

**Using Strategic Frame Analysis to talk
about Child Mental Health and
the System of Care**

Presenter(s) and Title(s)

The FrameWorks Mission

To advance the nonprofit sector's
communications capacity
by conducting, translating and modeling relevant
scholarly research for framing the public discourse
about social problems.

FrameWorks Areas of Expertise

ADVOCACY



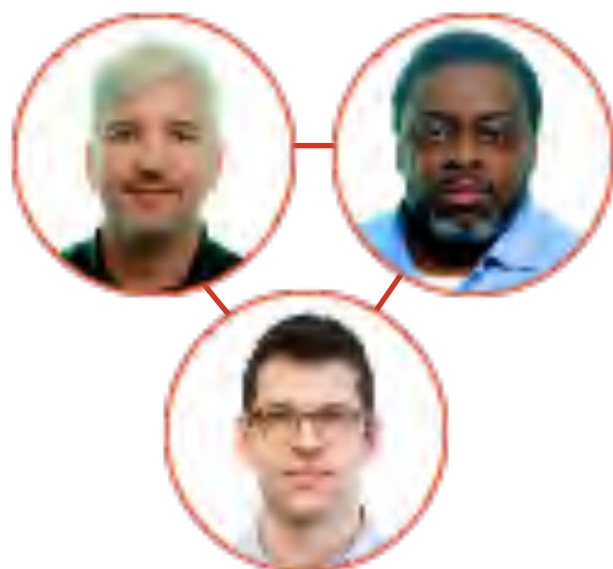
