Adding Power to Our Voices
Using Message Framing in Public Health Communications

CDC National Center for Injury Prevention and Control

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Agenda

• Need for Coordinated Messaging
• Message Framing
• Applying the Injury Frame
• Injury Framing Resources
• Wrap Up
Learning Objectives

• Explain the rationale and objectives of coordinated messaging related to injury issues.
• Understand the concept of message framing.
• Understand how to apply the injury frame and coordinated messaging to specific injury issues.
• Identify and apply message framing development techniques to craft effective messages.
• Identify injury framing resources.
Adding Power to Our Voices
Injury Framing Initiative
Injury Problem

- Injuries are the leading cause of death for persons aged 1–44 years; in 2005, 173,753 persons died from injuries.
- Nearly 30 million people – an average of 55 people every minute – are treated for injuries in emergency departments each year.
- In 2000, the estimated cost of injuries was $406 billion which includes over $80 billion in medical costs and $326 billion in lost productivity.
Leading Causes of Death in 2006*

1. Heart disease
2. Cancer
3. Stroke
4. Chronic Lower Respiratory Diseases
5. Unintentional injuries
6. Diabetes
7. Alzheimer’s disease
8. Influenza and pneumonia
9. Kidney disease
10. Septicemia
11. Suicide
12. Liver disease
13. Hypertension
14. Parkinson’s disease
15. Homicide

*For all ages

Source: National Center for Health Statistics National Vital Statistics System
CDC FY 2010 Funding by Disease

- Agency for Toxic Substances and Disease Registry: 1%
- Birth Defects and Developmental Disabilities: 2%
- Chronic Disease Prevention and Health Promotion: 14%
- Environmental Health: 3%
- Global Health: 5%
- Health Information and Service: 4%
- Infectious Disease/Pandemic Flu: 23%
- Injury Prevention and Control: 29%
- Occupational Health and Safety (NIOSH): 12%
- Other: 5%
- Terrorism: 2%

* This total includes programs funded by Influenza funding, NCZVED, and NCPDCID.
** This total included VFC, Section 317, and Immunization program operations.
*** Includes Public Health Research, Public Health Improvements & Leadership, Preventive Health & Health Services Block Grant, Building & Facilities, Business Services Support, Health Information & Services, and User Fees.
If injury is such a problem, why doesn’t it receive more support?

Why do you think this is?
## Injury Challenges

| Societal/Community Level | Injury field is relatively young.  
|                         | Injury field encompasses diverse areas and issues.  
|                         | Injury and violence are seen as the responsibility of several fields.  
|                         | Lack of understanding/agreement of the definition of injury, the scope of the problem, and solutions.  
| Individual Level        | Lack of knowledge that solutions exist to prevent injury.  
|                         | Enduring beliefs that injuries are unpredictable and unavoidable.  
|                         | Lack of an individuals’ sense of control over their risk environment.  
|                         | Low levels of personal relevance or connections to injury.  
|                         | Media coverage focuses on individual events.  |
Can you think of some existing beliefs that people have about injury?
• It was an accident.
• It’s part of getting old.
• If I want to take that risk it’s my choice.
• It can’t happen to me.
• There’s nothing I can do—I don’t want to interfere.
CDC Injury Initiative Objectives

✓ Reframe injury as a preventable, actionable public health problem.
✓ Create relevancy and ownership for the new injury frame.
✓ Create a unified voice across the injury field.
✓ Increase the reach and frequency of consistent messaging.
✓ Raise awareness of all injury and violence areas.

Increased social and political will to lessen the burden of injury.
Coordinated Message Strategy

IDENTIFY
Core value shared by the public

DEVELOP
Overarching injury message frame around core value

CRAFT
Injury specific, audience-centric messages that link to frame

BUILD
Awareness using coordinated messaging across multiple channels

INCREASE
Social and Political Will
Have you used message framing?
And, if so, in what ways?
What is a Frame?

"Frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world."

Stephen D. Reese, Framing Public Life, 2001
• People use “mental shortcuts” to guide how we receive and interpret information.

• Mental shortcuts rely on **frames** or a set of internalized concepts and values.

• Frames allow us to process and accord meaning to new information.

• Frames are triggered by various elements such as words, images, symbols, and tone.

• Frames have a profound influence on our decision outcomes.
Message Frames

• **Appeal** to values held by our audiences.

• **Connect** people to issues with a new perspective and establish new associations.

