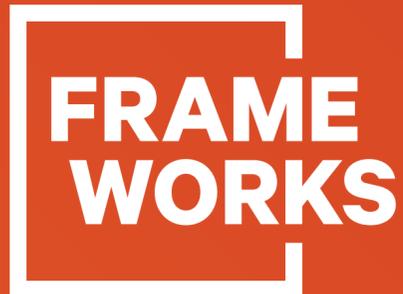


The new agenda creates a moment. Let's make the most of it.

Julie Sweetland, PhD, FrameWorks Institute

Katy Evans, PhD, FrameWorks Institute



September 12, 2025

Here's how we'll share space today

- We are recording today's session.
- We will share the recording and slides with registrants as soon as we can.
- Please keep your microphones muted. (We'd love to see your faces, though!)
- To bring a question or reaction to the presenters' attention, **use the Q&A function**. Note that others in the meeting will be able to see your question.
- Presenters will turn to the Q&A queue for the second half of our time. (Not the chat!)
- **Presenters will not see the chat**. The chat is open for participants to interact with each other or respond to the content in real time. FrameWorks may also post links there.
- For general reactions, please feel free to use the reaction feature .

FrameWorks is on a mission...

to advance the nonprofit sector's capacity
to **frame the public discourse** on social and scientific issues



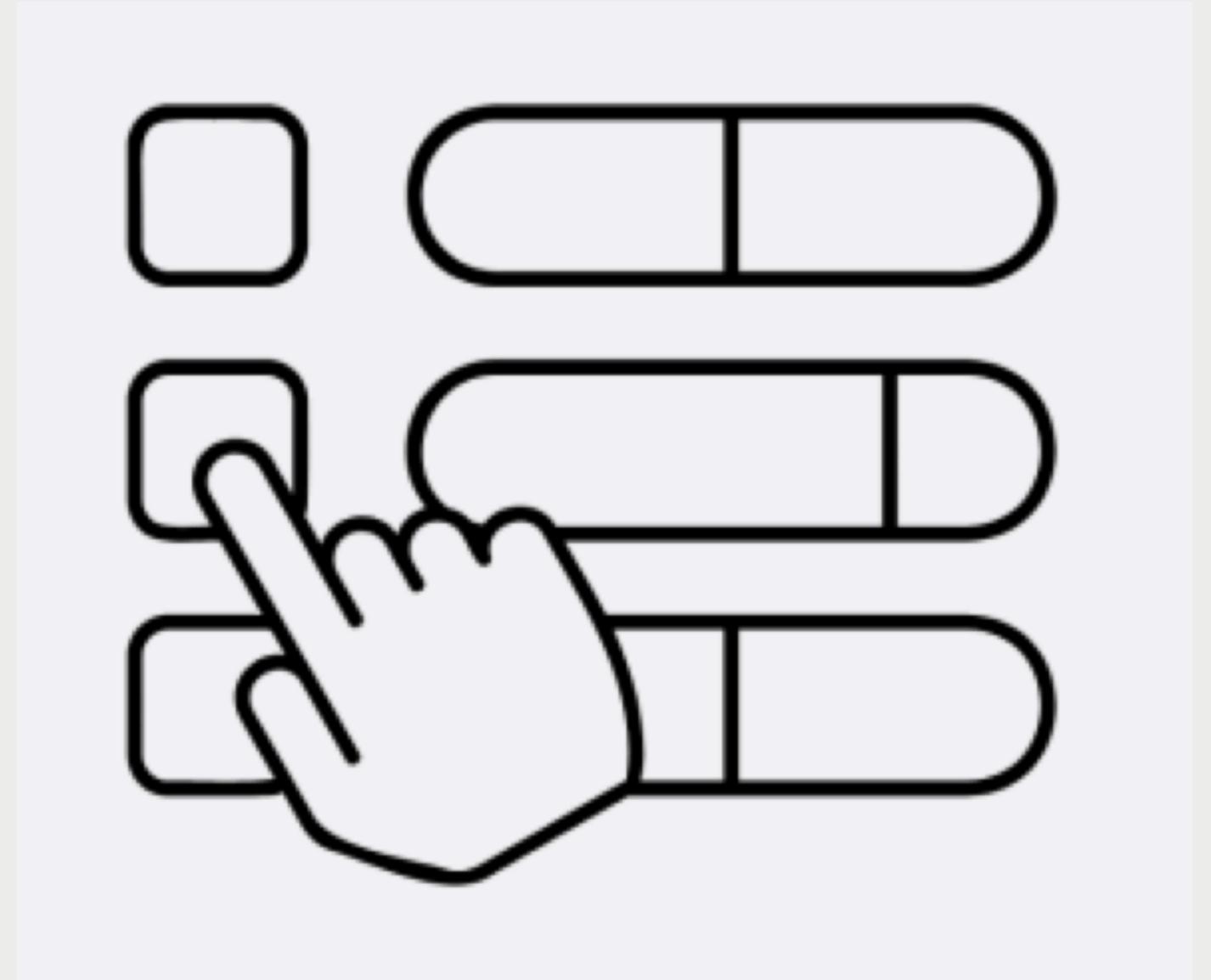
