Strategic Communications
Framing with Hope & Concern

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• Positive Community Norms Media Specialist

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• Into: Family, food, fun & fitness
Dr. Jeffrey W. Linkenbach,
Director / Research Scientist / Author
The Montana Institute

- Founder of Science of the Positive Framework and the Positive Community Norms Approach
- Co-author of H.O.P.E. (Health Outcomes from Positive Experiences)
- 30 years experience in research & health promotion
- Developed award-winning programs to change norms
THE SCIENCE OF THE POSITIVE CYCLE OF TRANSFORMATION

SPIRIT
- Energy-giving
- Positive
- Hopeful

RETURN
- Rest
- Reflection
- Evaluation

SCIENCE
- Learning
- Planning
- Effectiveness

ACTION
- Integrating
- Change and Transformation

Linkenbach, 2015
“If we want **HEALTH**, we must promote **HEALTH**.”

- Linkenbach, 2000
Core Assumption

The POSITIVE exists and is worth growing.
2010: 54.2% of 12th graders across the country reported that “opioids are easily available”.

2018: 32.5% of 12th graders across the country reported that “opioids are easily available”.

2010-2018 Monitoring the Future Survey
And... there is concern.
Concern + Hope
The Importance of HOPE
Welcome to our Gallery of...

Hope and Concern

Our Youth’s Perspective:

Hope: What are the factors that prevent youth from using alcohol in the school community of Nay Ah Shing?

Concern: What factors lead to alcohol use among youth in Nay Ah Shing?

Hopeful for our future...

“This sign represents hope. There aren’t many reservations around, when we see it, it gives us hope for future generations of Native American people.”

- Nay Ah Shing youth

Youth Photo Voice Project

The Gallery of Hope and Concern is an environmental strategy implemented by the Nay Ah Shing youth group. The youth group is funded by grant from MN-DHS, ADAD for drug and alcohol prevention within the upper Mille Lacs County area.
CONCERN

VIOLENCE

We have seen drinking and drugs bring violence. Violence gets people hurt. It doesn’t make us feel safe when we go to bed at night or when we walk somewhere alone. Young people may feel that joining in this behavior makes them feel more safe.

DISRESPECT

Drinking and drug abuse are against our heritage. Graffiti on our ceremonial building is a disrespect to our traditions and culture that are slowly fading away. We can’t pass on our traditions to the young when people don’t respect our ceremonial buildings.
“The ceremonial building is a place where we practice our sacred heritage. Here we can keep our traditions and culture safe. Passing on our traditions is very important to teach future generations; traditions such as singing, dancing, and learning our language! This is a place we go to pray, heal and have good times. It’s a place to learn the culture and the stories of our ceremonial drum.”
“Why is art hope? The beauty can inspire you to create your own beautiful masterpiece! Art is a part of my culture. Art comes in many forms and has so much to do with my community. As for me, I draw and write; I practice art!”
“The school gives us hope for our future. It teaches us discipline and how to make good decisions. School is a place we feel safe and people care about each other. It gives us a better life and prepares us for college and getting good jobs.”
Key Communications Skill:
Balancing Concern & Hope
Balancing Hope & Concern in communications

I am concerned about our youth becoming addicted to pain medication and I am hopeful because the majority of our students have never misused prescription drugs.
I am hopeful because MOST students agree that using prescription drugs for the purpose of getting high is NEVER a good thing to do.

and

I am concerned because prescribed pain meds can too easily become addictive if students are exposed to them to treat chronic pain or injury.
I am concerned because of the seemingly growing number of opioid, meth, and heroin tragedies in our region.

and

I am hopeful because there are hundreds of people who are coming together to work toward a solution.
Integrating Hope & Concern Into your message
### INTEGRATING HOPE AND CONCERN INTO YOUR COMMUNICATIONS

**Step 1:** Use the chart below to list your causes for hope and concerns related to your work, project, or issue. It might be hard to come up with as many hopes as you have concerns, but try your best to look for signs of positive movement or change.

<table>
<thead>
<tr>
<th>List all of the facts, trends, cultural postures, and signs of change that give you HOPE.</th>
<th>List all of the facts, trends, cultural risk factors, and signs of change that cause you CONCERN.</th>
</tr>
</thead>
<tbody>
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**Step 2:** Choose one item from each column and combine them into one message or talking point. Try this several times as you practice integrating hope and concern in your communications.

<table>
<thead>
<tr>
<th>Integrated Message 1</th>
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<tr>
<th>Integrated Message 2</th>
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<tr>
<th>Integrated Message 3</th>
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**Step 3:** Experiment with using your new integrated messages as you talk about and share your work. Notice if and how these messages elicit different responses.
Concern + Hope
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