• **Unify** messages and **persuade** entire populations to shift their paradigms, beliefs, and assumptions.

• **Change** the way the media responds to an issue.
Development of the Injury Frame

• In collaboration with partners, three distinct value based messages were created.

• The messages were tested using focus groups and in-depth interviews with the general public and injury professionals.

• The findings suggested one message frame received the most support as a strong cultural value statement.
We want a society where people can live to their full potential.
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Framing Example
Children’s Oral Health Campaign

• Frameworks Institute's *Watch Your Mouth Campaign™* campaign designed to reframe children’s oral health and focus on the importance of addressing oral health as part of a child’s overall health.

• Campaign implemented in four states: Washington, New Hampshire, Massachusetts and Maine.
Oral Health: What is the Problem?

- Dental disease is one of the most common, chronic, childhood diseases.
- Untreated tooth decay can impact a child’s ability to progress in school and lead to long-term health complications.
- 90% of dental decay in school-aged children can be prevented.
- Proven treatments include use of dental sealants, fluoride rinses, and fluoridated water.
Oral Health: What are the Challenges?

- Limited understanding of the consequences of poor oral health.
- Perception that the only outcome of poor oral health is cavities.
- Oral health is not connected to overall health, school performance, or ability to thrive.
- Focus is on personal hygiene, cosmetic beauty, and self-esteem.
- Belief that oral health is the responsibility of parents.
Oral Health – Who is the Audience?

• Public
• Media
• Policy Makers
Oral Health-What are the Objectives?

• Increase awareness of the problem of children’s oral health.
• Increase awareness of the connection between oral health and overall health.
• Increase awareness of proven measures to prevent tooth decay.
• Increase understanding that oral health is a community responsibility not just a personal responsibility.
Oral Health – What is the Message?

- Tooth decay is the most common chronic childhood disease in America – 5 times as common as asthma.
- Nationally, it affects 50% of first graders and 80% of 17-year-olds.
- When a child’s oral health suffers, so does school performance, because children who are in pain cannot pay attention to teachers and parents, and thus, they lose ground.
- Untreated oral disease has been linked with long-term health problems such as heart and respiratory diseases.
- The good news is we know how to prevent this disease from ever occurring.
Oral Health – What are the Channels?

- Tagline
- TV and Radio PSAs
- Print Ads
- Op/Eds and articles
- Collateral materials (posters, brochures, bill stuffers)
- Websites
- Promotional materials (mugs, pins, tote bags)
Children’s Oral Health TV Ad

• [http://www.deltadentalri.com/WhatsNew/tv_1.html](http://www.deltadentalri.com/WhatsNew/tv_1.html)
BREAK – 15 minutes
Applying the Injury Frame
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Message Framing Checklist

- What is the problem?
  - What’s wrong?
- Who is the target audience?
  - Who does it affect?
- What are your communication objectives?
  - What are you trying to accomplish?
- What is your message?
  - What do you need to say?
- How will we reach our audience?
  - How will you deliver your message?
What is the problem?

• What is the scope of the problem?
• Who does the problem affect?
• What factors contribute to the problem?
• What are some of the challenges and barriers to addressing the problem?
Who is the target audience?

- Who do you want to reach and influence with your communications?
- What do you already know/need to know about the audience?
- How can you learn more about your audience?
- What is the audience’s current knowledge, attitudes, and behaviors relating to your topic or issue?
- What matters to your audience?
What are your communication objectives?

- What are you trying to accomplish with your communications?
- What do you want your audience to know or do?
- What knowledge, attitudes or behaviors do you want to influence/change with your communications?
- What do you want your audience to do as a result of your communications?
- What action do they need to take?
What is your message?

• What’s wrong?
• Why does it matter?
• What should be done about it?
How will we reach our audience?

• How does your audience prefer to receive information?
• What are your audience’s media habits?
• What are your audience’s trusted information sources?
• What resources do you have that can help you reach your audience?
• Who can help you reach your audience?
Pull It All Together….

