

REFRAMING THE ENVIRONMENT AND HEALTH DEBATE

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“Hazard Merchants”

“Hazard Merchants” are people and/or entities that benefit economically from the active promotion of products, behaviours and choices that pose serious health risks to specific target groups and others around them, in a manner that minimizes or conceals dangers to health.

Seven communication action steps

1. Reap before you sow ...
2. Speak solution!
3. Point with intent ...
4. Pick your channel ...
5. Mobilize the troops!
6. Regulate, regulate, regulate
7. Embrace the never-ending story ...

1. Reap before you sow ...

Gather intelligence:

- How is your issue perceived? Framed?
- Who are the players?
- Where is the community heartbeat?

2. Speak solution!

Develop strategic problem-solving approaches:

- What are key problems?
- How can they be reframed?
- What can be done?

3. Point with intent ...

Know your target:

- What can they do differently?

4. Pick your channel ...

Work with media to advance policy change:

- Who influences your target groups?
- Who controls the frame?

5. Mobilize the troops!

Local/global links:

- What messages will motivate people to act?

6. Regulate, regulate, regulate



Levelling the playing field ...

7. Embrace the never-ending story ...

- Evaluate ...
- Adjust ...
- Try again ...