



Framing Adolescent Health *Are you sending the right message?* Webinar Series, 2018

As members of the adolescent health community we all ---both as individuals and in our agencies or organizations --- have a role to play in shaping how people think about and support young people to be healthy. Led by a former advertising executive, this webinar series borrowed strategies used by commercial advertisers, leverage the best thinking of cognitive linguists and apply findings from the latest communications research. The series considered overarching strategies, individual word choices, how content is structured, communicating from an “audience-centric” place and get real about the role communications actually can play in our work. Applicable to a variety of settings and professionals, the series was designed specifically for adolescent health champions with a special emphasis on those in public health systems.

Event #1" The Bottom Line (February 27, 2018)

This “kick-off” session is really more of a rant. The session will provide a quick, macro view of the framing issues that define our communications challenges when it comes to supporting the health of young people.

[\[Archived Recording\]](#) [\[PowerPoint\]](#)

Handouts: [\[FRAMING1-KICKOFF.PDF\]](#) [\[KONOPKA REQUIREMENTS.PDF\]](#)

Event #2: Framing 101 (March 13, 2018)

Framing 101 This session is a return to the basics: What is framing? What’s the difference between marketing and communications? How do we craft messages and communications that are “well framed.” How do we pick -- and learn about -- our core audiences? What does it mean to talk about my values? Concepts explored through media analysis and tools.

[\[Archived Recording\]](#)

Handouts: [\[FRAMING101\]](#) [\[BELIEFS VS SPECIFICS\]](#) [\[COMMUNICATION ANALYSIS\]](#)

Event #3: Adolescents & Sex (March 27, 2018)

A presentation of framing recommendations for communicating about adolescent health in general and sexual health specifically. We’ll take a deeper dive into competing priorities, critique public health materials and align our communications with our developmental strategies.

[\[Archived Recording\]](#) [\[PowerPoint\]](#)

Handouts: [\[BELIEFS VS SPECIFICS\]](#) [\[ADOL&SEX\]](#) [\[ADOLANDSEX\(DEVTASKS\)\]](#)
[\[TACTICALSHEET\]](#) [\[TENTASKS OF ADOL\]](#)

Event #4: Equity, disparities, social determinants (April 10, 2018)

Just because we find adolescent health disparities data compelling doesn’t mean anyone else does. In fact, to some audiences, our continued promotion of this data serves to reinforce corrosive beliefs about race, gender, sexual orientation and age. In this session we investigate how to minimize the damage and blaze a new trail for how MCH thinks about health and health disparities.

[\[Archived Recording\]](#) [\[PowerPoint\]](#)

Handouts: [\[DISPARITIES\]](#) [\[DISPARITIES FRAMING18\]](#) [\[FLIP FRAME INDIVIDUALS VS SYSTEMS\]](#)
[\[NEWWAYTOTALKABOUTSODH\]](#) [\[TALKINGIN EQUALITY-YOU CAN GET THERE\]](#)

CITATIONS FOR ALL WEBINARS/PPTS

SAHRC is located in the University of Minnesota’s Division of General Pediatrics and Adolescent Health. SAHRC is a partner of the *Adolescent and Young Adult Health National Resource Center* (AYAH NRC). This webinar series was supported by the *Maternal and Child Health Bureau, Health Services and Resources Administration, USDHHS cooperative agreement U45MC27709, Adolescent and Young Adult Health Capacity Building Program. The contents of webinar events are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government.*