Julie Sweetland
Senior Advisor



Katy Evans
Senior Director, Health Justice Program

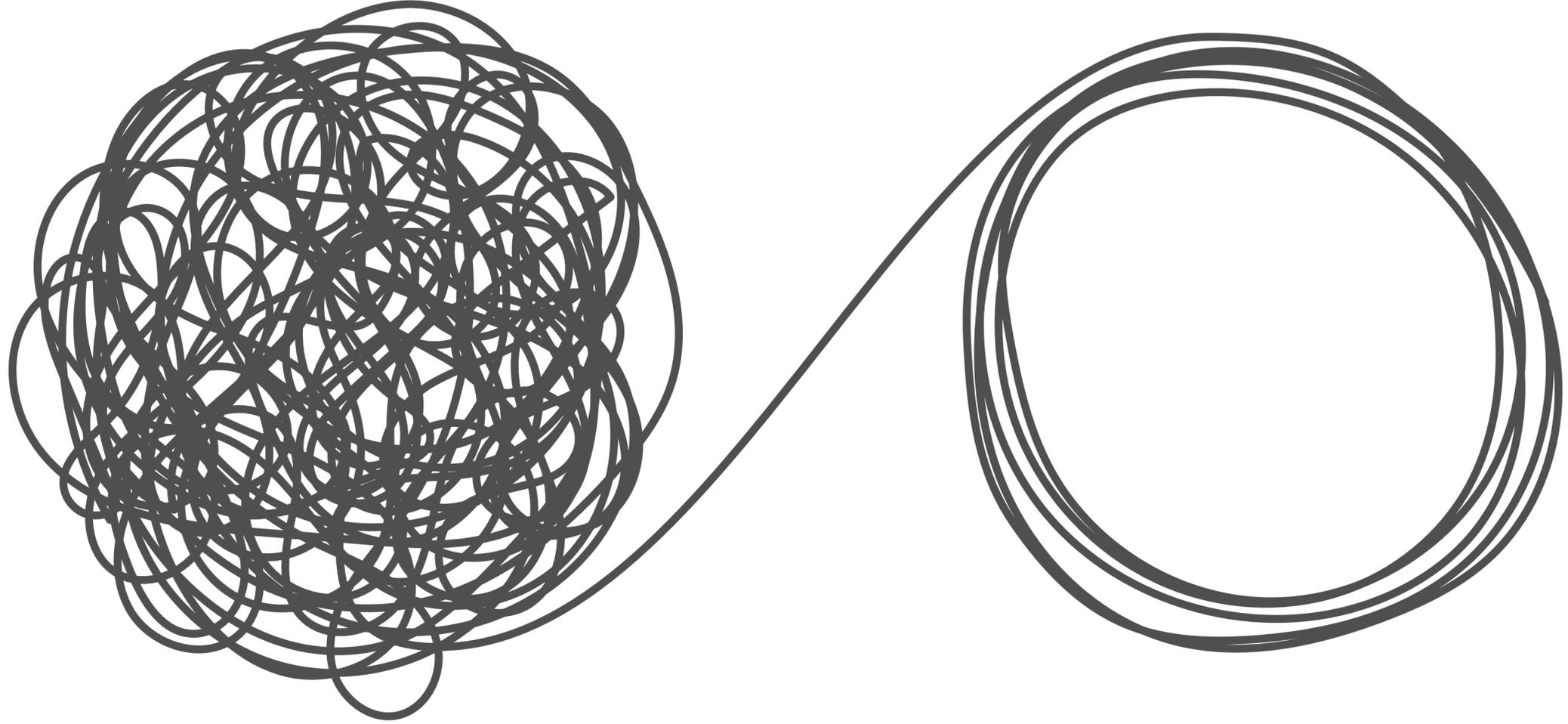
Quick poll:

**Who's in
the room?**



As voices for children's health, we can...

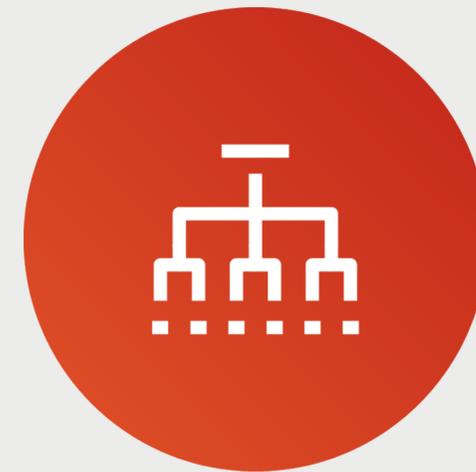
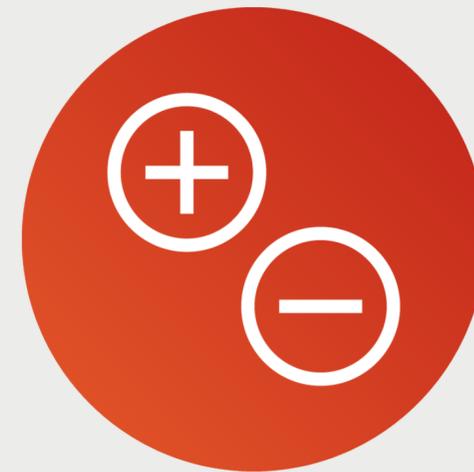
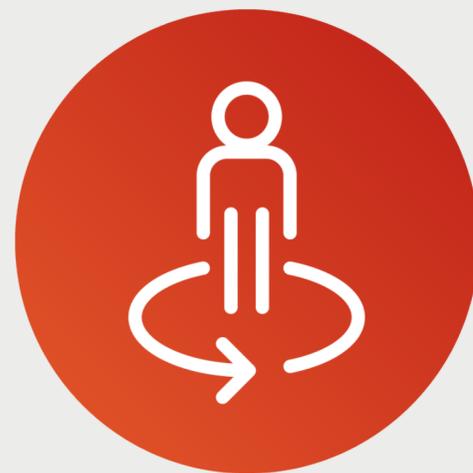
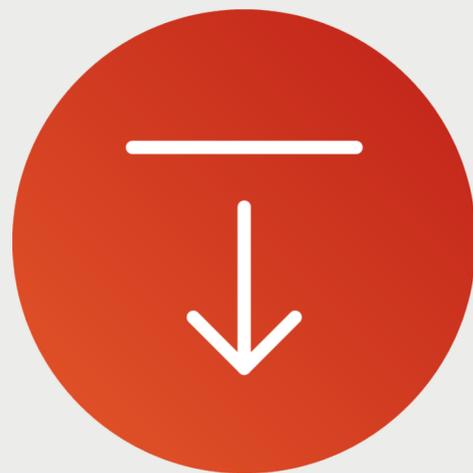
- **Understand the mindsets** that are being sparked and reinforced by the national political conversation on health.
- **Get good — and fast — at diagnosing the logic of public language**, spotting how current public language is activating unproductive mindsets about children, families, and health.
- **Anticipate narratives that activate “system is rigged” thinking** - and develop counter-narratives that are authentic and appropriate to our organizational voices and missions.
- **Be on the lookout for “communications traps”** that we are prone to miss.
- **Master the new basics of managing deceptive discourse** — we can't afford any unforced errors.
- **Cooperate and coordinate** on efforts to move public language in more productive directions.



