

# Framing adolescent health: Are you sending the right message?

As members of the adolescent health community we all – both as individuals and in our agencies or organizations – have a role to play in shaping how people think about and support young people to be healthy.

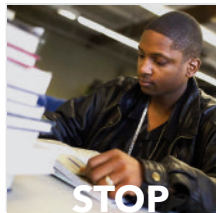


According to the framing research, one of these images reinforces what people think and the other actually starts to change it. Which is which? Why?

Led by a former advertising executive, this webinar series will borrow strategies used by commercial advertisers, leverage the best thinking of cognitive linguists and apply findings from the latest communications research.

Communications researchers, advocates and cognitive linguists recommend that we

We'll consider overarching strategies, individual word choices, how content is structured, communicating from an "audience-centric" place and get real about the role communications actually can play in our work.



**STOP**  
making it about this

All are welcome, but the content in this series is specifically for adolescent health champions with a special emphasis on those in public health systems



**START**  
making it about this

## Webinar Facilitator

This series is facilitated by Glynis Shea, Communications Director for the Konopka Institute (Department of Pediatrics) at the University of Minnesota. A former Saatchi & Saatchi ad exec, she now collaborates with the youth serving community to build public will through communications.

## 2018 scheduled sessions

### February 27 The Bottom Line

*This "kick-off" session is equal parts overview and rant. It will offer a top-line of the framing issues that define the communications challenges facing public health professionals charged with supporting adolescent health.*

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Register  
**FREE**

### March 13 Framing 101

*This session is a return to the basics: What is framing? What's the difference between marketing and communications? How do we craft messages and communications that are "well framed." How do we select - and learn about - our core audiences? What does it mean to talk about our values? Concepts will be explored through media analysis and tools.*

### March 27 Adolescents & Sex

*A presentation of framing recommendations for communicating about adolescent health in general and sexual health specifically. We'll take a deeper dive into competing priorities, critique public health materials and align communications with developmental strategies.*

### April 10 Equity, disparities, social determinants

*Just because we find adolescent health disparities data compelling doesn't mean anyone else does. In fact, to some audiences, this data reinforces corrosive beliefs about race, gender, sexual orientation and age. In this session, we will investigate how to minimize the damage and blaze a trail for how MCH thinks - and talks - about health and health disparities.*



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