

**EQUALLY
↑
OURS**

**Winning Hearts and Minds:
An introduction to strategic
communications**



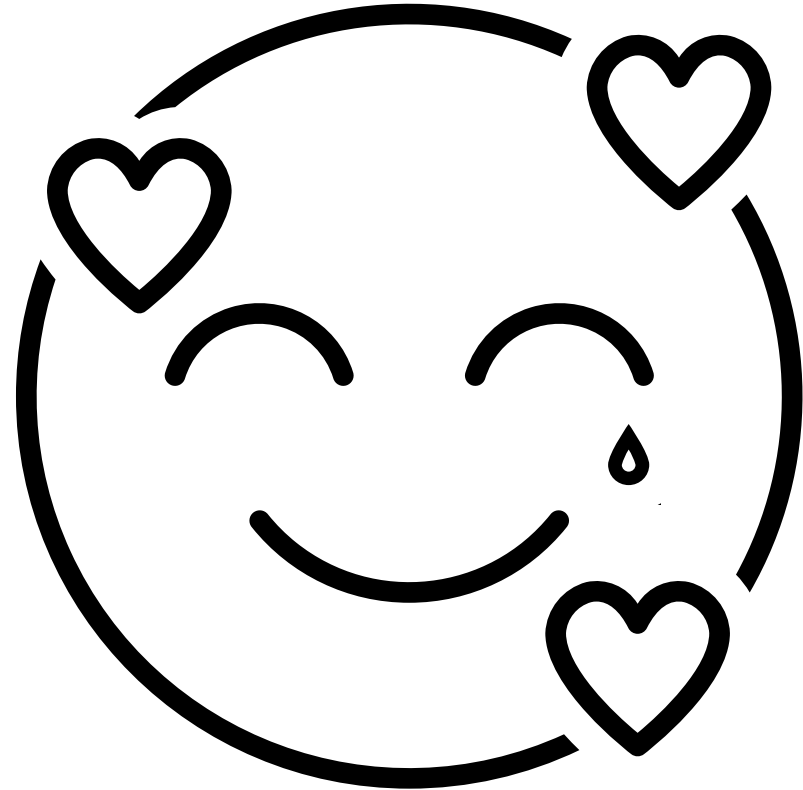
Hello and welcome!

- ▶ Captions
- ▶ Communications
- ▶ Cameras
- ▶ Microphones
- ▶ Chat
- ▶ Final asks...

**Strategic communications help achieve
long-term change, based on the best
evidence available about how humans
think and form opinions**



What do you feel after seeing this?



You can answer in chat or unmute and talk



There has been a
hidden
pandemic

Support
 campaign.