DIGITAL MEDIA/PRODUCTION



ADMINISTRATION



POLITICAL SCIENCE



LANGUAGE & LINGUISTICS



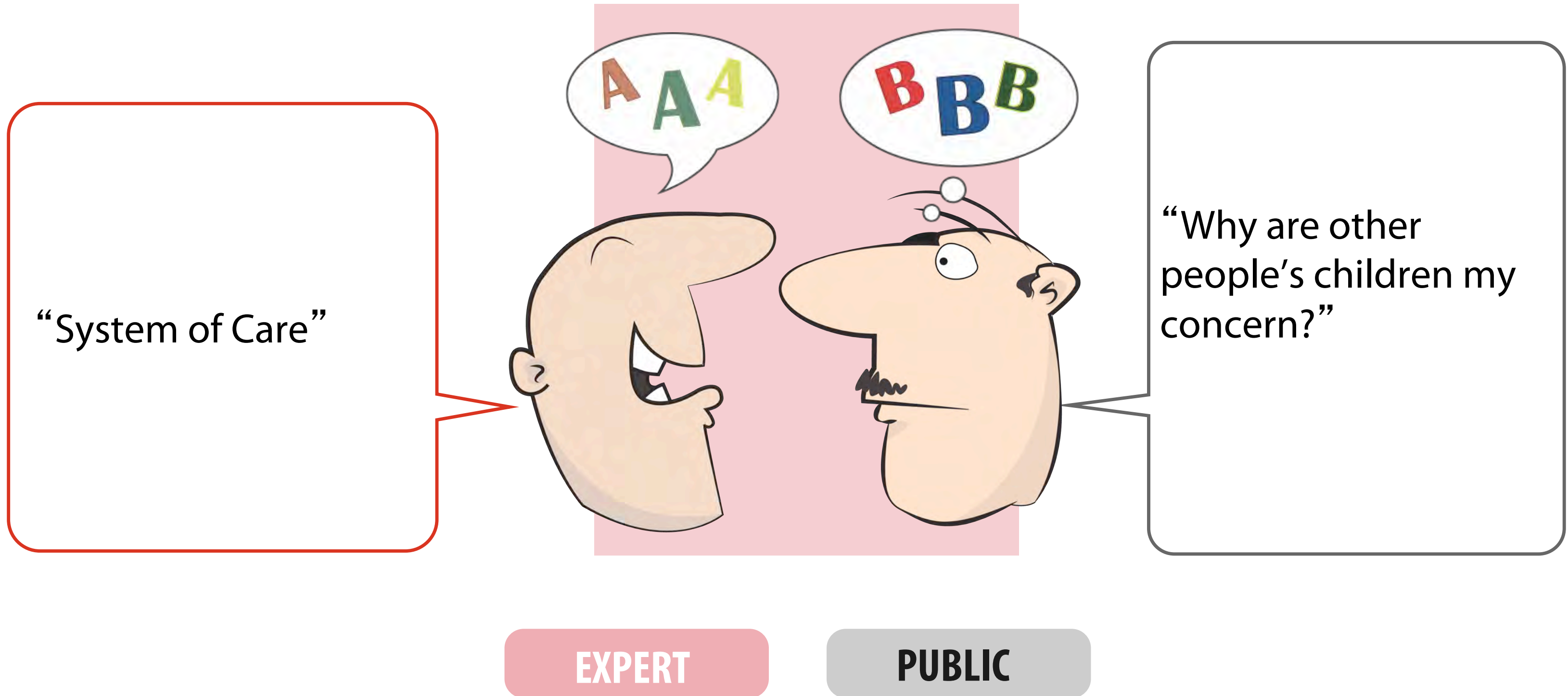
SOCIOLOGY



PSYCHOLOGY/ANTHROPOLOGY

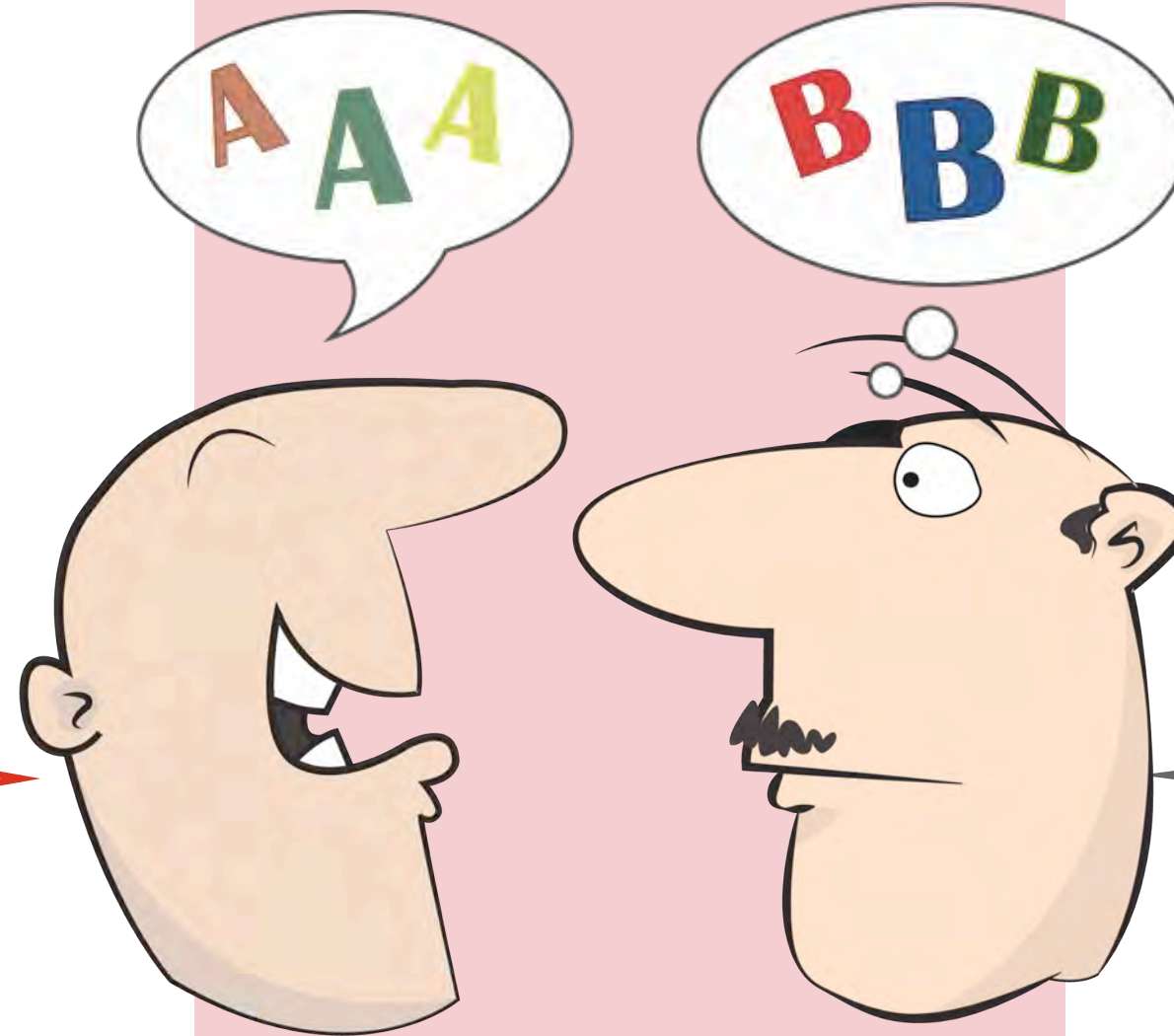


Lost in Translation



Lost in Translation

“Children’s mental health problems are very common, and the onset of major mental illness can occur as young as age 7.”