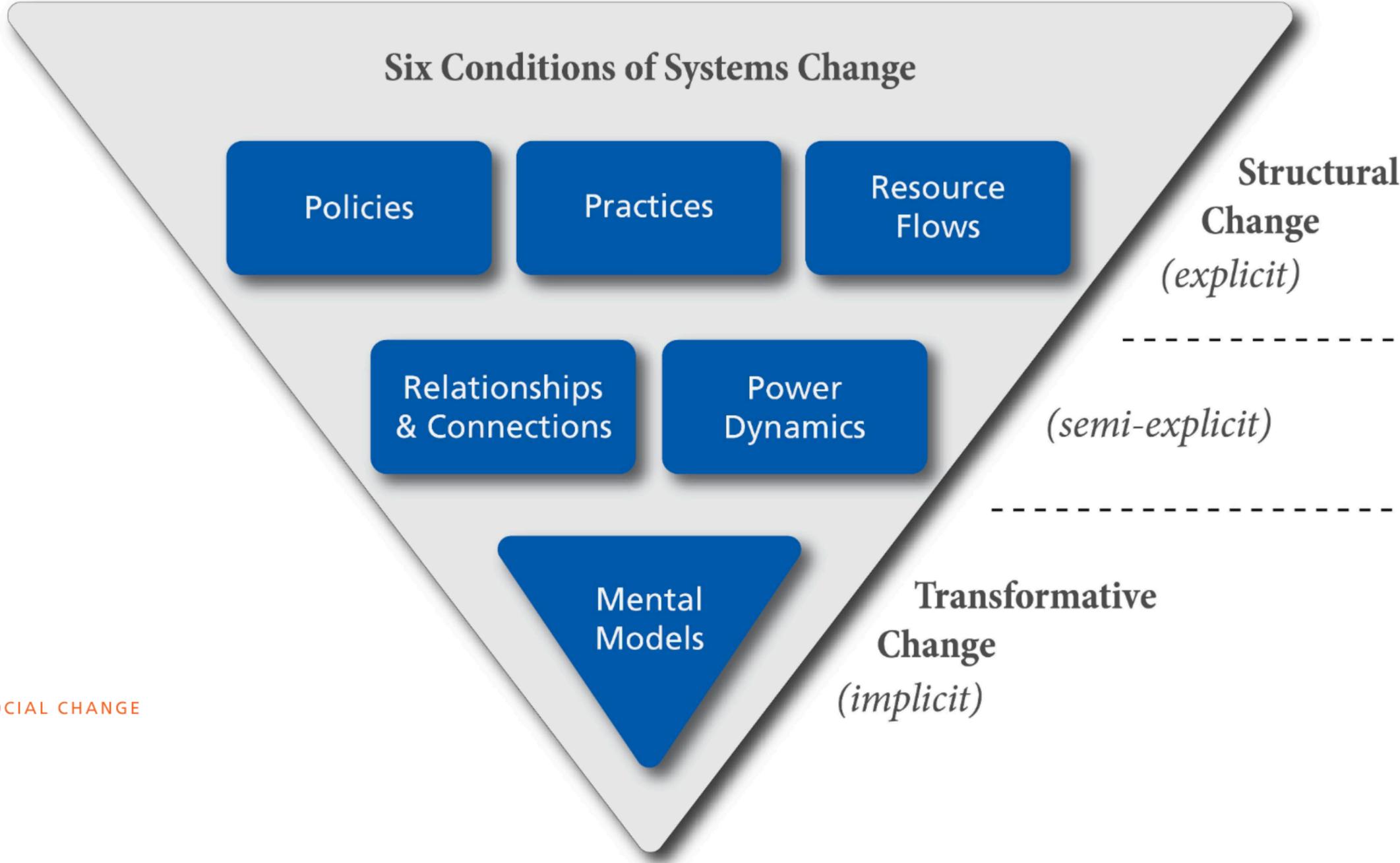
**Chaos Cutter #1:
Look at public language
through the lens of cultural
mindsets it activates.**

**Mindsets shape how
we see the world**

Cultural Mindsets Are...



Mental models/mindsets are key to systems change



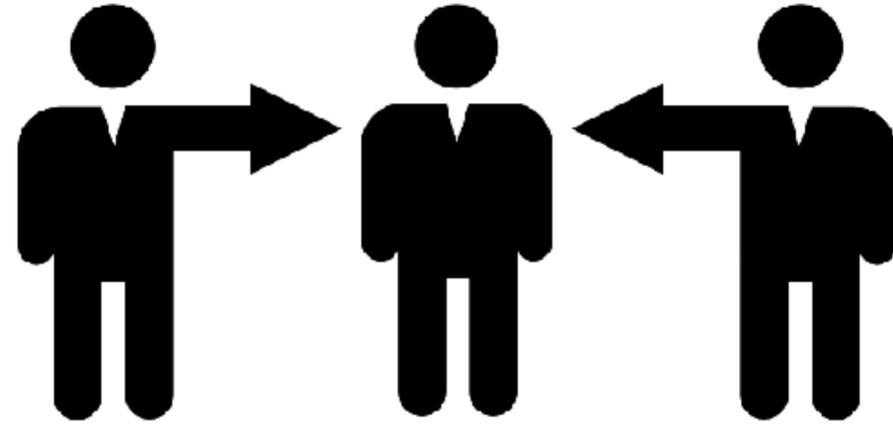
By using mindsets research, we can:

- **See how seemingly disparate topics connect**, allowing us to move through a “flooded zone” with greater confidence and calm
- **Arrive at a response more quickly and efficiently** because responding to mindsets, not “the latest talking point,” allows us to reach for strategies we already have, use, and know to work
- **Avoid diluting our impact** because no matter which corner of the field our allies are working in, we are all up against the same mindsets — and can use aligned strategies to counter them
- **Avoid alienating audiences we could persuade** by working at the level of underlying mindsets, not political identities or personal beliefs that, if threatened by our communications, could harden
- **Manage misinformation and manufactured controversies** more effectively

