

# Framing Subcommittee (Data, Analytics, and Strategy)

August 11, 2021



# Our time today





# Welcome Review and Approve Minutes

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Our refined charge:  
Framing Subcommittee  
(Data, Analytics, and Strategy)

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# FRAMING: Data, Analytics and Strategy

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## Clarifying our charge

The Framing subcommittee's charge is to define the overarching story we are going to tell as a council about health equity (or lack thereof) in our state. We want a story that pushes forward existing conversations and framing around the root causes, drivers and/or consequences of health inequity. The story should leverage narrative as a tool to build buy-in (e.g. shared values, shared understanding, shared fate, etc.).

Once we have identified the story we want to tell, then we can begin to engage – with renewed purpose – on how we want (or do not want) to leverage data to help us tell that story.



# FRAMING: Data, Analytics and Strategy

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## Refined Ideation Phase for Subcommittee

The Framing subcommittee's focus during the ideation stage will be **identifying what is the overarching story you want to tell?** The story you create will set the vision for the council's work and will be a key framework for how we will organize and package our recommendations.

Ideation Phase:

1. Explore examples of ways we can tell stories that shape action.
2. Identify the components of the story that needs to be told to address health inequity and/or create a state rooted in health equity.

Once we have identified the story we DO want to tell, then we will move to thinking about HOW the story needs to be told.



# FRAMING: Data, Analytics and Strategy

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### Deliverables:

1. Frame: that defines the overarching story we want to tell
2. A set of recommendations that flows from the Frame (e.g. related to data, measurement, etc.)

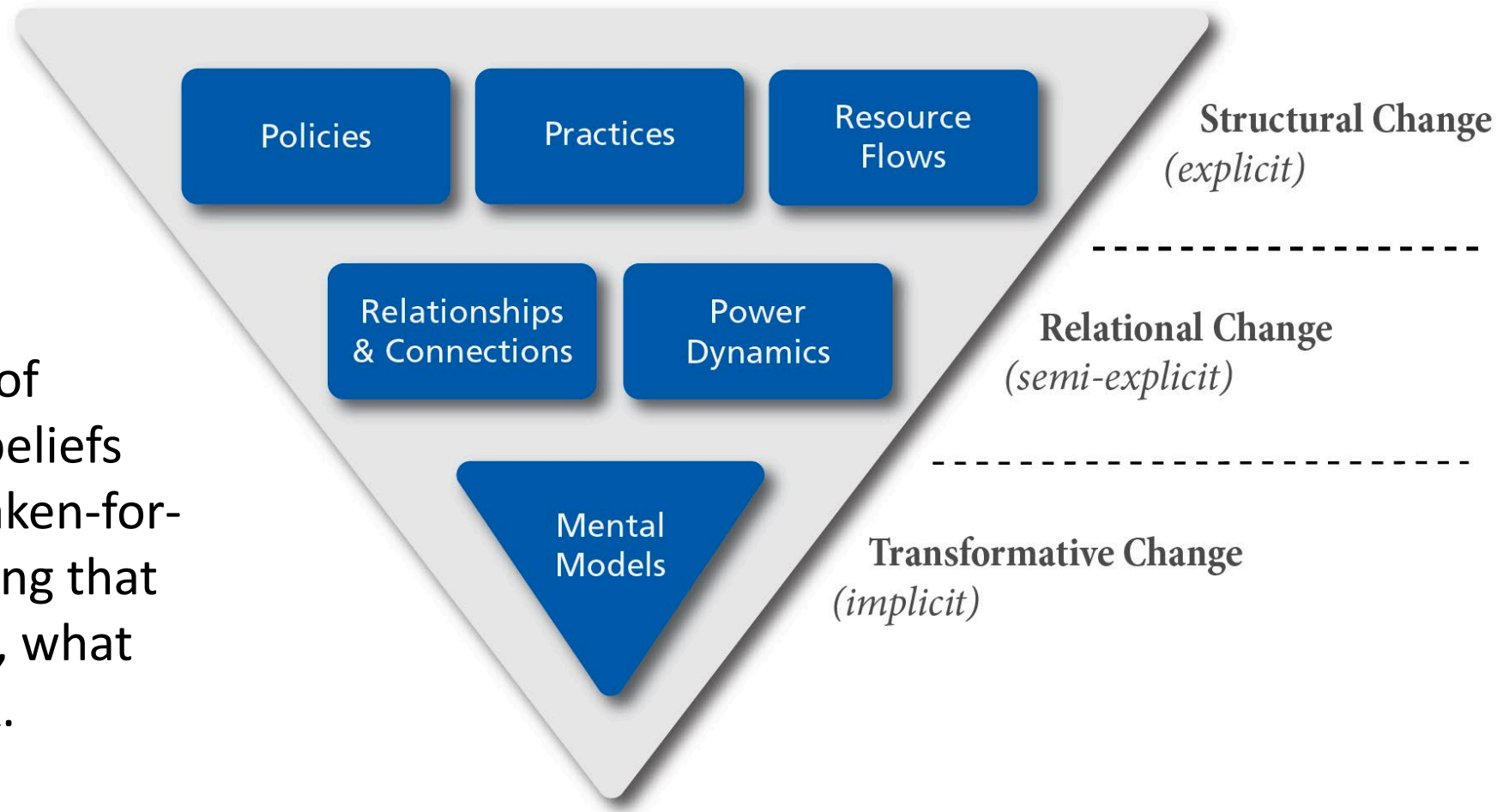
# Example “Frames”

