
Strategic Communications Framing with Hope & Concern

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Sara Thompson, TMI Communications Specialist



science:positive

the
MONTANA
INSTITUTE

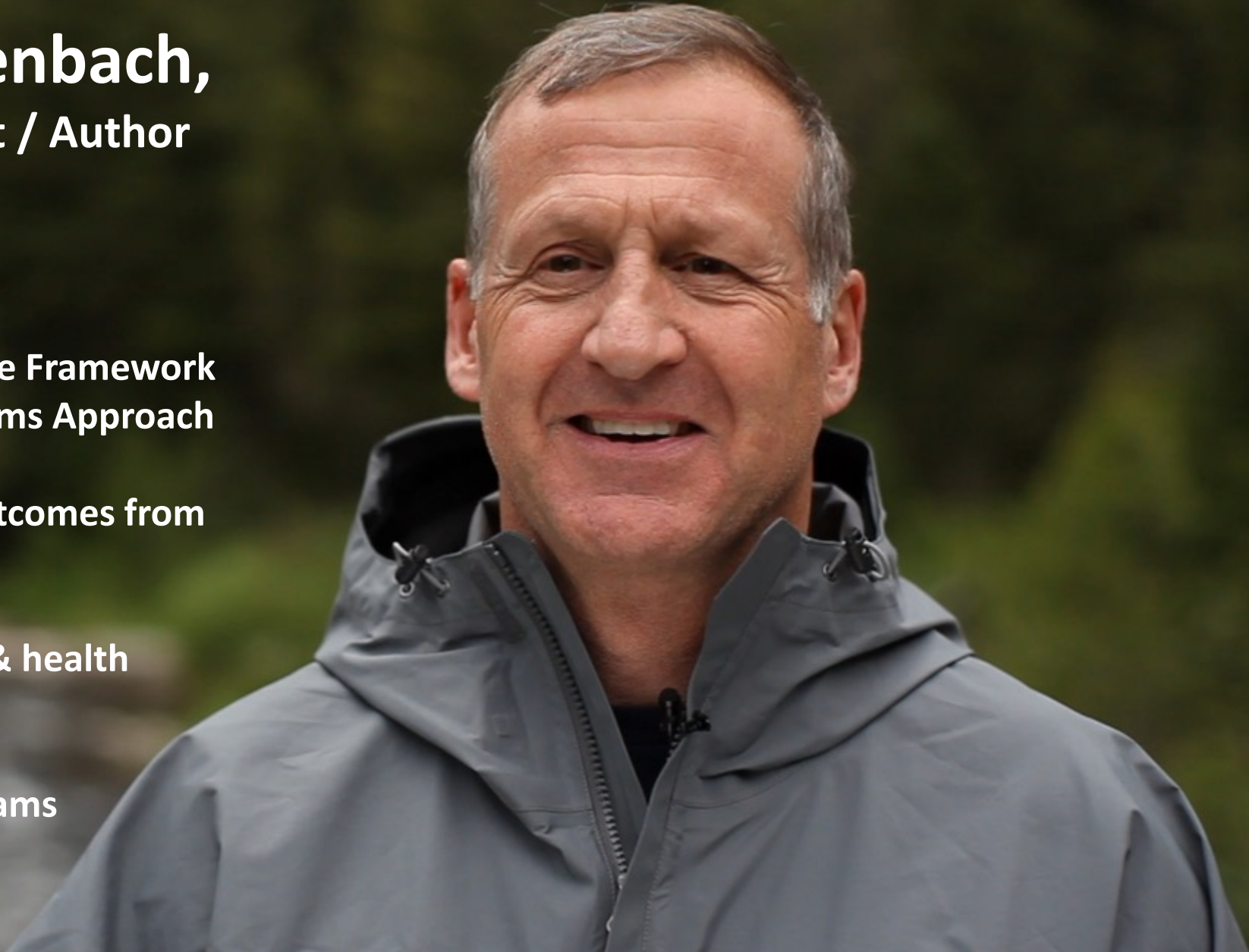
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- Marketing Consultant,
SJT Marketing, Warroad, MN
- Positive Community Norms Media
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Norms Communications Expert for
The Montana Institute
- Into: Family, food, fun & fitness