The average age of
youth entering
foster care is

8

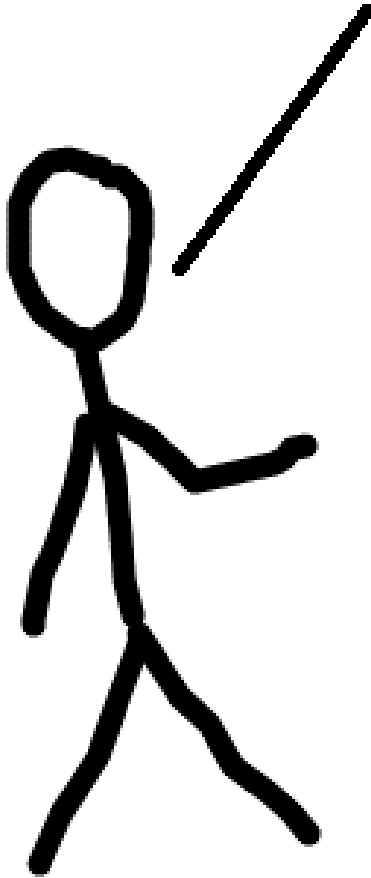


**New campaign highlights the
children who wait the longest
for adoption**

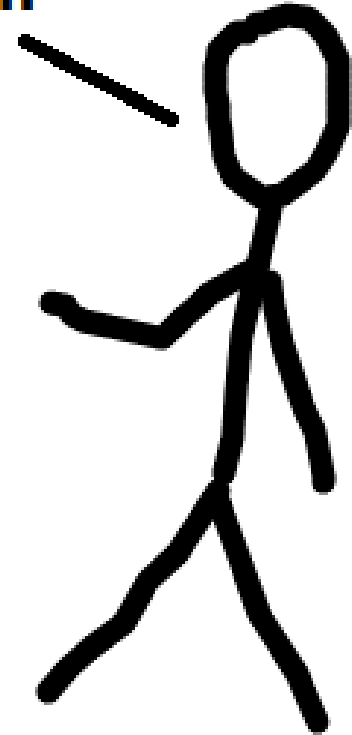
52,050
children are in foster care



Let me tell you why you're wrong



Wow thank you so much



NB This rarely works

'Understanding means finding a story you already know and saying "Oh yeah, that one."

Once we have found (the) story, we stop processing.'

- Roger Schank

Reframing

We never communicate in a vacuum

We make sense of the world through our existing beliefs, knowledge and experiences

What was in and out of the frame in the John Lewis ad?



