Tusting the good: the science & practice of effective messaging

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Using an evidence-led framework to change how we communicate.
Today

- Messengers
- Metaphor
- Audience
- Causal stories
- Values
- Your message
Who are we trying to persuade?

- Audience
- Your message
- Values
- Causal stories
- Metaphor
- Messengers
SUPPORTER BASE

PERSUADABLES

The bulk of the population whose views are not strongly held and whose opinion can be affected by how a policy is talked about or framed.

STEADFAST OPPONENTS

Those opposed to our policies and who are very unlikely to change their minds when we use a different message (note: no connection to the political party meaning of ‘opposition’).
What is it YOU want to say?

- Message
- Messengers
- Audience
- Metaphor
- Values
- Causal stories
Create a vision for people
Sell the cake, don't list the ingredients
Avoid mythbusting and negating
Lead with shared values

Value

Causal stories

Metaphor

Message

Audience

Messengers
● What matters to us ● Evoke emotions
● Transcend situations ● Subconscious
Values are at the heart of motivations
Scope works with disabled people and their families at every stage of their lives. We believe that disabled people should have the same opportunities as everyone else, enabling them to live the lives they choose. Yet today, disabled people are more likely to live in poverty, more likely to experience negative attitudes or prejudice, and are more likely to live alone. They still face marginalisation and discrimination. We help to address the barriers that cause disabled people to be treated unequally, support them in making decisions about what they want to do, and help them put those choices into practice. With the right reassurance and practical assistance, disabled people can live independent lives.
Scope works with disabled people and their families at every stage of their lives. We believe in giving disabled people the chance to achieve greater success in their lives, so that they can fully contribute to the economy. Yet today, disabled people are more likely to be unemployed and receiving benefits.

We deliver a range of low cost early interventions – helping to address these issues, while delivering considerable cost savings for both disabled people and the state. Early intervention represents a great return on investment. For example, one initiative costs around £65,000 to set up – that’s just £500 each for the 130 or so families that can be reached over the course of a year.
TEXT A:

TEXT B:
New Zealand Values
(from World Values Survey - 2011)

- Benevolence: 91%
- Universalism: 90%
- Self Direction: 88%
- Achievement: 64%
- Power: 37%
Perceptions matter

Common Cause Foundation (2016)

- Reality: 74%
- Perceptions: 77%
Perceptions matter
Common Cause Foundation (2016)
Willing to offer support to disability organisation?
No Cause in an Island
Crompton, Weinstein, Sanderson, Kasser, Maio & Henderson (2014)

Intrinsic Prime (disability)

Willing to offer support to an environmental organisation?

Extrinsic Prime (disability)

Mixed Prime (disability)
Values are more powerfully associated with how information is assimilated than gender, education, knowledge, politics.
Researchers found emotion was the largest predictor of how people responded to facts on nanotechnology.
Cost of College v. Cost of Prison

$16,000
Average annual cost per student in a Pennsylvania public university.²

$42,000
Average annual cost per prisoner in Pennsylvania.¹

MYTH:
PRISONS ARE COST-EFFECTIVE

Instead of using its resources to attack poverty, homelessness, drug abuse, and mental illness, the New Zealand government chooses to hide these issues with a $1 billion band-aid.

10,000 TOO MANY
MARCH AGAINST MASS INCARCERATION
AOTEA SQUARE  12PM  11.2.17
$26M TO SAVE MĀUI DOLPHINS

$26M FOR 0.03% OF GOVT BUDGET

wwf.org.nz/maui_dolphin
Cutting him from the budget now costs all of us later.
STOP CLIMATE CHANGE BEFORE IT CHANGES YOU.

for a living planet

wwf.be
Evoke people’s fears and they see only simple solutions to complex but solvable problems.
GOOD NEWS!!
We can ‘prime’ helpful values so people become receptive to pro-social & environmental ideas.
A mothers love wins through
People hold complex & conflicting values but most prioritise intrinsic values.
Use intrinsic values to **switch** people into most helpful frame & keep them there.
Give people evidence your strategy is **credible** & that your plan can work.
Remind people they’re not alone - many who care, will act & are powerful together.
Introductory workshop & Masterclass
March 28 & 29, Wellington
www.theworkshop.org.nz/training