

## IOM Roundtable 2008

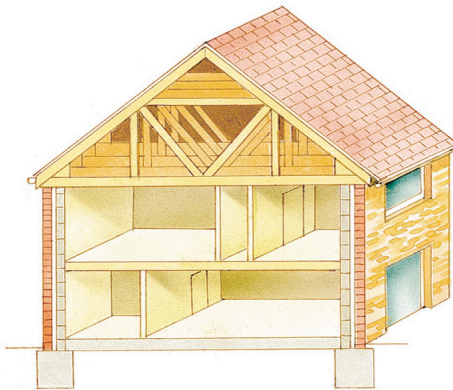
Framing Health Disparities:  
More than a Message

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Berkeley Media Studies Group



## Berkeley Media Studies Group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists




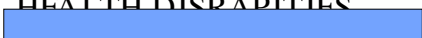
## Frame Definition

Frames are mental structures that help people understand the world, based on particular cues from outside themselves that activate assumptions and values they hold within themselves.




Just a few cues...

HEALTH DISPARITIES



...might surprise you

HFAJ TH DJSRAPJTJFS



THE NEW YORK TIMES, SUNDAY, JANUARY 30, 2000

**It Depends on How You Ask**  
The public's desire for tax cuts can be hard to measure. Pollsters asking what should be done with the nation's budget surplus got different results depending on the specifics of the question.

**THE QUESTION**  
President Clinton has proposed setting aside approximately two-thirds of an expected budget surplus to fix the Social Security system. What do you think the leaders in Washington should do with the remainder of the surplus? ...

**Variation 1**  
... Should the money be used for a tax cut, or should it be used to fund new government programs?

60%	29	11	0
TAX CUT	NEW PROGRAMS	OTHER PURPOSES	DON'T KNOW


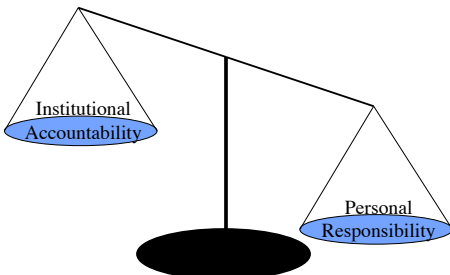
**Variation 2**  
... Should the money be used for a tax cut, or should it be spent on programs for education, the environment, health care, crime-fighting and military defense?

22%	69	6	0
TAX CUT	PROGRAMS	OTHER PURPOSES	DON'T KNOW

Source: Pew Research Center

The New York Times

The Need to Reframe



### Implications for Health Disparities



### Reframing Health Disparities

- What cues are we giving?
- What values do they activate?
- What actions are we taking?



### Framing Terrain

Policy Context  
Media Context  
Cultural Context



### Message Is Never First

- What do you want to change in the world?
- How will you change it?
- Why do you want it to be changed?