**Chaos Cutter #2:
Get good - and fast - at spotting
how today's public language
activates specific mindsets.**



Individualism



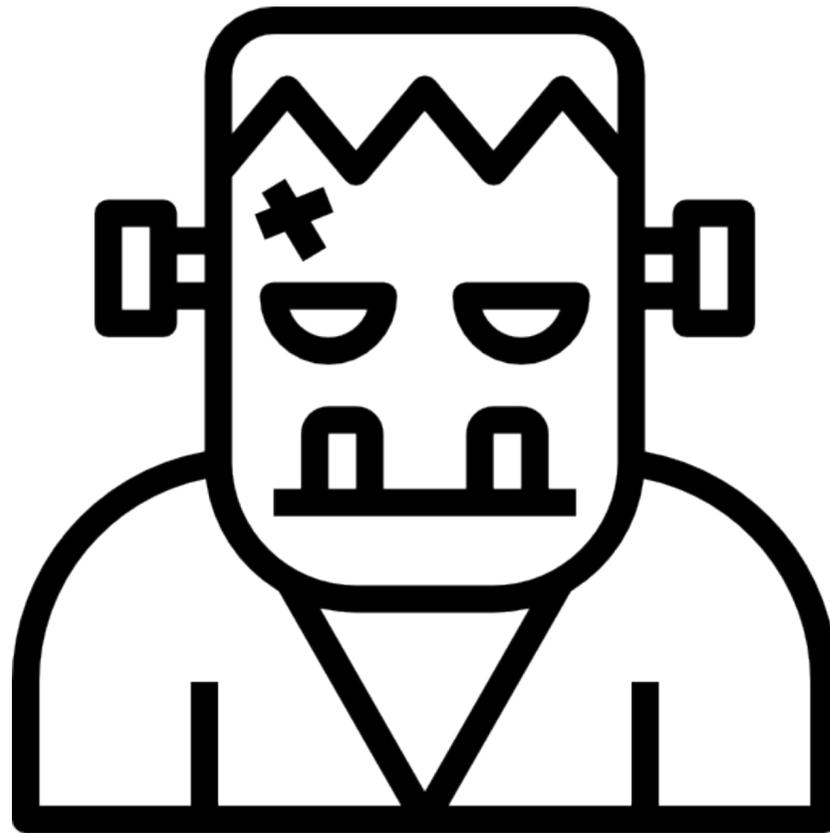
Otherism



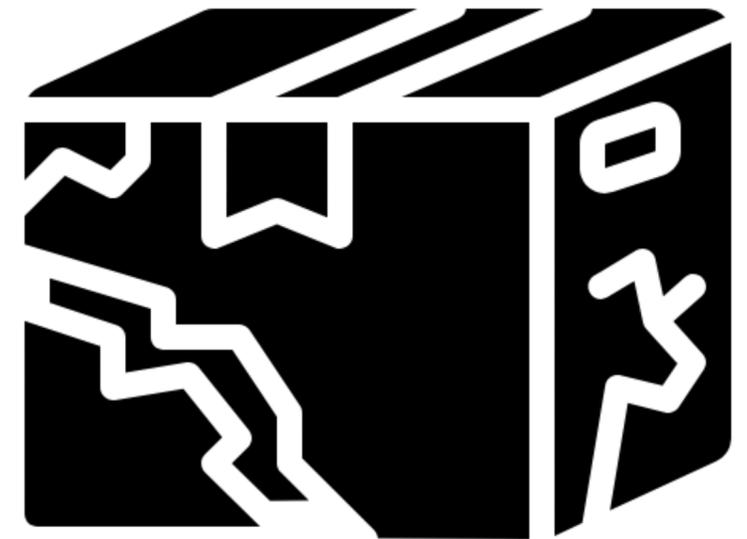
*Natural is
better*



Family Bubble



Threat of Modernity



***Damage done is
damage done***



Here at HHS, we need to take on the task of guiding our country and the world... to discover our own paths, to living our fullest lives, unleashing the potential in every one of us to make good personal choices that allow us to nourish, to heal, and to develop ourselves.”

Robert F. Kennedy, Jr.,

Welcoming remarks to HHS staff



... children on SNAP can struggle to meet key dietary guidelines and perform poorly on key health indicators when compared with income-eligible and higher income nonparticipants. The costs for these preventable diseases fall directly on taxpayers. Roughly 60% of SNAP participants received Medicaid in 2019, highlighting the connection between healthcare costs and suboptimal nutritional services.

The MAHA Report, May 2025



According to one study, children are exposed to 15 food ads per day, with over 90% promoting products high in fat, sugar, and sodium. This constant exposure has been linked to increased cravings for and consumption of sugary beverages and other unhealthy products.

The MOCHA report, September 2025



Over the past two generations, we have failed to address the alarming rise in childhood chronic disease. Federal and state policy have sometimes been guided more by corporate profit than the public interest. Many of our leading scientific and medical institutions have grown complacent, defaulting to symptom management rather than harnessing gold-standard science to prevent and reverse root causes. The US food and agricultural systems have embraced ultra-processed ingredients and synthetic chemicals. Meanwhile, our healthcare system has over-medicalized children, frequently masking and compounding underlying issues. Coupled with rising screen addiction and sedentary lifestyles, these factors are converging to produce a chronically stressed, sick, and isolated generation.

The MAHA Report, May 2025





Although the US health system has produced remarkable breakthroughs, we must face the troubling reality that the threats to American childhood have been exacerbated by perverse incentives that impact the regulatory bodies and federal agencies tasked with overseeing them.