Your communications should tell your audience what’s wrong, why it matters, and what to do in a way that will reach them so you can achieve your communication objectives.
Message Framing Techniques

- Words
- Imagery
- Social Math
- Symbols
Message Framing - Words

✓ Connect your audience to your issue by connecting the issue to a core value that is important to them.
  • Integrate the **overarching injury frame** into your communications and connect your issue with the value frame.
  • Place as high up as possible to reinforce what is at stake.
Our mission is to prevent injuries and violence, and reduce their consequences. **We strive to help every American live his or her life to its fullest potential.**

http://www.cdc.gov/injury/
• [http://www2c.cdc.gov/podcasts/player.asp?f=14193](http://www2c.cdc.gov/podcasts/player.asp?f=14193)
Regardless of gender, race, or economic status, injuries remain a leading cause of death for Americans of all ages, accounting for more than 170,000 deaths in 2005. Injury deaths are only part of the picture. Millions of Americans sustain nonfatal injuries each year. At CDC’s National Center for Injury Prevention and Control (CDC’s Injury Center) we work to ensure all Americans can live life to their fullest potential. In order to continue the progress we have made, increased research is critical to learn more about the causes, risk factors, and preventive measures for intentional and unintentional injury.
Message Framing - Words

✓ Explain your problem so it is understood in terms of prevalence, severity, and consequences.

  • Start with a strong, dramatic statement about the burden of injury problem.
  • Use social math to help your audience visualize and understand how injury relates to them.
  • Use symbols to help appeal to your audience’s emotions and make a personal connection.
In Nampa, Idaho, 85-year-old Maria Alvarez was walking across a busy street one evening, when she was hit and killed by a minivan. Nine people have been hit by cars while crossing the street in the same area over the last 12 years. The street has few lights and no crosswalk.

In Glendale, California, a 17-year-old Nafisa Naqvi was crossing the street on her way to school when she was struck and killed by an SUV. Her middle school, one of three schools in the area, is located along a road known for its high traffic volume. "We have to be careful dropping off our kids in the mornings because it is very busy," said Ramesh Naqvi told the Glendale News-Press. "It seems like something might happen any time. You just don't know."

At Chattanooga, Tennessee, Yan Tamnand was riding his bicycle with another cyclist, when a car suddenly came into their lane, hitting him and breaking his leg. The incident was not surprising to local cyclists, who have seen cyclist-vehicle collisions become more common in past months. "A lot of motorists feel as though cyclists shouldn't be on the road," said Robert Keil, service manager at East Ridge Bicycles, told the Chattanooga Times Free Press.

INJURY PREVENTION MUST BE A POLICY PRIORITY

Traditionally, transportation and public health agencies have been regarded as unrelated entities, managed by separate agencies with discrete, narrowly-defined responsibilities. Over time, however, this conventional view has been challenged by a growing body of evidence that demonstrates a strong connection between transportation policies and the health of communities.

Increased rates of traffic crashes that injure and claim the lives of pedestrians, cyclists, and motorists of all ages have made it clear that transportation policies and planning decisions directly impact public health outcomes. The ability of Americans to live their lives to their full potential, free from injuries, is wholly dependent upon the existence of transportation systems that encourage and support safe and healthy lifestyles.

Research shows that Americans rank five expectations of their communities above all others. They expect that their communities will:

1. Allow kids to walk to school;
2. Be safe for kids to play in their neighborhood;
3. Enable people to walk or bike to public transit;
4. Enable people to walk or bike to shop; and
5. Enable older adults to live independently.

Unfortunately, many American communities fall short of these simple expectations. Due to "sprawl" — uncontrolled, poorly planned, low-density, and single-use community growth — people must travel longer distances to reach schools, workplaces, shopping districts, and recreational areas. This increase in distance from homes to other destinations has lead to a dependence on automobiles and has made it increasingly difficult for children and adults to travel by walking, biking, or accessing public transportation. In addition, longer commutes and higher numbers of vehicle miles traveled have increased the likelihood of crashes and subsequent traffic-related deaths, merely because more people are spending time on the road.

The health and safety of communities must be considered paramount when making transportation planning decisions. Transportation policies can make all the difference between communities overwhelmed with preventable injuries and premature deaths and those that allow their residents to live to their fullest potential.

THE COSTS OF TRAFFIC-RELATED INJURIES & DEATHS ARE IMMENSE

Traffic crashes are the single greatest cause of death and disability for children age 1 to adults age 34, and are the leading cause of injury-related deaths among people of all ages.
Address current beliefs and attitudes about your injury area (i.e. *it was an accident, it can’t happen to me, it’s part of getting old, there’s nothing I can do about it*, etc.)