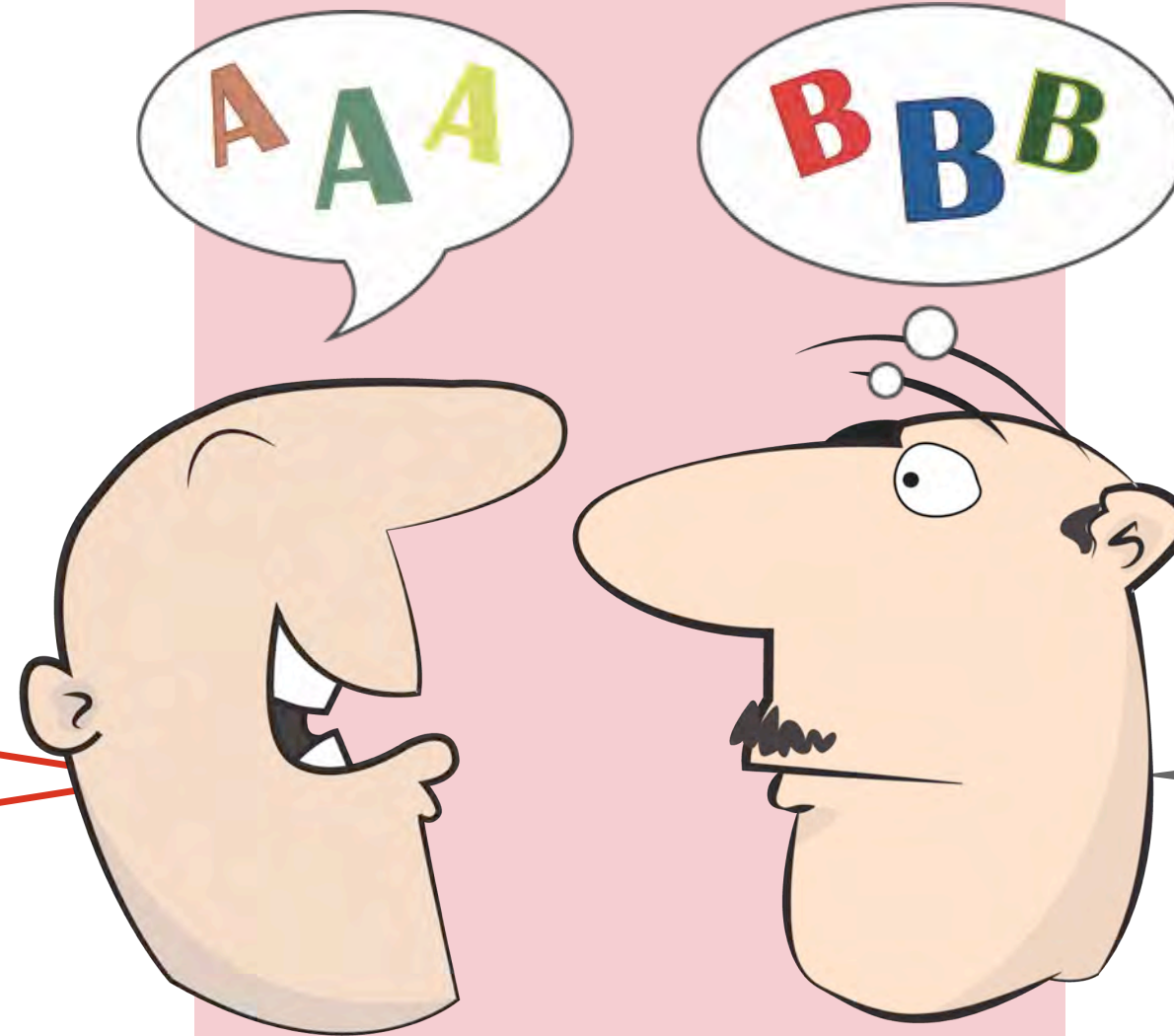
EXPERT

PUBLIC

“Those kids are so young. I don’t think you’ve even developed much of a personality, let alone a mental health profile. I don’t know that you could diagnose something yet.”

Lost in Translation

“Opportunities are available to prevent mental health disorders before they occur. Effective prevention includes strengthening families and individuals by building resilience and skills, and promoting mental health in schools.”



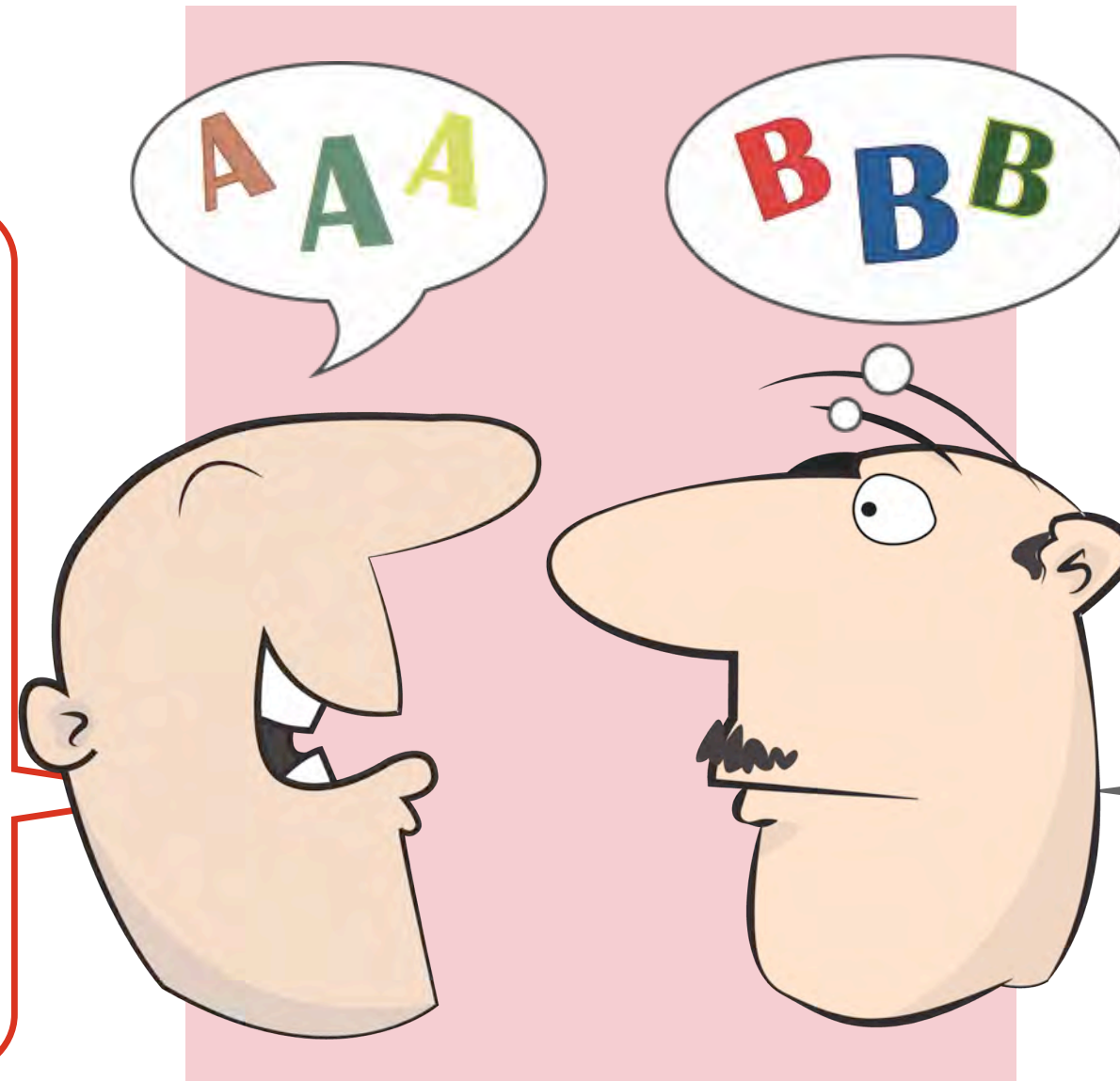
EXPERT

PUBLIC

“Mental illness is about your brain—your wiring. Your chemicals and your brain are either working, or they’re not. It’s got to be up there. Good mental health is about being happy, laid-back, easy going. Kids being kids.”

