A 3D Approach to Reducing Disparities and Boosting Physical Activity

A National Physical Activity Society Webinar

Presented by
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March 16, 2015
Our discussion today

• Our thinking about three critical message aspects
• Application to MOTIVATION FOR physical activity with Every Body Walk!
• Discussion with you on your thoughts, your work
Avoiding obesity is simple if not easy, and most of us think it should be a matter of individual decisions, with individual consequences. … Providing exceptional treatment to people with a common, curable condition isn’t a good way to encourage self-discipline, which ultimately is the only way to control weight. It’s more like a short-sighted indulgence we will come to regret.
• Provides solid grounding in data (HHI, education, zip code, etc.)
• Helps understand environments, conditions and incidence
• Is often the starting point in audience segmentation
• But …
Can reinforce stereotypes and trigger assignment of blame to individuals or groups ("What’s wrong with them?") and “It’s not my problem.”) and limit or misdirect policy options.
Can tempt us to paint diverse audiences with the same brush.
On some health issues, HHI and education make the big difference.
I participate in preventative healthcare.

% who “agree a lot” or “agree a little”

<table>
<thead>
<tr>
<th></th>
<th>General Population</th>
<th>$75K+/yr</th>
<th>&lt;$35K/yr</th>
<th>College +</th>
<th>&lt; High School</th>
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</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>39.8</td>
<td>47.1</td>
<td>35.2</td>
<td>35.5</td>
<td>38.9</td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td>47.7</td>
<td>38.1</td>
<td>35.5</td>
<td>38.9</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>45.6</td>
<td>41.4</td>
<td>40.0</td>
<td>40.0</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td>50.6</td>
<td>42.9</td>
<td>53.3</td>
<td>43.2</td>
</tr>
</tbody>
</table>

Sample Average = 48.2%

On other health issues, HHI and education make a big difference, but so does race/ethnicity.
I go 'to the doctor only when I am very ill.'

% who "strongly agree" or "somewhat agree"

And on other issues, HHI and education is not the key factor, and race/ethnicity makes all the difference.
“Although many of us may think of ourselves as thinking creatures that feel, biologically we are feeling creatures that think.”

−Jill Bolte Taylor

*My Stroke of Insight: A Brain Scientist’s Personal Journey*
• **PLACE** determines/influences opportunities and limitations to being healthy
• **HEAD** and **HEART** influence how we respond to those opportunities and limitations
HEART

• Shifts away from labeling and categorical assumptions
• Helps us understand perspectives that influence behavior
  – Cultural context
  – Worldviews
  – Underlying values
  – Life experiences
• Considers life experiences, including exposure to adverse childhood experiences and trauma
• Recognizes that people make decisions based on values, not facts or data
Recognizes that communication is an interactive experience
• Hard-wired to look for reasons and assign blame
• Cognitive default #1: Behaviors as learned or chosen
Cognitive default #2: Individual responsibility
• Cognitive default #3: “Family bubble”

Concept articulated by Axel Aubrun, Ph.D. and Joseph Grady, Ph.D., Cultural Logic LLC.

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Working in 3-D

Use place-based data to understand the opportunities and limitations confronting our audiences.

Understand their values, cultural context, life experience and worldview; authentically engage with them grounded in that understanding.

Use cognitive linguistics to increase the likelihood of attention, retention, and action, and to avoid triggering unhelpful defaults.
PLACE tips

- Ground yourself in data, but recognize its limitations
- Avoid merely describing current negative conditions
- Go beyond difference to address causation
  - Illustrate entrenched, systemic causes
PLACE and walking/walkability

- Focus on low-income communities
- Conditions of place create barriers
  - Lack of safe options
  - Perceived danger
  - Overall barriers to health and life = being healthy is too far from my grasp to even try
HEART tips

• Deeply and authentically engage
• Stop asking “what?” and start asking “why?” to get to values
  – Not just why?, but WHY?
• Explore and honor differences in culture, perspectives, traditions and experiences
• Recognize impact of exposure to adverse childhood experiences and trauma
HEART and walking/walkability

• “I know I should walk but I don’t have time”
• Translation: “Other things are more important.” (values)
  – Love for one’s country
  – Individualism
  – Social justice
  – Family/human connections
• Cultural context, worldview, experience, identity
HEAD tips

- Define the problem and solution in terms of shared responsibility
- Double check (or eliminate) the checklists
- Avoid words, metaphors that trigger defaults
  - Lifestyle, choice, options, habits, etc.
- Create language *with* the community
HEAD and walking/walkability

- Too much info = overwhelming
- Health messages cause guilt or tune-out
- Talking about walkability shifts away from blame
- Values motivate/inspire people to connect to the idea of walking
VALUE: PATRIOTISM

When people walk, communities become more vibrant. People are healthier, local businesses are stronger, and the air and water are cleaner.
When people walk, they meet neighbors and support local businesses.
When we walk as a country, we build our economy up and keep health care costs down.
Walking. It’s good for you. It’s good for our country.
VALUE: SOCIAL JUSTICE

When people walk, things change.
Every year, millions of people walk to raise awareness for issues they care about.
Every day, when we walk to school, to work or to the store, we take back our streets and our futures.
We walk for justice. We walk for freedom. What do you walk for?
VALUE: INDIVIDUALISM

The best thing about walking is that you can do it on your own terms.
Go out on your own to meditate or think, or invite others to join you.
Go on a nature trail or a city sidewalk. Walk to work, school or wherever you want to go.
Walk in a way that feels good to you—inside and out.
VALUE: FAMILY AND HUMAN CONNECTIONS

We cherish family and friends and yet often can’t find enough time to spend with them. One of the easiest ways to connect to others is by taking a walk.

Walk with a co-worker at lunch, walk with your kids to school, walk with your partner after dinner. Along the way, you’ll create strong bonds and good memories.

Walk more. Connect more.
Discussion

• Your experiences?
• Examples of where this is playing out now?
For more information

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