- Emphasize efficacy and prevention.
- Provide specific steps an individual can take to protect themselves.
- Use concise, specific, action-oriented messages.
- Use positive tone and imagery that presents the tangible benefits associated with injury prevention.
FACTS
prevent falling among older adults

THE REALITY
- Falls are the leading cause of injury deaths among adults age 65 and older.
- One in three Americans age 65 and older falls each year.
- In 2005, approximately 1.9 million older adults were treated in hospital emergency departments for fall-related injuries, and about 467,500 were hospitalized as a result.
- Older adults may not be aware of their nutrition due to a fear of falling, which in turn increases their risk of falling.
- Older adults are the fastest growing segment of our population. The age 65 and older population increased from 35 million in 2000 to 56 million in 2020.

COSTS AND LONG-TERM CONSEQUENCES
- The total cost of fall-related injuries for adults age 65 and older is $33.9 billion, excluding more than $1.9 billion in indirect medical costs.
- The average hospital cost for a fall-related injury is $17,068.
- Fractures were one-third of non-fatal injuries and made up 66% of costs — approximately $12 billion.
- Women made-up 56% of older adults in 2005 and their medical costs due to falls two to three times higher than men.

RESEARCH AND PROMISING PRACTICES
- To help organizations develop interventions, CDC has commissioned a study of Tai Chi falls intervention.
- Tai Chi can improve memory, balance, and functional status. The intervention is designed to be a community-based program.
- The Oregon Research Institute conducted a Tai Chi falls intervention. In the six-month intervention, the fall rate of Tai Chi participants was 56% lower. In October 2005, the CDC Injury Center funded the Oregon Research Institute to adapt and implement the intervention to a community-based program.
- The intervention, called Moving for Better Balance, has been developed for adults aged 60 and older and is being conducted in senior centers in Oregon.
- One-hour classes are offered twice a week for 12 weeks and participants learn eight forms, or body-movement exercises. Twelve weeks after the program ends, participants are contacted to find out if they are still practicing Tai Chi.

FUTURE OPPORTUNITIES
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WHAT CAN YOU DO?
- Older adults can take several steps to reduce their risk of falling.
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Fortunately, residential fires can be prevented. In fact, there are several precautions you can take to protect your family from the painful consequences of a residential fire:

- Install smoke alarms on every floor of your home, including the kitchen and every bedroom.
- Keep cooking areas free of flammable objects.
- Devise a family fire escape plan and practice it every 6 months.

These simple precautions can make the difference when it comes to keeping your family safe and ensuring that they can live to their full potential.

For more information about residential fire prevention efforts in [NAME OF COMMUNITY], please contact [DEPARTMENT NAME] at [CONTACT #].
Focus on joint responsibility for injury prevention.

- Include information about how the community can work together to prevent and lessen the impact of injury.
- Characterize organizations as partners.
- Include information about how individuals can get involved in their own communities.
• Injuries and violence are a significant and largely preventable problem. Injury prevention research has provided new information and new tools to address this problem and help millions of people live to their fullest potential.

• Many of the injuries that keep adults and children from enjoying fulfilling, productive lives—such as [specific injuries]—can be prevented using known prevention measures—including [specific injury programs].

• When injuries occur, chances for a full recovery can be improved with specialized emergency care, such as [specific injury program].

• Organizations, communities, and individuals should work together in a coordinated effort to promote and adopt these kinds of programs to ensure that every person enjoys the highest possible quality of life.
Message Framing - Words

✓ Connect specific injury issues to the larger injury field to create perception that the injury field is united.
Motor vehicle crashes, falls, homicides, domestic violence, child abuse and neglect, and drug overdoses are just some of the tragedies we hear about every day in communities and on the news. Injuries and violence are widespread in society. Many accept them as fate or as “part of life,” but the fact is that most events resulting in injury, death or other health consequences are predictable and therefore preventable.

The Centers for Disease Control and Prevention’s (CDC) National Center for Injury Prevention and Control (Injury Center) was established in 1992 to lead injury and violence prevention efforts. The field of injury and violence prevention is relatively young when compared to other areas of public health, but the burden of injury and violence coupled with the enormous cost of these problems to society make them a pressing public health concern.

Older adults and children are most vulnerable to sustaining injury requiring medical attention, but for all Americans ages 1-44, injuries are the leading cause of death in the United States. For this reason, the Injury Center is leading a coordinated public health approach to injury and violence prevention, guided by the belief that everyone should have access to the best information and resources to help them live life to their fullest potential.