Lost in Translation

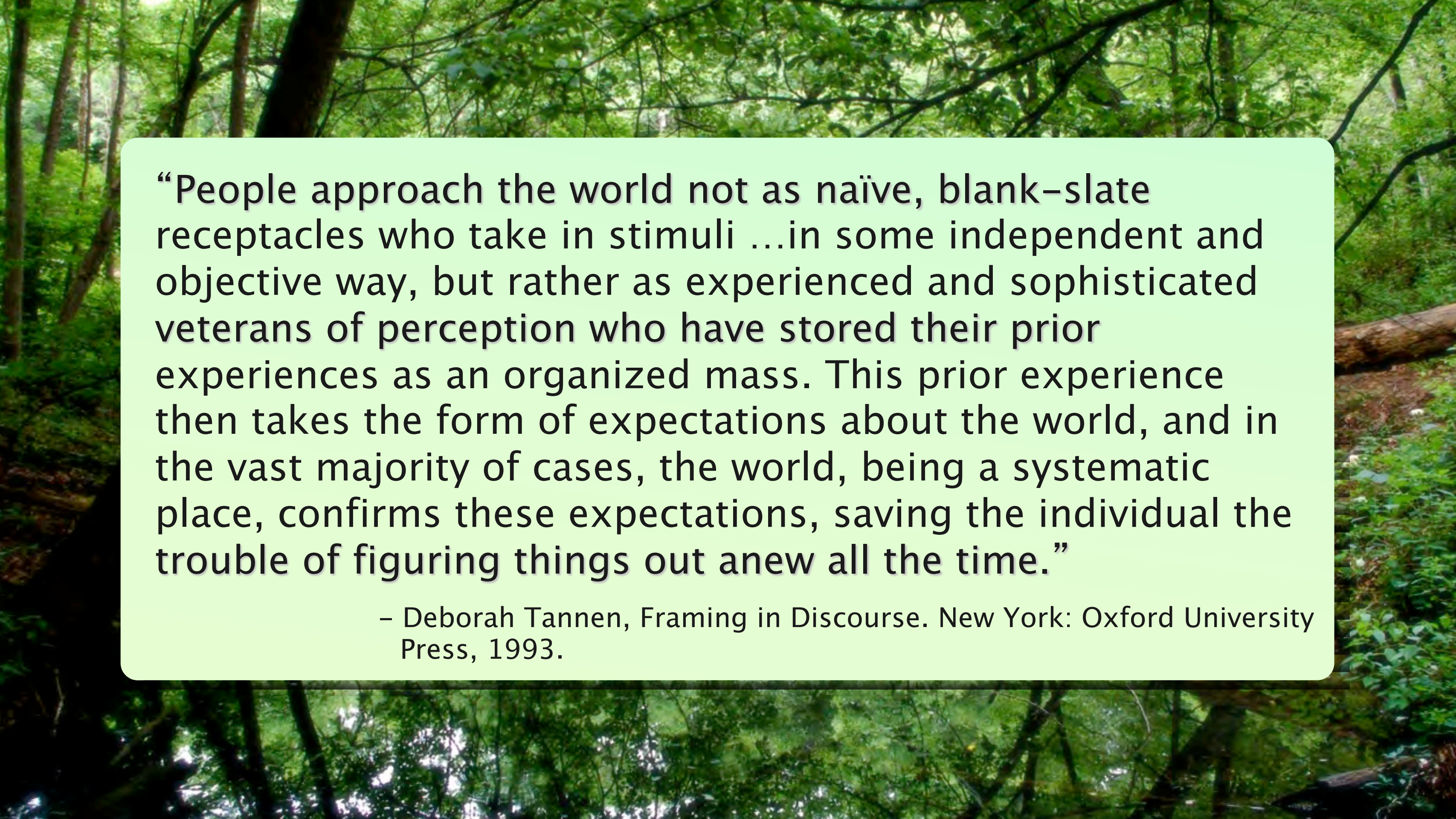
“Mental healthcare is dispersed across multiple systems: schools, primary care, the juvenile justice system, child welfare, and substance abuse treatment. But the first system is family.”



EXPERT

PUBLIC

“It’s all about the parents: they need to make a good home environment for their kids. There’s not much anyone else can do.”



“People approach the world not as naïve, blank-slate receptacles who take in stimuli ...in some independent and objective way, but rather as experienced and sophisticated veterans of perception who have stored their prior experiences as an organized mass. This prior experience then takes the form of expectations about the world, and in the vast majority of cases, the world, being a systematic place, confirms these expectations, saving the individual the trouble of figuring things out anew all the time.”

