Webinar Series: Crafting Richer Public Health Messages — Gaining Broad Policy Support in Politically Polarized Times

Today’s Webinar:
Crafting Richer Public Health Messages Using Moral Foundations Theory

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How to Use Webex Q & A

1. Open the Q&A panel
2. Select “All Panelists”
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4. Click “Send”
Moderator

Colleen Healy Boufides, J.D., Attorney, Network for Public Health Law Mid-States Region Office

- J.D., Duke University School of Law
- Research interests/areas of expertise:
  - Public health messaging
  - Emergency financial management and public health
  - Climate change and health
  - Community health workers
Scott Burris, Director, Center for Public Health Law Research, Professor, Temple University Beasley School of Law

- A.B., Washington University in St. Louis
- J.D., Yale Law School
- Research interests/areas of expertise:
  - Public health messaging
  - Public health law evaluation
  - Social determinants of health
  - Global health governance
  - Health effects of criminal law and drug policy
Gene Matthews, J.D., Director, Network for Public Health Law Southeastern Region Office; Senior Fellow, North Carolina Institute for Public Health Gillings School of Global Public Health, UNC Chapel Hill

- J.D., University of North Carolina Chapel Hill
- Research interests/areas of expertise:
  - Public Health Messaging
  - Advocacy & Lobbying
  - Public health agency structure
  - Organization and accreditation
Webinar One: October 26, 1 - 2:30 EST
Crafting Richer Public Health Messages using Moral Foundations Theory

Webinar Two: November 30, 1 - 2:30 EST
Crafting Richer Public Health Messages: Messaging and the 5 Essential Public Health Law Services

Webinar Three: December 14, 1 - 2:30 EST
Crafting Richer Public Health Messages: Lessons and Examples for State and Local Advocacy
State public health conferences: NC, OH, NE, MT

2015 APHA

2016 APHA

2017 ASTHO PHNCl
Three Key References


Webinar Series: Crafting Richer Public Health Messages — Gaining Broad Policy Support in Politically Polarized Times

- **Moving Messages from a Political Lens to a Public Health Focus** (Burris)

- **Moral Foundations Theory Approach to Message Crafting** (Matthews)
Moving Messages from a Political Lens to a Public Health Focus

Scott Burris
Director, Center for Public Health Law Research
Professor, Temple University Beasley School of Law
Changing Law & Policy Requires Interdisciplinary Collaborations …and Smart Advocacy

The 5 Essential Public Health Law Services

1. Access to Evidence and Expertise
2. Expertise in Designing Legal Solutions
3. Building Political Will
4. Implementing, Enforcing and Defending Legal Solutions
5. Policy Surveillance and Evaluation

Better Health for All Faster
Prohibiting smoking and eliminating secondhand smoke can have a significant impact on the bottom line. Making simple changes to the work environment improves the health of employees and saves the company money by increasing profitability and productivity and lowering absenteeism and costs.

Corporate leaders know that rising healthcare costs are one of the biggest threats to the bottom line. What is not well-known is the significant role of smoking and other tobacco use in driving these costs. In fact, tobacco use is the leading preventable cause of death and disease in the United States. Business bears the burden of tobacco-related illness — and resulting healthcare bills — among employees, family members, and even retirees. Reducing tobacco use and its related costs are critical to optimizing profits and improving worker health and productivity.

**National Corporations**
- AT&T
- Coca-Cola
- CSX
- DuPont
- Eli Lilly and Co.
- General Electric
- General Mills
- IBM
- Johnson & Johnson
- Lowe’s Companies Inc.
- Marriott
- NCR Communications
- Nestle
- Novartis
- Prudential Financial
- State Farm Insurance Company
- Target Corporation
- Walgreens
- Texas Instruments Inc.
- Verizon
- Westin Hotels and Resorts

**Non-National Corporations**
- BP
- Brown & Williamson Tobacco
- Bunge
- Cowen Chemical Company
- DuPont
- Eaton
- Reynolds
- The Coca-Cola Company
- The Clorox Company
- Toyota
- Union Pacific

Here are just a few examples of some national corporations that have enacted corporate tobacco free and/or smokefree policies.

