

# Talking about Healthy People in Healthy Places Webinar

Linking Values to Policy & Environmental  
Change: Framing Challenges

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[www.bmsg.org](http://www.bmsg.org)

# Berkeley Media Studies Group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

# Message Is Never First

- What do you want to change in the world?
- How will you change it?
- Why do you want it to be changed?

# Framing Health Inequities

- No Clean Slate
- What's on the slate?
- What to do about it?

Just a few cues...

**HEALTH INEQUITIES**

...might surprise you

HFAJ TH JNFOUJTJFS

# What's on the slate?

- Responsibility
- Race & Poverty
- Government

# San Francisco Chronicle

THE VOICE OF THE WEST

## We're responsible for our well-being

Editor — Monday's editorial, "Food seduction," got it half right. President Bush's personal emphasis on living the healthy life is exemplary. He's taken personal responsibility for his own health and he looks terrific.

But then your editorial goes off on a typical, misguided, liberal tangent to lambaste the "out-of-control food industry" for "luring" apparently dumb and weak Californians to spend and eat too much. Your solution? Ask Congress to regulate. What a crock!

We don't need Congress to do anything. As individuals we just need to watch our intake, get some exercise, take responsibility for our own health. This constant din that somehow others are responsible for our well-being and that some government agency needs to protect us is leading this country and society down a wrong, costly and even dangerous road.

PAUL ERICKSON  
Tiburon

... 'IDOL': SIOBHAN MAKES MAGNIFICENT 7 Page 7

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**'Sounds good to me!'**

SARAH GIVES THE THUMBS-UP TO RUNNING WITH ROMNEY IN 2012 p. 48

STAR POWER: Conservative darling Sarah Palin waves to thousands of supporters who attended yesterday's Tea Party Express rally in the Commons.



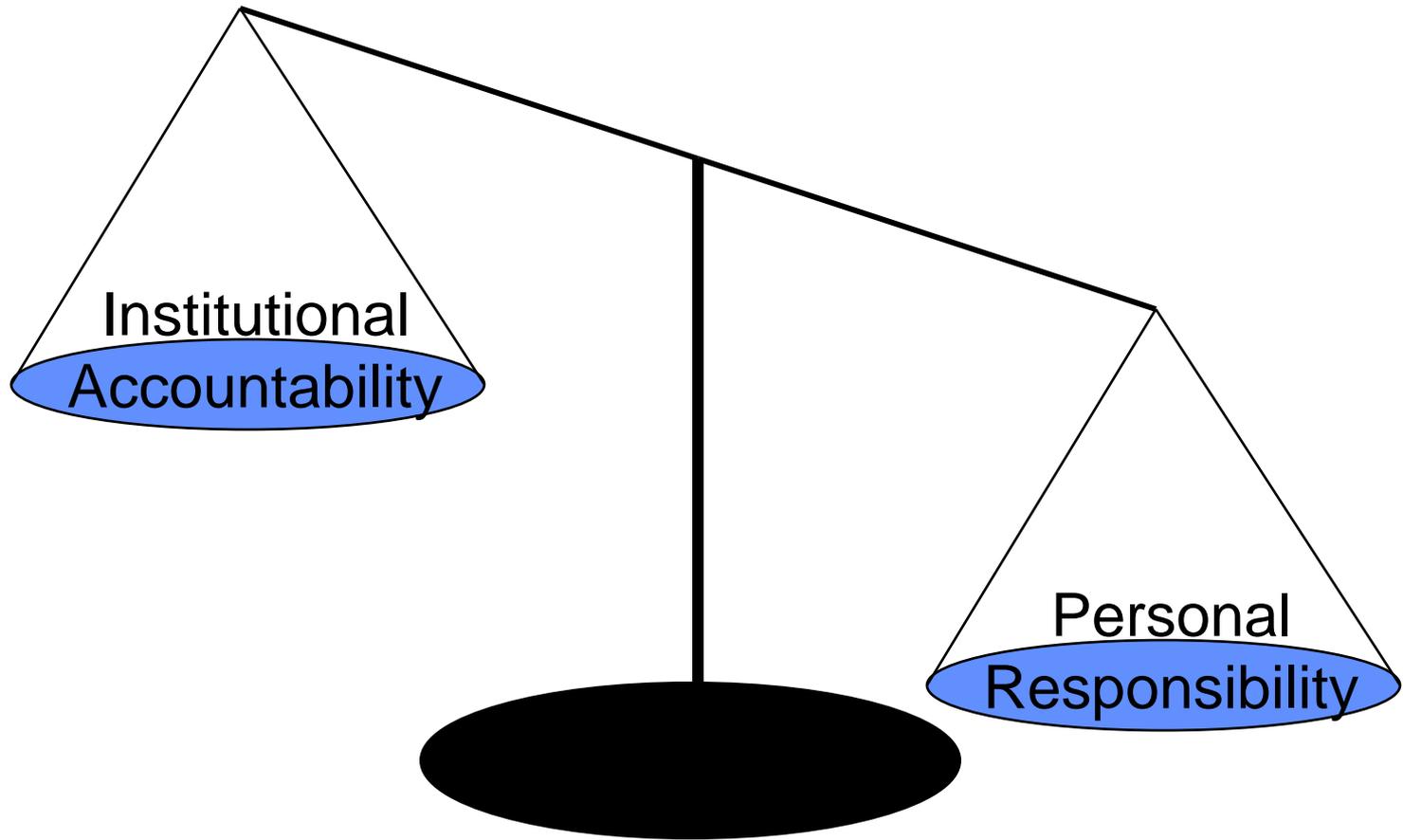
**JACKPOT! HOUSE OKs SLOTS, CASINOS** p. 25