The Injury and Violence Prevention Challenge

Injuries and violence affect us all, regardless of sex, race, or economic status but research shows that three quarters of all deaths in young people are the result of injuries and violence. The cost of injury and violence can be measured on both personal and societal levels. When considering factors such as lost productivity, the loss of the ability to work due to disability and quality of life, we observe the disproportionate impact of injury and violence on our nation’s youth.

“We have an obligation to promote safer environments where people can reach their fullest potential. The CDC’s Injury Center works to prevent the adverse health effects associated with injuries and violence in America.”

Dr. Thomas Frieden, CDC Director
Message Framing - Imagery

- “Picture is worth a 1,000 words.”
- Includes photos, graphics, symbols, charts, illustrations.
- Visuals have the power to either undermine or reinforce your message.
- Select images that are positive, solution-orientated and relate to the injury frame.
- Close up images reinforce individual responsibility.
- Traditional, overused images are not noticed.
Many falls can be prevented. By making some changes, you can lower your chances of falling.

Four things YOU can do to prevent falls:

1. Begin a regular exercise program
2. Have your health care provider review your medicines
3. Have your vision checked
4. Make your home safer

“We feel stronger when we walk frequently. And we have a more positive outlook.”

What YOU Can Do

To Prevent Falls

For more information, contact:
Centers for Disease Control and Prevention
770-488-3300
www.cdc.gov/injury
When Children's Oral Health Suffers, So Does Their Progress.
Message Framing - Social Math

• Helps make daunting numbers and statistics more meaningful.

• Creates dramatic comparisons using familiar references.

• Creates accurate and jargon-free way to share research with wider audiences.

• Makes audiences go “Wow!”
More than 1.6 million people are seen in E.R.’s, are hospitalized, or die from a traumatic brain injury in the U.S. each year.

“I Don’t Get It.”

“WOW. That’s incredible.”

More than 1.6 million people are seen in E.R.’s, are hospitalized, or die from a traumatic brain injury in the U.S. each year. That’s more than the population of Baltimore, MD, Washington, DC and Richmond, VA—combined!
Each year, over 91,000 infants less than 1 year old are victims of substantiated child maltreatment.

“Is that a lot?”

“What can we do to stop this?”

Each year, over 91,000 infants less than 1 year old are victims of substantiated child maltreatment. If these cribs were placed end-to-end, they would stretch for 78 miles.
Message Framing – Symbols

- Includes stories, metaphors and analogies that help people organize and remember information.
- Help simplify complex information and make it easier to understand cause and effect.
- Metaphor and analogy can quickly gain attention because they convey urgency.
- Stories make an emotional and personal connection to your issue.
Metaphor Examples

• **Mouth is a Gateway**
• **Heart is like a pump.**
• **Cell is a factory.**
• **Kidney is a waste factory.**
Stories

– Inspire action.
– Allow for dramatization.
– Pique and hold interest.
– Bring energy to the message.
– Create experience that resonates with your audience.
– Put audience at ease and engages them with the human side of an issue.
Tracy’s story...
Keeping quiet can keep you out of the game

Her eyes focused on reaching for the rebound, Tracy didn’t see the other player before she collided with her and hit her head. “I went to school the next day after the game, but I felt really sick.” The feelings of nausea, dizziness, and blurred vision were all too familiar. As a seventh grader she had a concussion and felt the same way.

Concussion is caused by a bump, blow, or jolt to the head or body that causes the brain to move rapidly inside the skull. Even a “ding,” “getting your bell rung,” or what seems to be a mild bump or blow to the head can be serious.

When a key game came up two days later, Tracy felt dizzy and nauseous and she thought she had a concussion. “The coach told me to tell the trainer. I didn’t want to tell the trainer cause he would sit me out of the game. So I kept quiet, but I shouldn’t have played.” As a starter for her high school basketball team, Tracy played hard to win the game, but after the game she passed out in the locker room.

“They took me to the hospital and told me I had a concussion, which I knew, but I didn’t know that my life was about to change.” Tracy continued to feel nauseous, had headaches, balance problems, and difficulty concentrating and reading. “We had to put sheets on the windows to block the light and I couldn’t watch TV because the lights and noise would make me feel sick. My mom also had to help me walk cause my vision was blurry and I felt so dizzy all of the time. But the hardest part was not being able to go to school and missing most of my junior and senior years of high school.”