- WI Healthiest State Narrative: [https://uwmadison.app.box.com/file/719369863555?s=acz9php9jsx\\_ywgekaukhr3aeyfyzano](https://uwmadison.app.box.com/file/719369863555?s=acz9php9jsx_ywgekaukhr3aeyfyzano)
- Policy Link Equity Manifesto: <https://www.policylink.org/about-us/equity-manifesto>
- Rural Abundance: <https://narrativeinitiative.org/resource/a-narrative-of-rural-abundance-a-case-study-of-land-stewardship-projects-narrative-strategy/>
  - Case Study: <https://grassrootspolicy.org/wp-content/uploads/2019/06/ANarrativeOfRuralAbundance.pdf>



# Discussion: Mental Models, Values, and Worldviews

## Six Conditions of Systems Change



Mental Models: Habits of thought – deeply held beliefs and assumptions and taken-for-granted ways of operating that influence how we think, what we do, and how we talk.

“Mental models and social narrative work in a bi-directional way. Narratives are shaped by mental models, but narratives also, over time, shape mental models we have.”

*- Nat Kendall-Taylor, CEO, Frameworks  
Institute*



# Today's Popular Narratives Impact Health

## How does society's focus on ideas about:

individual liberty	affect our ability to	contain COVID-19?
individual responsibility	affect our ability to	reduce racial health inequities?
the free market providing solutions	affect our ability to	provide healthcare for all?
government being inefficient	affect our ability to	regulate businesses that harm health?
a zero-sum game	affect our ability to	pass statewide health policies?



**Messages**

**Narratives**

**Mental Models,  
Values +  
Worldview**



# Mental Models, Worldview, and Values

The rich variety of values, beliefs, and assumptions, both formal and informal, that we use to help us make sense of the world

*Approximate synonyms:* ideology, culture



# Narratives

Values-based meta-stories about how and why the world operates that have the ability to shape public consciousness, including our collective senses of responsibility and possibility

*Approximate synonyms:* meta-stories, archetypal stories, stock stories, deep narrative, strategic narrative



# Messages

How we verbally and non-verbally communicate the story we want specific audiences to hear

Messages are what we see on the surface (e.g., in speeches, interviews, newsletters, social media posts, opinion pieces, legislative testimony, policy education, etc).





**Messages**

Forcing people to wear masks is an assault on personal freedom.

**Narratives**

The role of government needs to stay narrow.

