On Culture: How much has thinking about health changed post-pandemic?

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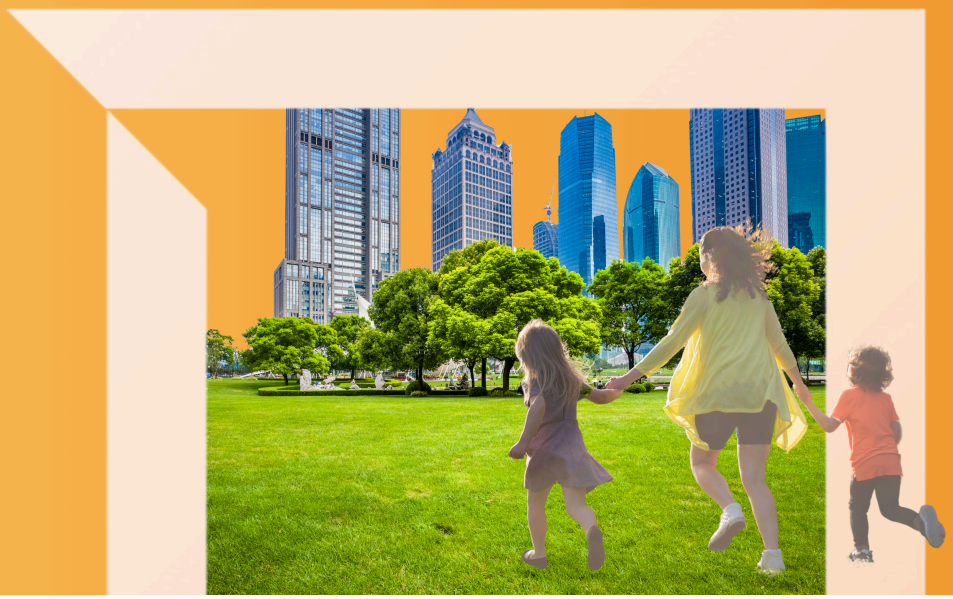
FRAMEWORKS Culture Change Project

September 2024

NEWSLETTER

On Culture



Friends and partners,

In 2020, we started the Culture Change Project in response to massive social upheaval—from pandemic lockdowns to mask mandates to widely publicized protests. One of the key questions we've been investigating is: has any of this changed how Americans think about health?

The answer coming out of our research is: not as much as we might have expected. But our research also shows there's something we can do about it.

READ THE BLOG POST

According to our culture tracking survey, individualistic thinking about health is more dominant now than at any other point in the history of the Culture Change Project. This means that people are still overwhelmingly inclined to view our health as a product of our individual choices rather than public decision-making and the environments around us. The good news is: we know that there *are* ways to bring systemic thinking to the forefront.

In this month's blog post, I dive into the data and share some strategies we can use to help boost understanding of health as a public issue that requires a collective response.

In partnership,



Clara Blustein Lindholm
Director of Research Interpretation, Culture Change Project

UP NEXT!

WEBINAR: SUPPORTING KIDS THROUGH COLLECTIVE CAREGIVING I Friday, September 27th, 12:00 PM ET
Along with our friends at Leading for Kids, we recently released a new strategy for talking about the range of policies and system-level supports that kids and families need to thrive: the *Collective Caregiving* frame. On Friday, September 27, we'll be joined by Dr. David Alexander, Jeanette Elstein, and Marquita Little Numan as we explore ways to deploy this framing strategy and how it's already being put into practice. Click here to register!

ANNUAL CULTURE TRACKING UPDATE I COMING IN OCTOBER!
Next month, we'll be sharing findings and reflections from our fourth year studying culture change in the United States. This update will include a cross-cutting overview of how foundational American cultural mindsets are (and aren't) evolving with regards to some of the most important social

issues of our time, including the economy, gender, racism, and democracy.

HOW TO TALK ABOUT RIGGED SYSTEMS | COMING SOON!

A few months ago, we shared two tips for communicating about rigged systems, or what we refer to in our research as the "system-is-rigged" mindset—the idea that our systems are rigged by a powerful few to benefit themselves and hurt the rest of us. Later this year, we'll be sharing a full research report with recommendations for navigating this highly-contested cultural terrain in ways that steer public thinking and discourse in productive directions and, importantly, guard *against* harmful, racist, and exclusionary conclusions.

NEW FROM FRAMEWORKS

ARTICLE: HOW AMERICANS ARE THINKING ABOUT LABOR

From stereotypes about who works which jobs to conflicting mindsets about unions, Americans tend to see work through a highly individualistic lens. Earlier this month, we dove into the complex mindsets shaping Americans' understanding of work in the United States, along with implications for how we communicate about labor and the economy.

SHOW ME THE ARTICLE

PODCAST APPEARANCE: WORK FOR HUMANS

This summer, FrameWorks director of research, Bec Sanderson, appeared on the Work for Humans podcast to discuss the need to build better narratives about work and labor in the United States. In the episode, Bec and host Dart Lindsley explored findings on how Americans think about the economy and work, the nature of dominant and recessive mindsets, and how framing has the potential to unlock different ways of thinking.

TAKE ME TO THE EPISODE

SPOTLIGHT ON CULTURE CHANGERS

NATIONAL CONFERENCE: FACING RACE I NOV 20-22

Our friends at Race Forward are convening community organizers, activists, and movement builders for the nation's largest multiracial, intergenerational racial justice conference. More than 4,000 participants will gather in St. Louis, Missouri this November to build power and strategies to advance racial equity and justice. Register now!

WHAT IS GOVERNMENT FOR? A READING LIST FOR A MORE DEMOCRATIC ECONOMIC VISION I THE ROOSEVELT INSTITUTE

Aastha Uprety at the Roosevelt Institute recently published a blog post focused on a better articulation of what the government is *for*—and how that articulation can help create the conditions for a "high-care, low-carbon democratic economy." The post features a reading list and a discussion of investing in care work, understanding and building the capacity of the democratic state, and more.

FORGING DEMOCRACY: MISSOURI'S FIGHT FOR REPRODUCTIVE FREEDOM AND WORKERS' RIGHTS I NATIONAL WOMEN'S LAW CENTER

In this blog post, Clarke Wheeler and Verónica Dávalos describe the impact of reshaping the reproductive justice narrative within labor spaces and the power of cross-movement solidarity to shape electoral wins. Read the article to learn more about how Missourians are working toward equity and justice.

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