



Well Being Alliance & WIN Network:
Well Being Messaging/Framing Webinar & Dialogue

Thursday, September 24, 2019 ~ 11:00 – 12:00 PM PT
Zoom <https://zoom.us/j/323062754> Phone 669-900-6833 (code=323062754)



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Agenda Thursday, September 24, 2019 ~ 11:00 – 12:00 PM PT

- **Welcome, Introductions, and WIN Network Context** (Tyler)
- **Well Being Alliance** (Geoff)
- **Spotlight on Messaging & Framing**
 - Part 1: Formative Insights (Bobby)
 - Part 2: Strategic Casemaking (Albert)
- **Group Dialogue** (Geoff)
 - Reactions
 - Opportunities, Needs, Directions for the Alliance
 - Living Agenda for Mental Health
- **Join us for the next webinar!**



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Welcome and Introductions & Context for Wellbeing in the Nation (WIN) Network

Tyler Norris, MDiv, CEO, Well Being Trust

USE CHAT TO SHARE...

1. Your name and organization
2. One thing that always makes you smile
3. Post questions throughout





WELL BEING LEGACY and multiple streams of work
become

Well Being in the Nation and the WIN Network

<https://wellbeingtrust.org/wp-content/uploads/2019/07/Well-Being-in-the-Nation-Letter.pdf>

CREATING THE VITAL CONDITIONS FOR INTERGENERATIONAL WELL BEING & EQUITY

(Innovating and transforming organizational practice change, public policy and use of capital markets/investments)