- Bank of America
- Bertucci’s Brick Oven Pizza
- Boston Market
- Burger King
- California Pizza Kitchen
- Carl’s Jr.
- Click’n’Push
- Chuck-E-Cheese
- Church’s Chicken
- CVS
- Dairy Queen
- Dairy Queen/Ice Cream parlors
- Donker’s Donuts
- Jack in the Box
- Company-owned restaurants only
- Kentucky Fried Chicken
- Company-owned restaurants only
- Long John Silver’s
- Company-owned restaurants only
- McDonald’s Corporation
- Company-owned restaurants only
- Panera Bread
- Company-owned restaurants
- Papa John’s
- Pizza Hut
- LEI company-owned restaurants
- Piotti’s espresso
- Subway
- Starbucks
- Taco Bell
- Wendy’s International
- Wendy’s International office

**Just to Name a Few...**
Conventional Wisdom on Persuasion

Good Business, Good Health

Prohibiting smoking and eliminating secondhand smoke can have a significant impact on the bottom line. Making simple changes to the work environment improves the health of employees and saves the company money by increasing profitability and productivity and lowering absenteeism and costs.

Corporate leaders know that rising healthcare costs are one of the biggest threats to the bottom line. What is not well-known is the significant role of smoking and other tobacco use in driving these costs. In fact, tobacco use is the leading preventable cause of death and disease in the United States. Business bears the burden of tobacco-related illness — and resulting healthcare bills — among employees, family members, and even retirees. Reducing tobacco use and its related costs are critical to optimizing profits and improving worker health and productivity.

Just to name a few...

Here are just a few examples of some national corporations that have enacted corporate tobacco free and/or smokefree policies.

**NATIONAL CORPORATIONS**

- Albertsons
- Carrefour
- Coca-Cola
- CVS Pharmacy
- Dell
- Diageo
- General Electric Company (GE)
- General Mills
- IBM
- Johnson & Johnson
- Lowe’s Companies Inc.
- Marriott
- MERCom (Communications)
- Mead & Company
- NASCAR
- Prudential Financial
- State Farm Insurance Company
- Target
- Target Corporation
- T.J. Maxx
- Texas Instruments Inc.
- Verizon
- Westin Hotels and Resorts

**EXIT THE SMOKE CAGE**

- Bank of America
- Bertucci’s Brick Oven Pizza
- Boston Market
- Burger King
- California Pizza Kitchen
- Carl’s Jr.
- Checkers
- Chuck E. Cheese
- Church’s Chicken
- Chipotle
- Dairy Queen
- Company owned restaurants only
- Dunkin’ Donuts
- Jack in the Box
- Company owned restaurants only
- Kentucky Fried Chicken
- Company owned restaurants only
- Long John Silver’s
- Company owned restaurants only
- McDonald’s Corporation
- Company owned restaurants only
- Popeye’s
- Pizza Hut
- Company owned restaurants only
- Pizza Hut Express
- Popeye’s
- Starbucks
- Taco Bell
- Wendy’s International Inc.
- Company owned restaurants only
- Wendy’s International Inc.
- Company owned restaurants only

RAISING THE TOBACCO AGE TO 21

As a community we can do more to prevent kids from becoming addicted to tobacco.
- 25,000 Minnesota middle school and high school students will use tobacco this year.
  - 95% of adult smokers began smoking before they turned 21.
  - Data from MN suggests that raising the age to 21 could prevent 20,000 young people from smoking over time.

I support raising the legal age to purchase tobacco products to 21 to save thousands of Minnesota lives.

As my elected representative, I urge you to take this life-saving step.

Signature
Printed Name
Address
City
ZIP Code
Occupation

Center for Public Health Law 
Law Research
Conventional Wisdom on Persuasion

Good Business, Good Health

Prohibiting smoking and eliminating secondhand smoke can have a significant impact on the bottom line. Making simple changes to the work environment improves the health of employees and saves the company money by increasing profitability and productivity and lowering absenteeism and costs.

Consortia leaders know that rising healthcare costs are one of the biggest threats to the bottom line. What is not well-known is the significant role of smoking and other tobacco use in driving these costs. In fact, tobacco use is the leading preventable cause of death and disease in the United States. Business bears the burden of tobacco-related illness and resulting healthcare bills—among employees, family members, and even retirees. Reducing tobacco use and its related costs are critical to optimizing profits and improving worker health and productivity.

Just to name a few...