Who we talk to and why

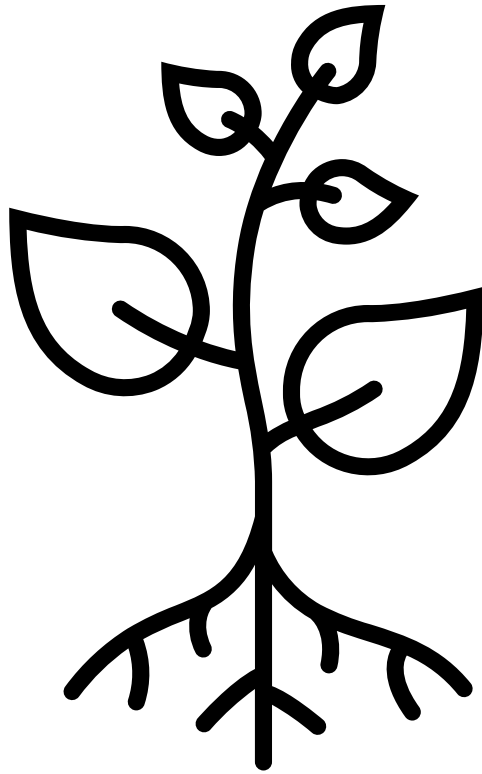




Six key ingredients of reframing

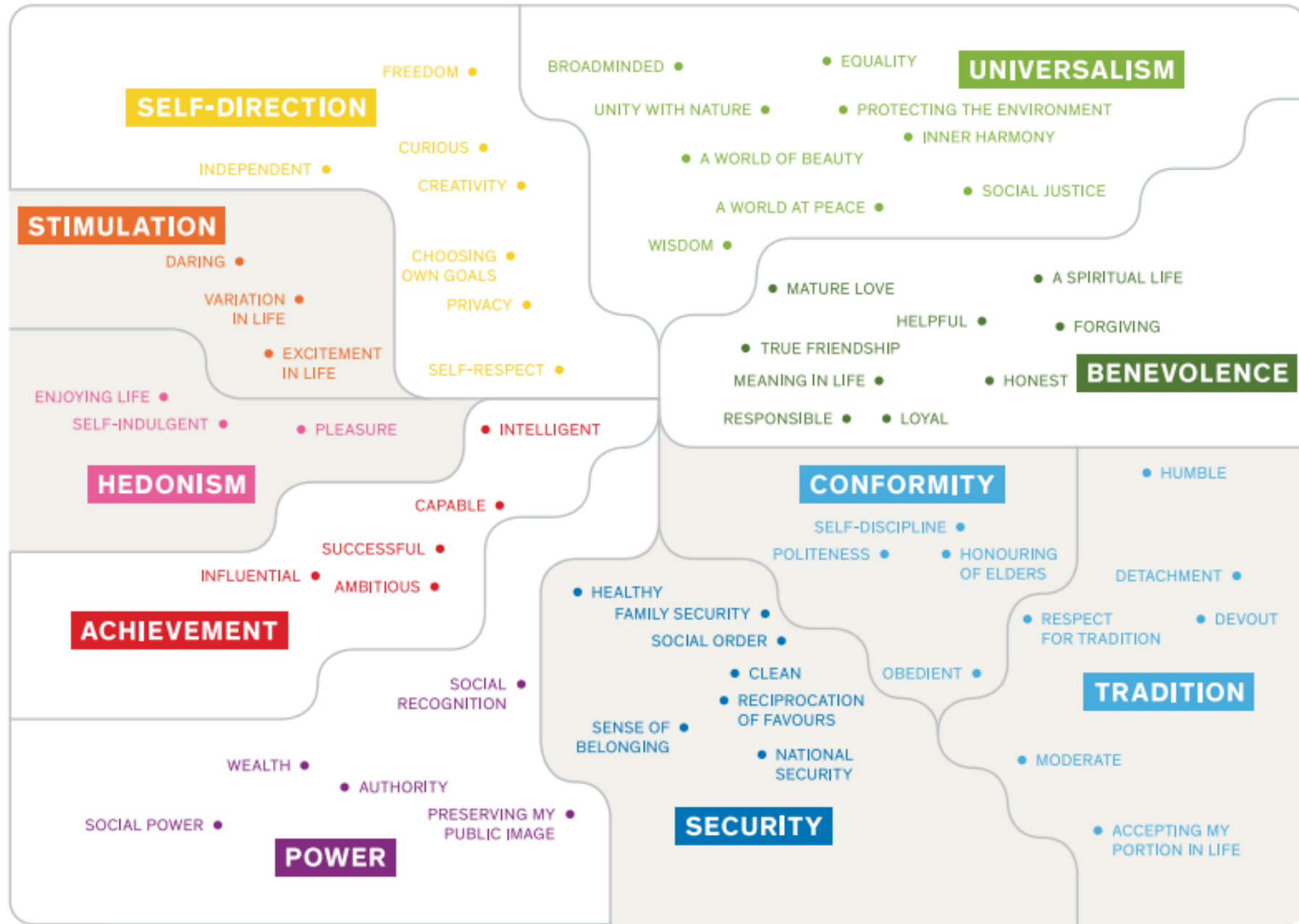
1. Root messages in the good **values** we all share
2. Tell a **different story** to the one you want to refute
3. Paint a picture of a **better world** and **show how to get there**
4. Link **personal stories** to the **structures behind them**
5. Use **metaphors** to make your frames stick
6. Widen your **'us'** – who you see as your audience

Strategic communications ingredient 1



Root messages in the **good values** we all share

INTRINSIC VALUES





Social justice
Freedom
Equality
Care for others

Wealth
Social status
Ambition
Authority

Values are like muscles



Strategic communications ingredient 2



Tell a **different story**



Telling a different story about accessible homes

- ▶ In July 2022 the Government passed legislation promising that new homes would be accessible.
- ▶ Housebuilders say that implementing accessible housing regulations would cost around £310 million a year
- ▶ The promise hasn't been implemented, but there's a campaign to make sure it is.

The campaign in the media

home-builders can simply say there is no evidence of local need for wheelchair-accessible homes and dismiss the evidence of national level.”