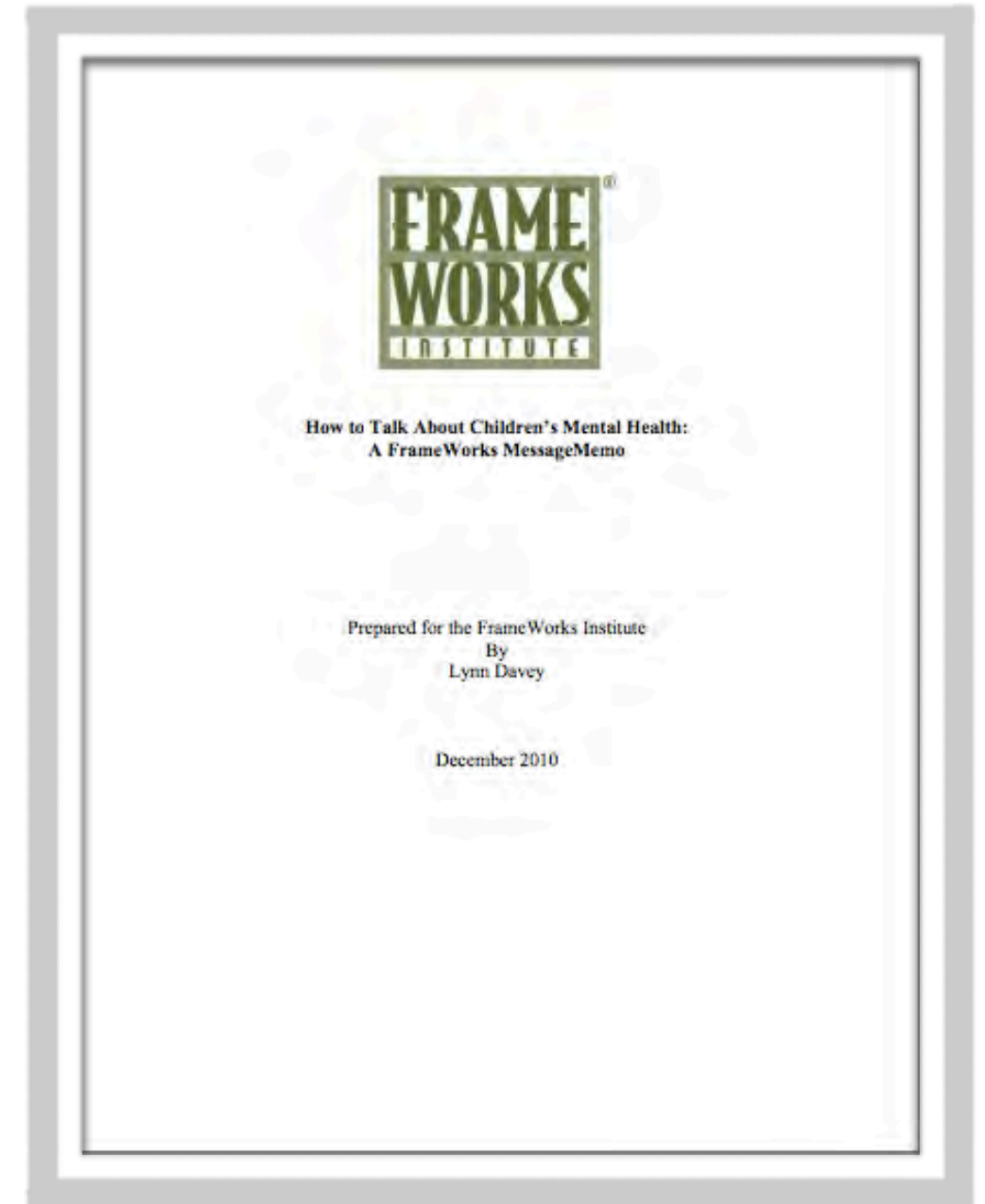
– Deborah Tannen, *Framing in Discourse*. New York: Oxford University Press, 1993.

Map the Gaps Report



← FrameWorks' Descriptive Research (identifies the frames currently in use)

FrameWorks' Prescriptive Research (experimentally tests suggested ways of reframing) →



Message Memo

What problem are you solving? Building support for CMH policies



**Value:
Human Potential**



**Explanatory
Metaphor:
Levelness**

Human Potential



Your issue matters because...

Our most important resource is the potential of our children. When we support healthy child development, we invest in their ability to contribute fully to our community.

Strategic way to redirect these public perceptions...

Individualism;

Fatalism; Separate Fates

Particularly effective for building support for policies in these areas

Poverty; Racial Disparities;

Child Services; Child Mental

Health; Early Education

Human Potential: Ideas included in this frame

Investing in the potential of children is essential to building a strong community. We need the talents and contributions of all children to be available to our communities in the future.

Ensuring their health, building their skills and abilities, and assuring that all children have their best chance in life should be our top priorities. **Sense of agency:** We can, in fact, tap into the potential of our children by acting together. We are coming together to make good things happen. **Sense of urgency:** If we fail to invest in children, our children will not be able to fully contribute to our community as adults – and we miss out on important resources.



Which communication makes the best use of *Human Potential*?



- A. Our children are suffering and if we don't address their mental health needs and provide protection from the challenges that they might be facing in our communities, they will never achieve their full potential and give to our communities as they should.
- B. Strengthening the systems that provide education, health care, and supports for parents is a matter of taking care of our greatest assets: our children.
- C. If parents or other caregivers notice repeated symptoms of mental health problems in their child or teen, they should speak to the child about their concerns and let the child know they will help them work out their problems. This is important because we need the talents and contributions of all children to be available to our communities in the future.



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**The Power of Levelness:
Making Child Mental Health Visible and Concrete Through a Simplifying
Model**

A FrameWorks Research Report

Prepared for the FrameWorks Institute
by
Michael Erard, Nathaniel Kendall-Taylor, Lynn Davey and Adam Simon

October 2010

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FW Metaphor Report

**The Power of Levelness:
Making Child Mental
Health Visible and
Concrete Through a
Simplifying Model**

Why are Explanatory Metaphors Powerful?

Clarifying: help people understand process, how something works

Channeling: nudge thinking in directions that allow new information to be incorporated and organized

Inoculating: keep unproductive patterns of thinking from dominating

Sticky: highly memorable and communicable



Levelness



The story you're telling...
Just as the levelness of a table is what makes it functional, the mental health of children is what enables them to function well in all areas of life.

Strategic way to redirect these public perceptions...

Children can't have mental health

Mental illness is uncontrolled emotions

Mental illness is "chemicals" or "genetics"

Determinism and Fatalism

Damage done is damage done

What the metaphor *Says*:

Levelness



Health is like the levelness of a table. To be healthy, people need their environments to be level, not slanted.

What the metaphor *Does*:

Levelness



- Brings attention to systemic imbalances.
- Makes disparities in health outcomes visible.
- Moves thinking from individual- to societal-level determinants.
- Helps people think about interventions.
- Facilitates reasoning about systemic solutions to health disparities.