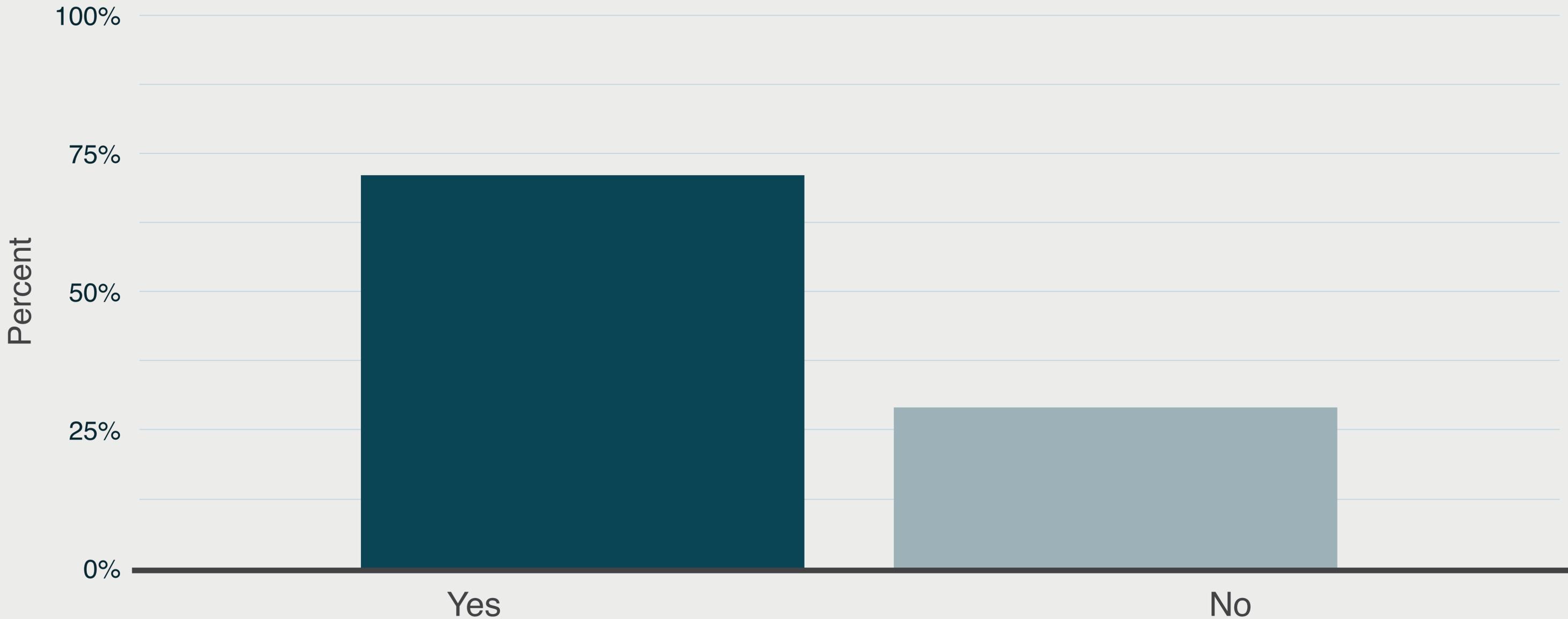
The MOCHA report, September 2025

**Chaos Cutter #3:
Anticipate narratives that tap
into “system is rigged”
thinking.**

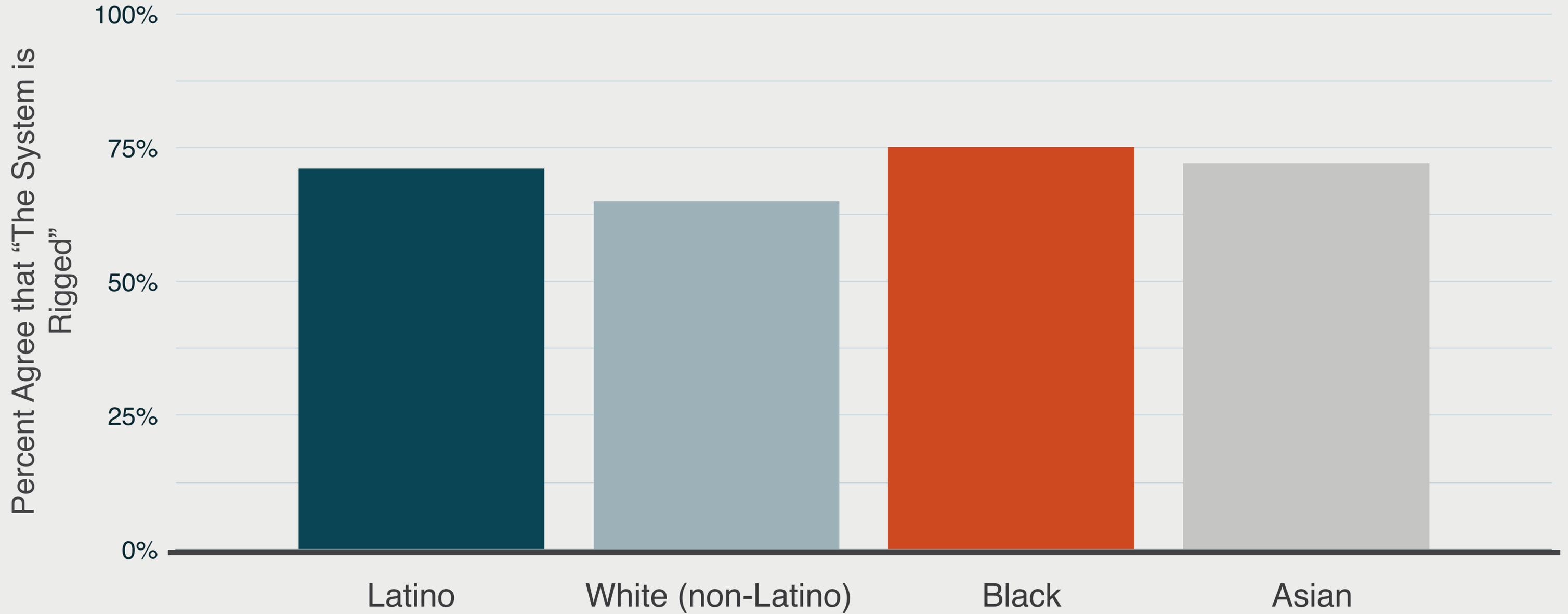
The “System is Rigged” Mindset



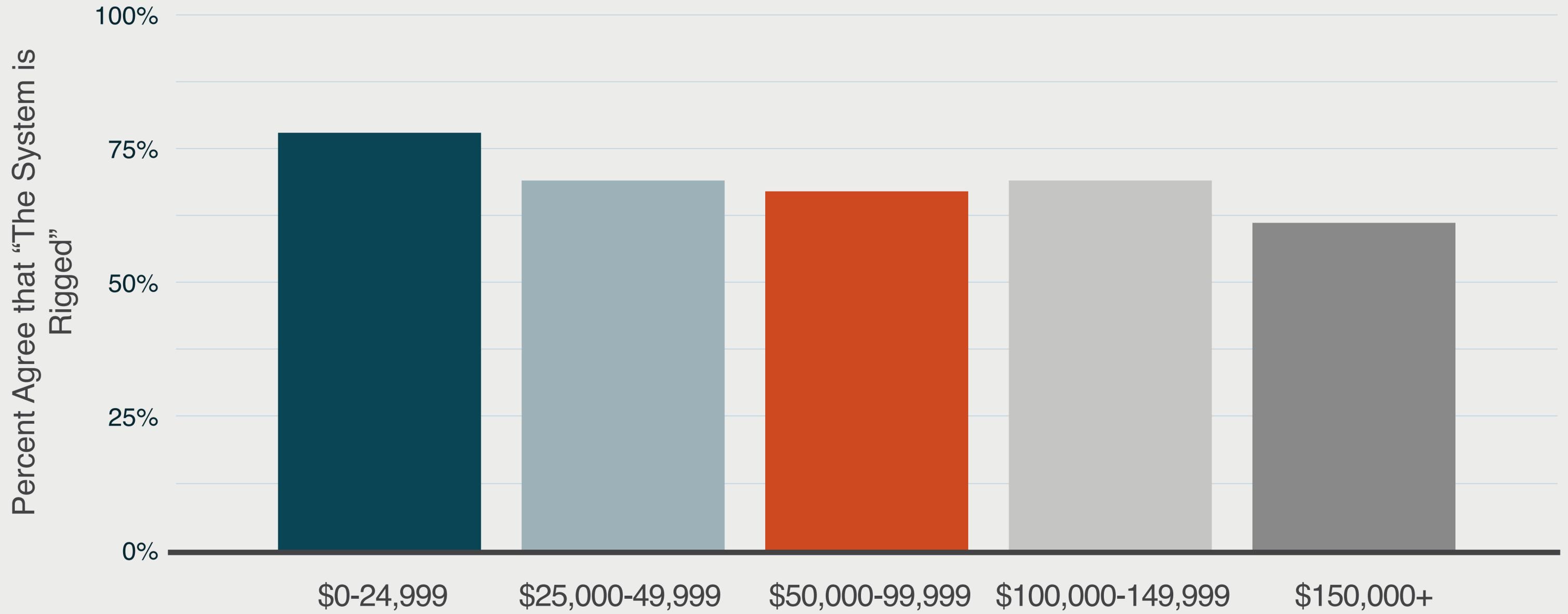
