



Telling Better Stories

A Cultural Cognitive Approach to Communication

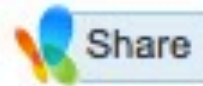
December 2016

Nat Kendall-Taylor, Ph.D., CEO

10 worst majors for your career

While it's true that college graduates as a group earn more than those who do not have degrees, there are some glaring exceptions.

By Caitlin Dewey, Kiplinger's Personal Finance magazine



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14.4k



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254



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492



No. 1: Anthropology

Unemployment rate: 6.9%

Recent grad employment rate: 10.5%

Median salary: \$40,000

Median salary for recent grads: \$28,000

Projected job growth for this field, 2010-2020: 21%

Likelihood of working retail: 2.1 times average

Many of today's anthropology grads are studying a culture they didn't expect: the intergenerational American household, as seen from their parents' couch. New anthropology majors face stifling unemployment, forcing nearly a third to take low-paying office or sales jobs. More dramatically, recent grads stand to make a mere \$28,000 per year

10 worst majors for your career

Kiplinger

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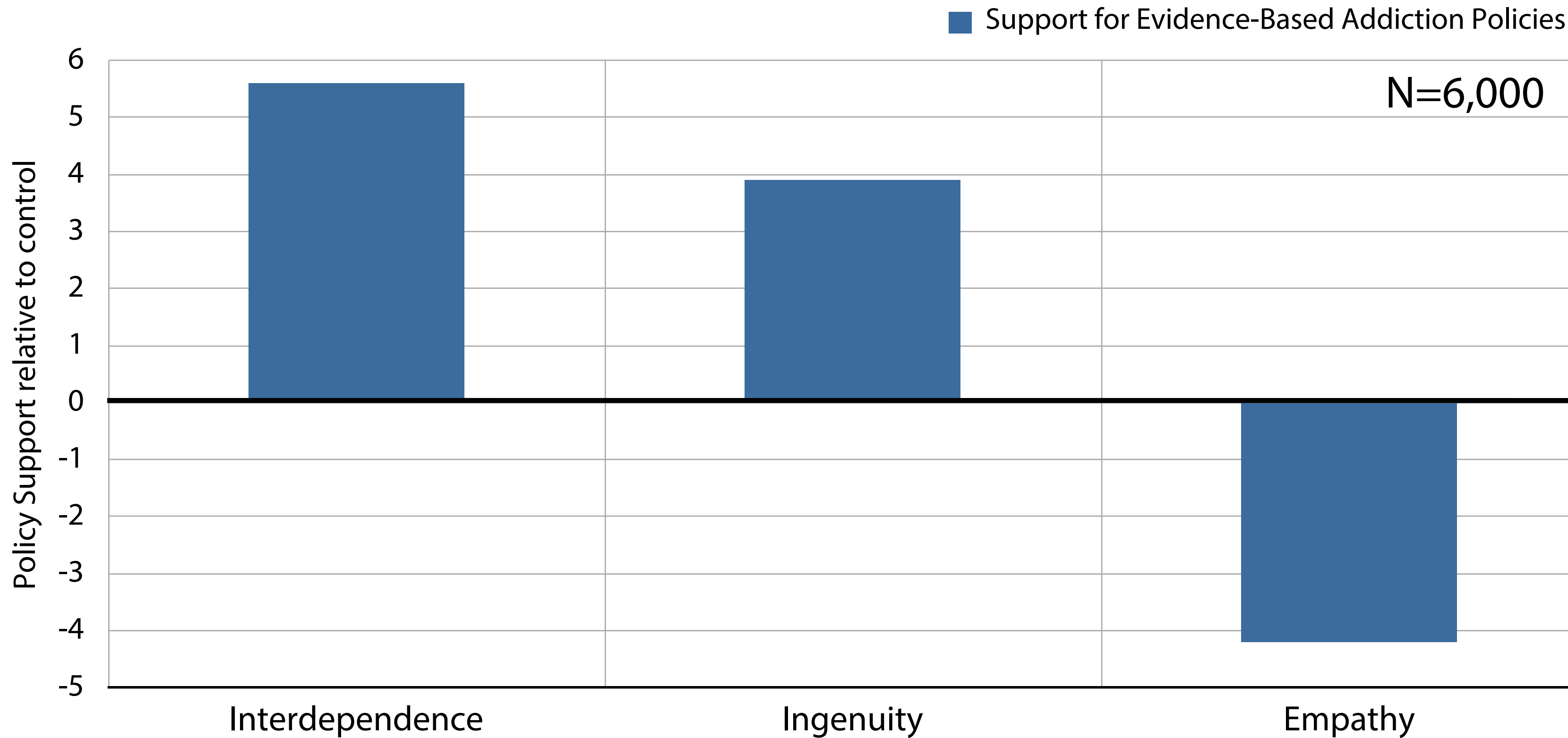
Likelihood of working retail: 2.1 times as likely

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Why Does Framing Matter to You?