**IT'S YOUR FAULT, FATSO!**

Health-care heavies blame consumers for soaring rates

... EVEN THOUGH MASS. OBESE RATE LOW: P. 24

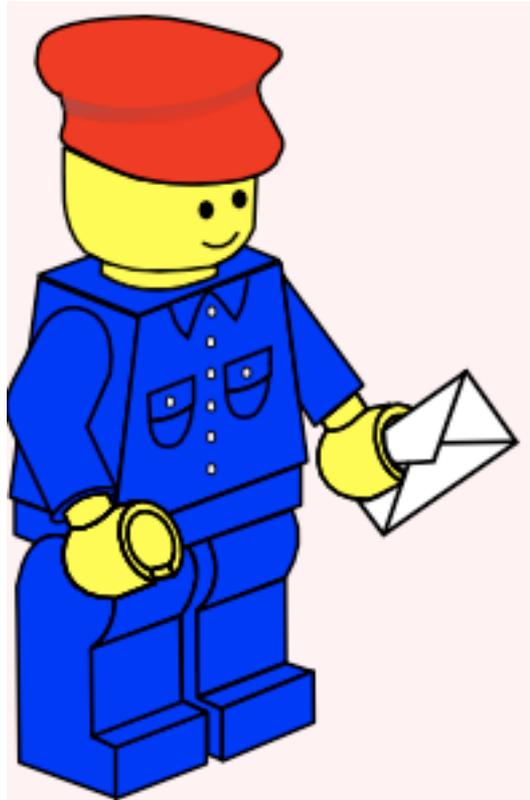
# The Need to Reframe



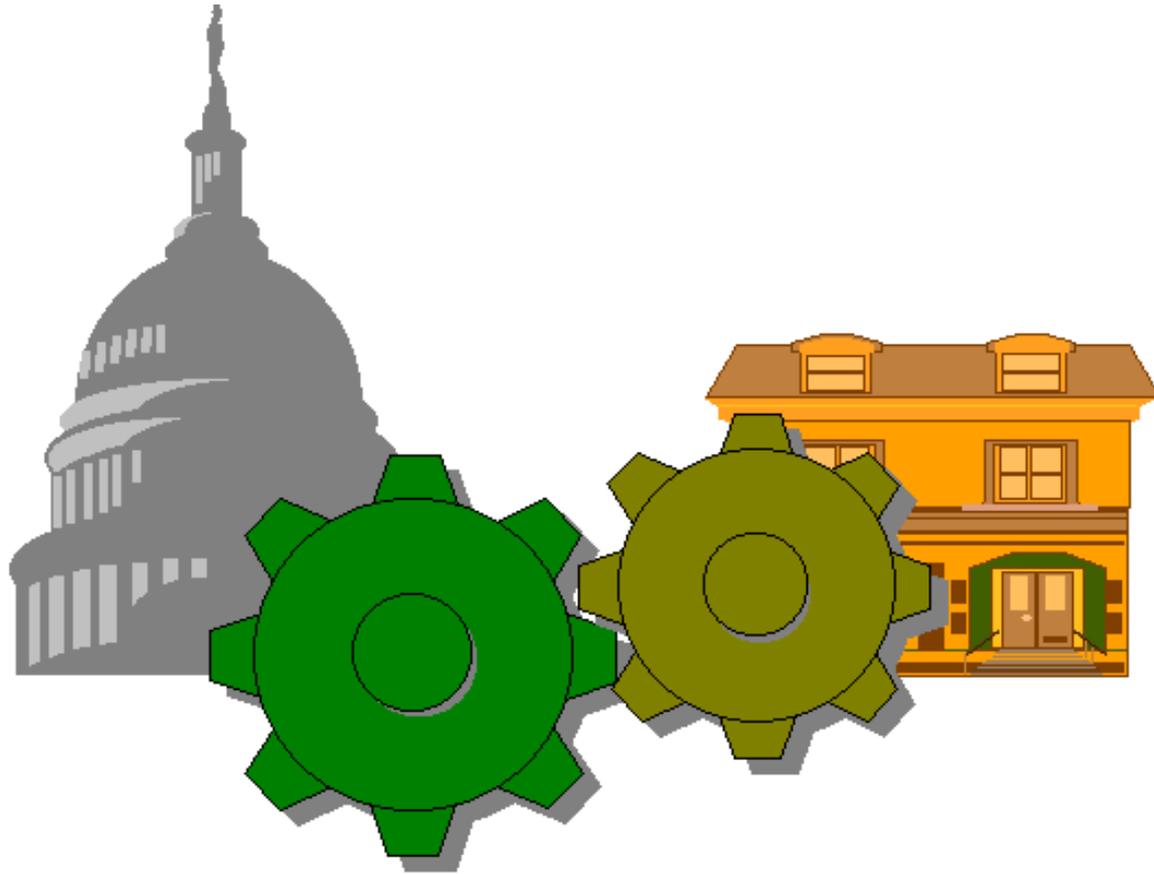
# Structural Racism



# Framing Government



# Framing Government



# Reframing Health Inequities

- What cues are we giving?
- What values do they activate?
- What actions are we taking?

## After all...

Of course parents have primary responsibility for their children's health and well-being. But children's health is also determined by forces outside the confines of the family. After all...

# What to do?

- Cue environment first
- Say why it matters
- Act

# Lakoff's Conceptual Levels

- Level 1: overarching **values** like fairness, responsibility
- Level 2: **issues** like housing, children's health, food, living wage
- Level 3: specific **strategies** like tax breaks for developers, health insurance for kids & families, setting nutritional standards for foods in school

# The Policy Context

THE NATION

## Phone Call Into History



Flip Schulke/Corbis, left; Bettmann/Corbis

**THE PROTESTER** Martin Luther King Jr. talking to President Johnson after the Selma march.

**THE POLITICIAN** President Johnson two months before the Voting Rights Act passed.

*New York Times*, Sunday, January 27, 2008

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