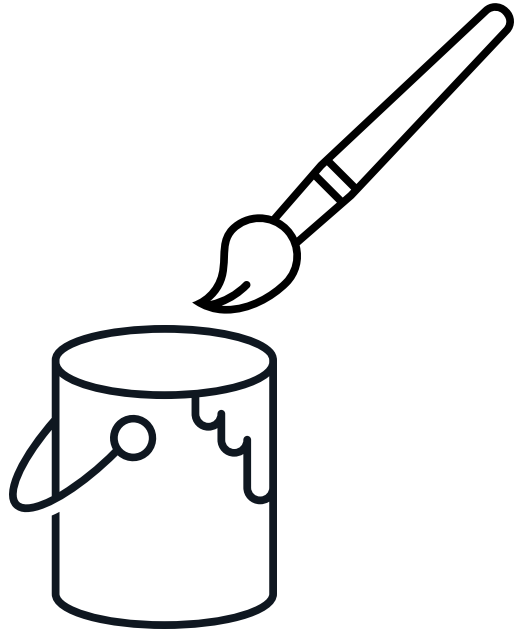
developers can argue that accessible housing is more expensive (and therefore less profitable) and negotiate that homes are built to the lowest allowable standards.

While housebuilders have been stating that implementing ‘Part M’ accessible housing regulations would cost around £310 million a year, charities and housing experts are highlighting the significant current cost of homes with poor accessibility – a sizeable proportion of which is currently paid by the taxpayer.

Telling a different story

What does an
accessible home
mean to you?

Strategic communications ingredient 3



Paint a picture of a better world and show how we get there



**'Sell the brownie,
not the recipe!'**

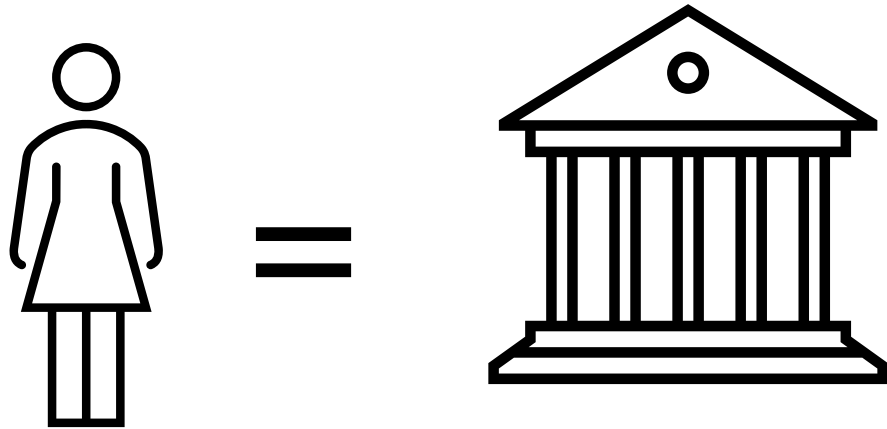
Which bit is ingredient, which bit is brownie?

Everyone deserves a safe and secure home, but over a fifth of people who rent from a private landlord face poor conditions and housing insecurity.

Ask your MP to vote yes to making landlords meet the Decent Homes Standard, so everyone can be warm, safe and happy at home.

Call out or type your answer in chat

Strategic communications ingredient 4



Link personal stories to the structures behind them

Link the personal to the structural

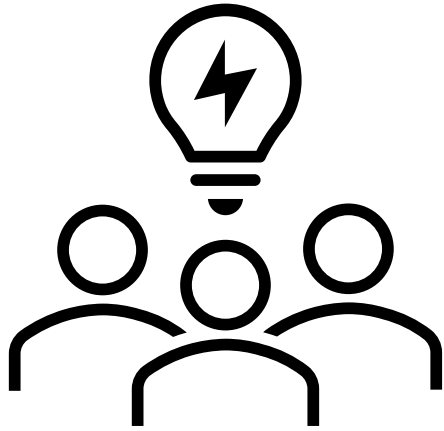


Link the personal to the structural

“Scott had high rent and a low-paying, zero hours contract job. When he got ill, Scott was pushed into homelessness. Now, he’s sleeping on sofas and floors. People welcome him in for a few nights, only to tell him that he’ll have to find somewhere else to go. His health continues to crumble and there’s nothing he can do about it.