Because Understanding is Frame Dependent



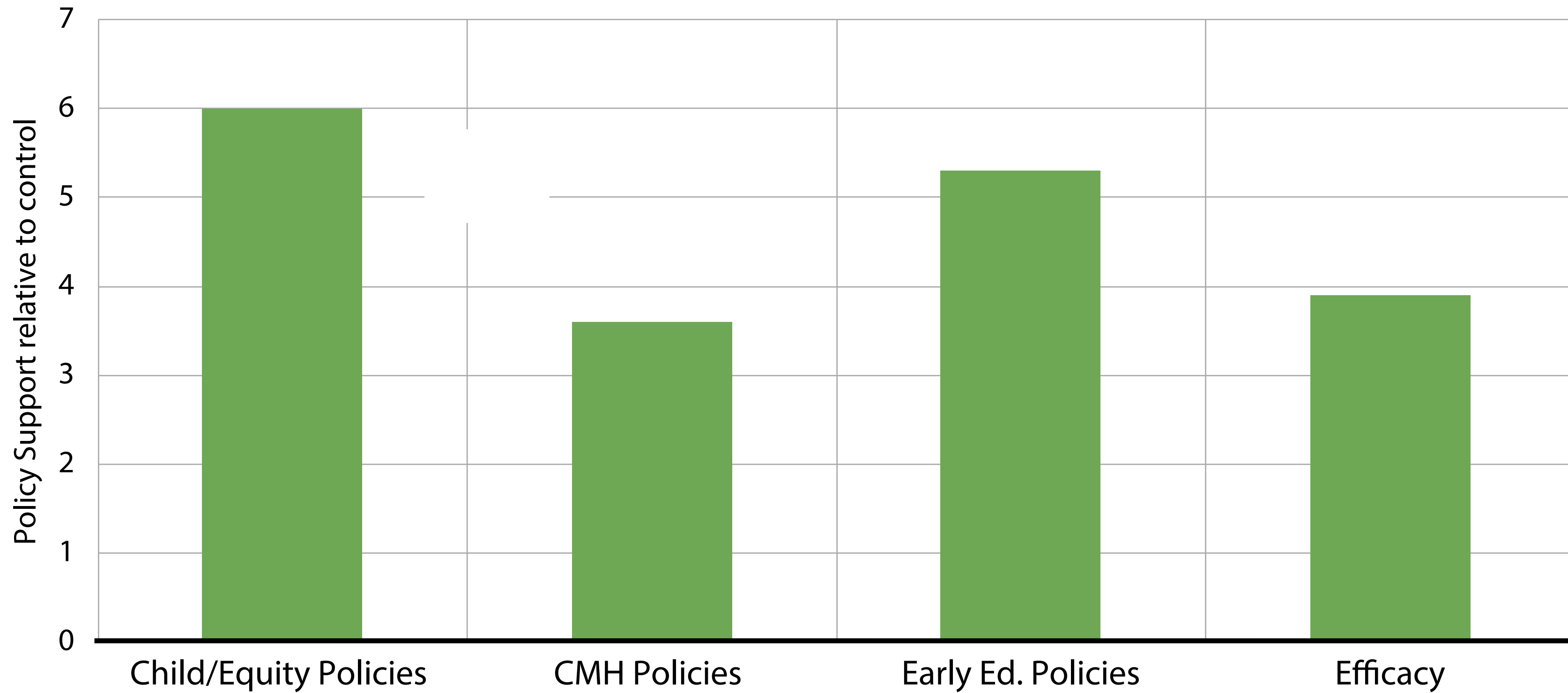
Values and Issue Support: JAX

Civic Potential

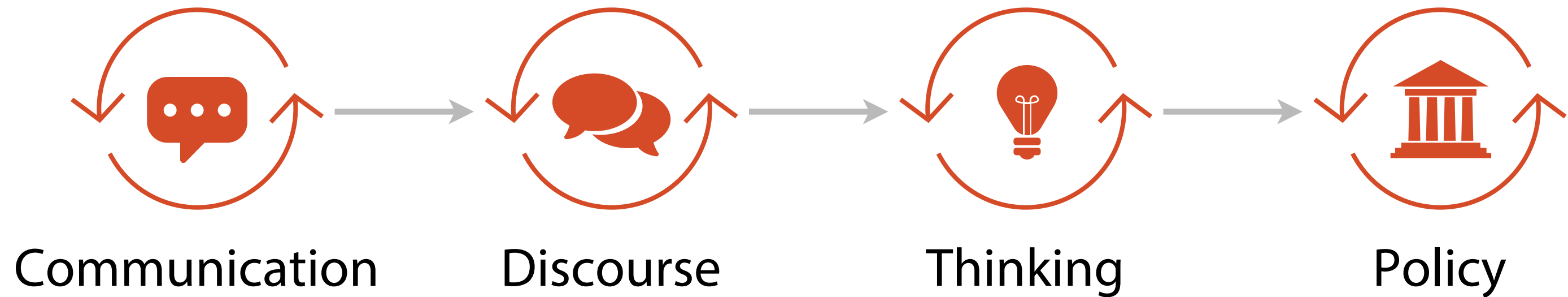
For Jacksonville to become the city we know it can be, we must ensure that all of our city's children have the opportunity to learn and develop.