Wellbeing in the Nation (WIN) Network

Creating Vital Conditions for Intergenerational Well-Being & Equity



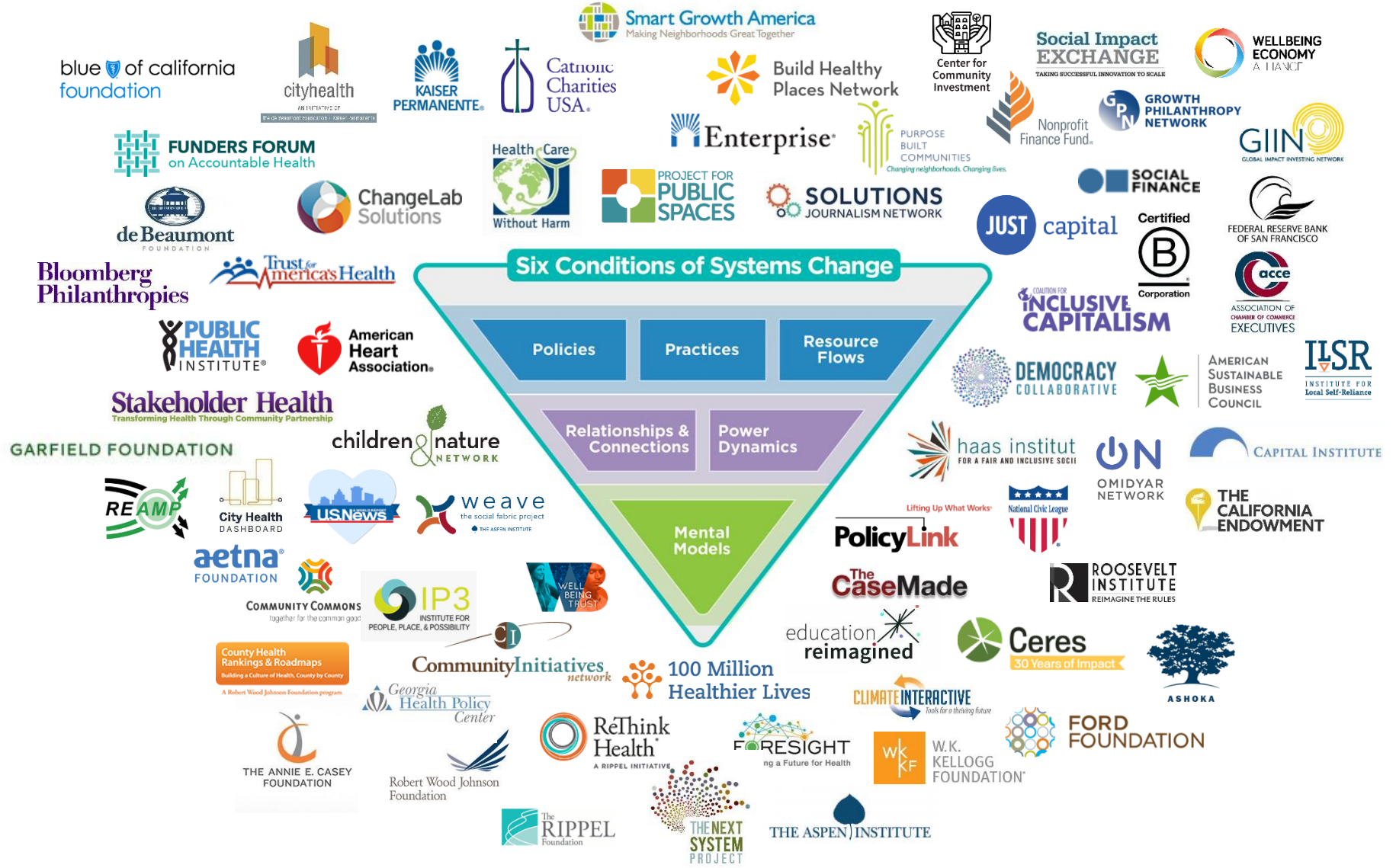
VITAL CONDITIONS

-  BASIC HEALTH AND SAFETY
-  LIFELONG LEARNING
-  MEANINGFUL WORK AND WEALTH
-  HUMANE HOUSING
-  THRIVING WORLD
-  RELIABLE TRANSPORTATION
-  BELONGING AND CIVIC MUSCLE



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Stepping Up & Self-Organizing



ADVANCING MENTAL, SOCIAL, AND SPIRITUAL HEALTH



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What is the WIN Network doing?

- **Living Agendas:** Policy and investment agendas at the community, state, and national level that advance intergenerational well-being and equity. LA 2.0 is focused at the intersection of behavioral health issues and the vital conditions.
- **Dialogues, Storytelling, and Narrative Change:** A set of initiatives to build intergenerational dialogue and storytelling to help connect the nation and shift understanding about who we are, how we got here, and how we might create well-being and equity.
- **Measurement, Evaluation, and Learning:** A cooperative that helps measure, understand, and improve intergenerational wellbeing over time, assuring that data is equitably available to communities to generate the vital conditions for well-being. www.winmeasures.org
- **Pacesetters:** Pacesetter initiatives, organizations, and communities that can demonstrate what intergenerational well-being looks like and can help others scale what works.
- **Capacity Building System:** A system that can support communities on this journey, regardless of where they start, and helps them adopt/adapt what works for their community.
- **Well Being Alliance:** A tight network of leading organizations and communities that are committed to demonstrating these principles, adopting shared measures, and advancing a social movement for investment and policy changes that can achieve population-level outcomes.



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Well Being Alliance

Geoff Anderson



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Well Being Alliance – What Is It?

- **A Platform and Infrastructure** supported by the Well Being Trust (WBT) to enable collaboration among organizations working for greater well being for all
- **Basic Premises**
 - Current rates of progress are Insufficient
 - We can speed progress by working together more
 - We must get past party and tribalism
 - We can build on what works
 - The vital conditions are just that
 - The WBT has a particular interest in improving the vital conditions as a means of addressing the upstream causes of the diseases of despair
 - The Alliance is focused on creating well being for all and recognizes that some groups start in a worse position and face greater barriers to achieving well being

Who Has Joined So Far...

- 100 Million Healthier Lives
- American Sustainable Business Council
- Building Healthy Places Network
- Catholic Charities
- Children and Nature Network
- Community Initiatives
- Democracy Collaborative
- Enterprise Community Partners
- Health Care Without Harm
- National Civic League
- Nonprofit Finance Fund
- PolicyLink
- Rails to Trails Conservancy
- ReThink Health
- Social Finance
- Social Impact Exchange
- Trust for America's Health
- Well Being Trust



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Well Being Alliance – How Does it Work?

