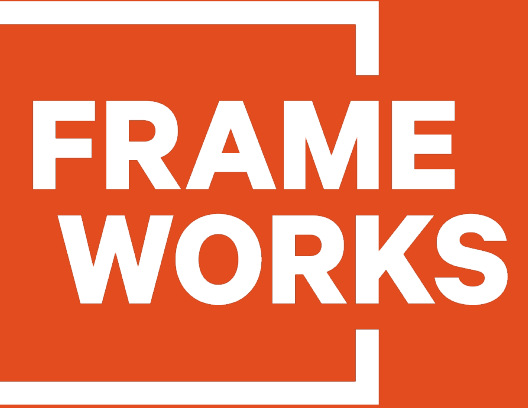




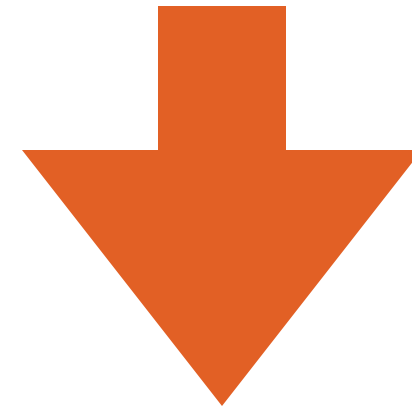
The science of effective communication

Nat Kendall-Taylor, PhD
CEO

September 2023

framing =

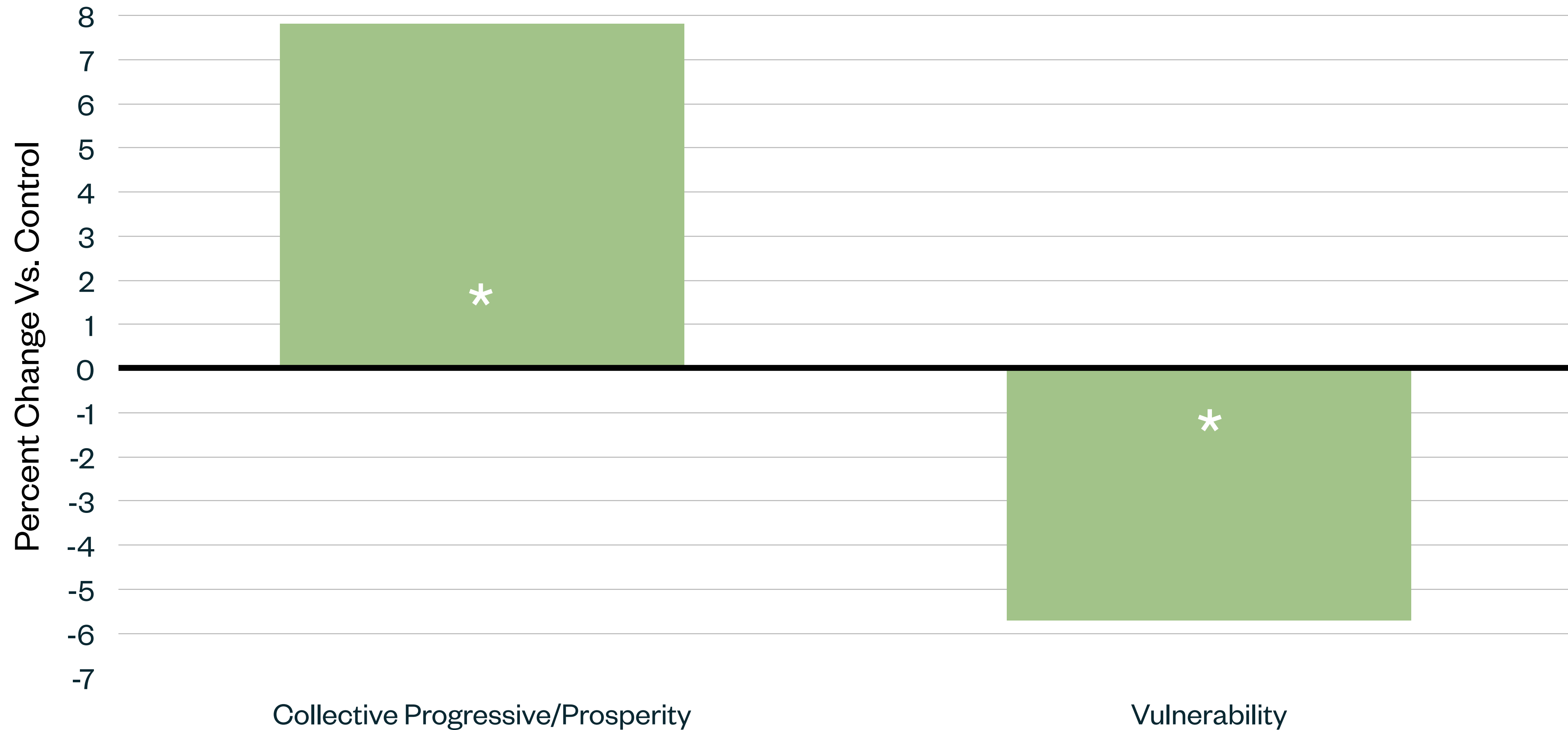
choices in how we present information



how people think/feel/act

framing child mental health

 Policy Support



* = P<.01



Why do we need framing?

you say...they think

AAA



Expert/Advocate/Practitioner

BBB



Public

you say...they think

Persistent stress can derail development and have negative long term effects on health and wellbeing.

Culture!