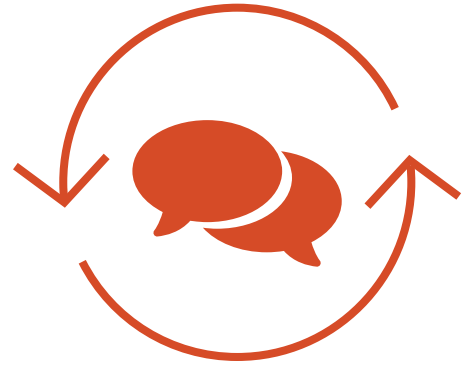
Values and Issue Support: JAX

 **Civic Potential**

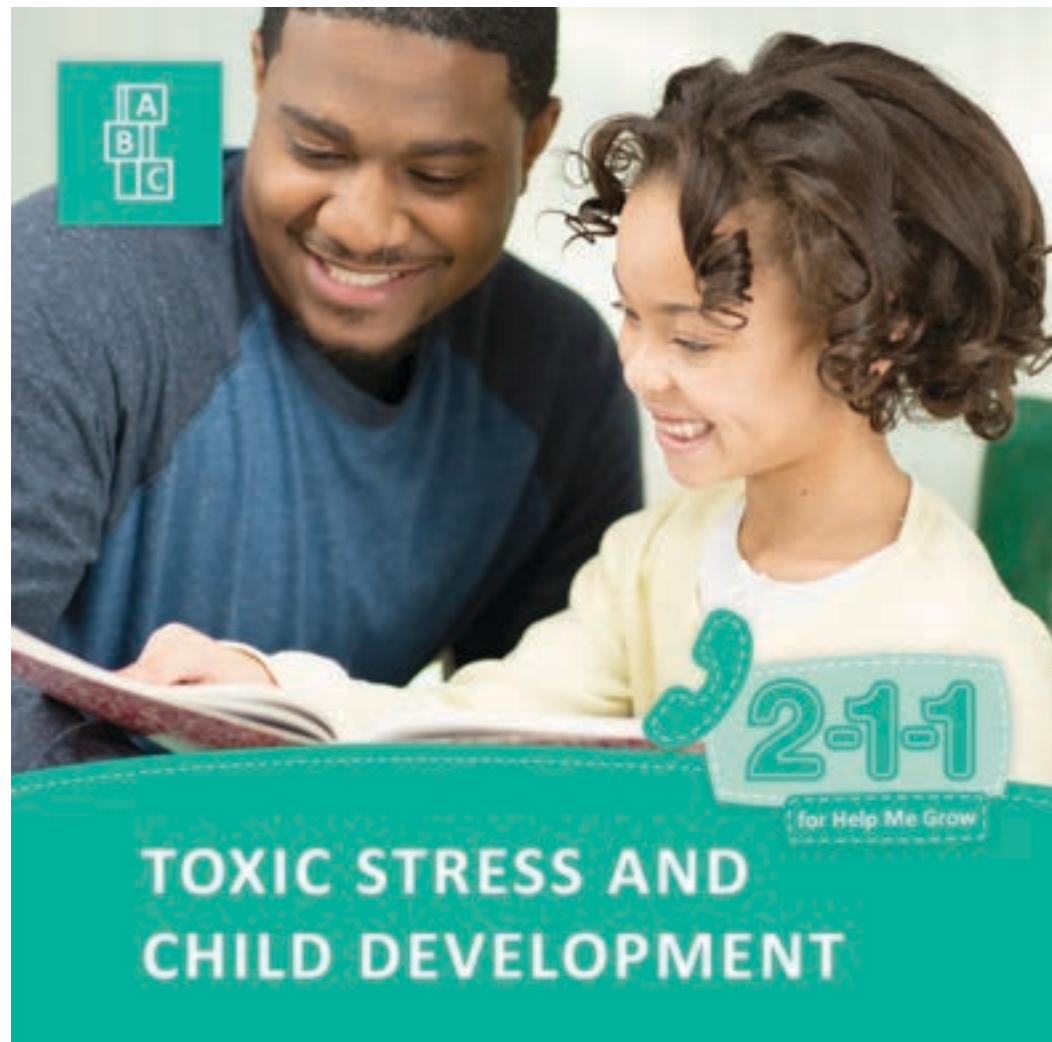


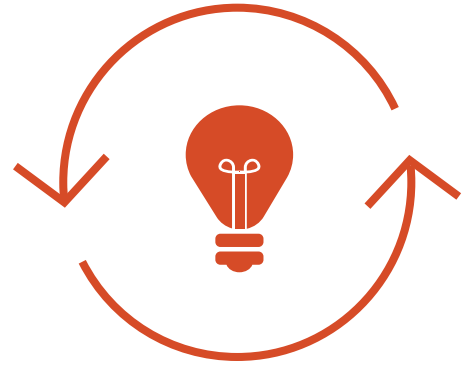
Because Frames Can Help Make Change





Changes in Communication





Changes in Discourse



The New York Times

The Opinion Pages

Opinionator

FIXES

Protecting Children From Toxic Stress

By DAVID BORNSTEIN OCTOBER 30, 2013 11:55 AM



Keith Negley



Changes in Thinking

2002

Only 42% understood that infants can communicate before they learn to speak.

Public unsure whether babies' cries were "conscious manipulation" or expressions of genuine need.

2011

96% understood that infants can communicate before they learn to speak.

85% understood that for infants, cries and signals indicate a genuine need for adult attention.




Changes in Policy

CALIFORNIA SENATE PASSES RESOLUTION ASKING GOV TO LOOK AT INTERVENTION POLICIES TO ALLEVIATE “TOXIC STRESS” IN CHILDREN



CALIFORNIA LEGISLATURE—2013–14 REGULAR SESSION	
Assembly Concurrent Resolution	No. 155
Introduced by Assembly Member Bocanegra (Coauthors: Assembly Members Bonta, Bradford, Buchanan, and Ian Calderon)	
May 28, 2014	
Assembly Concurrent Resolution No. 155—Relative to childhood brain development.	
LEGISLATIVE COUNSEL'S DIGEST	
ACR 155, as introduced, Bocanegra. Childhood brain development: adverse experiences: toxic stress. This measure would urge the Governor to identify evidence-based solutions to reduce children's exposure to adverse childhood experiences, address the impacts of those experiences, and invest in preventive health care and mental health and wellness interventions. Fiscal committee: no.	

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

TECHNICAL REPORT

The Lifelong Effects of Early Childhood Adversity and
Toxic Stress

abstract

FREE

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our understanding of health and disease across the lifespan. This converging, multidisciplinary science of human development has profound implications for our ability to enhance the life prospects of children and to strengthen the social and economic fabric of society. Drawing on these multiple streams of investigation, this report presents an ecobiodeve.

Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS

KEY WORDS
ecobiodevelopmental framework, new morbidity, toxic stress, social inequalities, health disparities, health promotion, disease prevention, advocacy, brain development, human capital development, pediatric basic science

ABBREVIATIONS

Because You Have a Problem

You Say...They Think

AAA



Expert/Advocate

You Say...They Think

AAA



Expert/Advocate

BBB



Public

You Say...They Think

Persistence stress can derail development and have negative long term effects on health and wellbeing.



Expert/Advocate

You Say...They Think

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Expert/Advocate



Public

You Say...They Think

The environments that children are exposed shape how they do throughout childhood and even as adults.
Environments and



Expert/Advocate

You Say...They Think

The environments that children are exposed shape how they do throughout childhood and even as adults.
Environments and



Expert/Advocate



Public

You Say...They Think

The environments that children are exposed to and how they do things through childhood and even as adults
Environments are

CULTURE!