Symptoms from the concussion, forced Tracy to stay at home. She visits the doctor every month and had to learn how to walk again because of her problems with balance. Three years after the injury, Tracy is beginning to feel better, but she still struggles with symptoms from the concussion. “I am 19 years old, but I am living the life a teenager shouldn’t be living.”

Tracy wants other teens to know that, “a concussion is a serious injury. If you think you have a concussion, don’t hide it, report it. Take time to recover. It’s better to miss one game than the whole season.”

For more information, visit
www.cdc.gov/ConcussionInYouthSports
Also check out a 2-minute video on Tracy’s story online at
www.youtube.com/user/CDCStreamingHealth

This information is provided by the Centers for Disease Control and Prevention and depicts an actual story.
Message Framing Summary

• Connect your issue to a core value – use the full potential frame.
• Explain your problem so it is understood in terms of prevalence, severity, and consequences – use strong dramatic statements, social math, symbols and imagery.
• Address current beliefs and attitudes about your injury area – focus on prevention and provide clear actionable steps.
• Focus on joint responsibility for injury prevention.
• Connect specific injury issues to the larger injury field to create perception that the injury field is united.
Now It’s Your Turn.....
Teen Driving

- Motor vehicle crashes are the leading cause of death for U.S. teens, accounting for more than one in three deaths in this age group.
- In 2008, about 3,500 teens in the United States aged 15–19 were killed and more than 350,000 were treated in emergency departments for injuries suffered in motor-vehicle crashes.
- Young people ages 15-24 represent only 14% of the U.S. population. However, they account for 30% ($19 billion) of the total costs of motor vehicle injuries among males and 28% ($7 billion) of the total costs of motor vehicle injuries among females.
Teen Driving

A small Maryland town was devastated this month by a wave of teenage deaths all associated with motor vehicle crashes. In one case, a car with three teens ran off a road striking a tree and killing all the occupants. The next day, a high school student visiting the town’s local college ran a red light and killed a mother and her two children. The final case involved a teen losing control of his car and hitting a truck, killing the teen. Fortunately, the truck driver survived. The Maryland Department of Health Injury Division wants to send out a news article addressing the issue of teen driving.

*Use the Injury Framing Tool to develop core messages for your news article.*
Injury Framing Tool

This tool is intended to help you apply a coordinated message strategy to your own injury topics. The tool is designed to help you create effective messages using message development techniques found in the Framing Guide to link your injury issue to the overarching injury frame. Before developing your messages, you will need to identify your injury issue/problem, target audiences, and intended outcomes. Once this is complete, you can begin to develop your core messages linking your injury issue to the full potential frame.

Injury Issue/Problem: ___________________________

Target Audience: ______________________________

Communication Goal/Objectives: ____________________________________________________________________________________________________________________________________________________________

How can you connect your injury issue to a core value that is important to your audience?

- You can integrate the overarching injury frame into your communications and connect your issue to the value-based frame.
- The injury frame should be placed as high up as possible to reinforce what is at stake.

We want a society where people can live to their full potential.

What can you say so your audience understands your injury issue?

- What can you say to help your audience understand the issue in terms of prevalence, severity, and consequences?
- What strong, dramatic statement can you make about the burden of the injury issue?
- What social math facts, images and/or stories can you use to help your audience visualize, connect to and understand how the injury issue relates to them? (Refer to Framing Guide for social math tips.)

Write your statements and social math facts below.

What action do you want your audience to take?

- What actions or specific steps do you suggest that your audience take relating to your specific issue?
- If focused on individual behavior change, what do you want your audience to know they can do to protect themselves?
- What is your call to action?

Write your action-oriented suggestions below.

Pull it All Together......

- Now that you’ve identified the message components above, it’s time to create a message that will move your audience to action.

Write your final message below.
What can you say so your audience understands your issue?

**Injury Framing Tool**

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**Injury Issue/Problem:** Motor Vehicle Crashes

**Target Audience:** Parents of Teen Drivers

**Communication Goal/Objectives:** Increase awareness of ways to prevent motor vehicle crashes involving teens.

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**How can you connect your injury issue to a core value that is important to your audience?**

- You can integrate the overarching injury frame into your communications and connect your issue to the value-based frame.
- The injury frame should be placed as high up as possible to reinforce what is at stake.