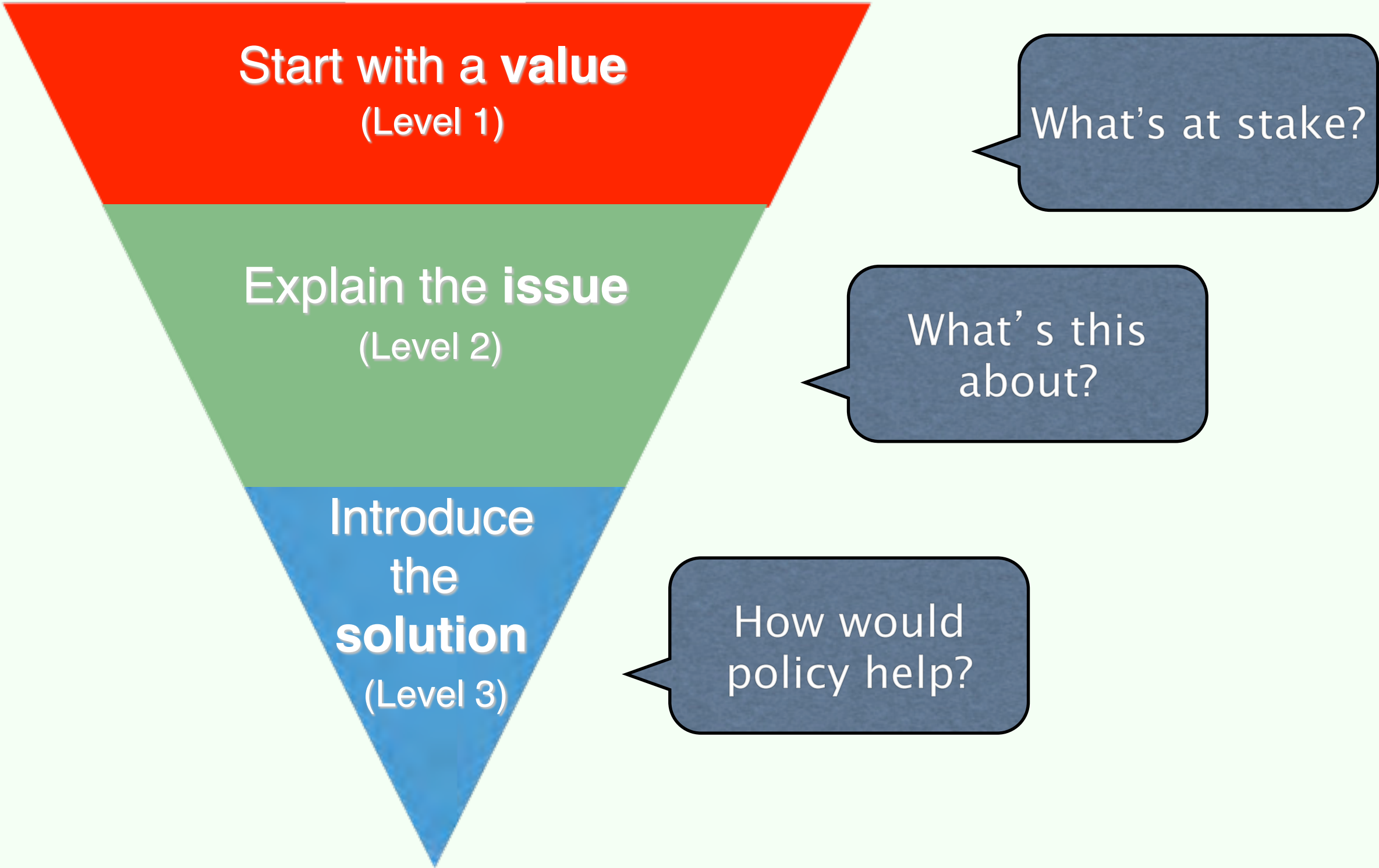
Use the metaphor *to*:

Levelness



- Bring the social determinants of health into view.
- Explain how social context influences health and produces disparities in health outcomes.
- Increase understanding of policies to address disparities and improve health at the community level.

Basic Message Template



Combine Values with Metaphors to set up solutions



+



Framed w/ List & SoC values

The system of care model is an organizational philosophy and framework that involves collaboration across agencies, families, and youth for the purpose of improving services and access and expanding the array of coordinated community-based, culturally and linguistically competent services and supports for children and youth with a serious emotional disturbance and their families. The system of care philosophy is built upon these core values and guiding principles:

The core values of the system of care philosophy specify that systems of care are:

Family driven and youth guided, with the strengths and needs of the child and family determining the types and mix of services and supports provided.

Community based, with the locus of services as well as system management resting within a supportive, adaptive infrastructure of structures, processes, and relationships at the community level.

Culturally and linguistically competent, with agencies, programs, and services that reflect the cultural, racial, ethnic, and linguistic differences of the populations they serve to facilitate access to and utilization of appropriate services and supports and to eliminate disparities in care.

Reframed with Human Potential and Levelness

Developing the health, skills and abilities of our children should be our top priority. When we ensure that children have the opportunity to learn and develop to their fullest potential, they become our biggest assets. And if we think about children's mental health as being like the levelness of a piece of furniture — we can see immediately that a table needs to be level in order to function and also that tables can't level themselves.

Many states have instituted effective programs that provide these children the attention they need from experts who understand levelness and stability at the community level and in ways that are culturally and linguistically competent. The system of care philosophy advocates for such supports being family driven and youth guided, based on the strengths and needs of the child. Our task is to bring such a philosophy to scale for all children and families in our communities.

When a frame “works,” it builds support for policies such as...