Expert/Advocate



Public

Cultural Models and Strategic Communications

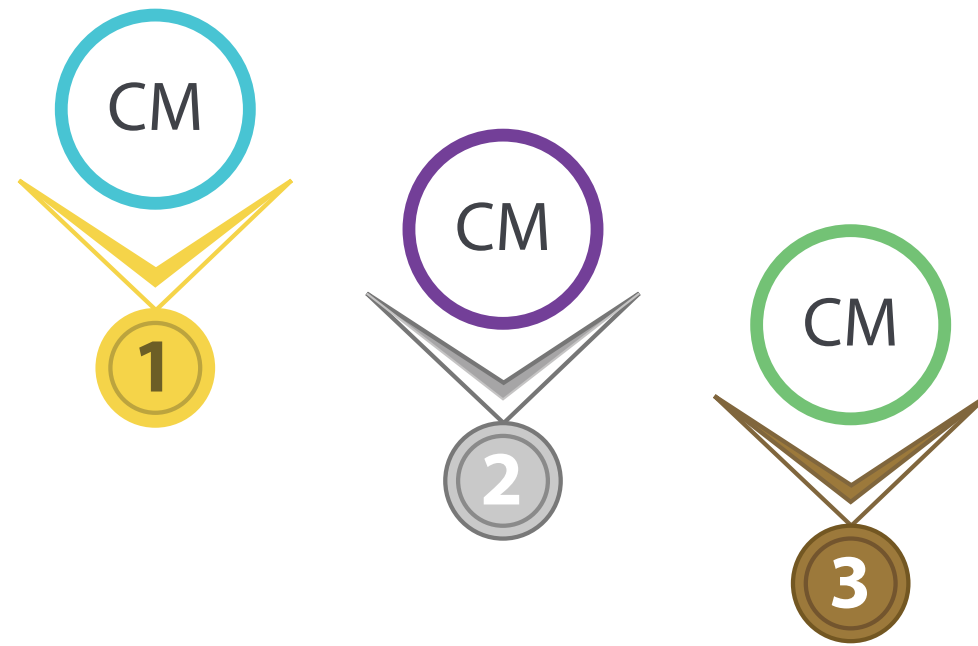


Multiple Models
Shared & Available

Cultural Models and Strategic Communications



Multiple Models
Shared & Available

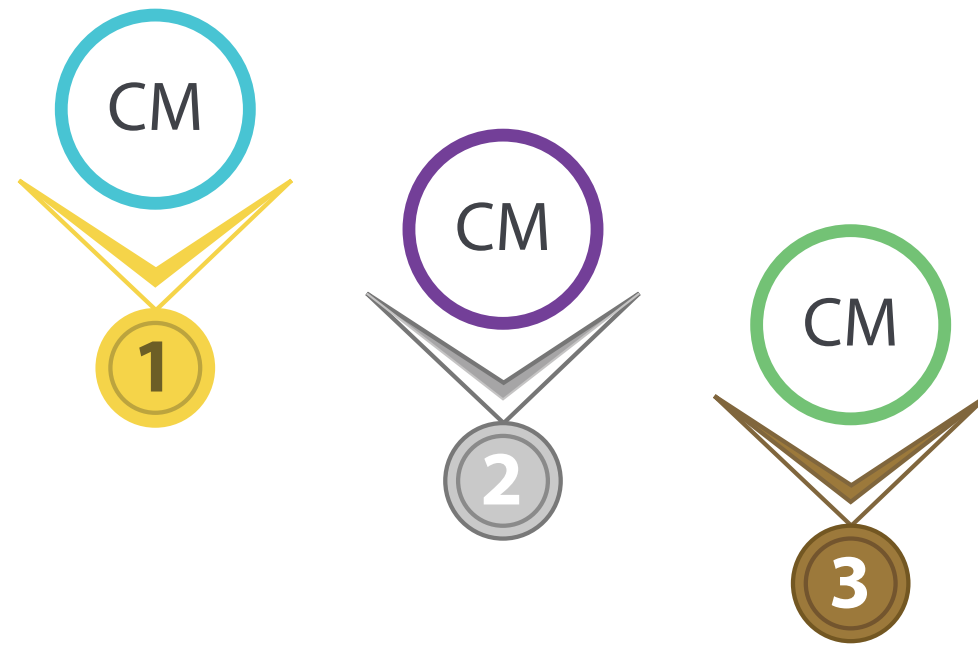


Some More Productive
than Others

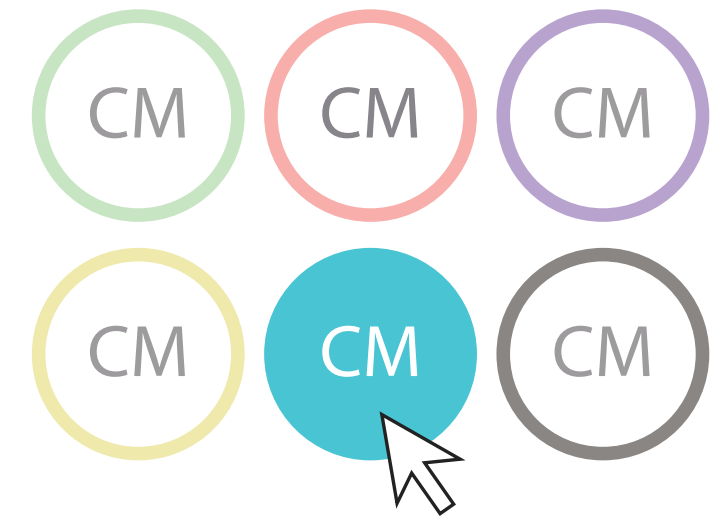
Cultural Models and Strategic Communications