**Mental Models,  
Values +  
Worldview**

Individual liberty





# Dominant Public Narratives are...

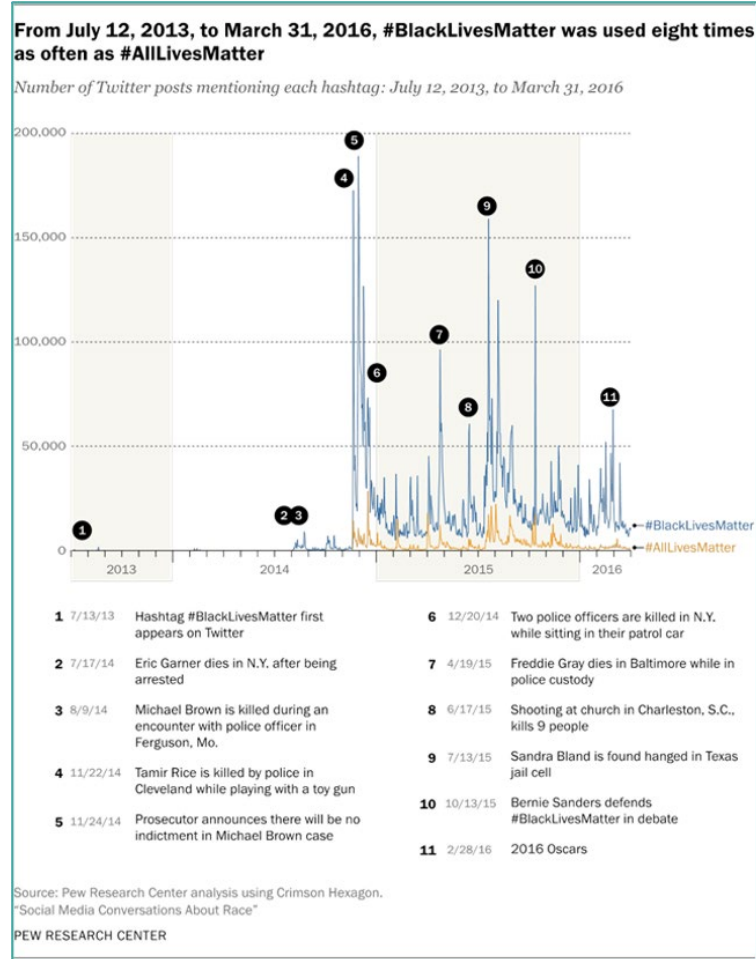
- Public narratives held by many people at this moment in time.
- Omnipresent and insidious. They are in our heads and actions without us being aware of them.
- Embedded in our institutions, structures, and norms.
- Not naturally occurring. They are created, advanced, and maintained by people for a purpose - to intentionally shape possibilities and outcomes.
- More powerful than facts.
- Drawn from a subset of the values and beliefs people already hold.

# Public Narratives Are Also Dynamic and Changeable

- Exposing dominant narratives makes them lose power.
- With a transformative narrative, we can lift up a different set of values and beliefs, changing what's possible.

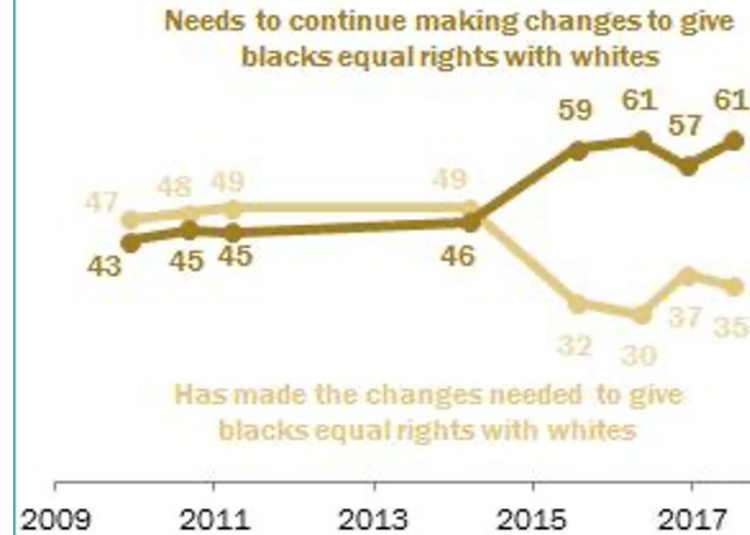


# #BlackLivesMatter



## Majority says country needs to continue making changes for racial equality

% who say the country ...



Note: Don't know responses not shown. Q50hh.

Source: Survey conducted June 8-18 and June 27-July 9, 2017.

PEW RESEARCH CENTER

Source: Our Minnesota Future & Narrative Initiative



# Toxic Health Narratives in Wisconsin

- **The role of government needs to stay narrow — let's focus on pro-market solutions**  
*Ex: Forcing people to wear masks is an assault on personal freedom.*
- **Individuals make or break their health and wealth**  
*Ex: If you choose to smoke and harm your health, that's on you.*
- **Better health is about investing in medical advances and providing services**  
*Ex: The issue of affordable housing is outside the scope of conversations about health.*
- **We are powerless to transform society to achieve health for all**  
*Ex: Some groups will always be worse off; there's not point in trying to address it.*
- **Your gain is my loss — we live in a zero-sum game society**  
*Ex: I don't support spending resources on other groups because I don't see how it benefits me.*



# Transformative Health Equity Narrative (part 1)

**All people have inherent dignity and autonomy.** Our inherent worth comes from being alive — regardless of our origins or attributes. Across many beliefs, this dignity and autonomy continues in death, as well.

**Everyone deserves a just opportunity to thrive.** The social, environmental, and economic policies and systems we make have the greatest influence on our ability to thrive. We are called to transform our social fabric for health equity — so physical, mental, and social health and well-being are possible for everyone.