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**

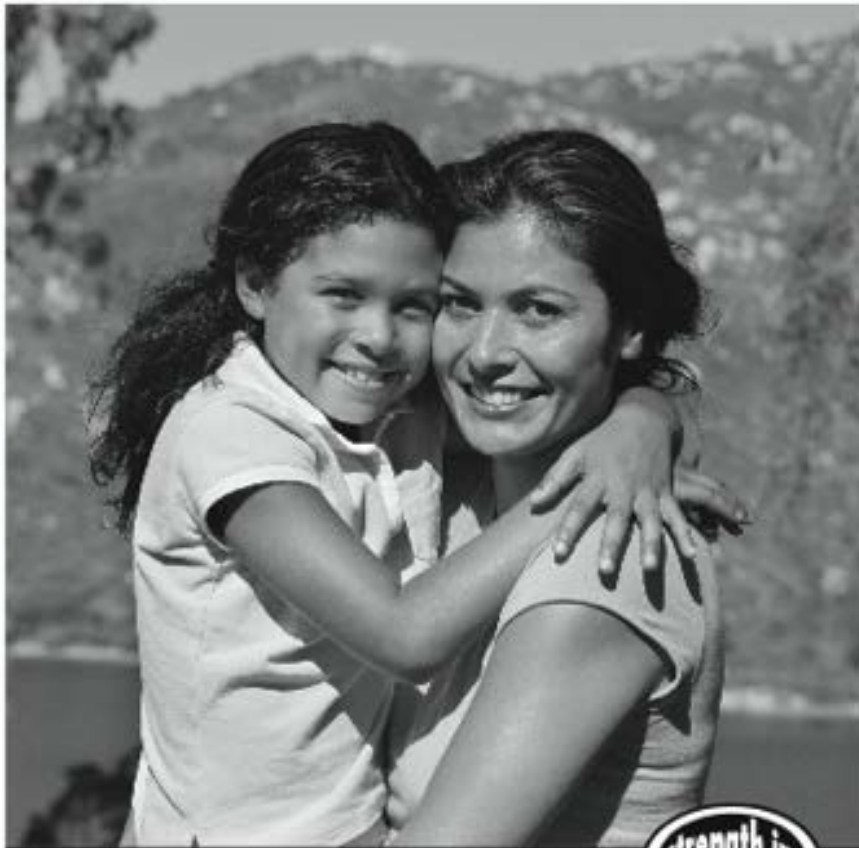


THE SCIENCE OF THE POSITIVE
CYCLE OF TRANSFORMATION



Linkenbach, 2015





Draw the Line.

Establish clear rights, rules and limits within the family.

83% of ETHS parents have talked to their children at least once in the past year about family rules and consequences related to alcohol, tobacco and other drug use.

2004 Strength in Numbers Parent Survey. N=317 ETHS parents. This publication is supported by Drug-Free Communities Support Program grant number 2003-MO-FX-0041, funded by the Office of National Drug Control Policy, the Rotary Club of Eureka Lighthouse & Tobacco Settlement Funds.

For more information and resources, visit www.peerservices.org

“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:

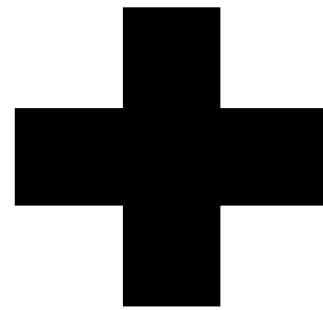
32.5 % of 12th graders across the country reported that “opioids are easily available”.

2010-2018 Monitoring the Future Survey

And...
there
is concern.



Concern + Hope





The Importance of HOPE

Welcome to our Gallery of...



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

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?

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.



Mille Lacs Area
Partners for Prevention
MAPP

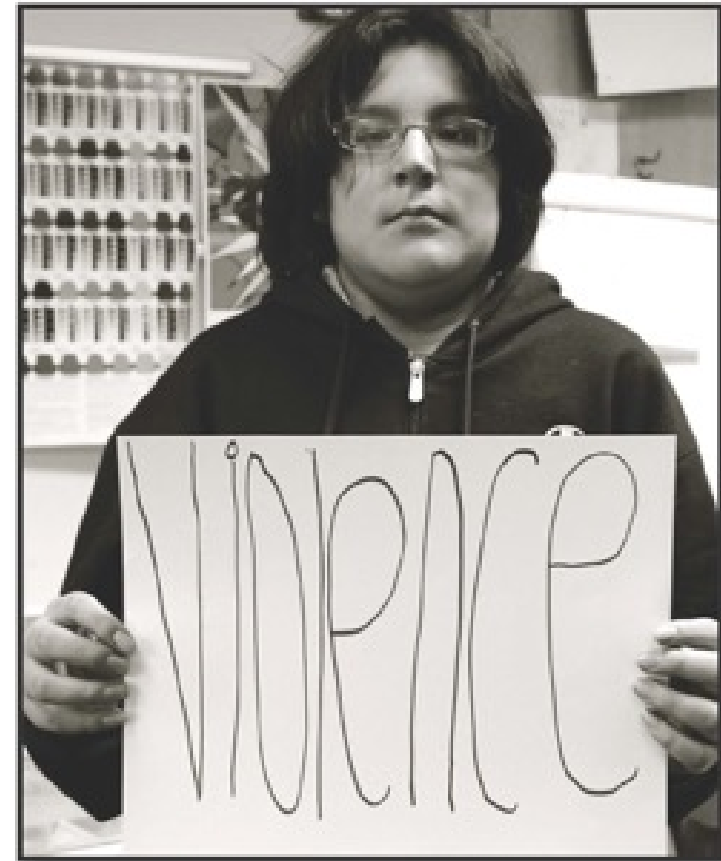
38465 125th Ave
Onamia, MN 56359

OUR VOICE
IS OUR CHOICE

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.



Hope

CEREMONIAL BUILDING

“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.”





Hope

ART

“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!”



Hope

A GOOD LIFE

“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



LIVE.
Learning
LAB

INTEGRATING HOPE AND CONCERN INTO YOUR COMMUNICATIONS

Step 1: Use the chart below to list your causes for hope and concern 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.

List all of the facts, trends, cultural protections, and signs of change that give you HOPE	List all of the facts, trends, cultural risk factors, and signs of change that cause you CONCERN



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.

Integrated Message 1

Integrated Message 2

Integrated Message 3

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.

SHARE OUT

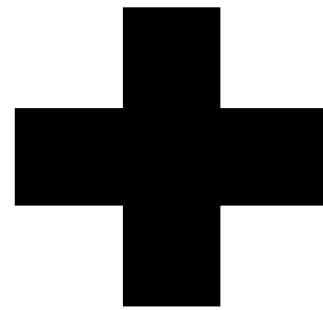
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istockphoto.com/dssimages

Concern + Hope



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