Multiple Models
Shared & Available

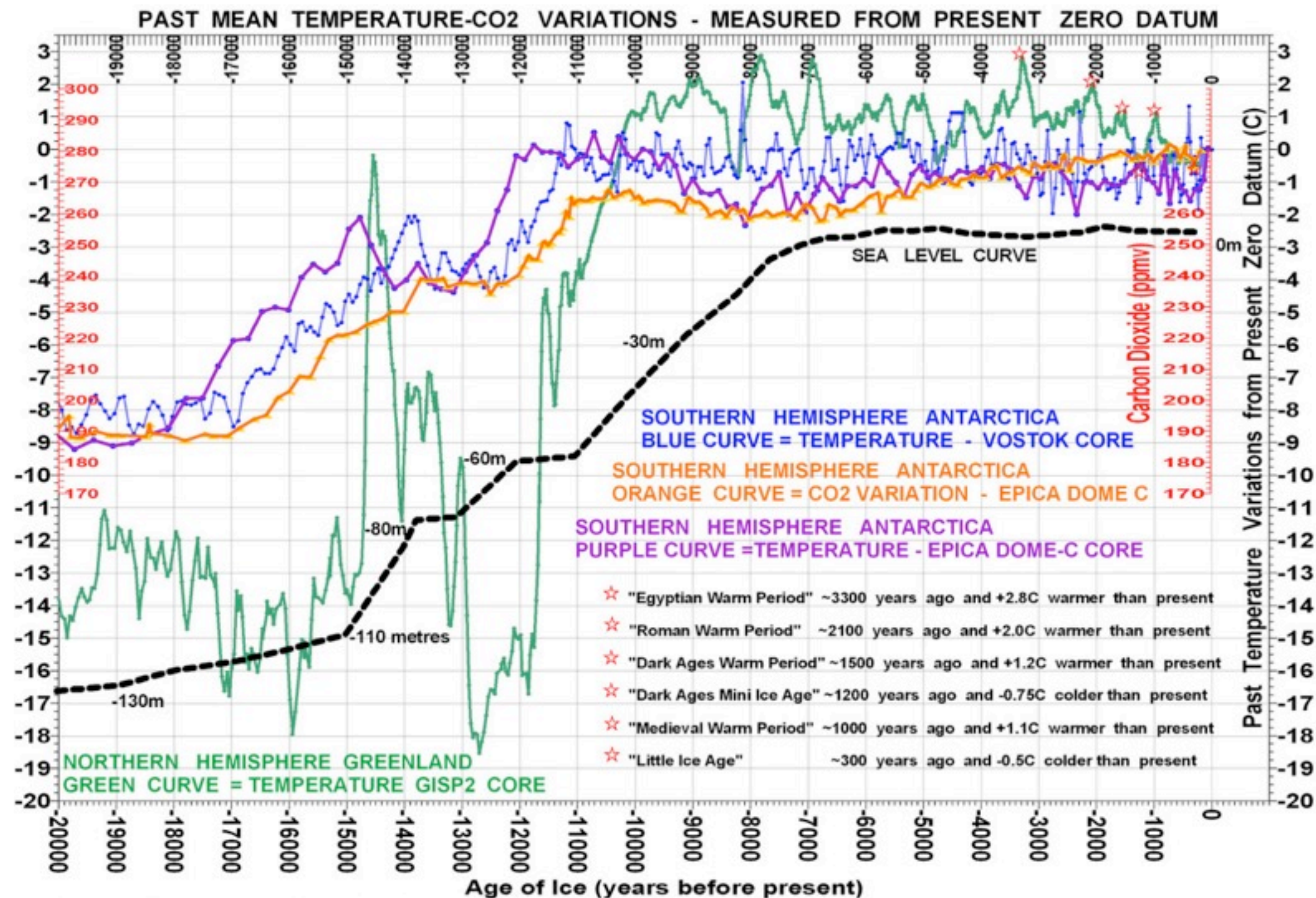


Some More Productive
than Others



Choose Cues to
Advance and **Avoid**

Because Providing More Data is
NOT Helping Your Cause



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DATA CITATION: Monnin, E., et al., 2004. EPICA Dome C Ice Core High Resolution Holocene and Transition CO₂ Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-055. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Alley, R.B., 2004. GISP2 Ice Core Temperature and Accumulation Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series #2004-013. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Fleming, K., Johnson, P., Zwart, D., Yokoyama, Y., Lambeck, K., Chappell, J., 1998. Refining the eustatic sea-level curve since the Last Glacial Maximum using far- and intermediate-field sites. Earth and Planetary Science Letters 163, 327-342.

DATA CITATION: Jouzel, J., et al., 2004. EPICA Dome C Ice Cores Deuterium Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-038. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

DATA CITATION: Petit, J.R., et al., 2001. Vostok Ice Core Data for 420,000 Years. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series #2001-076. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

5 *8* *3*
2 *1*
7

Numerical Data

5 8 3
2 1
7



Numerical Data

Charts,
Graphs,
Tables,
More Data

5² 8¹
7 3



Numerical Data

Charts,
Graphs,
Tables,
More Data

More Evidence

5² 8¹
7 3



Numerical Data

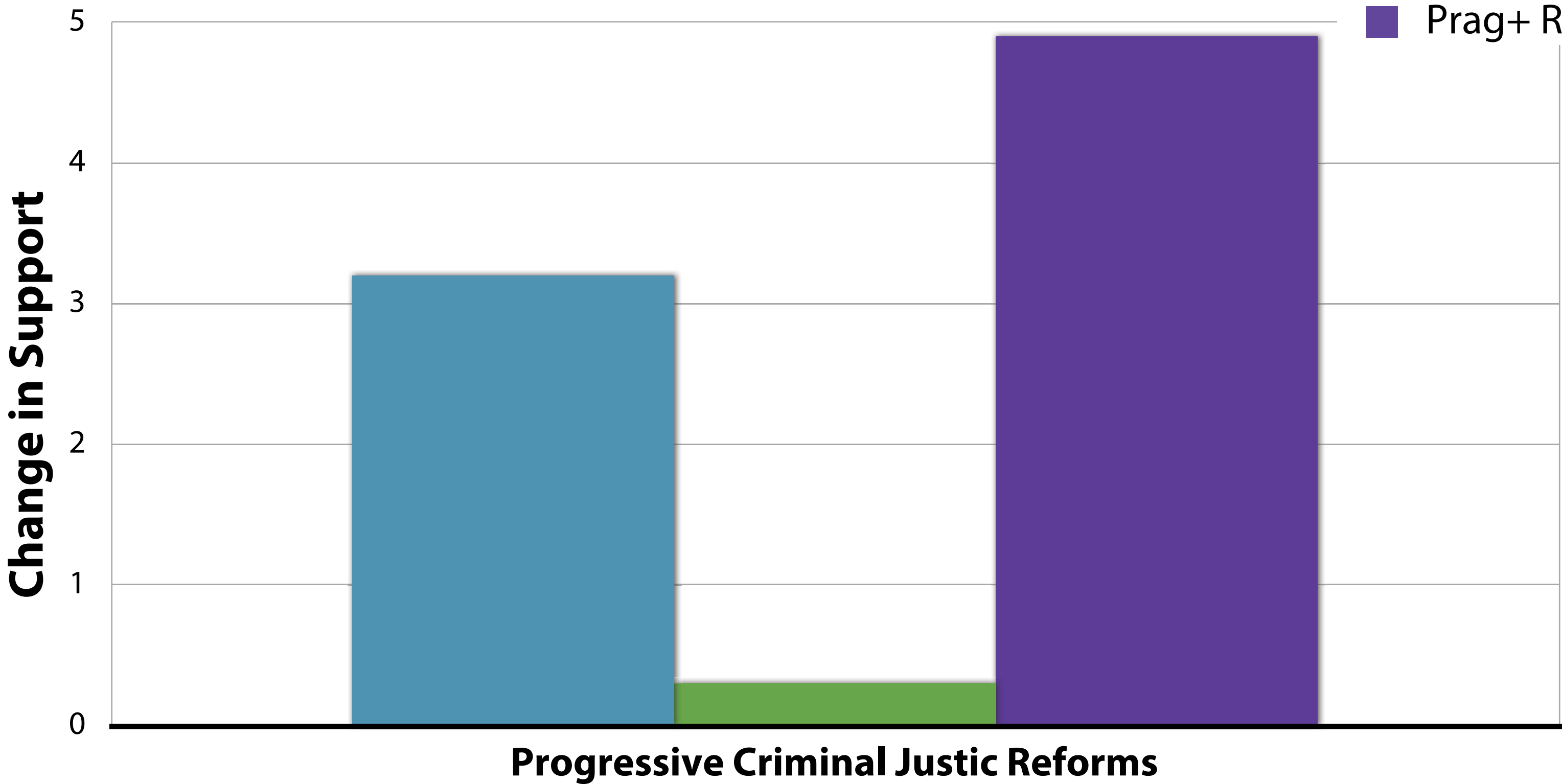
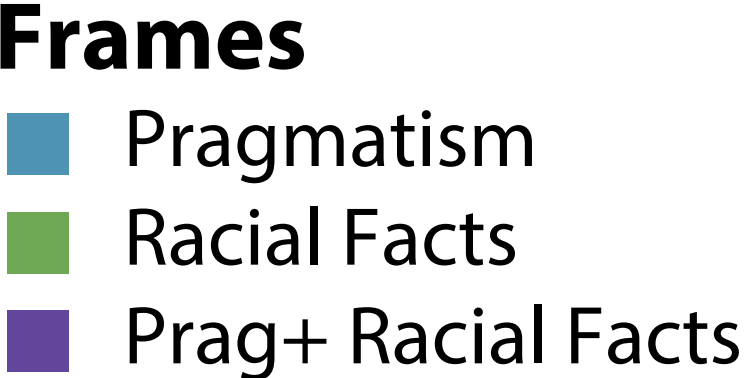
Charts,
Graphs,
Tables,
More Data