Here are just a few examples of some national corporations that have enacted corporate tobacco-free and/or smokefree policies:

- AT&T
- Certel
- Coca Cola
- CVS Pharmacy
- CVS don’t sell tobacco products in any of their stores
- Dell
- General Electric Company (GE)
- General Mills
- IBM
- Johnson & Johnson
- Learner’s Companies Inc.
- Marriott
- NEC Communications
- Meck & Company
- Mubners
- Prudential Financial
- State Farm Insurance Company
- Target Corporation – Target does not sell tobacco products in any of its stores
- Texas Instruments Inc.
- Verizon
- Wendy’s

Notable Change

- Bank of America
- Bertucci’s Brick Oven Pizza
- Boston Market
- Burger King – photo
- California Pizza Kitchen
- Carl’s Jr.
- Chick-Fil-A
- Chuck-E-Cheese
- Church’s Chicken
- DQ’s Post
- Dairy Queen – photo
- Dunkin’ Donuts
- Jack in the Box
- Company-owned restaurants only
- Kentucky Fried Chicken – photo
- Applebee’s
- Outback Steakhouse
- Long John Silver’s – photo
- Company-owned restaurants only
- McDonald’s Corporation – photo
- In-N-Out Burger
- Burger King – photo
- Burger King
- Popeyes
- Pizza Hut – photo
- Company-owned restaurants
- Red Robin
- Rip’s
- Smokey Bones
- Sonic Drive-In
- Wendy’s

Increase profits

Dear [Name],

As a community we can do more to prevent kids from becoming addicted to tobacco.

- 55,000 Minnesota middle school and high school students will use tobacco this year.
- Data from Minnesota suggests that raising the age to 21 could prevent 30,000 young people from smoking over time.
- 90% of adult smokers began smoking before they turned 21.
- 2 states and over 200 communities around the country have already taken this life-saving step.

I support raising the legal age to purchase tobacco products to 21 to save thousands of Minnesota lives.

As my elected representative, I urge you to take this life-saving step.

Signature

Printed Name

Address

City

ZIP Code

Occupation

RAISING THE TOBACCO AGE TO 21

Will prevent youth tobacco use and save lives.

Alex Wodak @AlexWdak 5d

Up to 2/3 smokers die from tob related conditions caused by smoke. #ecigs don’t contain smoke. Bradford Hill called 4 act on info we have

Tweet your reply
The Effect of an Increased Minimum Wage on Infant Mortality and Birth Weight

Kelli A. Aronson, MD, MPH, Melissa D. Zaloga, MD, Sara Markowitz, MD, and Alexander C. Wagner, PhD

Objective. To investigate the effects of state minimum wage laws on live birth weight and infant mortality in the United States.

Methods. We estimated the effects of state-level interventions using a difference-in-difference approach on states that increased their minimum wages (≥2.09%) by state and month from 1990 through 2011. All models included state and year fixed effects as well as state-specific covariates.

Results. Across all models, a 1% increase in the minimum wage above the federal level was associated with a 1% to 2% decrease in low birth weight births and a 4% decrease in infant mortality.

Conclusions. If all states in 2014 had increased their minimum wages by 1 dollar, there would likely have been 2,796 fewer low birth weight births and 518 fewer perinatal deaths for the year. (Am J Public Health. 2015;105:1514-1516, doi: 10.2105/AJPH.2015.302958)

Evidence is good
The Effect of an Increased Minimum Wage on Infant Mortality and Birth Weight

Kelli A. Noonan, MPH, MHS, Michelle D. Zaloznik, PhD, Sara Mathews, MS, and Alejandro C. Wagner, PhD

Objective: To investigate the effects of state minimum wage laws on live birth weight and infant mortality in the United States.

Methods: We estimated the effects of state live birth weight using a difference-in-difference regression approach with state fixed effects and year fixed effects as well as state-specific covariates.

Results: After adjusting for covariates, we found a significant increase in the minimum wage that was associated with a 1% to 2% decrease in low birth weight births and a 4% decrease in infant mortality.

Conclusions: If all states had increased their minimum wage by 1 dollar, there would likely have been 279 fewer live birth weight births and 638 fewer infant deaths for this year, according to previous research conducted in 2013.

...
Conventional Wisdom on Persuasion

Framing is everything
There’s a lot of new science on the old art of persuasion.

