

# Prevention & Wellness: Moving Upstream

Grantmakers in Health  
Fall Forum

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berkeley **media** studies group

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“Would you tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

“I don’t much care where—” said Alice.

“Then it doesn’t matter which way you go,” said the Cat.

“—so long as I get *somewhere*,” Alice added as an explanation.

“Oh, you’re sure to do that,” said the Cat, “if only you walk long enough.”

# 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?



# The Limits of Education

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*"I was able to get in one last lecture  
about diet and exercise."*

# The Environment Matters





# Education Can't Compete



# Whose behavior?

## Brand X Media

Individual Focus

Warns & Informs

Personal Change

Message

Information Gap

## Media Advocacy

Issue Focus

Pressures & Mobilizes

Policy Change

Voice

Power Gap



Just a few clues...

**D DEVENTION WORKS**

...might surprise you

BPFYFNTJQN WQPKS



# Competing Stories of Childhood Obesity

You Are What You Eat

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## You Are What You Eat

Poor parenting

Bad habits & personal  
choices

Overactive thumbs,  
underactive legs

Exercise, and exercise  
willpower



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## What Surrounds Us Shapes Us

# Competing Stories of Childhood Obesity

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Exercise, and exercise willpower

## What Surrounds Us Shapes Us

Junk food marketing

Neighborhood connectivity & safety (transportation, recreation)