More Evidence

Epiphany



Your Facts Need a Frame



Because Urgency Isn't Enough

Study: Housing Crisis Fueled Racial Inequality

DAILY REAL ESTATE NEWS | MONDAY, MAY 11, 2015

The spike in foreclosures from the housing crisis led to one of the greatest migrations in U.S. history among minorities and whites that could alter American cities for years to come, according to research from Cornell University, which will be published in the American Sociological Review in June.

About 9 million Americans lost their homes to foreclosure in the aftermath of the housing crisis, and the hardest hit were blacks, Latinos, and racially integrated neighborhoods, according to the study.

Read more: [Study: Blacks Being Sidelined in Housing Market](#)

Researchers estimate that racial segregation grew between Latinos and whites by nearly 50 percent and between blacks and whites by about 20 percent as whites abandoned and minorities moved into areas most heavily distressed by foreclosures.

"Among its many impacts, the foreclosure crisis has partly derailed progress in achieving racial integration in American cities," says demographer and lead author Matthew Hall, assistant professor of policy and analysis and management in Cornell's College of Human Ecology.

Researchers analyzed all urban residential foreclosures from 2005 to 2009. They found that mostly black and Latino neighborhoods lost homes at rates about three times higher than white areas. The typical neighborhood saw 4.5 foreclosures per 100 homes during the housing crisis. However, in predominantly black and Latino areas, that number rises to 8.1 and 6.2 homes, respectively. White neighborhoods saw, on average, 2.3 foreclosures per 100 homes.

"Not only were white households less likely to be foreclosed on, but they also were among the first to leave neighborhoods where foreclosures were high, particularly those with racially diverse residents," says Hall.



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Income Inequality Is Ravaging America's Middle Class

MARCH 23, 2016 DANIEL MILLS

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An



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"Among its many impacts, the study found that racial integration in American cities is a result of policy and analysis and



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We Go the An

The Problem with Problems

	Low Efficacy	Hi Efficacy
Low Urgency	<p><i>Baseline</i></p>	 <p><i>Low Motivation</i></p>
Hi Urgency	 <p><i>Fatalism</i></p>	 <p><i>Magic</i></p>

Because Explanation Expands Understanding



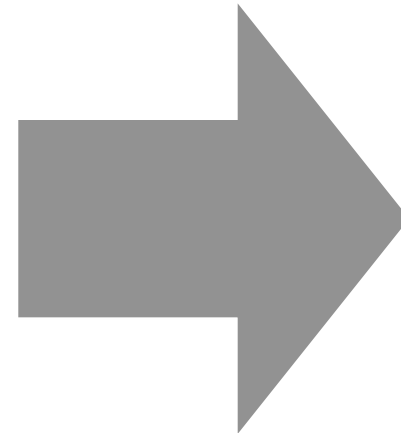
Cause

How It Works



Cause
How It Works

The diagram consists of two circles connected by a right-pointing arrow. The left circle is purple and contains the text 'Cause' and 'How It Works'. The right circle is dark blue and contains the text 'Solution' and 'How to Fix It'. The arrow is grey and points from the purple circle to the dark blue circle.



Solution
How to Fix It

The Explanatory Metaphor

Makes something that is hard to understand easier to understand,
by comparing it to something concrete and familiar



Brain Development

Brain Architecture



Brain Development



Building/Architecture

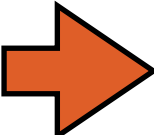


▶ Fill in Understanding to Expand Thinking

Thinking about Addiction: Before



Key Metaphor Tasks in JAX Work

Discrete Issues  Connected/Integrated
System of Resources

Key Metaphor Tasks in JAX Work

Discrete Issues → Connected/Integrated System of Resources

Individual Responsibility → Important to Support All Children & Families in JAX

Key Metaphor Tasks in JAX Work

Discrete Issues → Connected/Integrated System of Resources

Individual Responsibility → Important to Support All Children & Families in JAX

Separate Fates & Fatalism → Collective Efficacy & Community Connection

Solid Tracks



The story you're telling:

A safe and reliable railway system depends on having sturdy and well-built tracks. In the same way, Jacksonville needs a connected system of services. This system supports all of our children and improves how they develop and grow.