Scott’s story shows us what happens when our society leaves people at risk of homelessness. There are people like Scott all over the country right now who need our help.”

Strategic communications ingredient 5



Embrace metaphors to help your frames stick

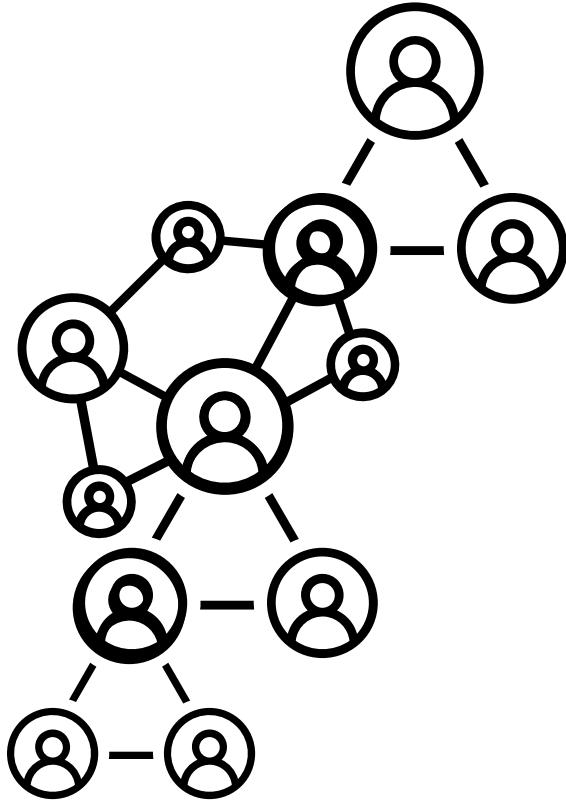
Spot the metaphor

Our economy is **locking** people in poverty. Low-paid, unstable jobs mean more and more families can't put food on the table.

The way our economy is working is leading to rising living costs and many are **locked in** a daily struggle to make ends meet, unable to think about a different future. It is hard to **break free** from the restrictions our economy places on people.

We can solve poverty by **loosening its grip** on people. Benefits help **release people** from the restrictions our economy places on them, such as low pay and high housing costs.

Strategic communications ingredient 6



Widen who counts as us

Widen who counts as us

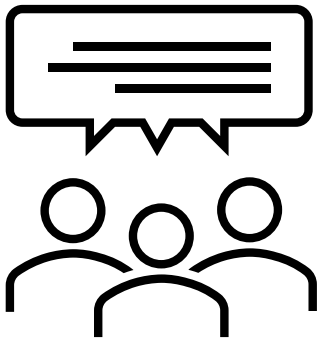
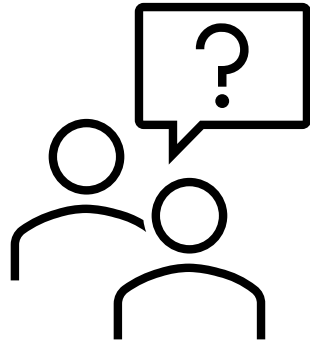
No-one should live in fear of abuse.

Let's all be part of the change. Everyone can do something to challenge the abuse of women and girls.

By standing against all forms of abuse, and holding perpetrators accountable, we can create a society where women and girls are safe.

Strategic communications - in summary

- 1. Root messages in compassionate values and use framing**
– because facts alone don't change minds
- 2. Tell a new and different story** about the issue
- 3. Paint a picture of the better world** we want, and show the steps to get there.
- 4. Show the bigger (structural) picture** and show it can be changed
- 5. Make good use of metaphors** to make frames stick
- 6. Promote a broad and diverse 'us'** but be frank about inequalities



**Thoughts, questions
and chat**

**EQUALLY
OURS**



**Thanks for
coming!**

@EquallyOurs
admin@equallyours.org.uk