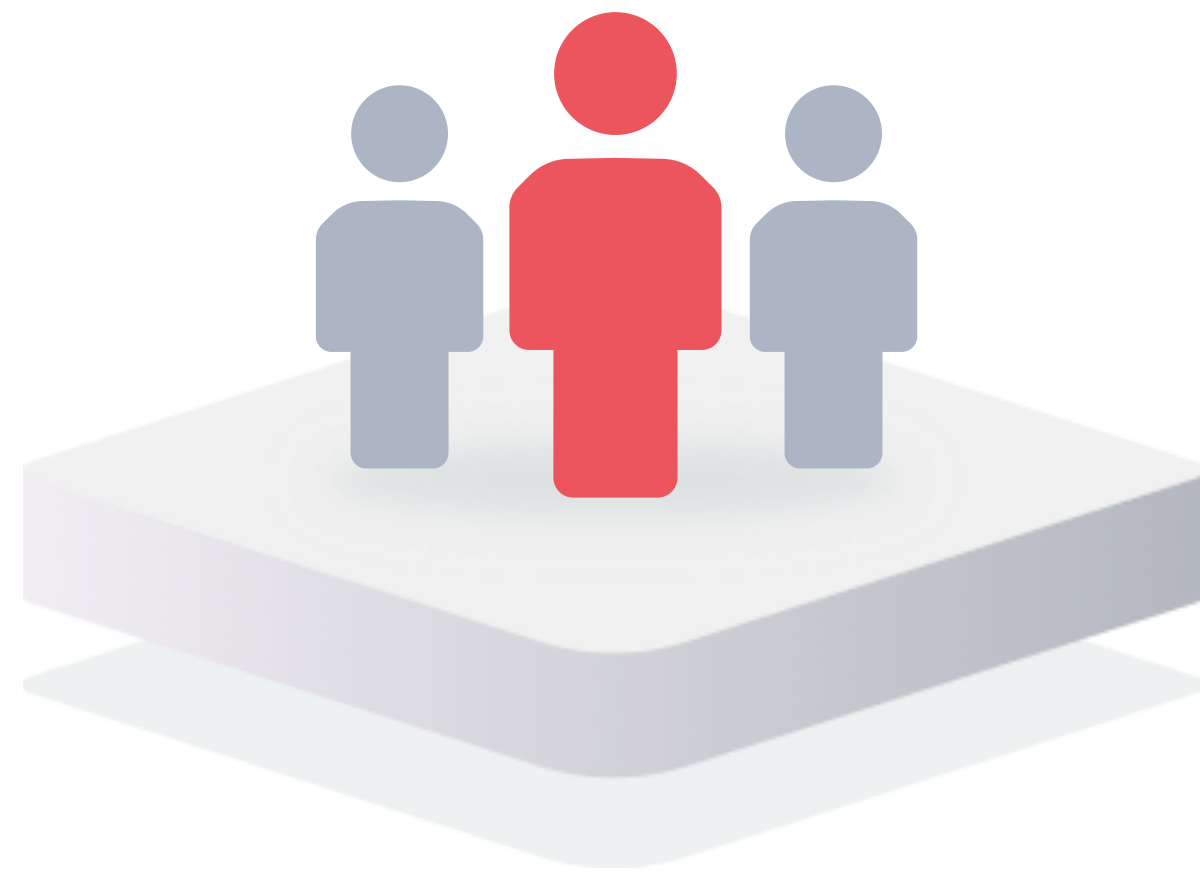


Expert/Advocate/Practitioner

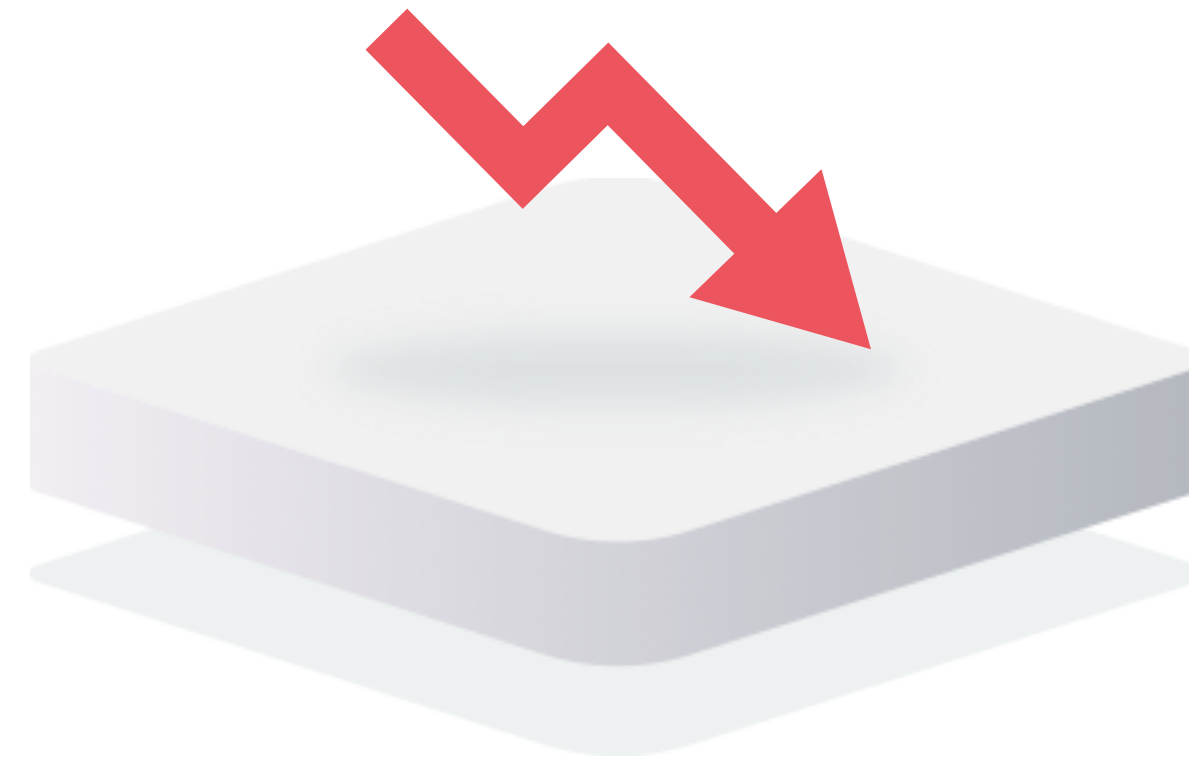


Public

