The "Swamp of Environmental Health" is a visual summary of FrameWorks' research into the dominant cultural models that the public uses to make sense of environmental health issues. These models tend to trigger unproductive thinking that can undermine or "eat" your message. Use this "Swamp" graphic as a "cheat sheet" to help you avoid swampy messaging that may decrease your communications' effectiveness.

Health Individualism

Health is each individual's responsibility Household = environment

Contamination

Threats to food, water, air

Everyone Is Responsible

Government is corrupt/inept
Business is greedy, focused
Community is key
Individuals must do what they can

What's in the swamp of ...

Environmental Health

Determinism

Result of modern life Remediation, not prevention

Healthy Environment = Basic

Context influences health
Organization of the built environment matters
Social relations important
Economic conditions influence outcomes

Environmental Health Work?

= Black box Taken for granted

Environmentalism

Extreme Puts animals over people