- Judgements of fact, risk assessments, predictions about the future – are all made using shortcuts of which we are not consciously aware.
- These cognitive processes are necessary, amazing – and conducive to bias and error.

Daniel Kahneman et al. (1982)
2002 Nobel Prizewinner in Economics.
Science: “You Can’t Trust Your Brain”

**System 1**
- Automatic
- Unconscious
- Deploys heuristics $\rightarrow$ biases*

**System 2**
- Lazy
- Unconscious of System 1
- Rational, but trusts System 1’s input

*Representativeness, availability, confirmation, affect etc…
There’s a lot of new thinking about the old art of persuasion

- Those same unconscious, intuitive processes apply to our values and political beliefs
- We’ve made up our minds before we know it
- Our reason serves our intuition
- **Persuasion requires reaching people’s “System 1”**
We tend to stick with the script that persuades US

• When we take our evidence and expertise into the political realm to change law and policy…

• We speak narrowly of:
  – “lives saved”
  – “harm prevented”
  – “costs avoided”

• Our STORYTELLING still reflexively relies on SCIENCE!
Steps Toward Change

• Reflection and change on our side
  – Our brains are no better than anyone else’s
  – We are prone to System 1 judgments and confirmation bias [that was my bit just now]

• We can speak in different moral tongues
  – It is framing, to be sure
  – But it has to also be empathy and appreciation of the stakes others care about [this is Gene’s bit next]
Steps Toward Change

• Better strategic infrastructure for norm change [Webinar 2]

• A fuller appreciation of relationships, time, trust – and love – as foundations of public health advocacy [Webinar 3]

• Taking the long view: how can we build a culture in which equity and caring for each other makes intuitive sense in politics

  → A Culture of Health
Today & What Follows

Haidt takes two-systems model into moral judgment

Better persuasion in public health
Today & What Follows

Six Foundational Intuitive Moral Values

Haidt takes two-systems model into moral judgment

Better persuasion in public health
Today & What Follows

Six Foundational Intuitive Moral Values

Haidt takes two-systems model into moral judgment

Webinars 2 & 3: Five Essential PH Law Services

Three practical NC examples

Better persuasion in public health
Webinar Series: Crafting Richer Public Health Messages — Gaining Broad Policy Support in Politically Polarized Times

- **Moving Messages from a Political Lens to a Public Health Focus** (Burris)

- **Moral Foundations Theory Approach to Message Crafting** (Matthews)
Moral Foundations Theory Approach to Message Crafting

Gene Matthews
Director
Network for Public Health Law Southeastern Region Office
October 26, 2017
Moral Foundations Theory
(understanding evolutionary moral psychology)

SOCIAL & POLITICAL JUDGMENTS ARE PARTICULARLY INTUITIVE

Intuitions come first, strategic reasoning second

90% = Intuitive Elephant
10% = Rational Brain

Haidt’s Six Moral Foundations

1. Care/Harm
2. Liberty/Oppression
3. Fairness/Cheating
4. Loyalty/Betrayal
5. Authority/Subversion
6. Sanctity/Degradation

Haidt’s Six Moral Foundations

1. Care/Harm
   Reflects the base of Maslow’s Hierarchy of Needs (Security, Shelter, Food, Water, Warmth)

2. Liberty/Oppression
   Physical and Mental Freedom
   Social Intolerance of Bullies

3. Fairness/Cheating
   Equality of Opportunities
   Social Intolerance of “Free-Riders”

Haidt’s Six Moral Foundations

4. Loyalty/Betrayal
   Personal Trust, Group Identity, Patriotism
   Social isolation of those who betray

5. Authority/Subversion
   Competitive advantage of organized groups
   Deference to “good” leaders (Alexander the Great)
   Social intolerance of those who subvert the system

6. Sanctity/Degradation
   Not simply a religious value
   Respect for the human spirit
   Social aversion of personal degradation

Haidt’s Moral Matrix for Populations Can Be Measured

- Care / Harm
- Liberty / Oppression
- Fairness / Cheating
- Loyalty / Betrayal
- Authority / Subversion
- Sanctity / Degradation

The Liberal Moral Matrix (p. 351)
Most sacred value: Care for victims of oppression

The Conservative Moral Matrix (p. 357)
Most sacred value: Preserve the institutions and traditions of a moral community

Haidt’s “Three versus Six”
(from Ch. 8, “The Conservative Advantage”)

The Liberal Moral Matrix (p. 351)
[care for victims of oppression]

The Conservative Moral Matrix (p. 357)
[preservation of institutions of a moral community]

COMMUNITY AWARENESS:
Think deeper about what is happening NOW to the specific community you are addressing?