“Do you think the system is rigged in America?”



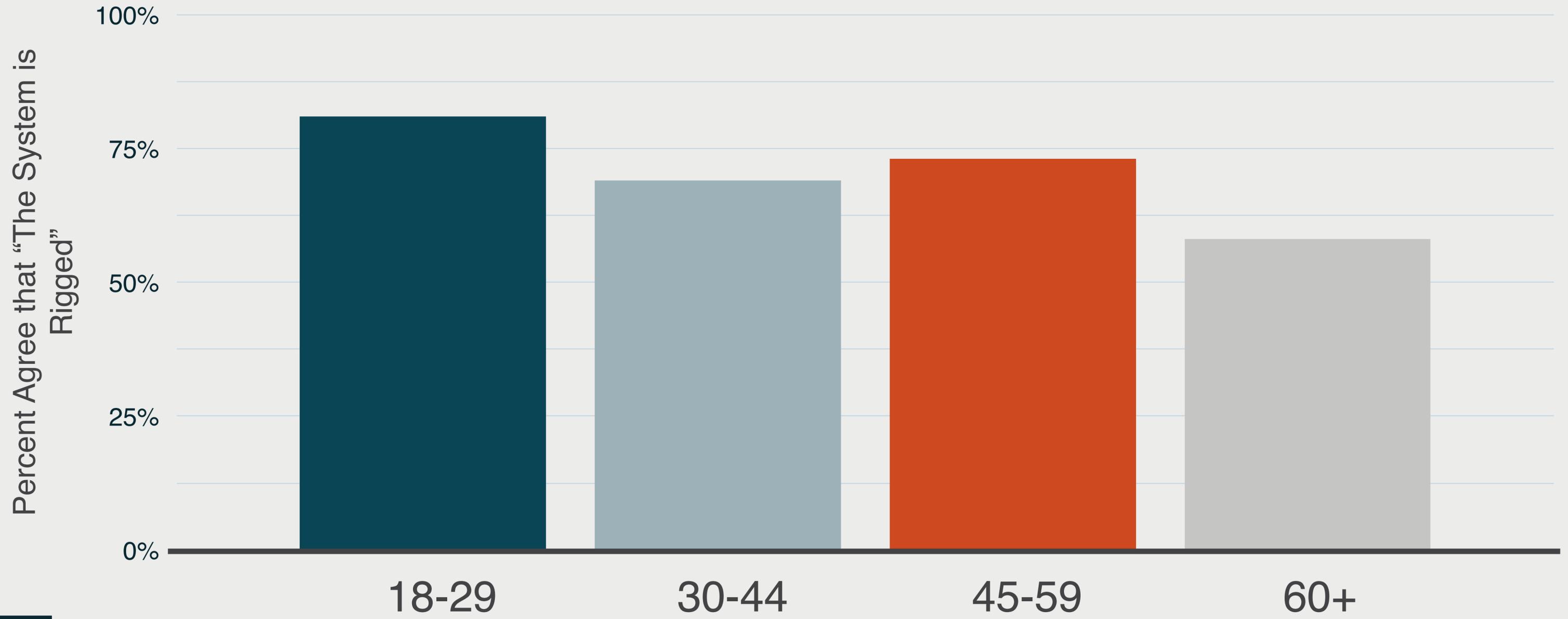
This Mindset is Shared Across Racial Groups...



Income...



Age...



The Basic Mindset

Slots to be Filled

What Isn't Filled in?

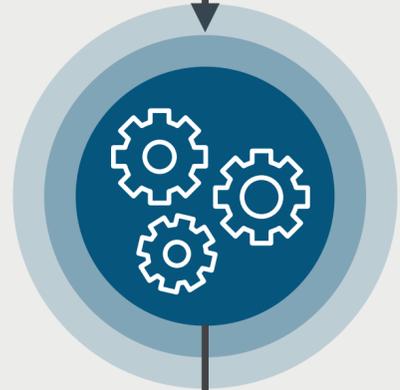


**People
in Power**

Who is Rigging the System?