Key Metaphor Tasks in JAX Work

Discrete Issues ➔ Connected/Integrated System of Resources

Individual Responsibility ➔ Important to Support All Children & Families in JAX

Separate Fates & Fatalism ➔ Collective Efficacy & Community Connection

JAX public thinking and talking with *Solid Tracks*



Importance of integrated systems

Connectedness of domains (education, health...)

Collective identity

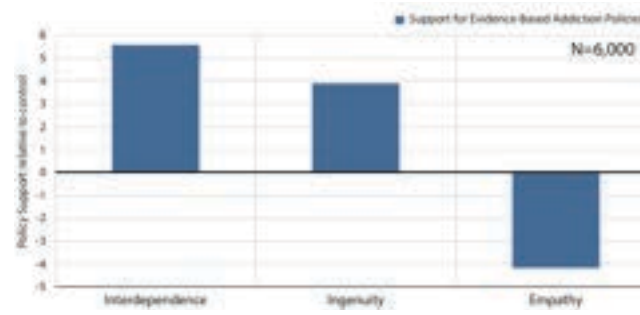
Need for intentional design/proactive plan

Potential for positive progression (efficacious/aspirational)

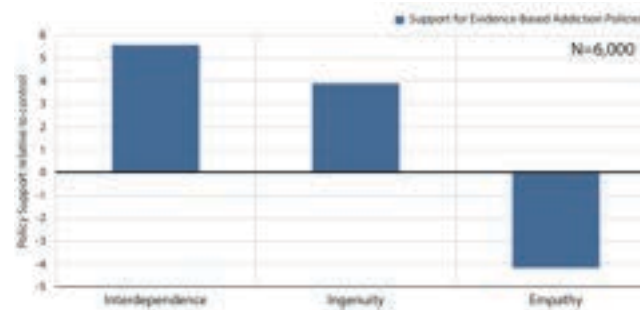
Sticky & productive language

In Summary...

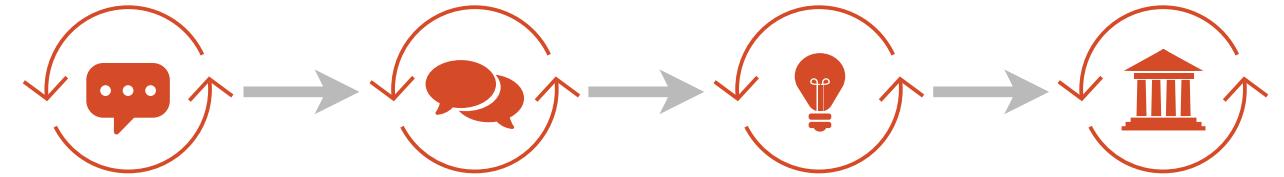
Understanding is Frame Dependent



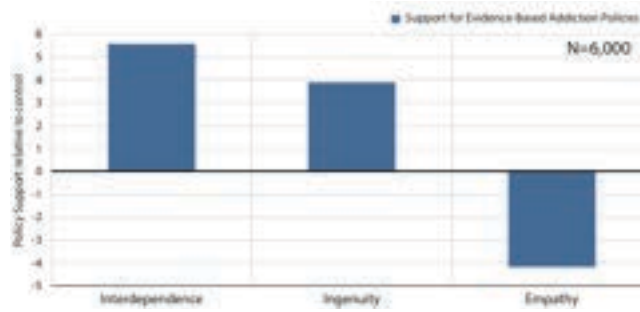
Understanding is Frame Dependent



Frames Can Make Change



Understanding is Frame Dependent



Culture Complicates

Persistence stress can derail development and have negative long term effects on health and wellbeing.