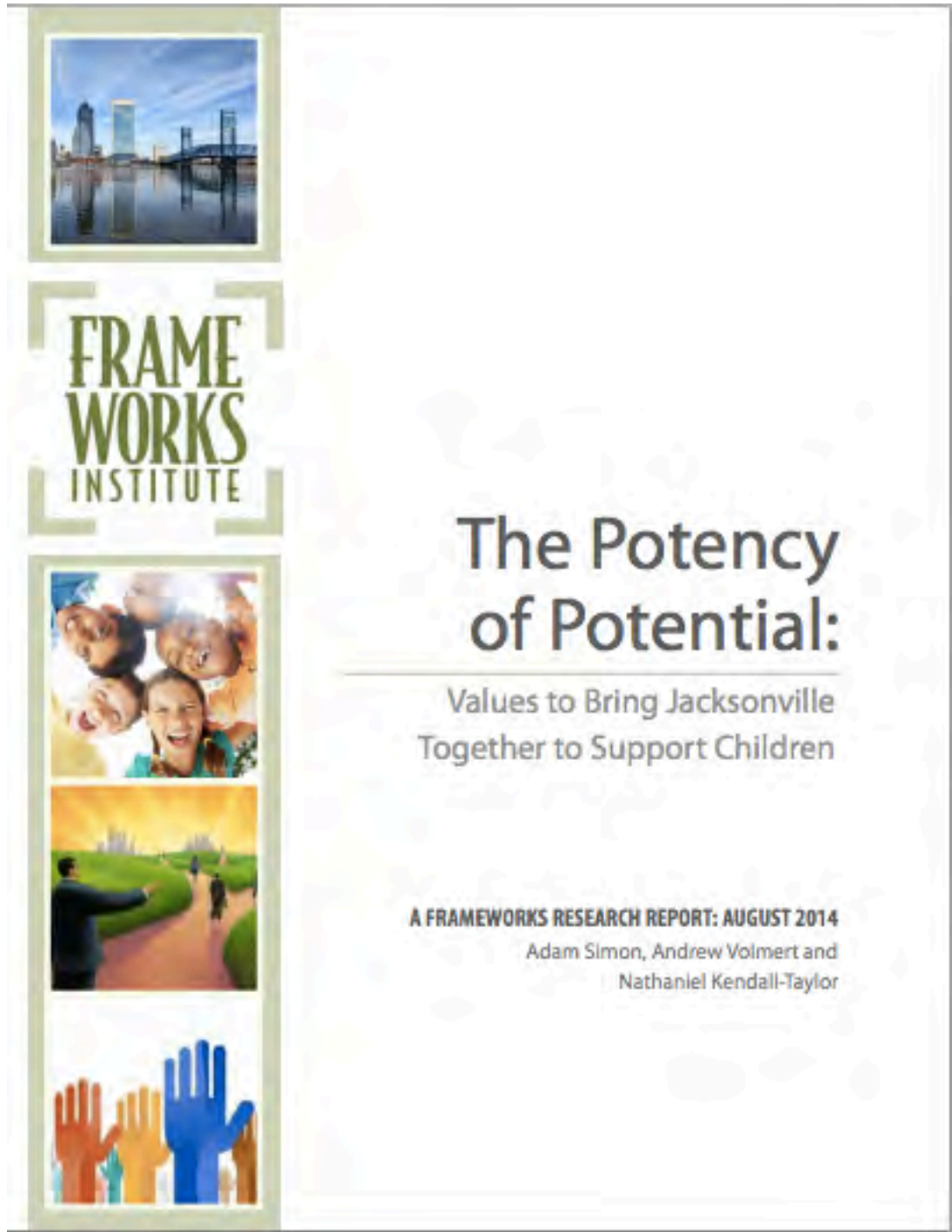
About Child Mental Health

- All parents, caregivers and children who need them should have access to affordable mental health and substance abuse services.
 - Jacksonville should increase city funding for mental health treatment to help victims of child abuse and child neglect and other trauma.
 - We should spend public money on programs to encourage collaboration between doctors, parents, other caregivers and teachers to promote children’s mental health.
 - Our city should make sure that everyone is aware of the fact that young children can have mental health problems.
 - We should make sure that teachers, coaches and all adults who work with children are trained to refer children for mental health screenings if necessary.
 - Jacksonville should invest resources in coordinating systems that provide services to children with mental health problems, to make sure screenings actually lead to referrals and treatments.
- [Reverse Code]
- Mental health problems in children are not a major issue facing Jacksonville.

About System of Care

- Children and youth undergoing mental health treatment should be educated about their treatment and have some say in the decisions that affect them.

