On Culture: The latest insights from the Culture Change Project

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Friends and partners,

WELCOME to the first installment of *On Culture*—your bimonthly update on changing patterns in culture and discourse from the FrameWorks Institute's Culture Change Project. Every two months, I'll be sharing research insights, framing resources, and reflections from our staff and partners on what's happening in the world as it relates to narrative, culture, and framing.

The shifts we're seeing in how people are thinking about social issues—from health, to race, to democracy, to the economy—have serious implications for those working to change systems. It is my hope that what we're finding about these shifts can help

inform the important work you're doing to advance meaningful change. I also hope we can learn from what you know and are seeing in your work. In each issue of *On Culture*, we'll be asking for your input on something we're grappling with to make sure our insights on culture are as helpful and relevant as possible.

Here's some of what you'll find in this first installment:

- Thoughts on why democratic reform should be a bigger part of our national discourse
- New framing guidance for talking about anti-racism in education
- New research on communicating about child and adolescent vaccination

Our research is ongoing—and as the "unprecedented social upheaval" we've all witnessed doesn't seem to be dying down, the questions we ask will continually evolve. We hope you'll stay in touch with your own insights on our changing culture. In the meantime, THANK YOU for taking this journey with us.



Carinne Wheedan, Director of Communications

If you are interested in a presentation for your organization or team about the ways our culture is shifting, new trends in cultural mindsets, and implications for your communications, please let us know!

GET IN TOUCH

OPINION: The Invisible Contest Beneath Our Elections

When it comes to government, Americans talk a lot about politicians who play the political game and less about the rules that govern how it's played. Research from the Culture Change Project shows that this preoccupation is the result of deep patterns in how we think about government. (Government = the people who run it.) *What would it take to focus more of our attention on the rules of the game and not just who is playing it?*

Check out a new opinion piece from FrameWorks' CEO, Nat Kendall-Taylor, on why systemic democratic reform should be a bigger part of our national discourse.

> *"The focus on the people in politics assumes that our political system is generally just and well-designed. Spoiler alert: it's not ... We need an information environment that is better balanced between the need for new leaders, and the fundamental democratic redesign that is necessary for real, enduring change."*

READ THE ARTICLE

NEW FROM FRAMEWORKS

New Tools for Talking about Race and Racism

We can't dismantle racism without talking about it. This month, we're sharing two new resources to help guide communications efforts to advance a more just and anti-racist world.

Advancing Anti-Racist Education | This brief provides six recommendations for navigating the moral panic about "Critical Race Theory," as well as guidance on what communication strategies to avoid.

Talking about Racism in Child and Family Advocacy | This guide offers concrete strategies for communicating about the effects of racism on

children, adolescents, and families of color. *Produced in partnership with Prevent Child Abuse America.*

Vaccines — What to Say (And Not to Say)

Reframing the Conversation about Child and Adolescent Vaccinations | This brief is intended to equip physicians, advocates, and public health communicators with strategies for building understanding of and support for child and adolescent vaccinations. *Produced in partnership with the American Academy of Pediatrics.*

UP NEXT!

In March and April, we'll be sharing NEW research updates with findings on how Americans' cultural mindsets are shifting on some of the issues at the very crux of our cultural moment:

- **Gender**, including Americans' somewhat contradictory thinking about gender roles, norms, and identities
- **Work and the economy**, including mindsets about care work in the wake of the pandemic
- **Democracy and government**, including how Americans' thinking about the Constitution may be more flexible than we thought

By summer 2023, we will be able to share findings from an experimental study of how to frame conversations about "the system." We've found that thinking that "the system is rigged" is prevalent and increasingly dominant. But what system are people thinking about? Who is rigging it, and to what end? How can we talk about the flaws in our political and economic systems without inspiring a sense of fatalism that thwarts action and deepens our crisis fatigue?

POLL: In what area have you seen the biggest cultural shifts over the past few years?

RACE

ECONOMY

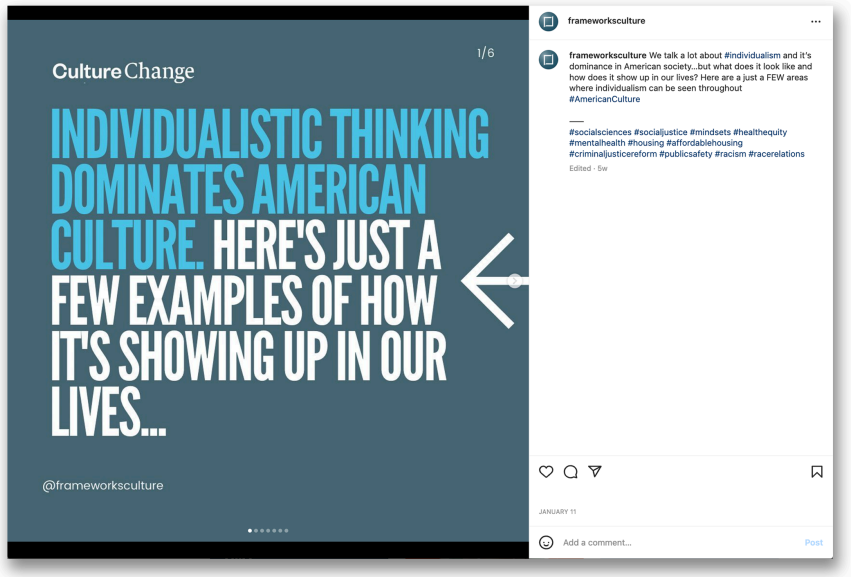
GENDER

HEALTH

DEMOCRACY

OTHER

WE'RE ON INSTAGRAM!



On Instagram? Join us! We're sharing quick framing tips, cultural insights, interesting findings, and top-of-mind questions and observations about shifting American mindsets.

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SPOTLIGHT ON CULTURE CHANGERS

How To Save a Country | This podcast from Felicia Wong and Michael Tomasky explores how we got to this inflection point in American democracy and how we can envision a new, post-neoliberal social and economic paradigm.

Respectful Maternity Care in Systems | Birthing is a systems issue. New insight from the National Birth Equity Collaborative provides guidance for having solutions-oriented discussions about improving systems to better care for birthing people.

PACE Civic Engagement Language Project | This interactive dashboard allows you to explore people's perceptions of language related to civics and democracy. It's free to sign the user agreement and access the full dashboard!

FRAMEWORKS Culture Change Project

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