REFRAMING THE ENVIRONMENT AND HEALTH DEBATE

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“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, regulate

Levelling the playing field …
7. Embrace the never-ending story ...

- Evaluate …
- Adjust …
- Try again …