**In Wisconsin, we take care of each other.** Our well-being is bound to each other, and we refuse to leave anyone behind. It is our collective responsibility to cultivate strong, healthy communities.

# Transformative Health Equity Narrative (part 2)

**We believe in meaningful inclusion in decision-making that affects our own lives.** Everyone brings knowledge that should guide public decision making. Authentic inclusion leads to better decisions — and people thrive when we see ourselves as valued members of our communities.

**We know achieving a better Wisconsin for all is both a process and an outcome.** We're committed, hopeful, honest, and brave about the risks, transformation, and time it will require of each of us.

**We have what it takes to transform Wisconsin so that everyone is better off.** We are facing complex issues, and we will need to address them individually, in our communities, and in our institutions. We collectively have the knowledge, resources, and the power to change our communities and our state so that we can all thrive.




# How We've Used Narrative During COVID-19

<b>Existing Message</b>	<b>Toxic Theme</b>	<b>Transformative Narrative</b>	<b>Applied Narrative Message</b>
Being required to wear a mask impedes my personal liberties and limits my freedom.			





# Wood County (WI) COVID-19 Update

 **Wood County Health Department**  
 June 30 at 4:31 PM · 🌐

Wearing a mask is one way that we take care of our neighbors and support our local businesses.

We don't think twice about lending a hand to a neighbor in need. Wearing a mask and practicing physical distancing is just another way we take care of each other and take responsibility for the health of our community. It is an acknowledgement that we're at our best when everyone chips in to do their part.

Tuesday, June 30, 2020

## WOOD COUNTY COVID-19 UPDATE

58 (↑8) Total Positive Test Results  
(Includes active, recovered, deceased)

27 Active Cases

30 Individuals Recovered

1 Death

4,874 Negative Test Results

28,659 Positive Test Results in Wisconsin\*

539,539 Negative Test Results in Wisconsin\*

784 Deaths in Wisconsin\*



\*Wisconsin numbers are reported by Department of Health Services (DHS)

“We don’t think twice about lending a hand to a neighbor in need. Wearing a mask and practicing physical distancing is just another way we take care of each other and take responsibility for the health of our community. It is an acknowledgement that we’re at our best when everyone chips in to do their part.”



## How Narratives and Mental Models Shape Action

The third level of systems change—mental models—has also been a key focus in the BHC effort. The Endowment has worked intensely to change the narrative on expanded health coverage, improving students' attitudes in school, and influencing communities to value crime prevention over incarceration. Reducing excessive school suspensions, for example, depended on establishing a new narrative among school principals. The Endowment highlighted research that showed the suspensions disproportionately affected young men of color, did not improve their behavior, correlated strongly with incarceration in later years, and ultimately cost the public an average of \$750,000 per student in lost lifetime taxes plus health and criminal justice system costs.

The Endowment also led a targeted media campaign to shift from a narrative of exclusion to inclusion with hashtags such as #FixSchoolDiscipline and #SchoolsNotPrisoners. At the center of each campaign were the actual voices and stories of those most affected by the issue at hand. This new narrative expanded the awareness of school administrators from focusing on short-term punishment to recognizing the longer-term consequences of excluding youth from school. As The Endowment focused on the less visible, less explicit systems change conditions—relationships and connections, power dynamics, and mental models—staff and board needed to shift their mental models about evaluation. (*The Water of Systems Change* pg. 14)

# What is the overarching story we want to tell to advance health equity in WI?

- What narratives will allow us to achieve the EO (below)?
- What narratives are we up against to achieve the EO (below)?

“The purpose of the council is to address the various factors that exacerbate health disparities by creating a comprehensive plan to achieve long-lasting and equitable health outcomes for all Wisconsinites.

The plan will address health disparities based on race, economic status, education level, history of incarceration, and geographic location.” – DHS website

The Governor’s Health Equity Council shall develop a plan, supported by a body of research, with key benchmarks to reduce and eliminate health disparities throughout the State of Wisconsin by 2030. The plan shall address health disparities in populations based on race, economic status, education level, history of incarceration, and geographic location. The Health Equity Council may create such subcommittees as are necessary to achieve this mission.



A wide-angle photograph of a coastal dune landscape. A wooden boardwalk, constructed from light-colored planks, winds from the foreground into the distance, curving to the right. The dunes are covered in dense, tall grasses and low-lying vegetation. In the background, a line of trees marks the horizon under a heavy, overcast sky. The text "Wrap-up and Next Steps" is overlaid in white, sans-serif font across the middle of the image.

# Wrap-up and Next Steps