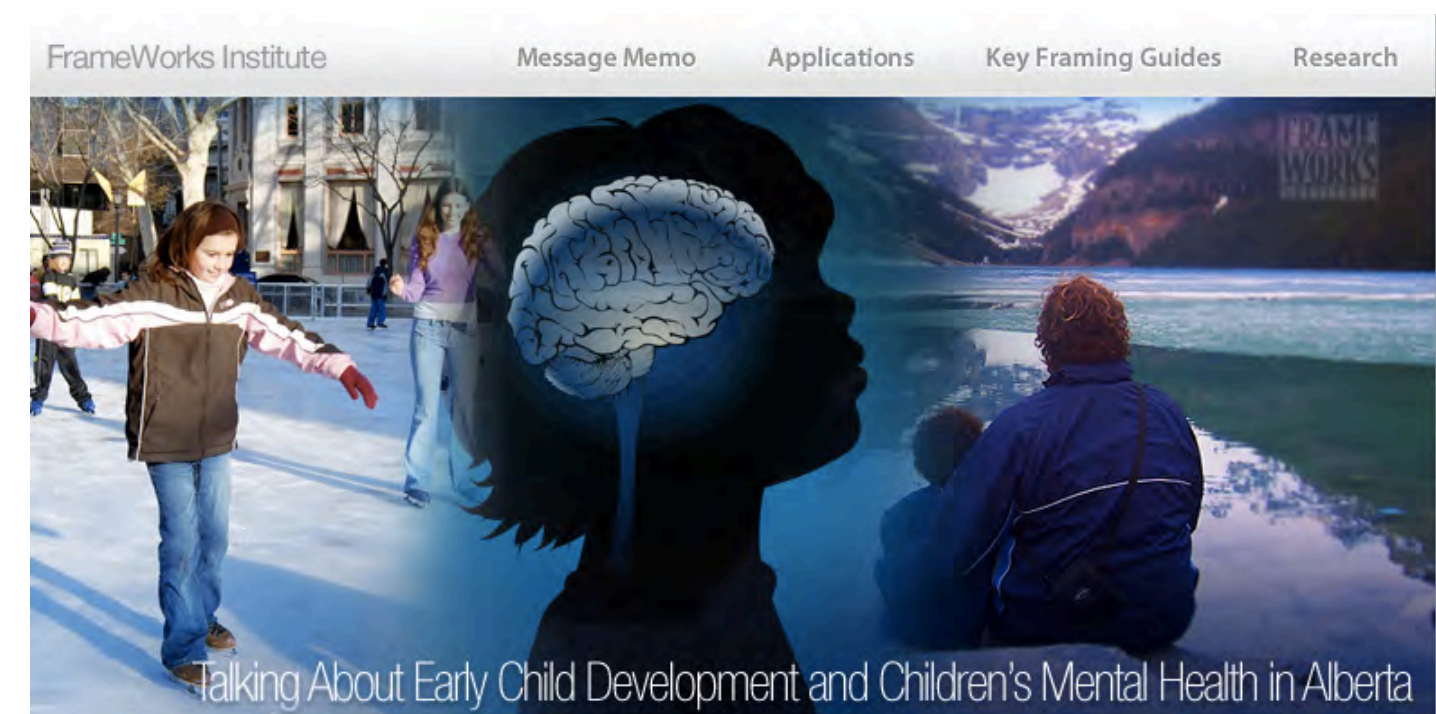
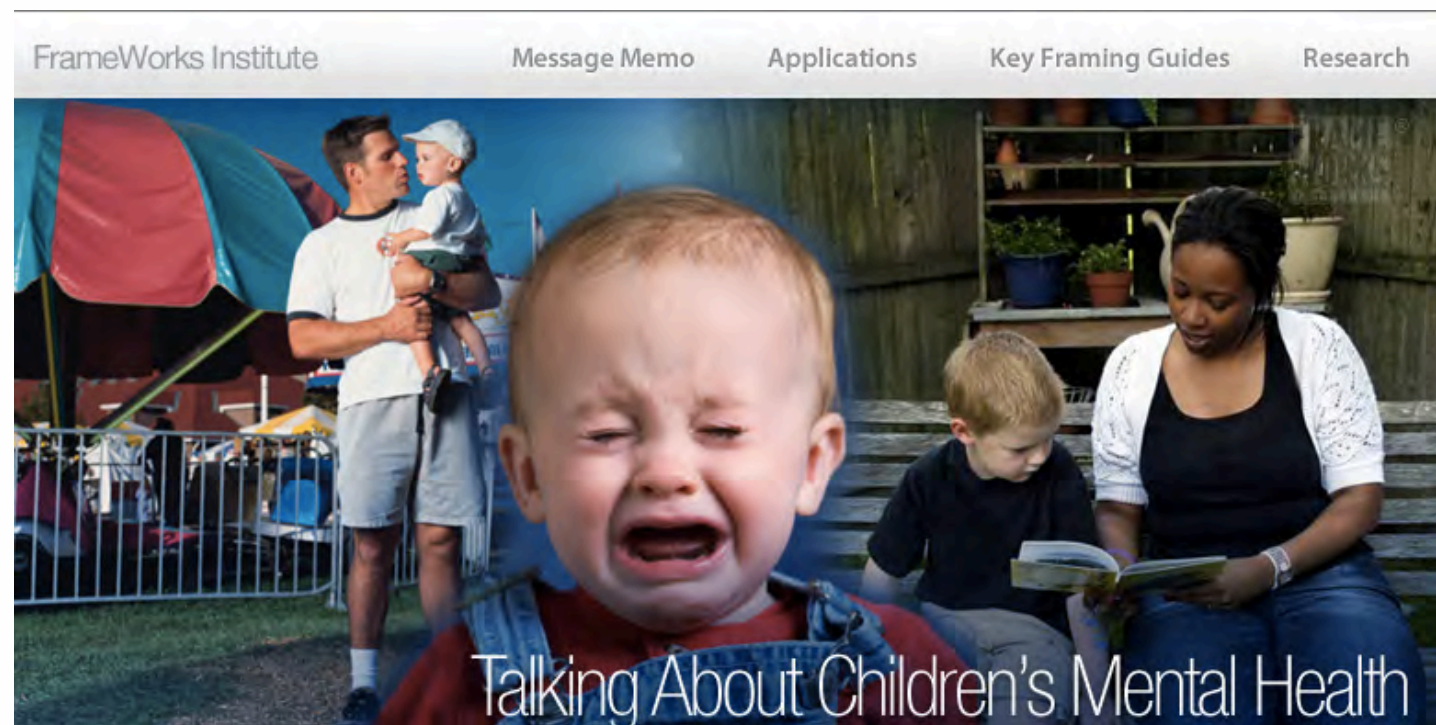
Thinking about Solutions – The System of Care



FW Values Report

**The Potency of Potential:
Values to Bring
Jacksonville together to
support children**

Strategic guidance and model communications



THREE COMMUNICATIONS TOOLKITS AVAILABLE

FrameWorks Academy is always open



Online learning platform; multi-media

‘Framing Fundamentals’ walks through Strategic Frame Analysis for any issue

Visit

www.frameworksacademy.org

and look for the link to ‘sign up here.’

“ The advocates ’ message tends to be complicated rather than simple, longer rather than shorter, and contrary to rather than consistent with popular understanding. . . For the most part, this means that we have to explain, our opponents just have to state; we need to change people’s minds, they just need to reinforce what people already think; we need to emphasize shared responsibility, they just need to highlight personal choice.”

–Wallack et al., Media Advocacy and Public Health – Power for Prevention, 1993.