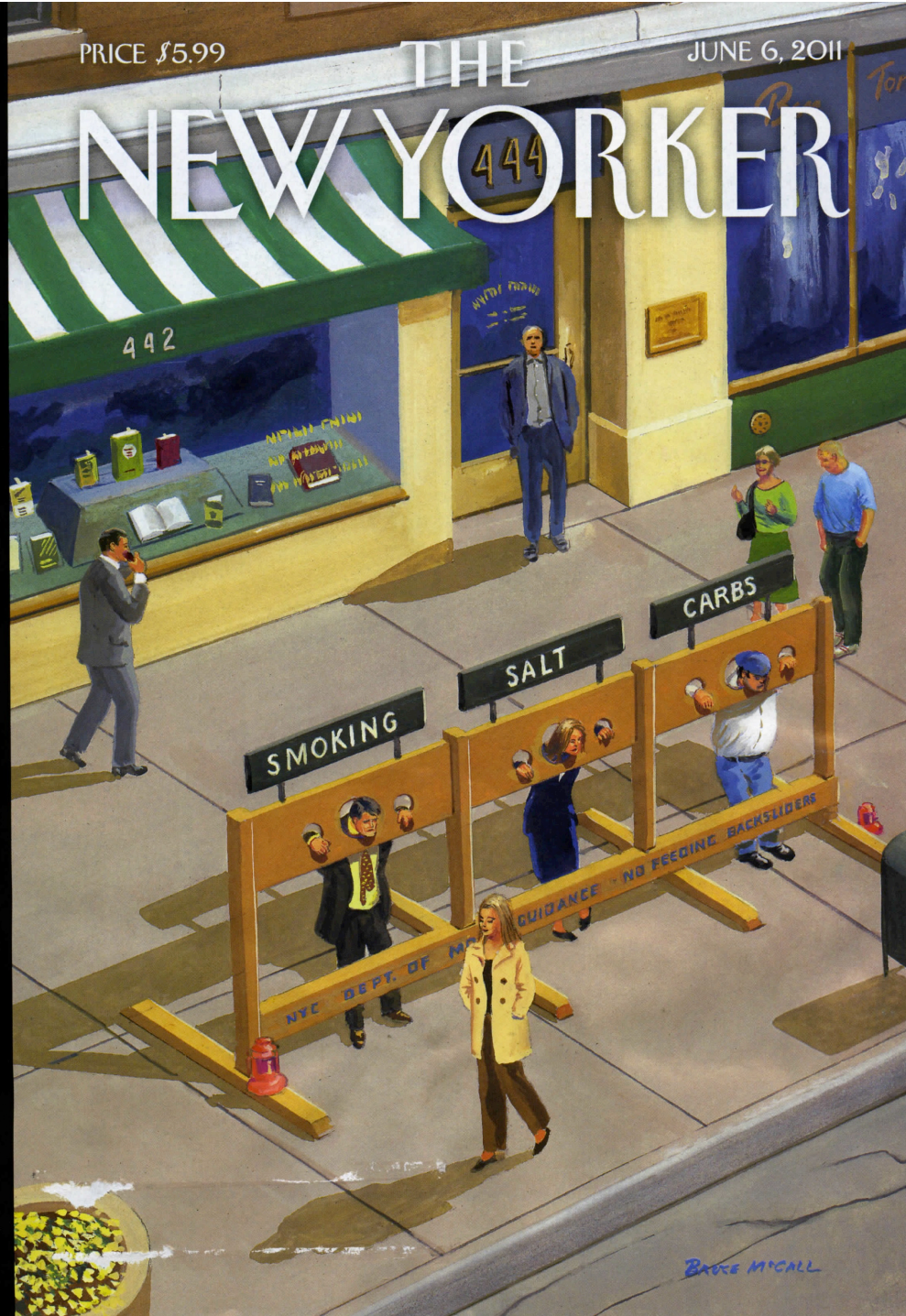
No time for physical activity in school

Local, state, & federal policy (tax, advertising, zoning, etc.)

PRICE \$5.99

JUNE 6, 2011

# THE NEW YORKER



# The Need to Reframe



Institutional  
Accountability

Personal  
Responsibility



# To apply communications...

## Develop strategy:

- Message is never first or foremost.
- Know what you want & how to get it.

## Frame the debate:

- Illustrate the landscape.
- Connect your values to solutions.



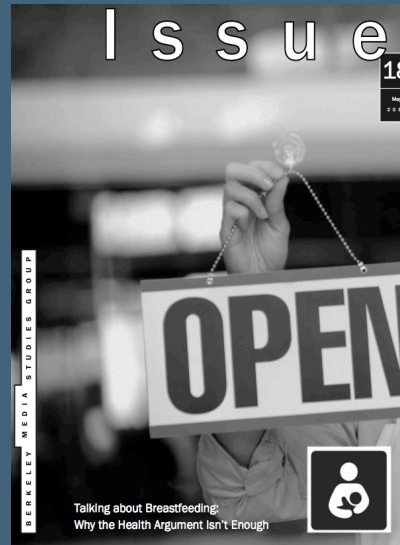
Joey Zych, 4, of Lakeside waited for his mother to get change out of her purse so he could get a drink at a vending machine. (David Brooks / Union-Tribune)



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FRAMING BRIEF

### Making the Case for Breastfeeding: The Health Argument Isn't Enough

JULY 2010

**O**n April 12, 2010, the *San Francisco Chronicle* printed two letters to the editor on breastfeeding:

**Make it easier for new moms**  
Billions of dollars saved by something that is essentially free—breast-feeding—should be a no-brainer. (“Breast-feeding for 6 months can save lives, money,” April 5).  
Most moms would do this if it were easy. As a breast-feeding mother and a doctor working with children full time, I can say breast-feeding is not easy. Even with California laws that try to provide protected time and places to pump breast milk, why does it feel as if it would be easier to take a smoking break than a pumping break?  
The benefits of breast-feeding are clear. We need to implement existing laws. Each workplace should identify a place and a time for its breast-feeding employees. Bottom line: Our society and the workplace need to embrace the idea that women who work will breast-feed. We will all benefit.  
—Holy Martin, MD, San Francisco

**The many advantages of breast-feeding**  
The study that breast-feeding would save lives and money is an excellent discussion that brings light to the significant health and cost benefits of breast-feeding.  
Study after study has shown that breasts are best. However, many women who are capable of breast-feeding choose not to do so because they do not quite see the tremendous advantages of breast-feeding that cannot be completed through formula feeding.  
As a student nurse and future midwife, I am passionate about encouraging and empowering mothers through evidence-based research to make an informed choice to breast-feed if they are capable of doing so. It is essential that we begin to move to a nation that encourages and support [sic] women to breast-feed from day one. It not only saves lives and health care costs, it has huge benefits for the mother. Breast-feeding promotes postpartum weight loss, emotional well-being and bonding with the infant. Breast-feeding has been linked to reduced risks of breast, uterine and ovarian cancer. It is also a hugely cost-effective—breast-feeding is free, while formula averages \$1,200 a year.  
—Deana Harris, student nurse, UCSF

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