Corporations, Politicians,
Coastal Elites, Media

What do
“they” do?



**“The
System”**

What System?

Economy, Government,
Healthcare, Immigration System

How does
it work?



**“Regular”
People Get
a Raw Deal**

At Whose Expense?

White Middle Class, The 99%,
Native-born Americans,
People of Color

How does
this happen?

The Basic Mindset

Slots to be Filled

What Isn't Filled in?

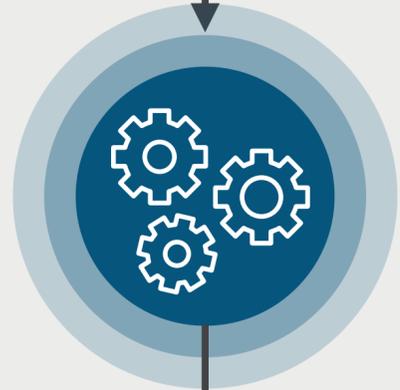


**People
in Power**

Who is Rigging the System?
Public health officials, government institutions



What do
"they" do?



**"The
System"**

What System?
Healthcare

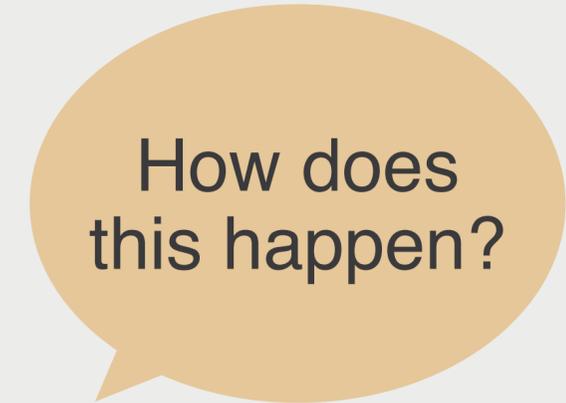


How does
it work?



**"Regular"
People Get
a Raw Deal**

At Whose Expense?
American children

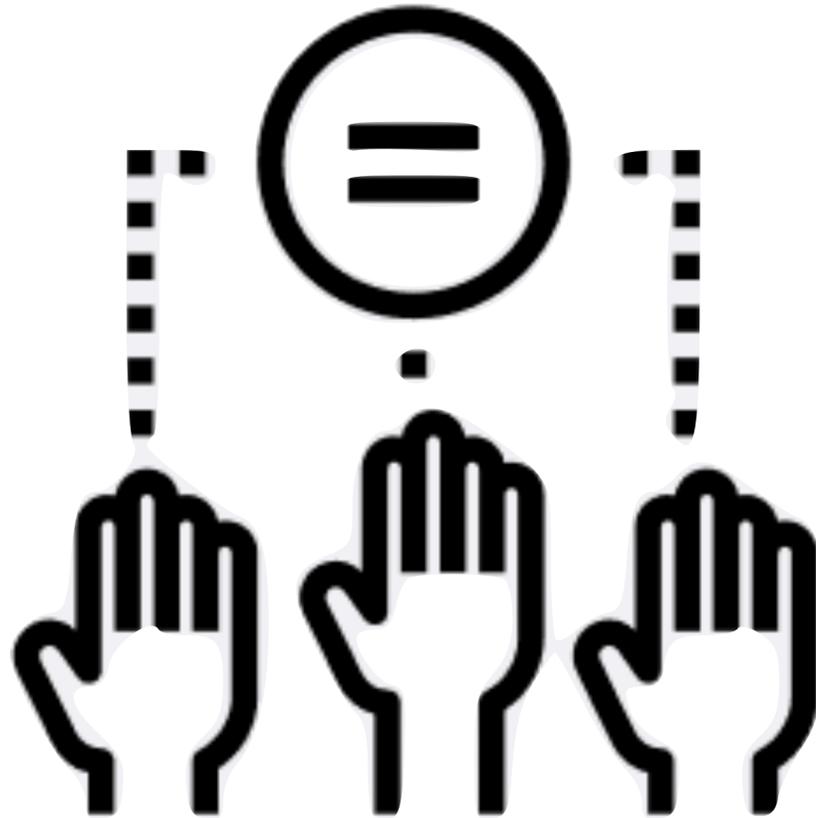


How does
this happen?

We can reinforce more systemic mindsets



Context



Togetherism



Can-Do

**Chaos Cutter #4:
Be on the lookout for
communication traps.**

What is not
working

Dismissing the full agenda

Adopting medical freedom/parental choice framing

Getting in the policy or science weeds

Repeating MAHA talking points or misinformation

Engaging in blame, shame, or derision

Making this all about RFK, Jr.

Understanding mindsets can help you find better counter-messages

– Typical public health talking point:
“Fluoridation reduces cavities by up to 25%.”

- Public Mindset Insight: People think that cavities are a minor, personal health issue
- Framing Insight: Explanations of how oral health affects overall health are “new news” for most people.
- Messaging Advice: Talk about how untreated oral disease can spread to major organs and how few people have access to dental care. Fluoridation is one prevention measure.

– Typical public health talking point:
“Vaccines are safe and effective.”

- Public Mindset Insight: People think risks are a real factor that should drive personal decision making.
- Framing Insight: Persuasive techniques on the ‘risk’ side of thinking have little effect. ‘Reward’ framing can help.
- Messaging Advice: Talk about how widespread childhood vaccination keeps schools healthy, and keeps kids learning, playing, etc.

**Chaos Cutter #5:
Master the “new basics” of
managing dangerous,
deceptive discourse.**

Three types* of deceptive, dangerous discourse

Disinformation / Misinformation

Falsehoods repeated,
with or without intent to
mislead

Manufactured Controversy

Contrived debate to
create confusion despite
established consensus

Moral Panic

Disproportionate
social reaction to a
perceived threat

***Not the *only* types**

Strategically analyzing a manufactured controversy

Merchants of Doubt. 2010. Naomi
Orestes & Erik M. Conway.

Who are the “merchants of doubt” funding and fueling the debate? Knowing the source helps you understand motivations.

What is the goal of the contrived controversy? Is it to delay action? Damage reputations? Influence public opinion?

What cultural mindsets are the merchants of doubt banking on? What widespread beliefs or social norms are allowing the debate to gain traction?