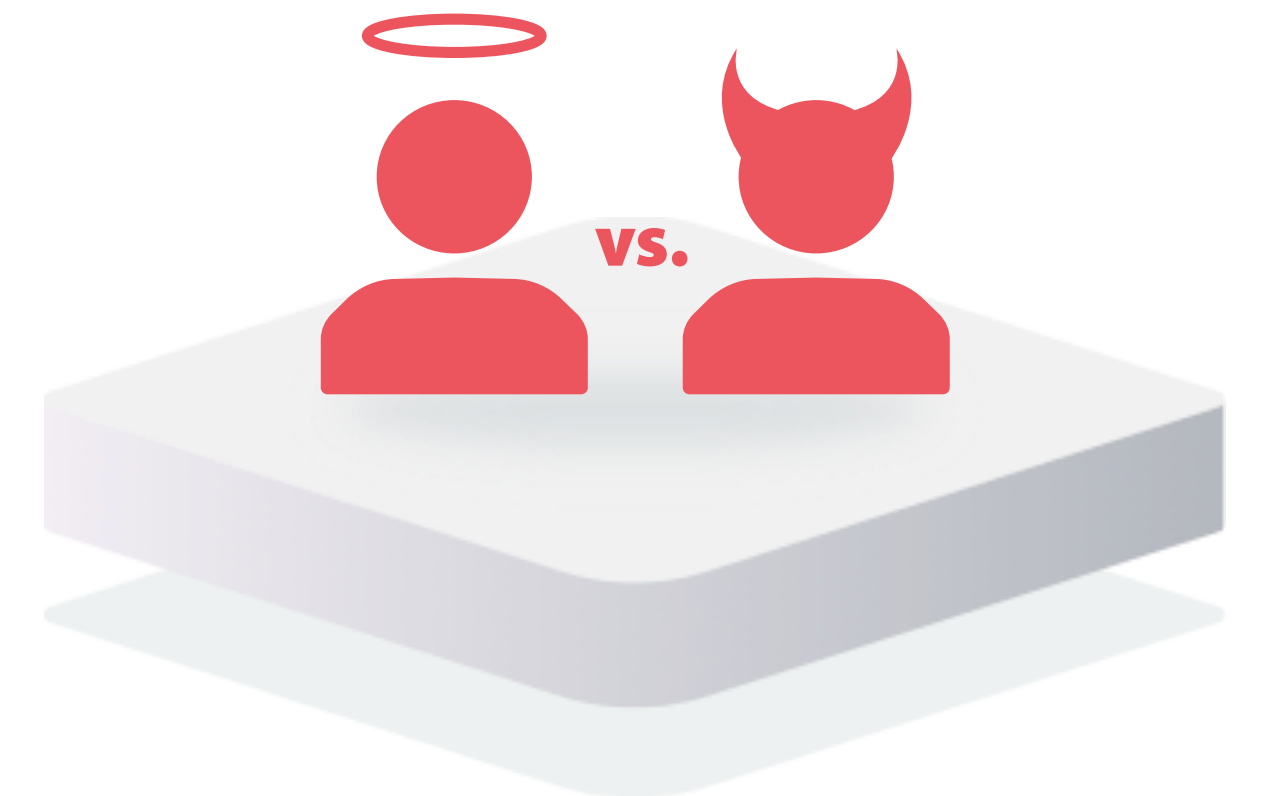
3 cultural mindsets that complicate communications about health and healthcare



Individualism



Fatalism



Other-ism

“

A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.

Richard Rorty

”