What’s in a frame?
Communicating effectively to get attention for sexual violence prevention

Welcome!
The webinar will begin soon
How to use this technology

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PreventConnect

- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan, including child sexual abuse
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners
2017 PreventConnect Web Conference Series

From a Cycle of Violence to a Culture of Safety and Equity

January 17: From Foundations to Innovations: Applying a public health approach to preventing sexual and domestic violence

February 28: How to Build Organizational Capacity to Support Sexual and Domestic Violence Prevention

March 28: Healthy masculinities and gender norms

May 16: Evaluating sexual and domestic violence prevention

June 20: Media and marketing environments to prevent sexual and domestic violence

July 18: Economic opportunity and supports

August 15: Race and culturally informed prevention

September 19: Centering the margins in prevention: Intersectionality and health equity
What’s in a frame? Communicating Effectively to Get Attention for Sexual Violence Prevention

March 8, 2018

11am-12:30pm PT; 2pm-3:30pm ET

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC or CALCASA.
Objectives for today

• Describe the components of an effective message

• Share experiences of communicating about prevention with different audiences

• Discuss how strategic communication strategies can advance prevention work
About the presenters

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National Sexual Violence Resource Center
Overview of today

• Introductions
• Setting the context: Why this work? Why now?
• Developing your strategy
• Framing: An overview
• Developing your message
• Closing thoughts and discussion
Acknowledgments

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Berkeley Media Studies Group

• Research media coverage of public health and social justice issues
• Media advocacy training and strategic consultation for community groups and public health advocates
• Professional education for journalists
National Sexual Violence Resource Center

• provides tools to prevent and respond to sexual violence
• translates research and trends into best practices
• collaborates to support organizations, communities and individuals
• works with the media to promote informed reporting
The collaboration between BMSG and NSVRC

September 2015

The collaboration between BMSG and NSVRC

March 2018

http://www.bmsg.org/resources/publications/sexual-violence-prevention-effective-communication-guidelines
The collaboration between BMSG and NSVRC

Comprehensive guide to prevention messaging and strategic communication

Coming soon!
August 2018
The collaboration between BMSG and NSVRC
What are some challenges you have faced when it comes to communicating about prevention?
Why strategic communication matters

- The way we communicate about sexual violence affects how audiences understand the problem and what to do about it.
Messages never stand alone

Political / Cultural Context

Messenger -> Message -> Specific audience

Fluidity
Layers of Strategy

• Overall strategy
  • Communication strategy
    • Message strategy
    • Access strategy

Who needs to act to solve the problem, and how?
Layers of Strategy

- Overall strategy
  - Communication strategy
    - Message strategy
    - Access strategy

What is the best way to communicate with your target?
Layers of Strategy

- Overall strategy
  - Communication strategy
    - Message strategy
    - Access strategy

What does your target need to hear?
Layers of Strategy

• Overall strategy
  • Communication strategy
    • Message strategy
    • Access strategy

How will you reach your targets or other stakeholders?
Framing: A few clues...

PREVENTION WORKS
...could surprise you!

PRFVFNTJQN WQPKS
Frames create tracks for trains of thought
Framing: Moving from portrait to landscape
The need to reframe

Episodic or “portrait” (personal responsibility)

Thematic or “landscape” (community or institutional responsibility)
Broadening the frame

Harvey Weinstein Paid Off Sexual Harassment Accusers for Decades
By JORDAN ETCHEBERRY and MEGAN TWOMEY  OCT 5, 2017

Harvey Weinstein apologized for behavior that he said "has caused a lot of pain."
Jean-Baptiste Lacroix/AFP/REUTERS — Getty Images

Related Coverage
Harvey Weinstein Is Fired After Sexual Harassment Reports  OCT 5, 2017
Harvey Weinstein Is the (Whispered) Talk of Hollywood  OCT 5, 2017
Charlie Rose Made Crude Sexual Advances, Multiple Women Say  OCT 5, 2017

#MeToo

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Developing your message:
An effective message...

• Names the **problem**

• Describes the **solution**

• Elevates **shared values**
What values motivate your work? Which values resonate with different audiences you work with?
Name the problem

- How you define a problem affects how your audience thinks about solutions

“The people who knew too much.”
Describe the change you want to see

- People respond to concrete examples of prevention in action.
- Aspirational language is important, but it needs to be grounded in reality.
- People respond best when we “meet them where they are.”
Describe the change you want to see

5Ws

Who should take action?
What should they do?
When should they do it?
Where will it happen?
Why is this the right approach?
Elevate shared values

LEVEL 1
Foundational value, such as safety

LEVEL 2
Issue area, such as sexual violence

LEVEL 3
Strategy details, such as staff training
Putting it all together
An effective message answers three questions:

1. **What's the problem?** Cue the environment
2. **Why does it matter?** State the values
3. **What should be done?** Describe the solution

\[ \text{Desired frame or message} \]
Let’s try it!

What’s the problem?
Why does it matter?
What should be done?
Looking ahead

• What surprised you?

• What would you like to learn more about?

• What about the topics we’ve covered today is most relevant to your work?
Thank you!

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