*We want a society where people can live to their full potential.*

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**What can you say so your audience understands your injury issue?**

- What can you say to help your audience understand the issue in terms of prevalence, severity, and consequences?
- What strong, dramatic statement can you make about the burden of the injury issue?
- What specific math facts, images, and/or stories can you use to help your audience visualize, connect to, and understand how the injury issue relates to them? (Refer to Framing Guide for social math tips.)

Write your statements and social math facts below.

Motor vehicle crashes—the #1 killer of teens—take over 4,000 young lives every year.

Every day, an average of 11 teens die as a result of a motor vehicle crash.

Car crashes can happen to anyone.

Inexperienced drivers are more likely to be involved in a fatal crash.
What action do you want your audience to take?

- What actions or specific steps do you suggest that your audience take relating to your specific issue?
- If focused on individual behavior change, what do you want your audience to know they can do to protect themselves?
- What is your call to action?

Write your action-oriented statements below.

Teen motor vehicle crashes are preventable.

Proven strategies can improve the safety of young drivers on the road.

Parents have the greatest influence over their teen’s behavior.

Leading experts believe parents play a key role in preventing teen car crashes and deaths.

Steps:

- Extend supervised driving period.
- Set the rules of the road.
- Enforce the rules with a parent-teen contract.
Pull It All Together

Now that you’ve identified the message components above, it’s time to create a message that will move your audience to action.

Write your final message below.

Car crashes—the #1 killer of teens—take over 4,000 young lives every year. That’s 11 teen deaths each day that can be prevented. The good news is that you can help your teen live his or her life to its full potential by getting involved with your teen’s driving.

It is important to know that the main cause of teen crashes is driver inexperience. Car crashes can happen to anyone. All new drivers—even straight-A students and “good kids”—are likelier than experienced drivers to be involved in a fatal crash. It’s a fact.

As a parent, you have the greatest influence over your teen’s behavior. In fact, leading experts believe parents play a key role in preventing teen car crashes and deaths.

You can help your teen become safer drivers following a few proven steps:

- Extend your teen’s supervised driving period.
- Set the rules of the road.
- Enforce the rules with a parent-teen contract

Remember, as a parent, you are the key to helping your teen live his or her life to their full potential!

For more information about teen driving, visit the CDC Parents Are the Key website at: http://www.cdc.gov/parentsarethekey.
Injury Framing Resources
Injury Framing Resources

• *Adding Power to Our Voices: A Framing Guide for Communicating About Injury*
• Trainings
• Technical Assistance
• [Injury Framing Collaborative Space](#)
Injury Framing Collaborative Space

Welcome

The CDC Injury Framing Initiative

The Injury Framing Initiative is designed to encourage the adoption and integration of a coordinated message strategy that is based on research about injury message frames. The initiative reflects a strong societal value: “We want a society where people can live to their full potential.” The coordinated message strategy can help us achieve a unified voice and increase the perceived value of injury and violence as an important public health problem, ultimately influencing the social and political will to lessen the burden of injury.

Adding Power to Our Voices: Framing Resources

Through formative research with the public and input from injury and violence prevention and response professionals, the Guide, Adding Power to Our Voices: a Framing Guide for Communicating about Injury, was developed. The Guide provides framing and message development techniques and tools, including social media, to help injury professionals develop injury-specific messages that support the injury frame and are tailored to their audiences. The Guide, message development, social media, and other framing resources and tools can be accessed via the Resource Center.

Using the Injury Framing Collaborative Space

The CDC Injury Framing Initiative Collaborative Space is designed to build capacity for the adoption and integration of the coordinated message strategy by facilitating information sharing and networking among members. Through the space, members can connect with one another as they share ideas, knowledge, and experiences. The space consists of several key sections including:

1. Community Blog – This section provides members with the opportunity to engage in ongoing discussions related to a variety of framing topics.
2. In the News – This section provides members with the latest news on framing activities and resources including trainings and meetings.
3. Resource Center – This section serves as an online library of framing resources, information, and tools that have been created, submitted, and utilized by CDC Injury Center and members. Members are encouraged to contribute information, materials, and ideas to the Resource Center.
4. Directory – The Directory provides a listing of members making it easy to connect and network with other individuals in the injury and violence prevention and response field.

For more information on Using the Collaborative Space, visit the Help Desk section.

Contact the CDC Injury Center

Conclusion
We can add power to our voices by coordinating our messages.
Questions
For More Information

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