Strategically
correct
misinformation /
disinformation

Explain what is true. Give people a way to understand *how* the issue works in reality.

Warn against the fallacy. Characterize the unsound ideas as false and harmful.

Unmask disinformation tactics. Name the misleading moves and “worry aloud” about their effects.

Express care and concern. Talk about why this matters to you. Take a measured tone.

Offer a
compelling
counter-
narrative

Rely on explanation over assertion. Help people see *how* an issue operates.

Focus on impact. Rather than fact-checking, help people see the consequences of particular policy choices.

Call on trust. Focus on trust over credentials.

Use plain language. Avoid jargon and speak in a way that people can understand.

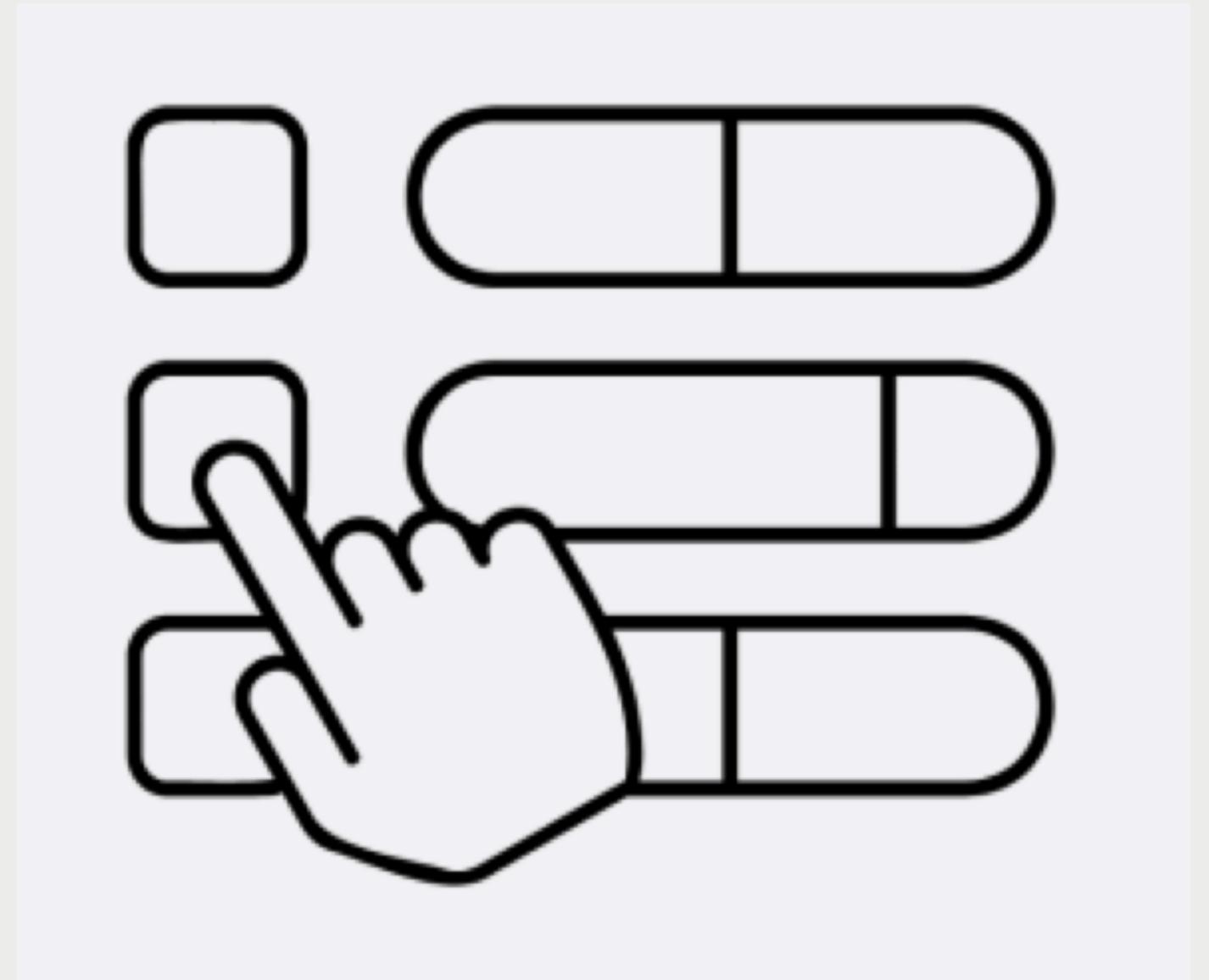
Demonstrate care, trust, and connection.

**Questions?
Comments?
Reactions?**

**Checking in
again...**

**Was that
helpful?**

**What do you
need next?**



Let's stay connected

Explore our website

www.frameworksinstitute.org

Find us on social



@FrameWorksInstitute



FrameWorks Institute

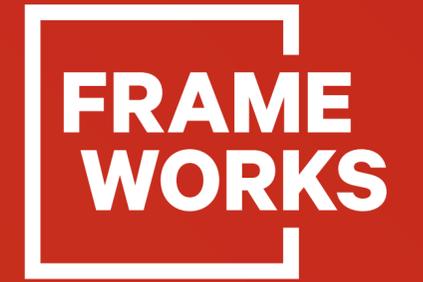


@frameworks.bsky.social

Get our newsletter



Thank You!



Katy Evans: kevans@frameworksinstitute.org

Julie Sweetland: jsweetland@frameworksinstitute.org

www.frameworksinstitute.org

@FrameWorksInst

About FrameWorks

The FrameWorks Institute is a nonprofit think tank that advances the mission-driven sector's capacity to frame the public discourse about social and scientific issues. The organization's signature approach, Strategic Frame Analysis[®], offers empirical guidance on what to say, how to say it, and what to leave unsaid. FrameWorks designs, conducts, and publishes multi-method, multidisciplinary framing research to prepare experts and advocates to expand their constituencies, to build public will, and to further public understanding. To make sure this research drives social change, FrameWorks supports partners in reframing, through strategic consultation, campaign design, FrameChecks[®], toolkits, online courses, and in-depth learning engagements known as FrameLabs. In 2015, FrameWorks was named one of nine organizations worldwide to receive the MacArthur Award for Creative and Effective Institutions.

Learn more at www.frameworksinstitute.org