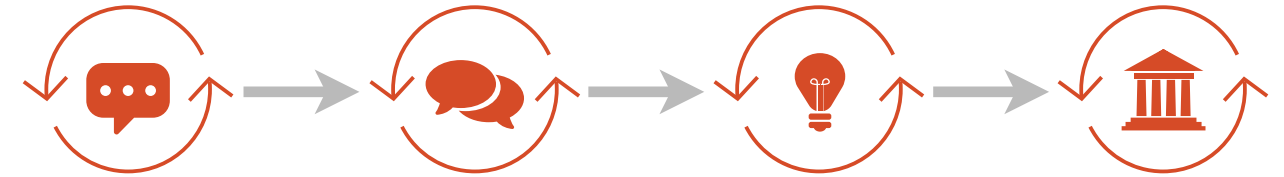


Expert/Advocate

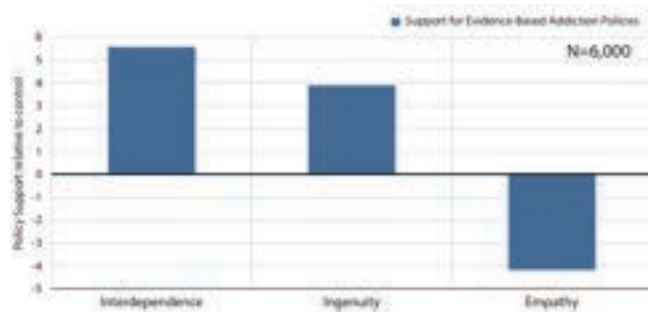


Public

Frames Can Make Change



Understanding is Frame Dependent

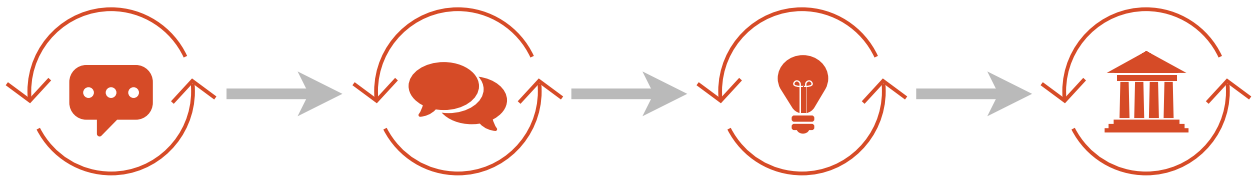


Culture Complicates

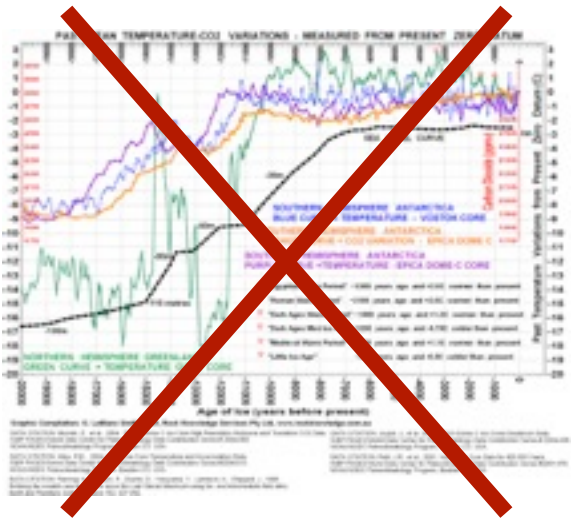
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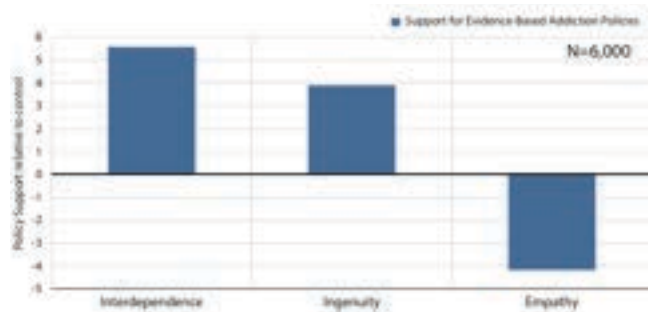
Frames Can Make Change



Facts are Not the Frame



Understanding is Frame Dependent



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Expert/Advocate

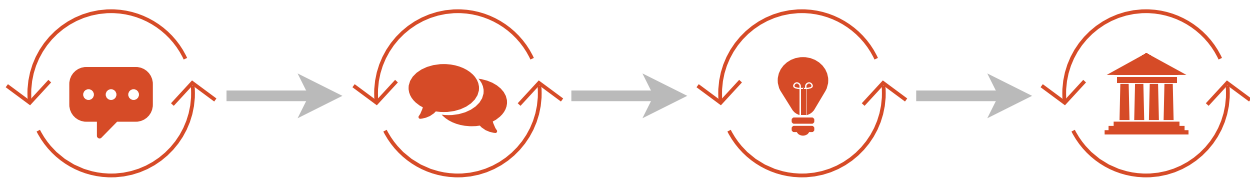


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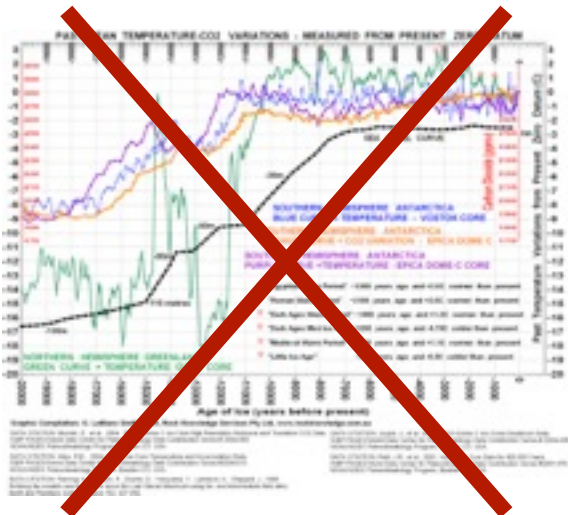
Don't Forget the Solutions!



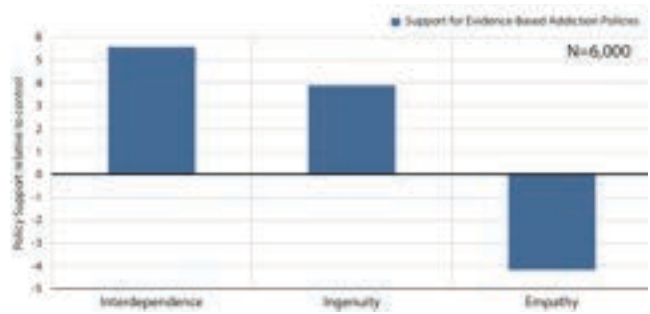
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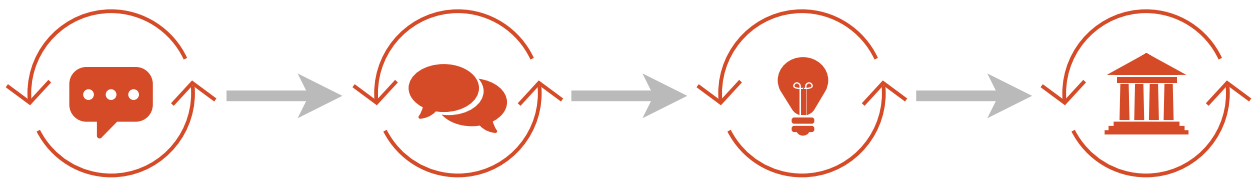


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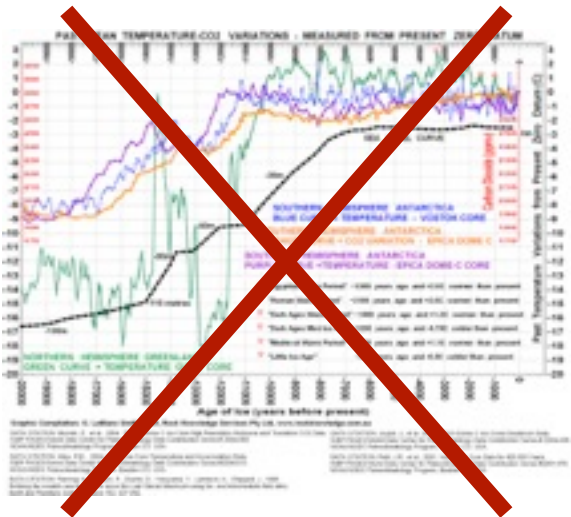
Don't Forget the Solutions!



Frames Can Make Change



Facts are Not the Frame



Metaphors Matter

Understand what you're up against,
use tested tools, and...

Frame On!



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