KEY QUESTION: How does your message resonate with preserving the institutions & traditions of a moral community under stress?
Key Dimensions for Starting the Persuasive Public Health Conversation

- Use of the full range of moral intuition
  - Bring loyalty and sanctity forward
  - Rely less reflexively on care and authority

- Control Inherent Self-Righteousness

- Empathy for opponents

- PERSONAL RELATIONSHIPS MATTER
  Always look for the “unexpected validators!”
REAL COMMUNITIES IN PAIN


“Who Turned My Blue State Red? Why poor areas vote for politicians who want to slash the safety net.

By ALEC MacGILLIS, NY Times, NOV. 20, 2015

<table>
<thead>
<tr>
<th>Income Quintile</th>
<th>Description</th>
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<tbody>
<tr>
<td>Top Income Quintile</td>
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<tr>
<td>2nd Income Quintile</td>
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<tr>
<td>Middle Income Quintile</td>
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<tr>
<td>4th Income Quintile</td>
<td>(The “Working Poor”) Are Becoming MORE Likely to Vote Are Resonating to Conservative Values</td>
</tr>
<tr>
<td>Bottom Income Quintile</td>
<td>(Using the Safety Net) Still Resonate to Liberal Values BUT Are LESS Likely to Vote</td>
</tr>
</tbody>
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Shifting Right!
All-cause mortality by race and ethnicity, ages 50-54

- White non-Hispanics
  - High school or less
- Black non-Hispanics
- White non-Hispanics (all)
- Hispanics

Deaths per 100,000

Survey year

Anne Case and Angus Deaton
Spring 2017 Brooking Panel on Economic Activity
RURAL HEALTH
Despair in the American Heartland? A Focus on Rural Health
Paul Campbell Erwin
107(10), pp. 1533–1534

PREMATURE DEATHS
Elizabeth M. Stein, Keith P. Gennuso, Donna C. Ugboaja and Patrick L. Remington
107(10), pp. 1541–1547

LIFE EXPECTANCIES
Diverging Life Expectancies and Voting Patterns in the 2016 US Presidential Election
Jacob Bor
107(10), pp. 1560–1562
The Partisan Divide on Political Values Grows Even Wider

Pew Research Center

OCTOBER 5, 2017

Democrats and Republicans more ideologically divided than in the past

Distribution of Democrats and Republicans on a 10-item scale of political values

1994

MEDIAN Democrat

Consistently liberal

MEDIAN Republican

Consistently conservative

2004

MEDIAN Democrat

Consistently liberal

MEDIAN Republican

Consistently conservative

2017

MEDIAN Democrat

Consistently liberal

MEDIAN Republican

Consistently conservative

Notes: Ideological consistency based on a scale of 10 political values questions (see methodology). The blue area in this chart represents the ideological distribution of Democrats and Democratic-leaning independents; the red area of Republicans and Republican-leaning independents. The overlap of these two distributions is shaded purple.

Source: Survey conducted June 8-18, 2017.

PEW RESEARCH CENTER
Haidt’s “Three versus Six”  
(from Ch. 8, “The Conservative Advantage”)

The Liberal Moral Matrix (p. 351)  
[care for victims of oppression]

The Conservative Moral Matrix (p. 357)  
[preservation of institutions of a moral community]

One Question Going Forward

Communities in Despair → Public Health Issue

“How does US public health reach out to this latest white male cohort in pain with compassion?”
How to Use Webex Q & A

1. Open the Q&A panel
2. Select “All Panelists”
3. Type your question
4. Click “Send”
Thank you for attending

Please join us November 30 for Crafting Richer Public Health Messages: Messaging and the 5 Essential Public Health Law Services

For a recording of this webinar and information about future webinars, please visit networkforphl.org/webinars

You may qualify for CLE credit. All webinar attendees will receive an email from ASLME, an approved provider of continuing legal education credits, with information on applying for CLE credit for this webinar.