- Common Messaging
- Common Metrics
- Collaboration
- Learning
- Access to Expertise
- Partners
- Common Advocacy
 - Bilateral and Multilateral
- Webinars and In-Person Events
- Web-based Resources
- Living Agenda
- Messaging Materials and Examples
- Other—Designed by You



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Spotlight on Formative Insights

Bobby Milstein



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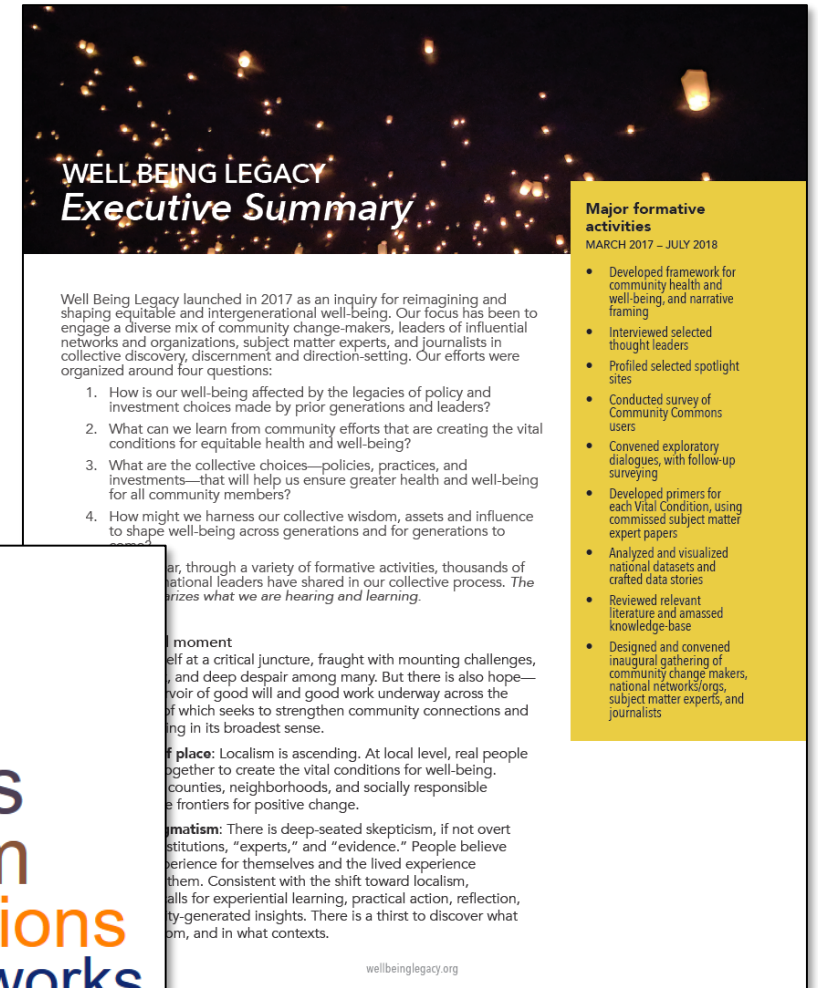
Formative Insights

Last year, through extensive formative activities, more than 2,000 colleagues shared perspectives on their work

We listened to understand what it takes to enhance intergenerational well-being and equity across America

Several clear themes point toward a path forward

Solutions
Renaissance
Inclusion
Pragmatism
Legacies
Localism
Vital Conditions
Longview Networks



Well Being Legacy. Executive summary. September 2018.

https://docs.wixstatic.com/ugd/4da067_ed9d3de758524370ba76b4f9db377936.pdf



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Formative Insights

Good Will & Good Work: There is a deep reservoir of good will and good work underway across the country. Much of that work seeks to strengthen community connections and enhance well-being in its widest sense. There are good reasons for optimism and a lot of hard work to do.

The Power of Place: Localism is ascending. At local level, real people are working together to create the vital conditions for well-being. States, cities, counties, neighborhoods, and socially responsible businesses are frontiers for positive change.

Moving Forward by Facing Our Past: Talking about “Legacies” helps us look backward and forward—providing a vehicle through which to acknowledge context and historic injustices, while positioning vital conditions as movable.



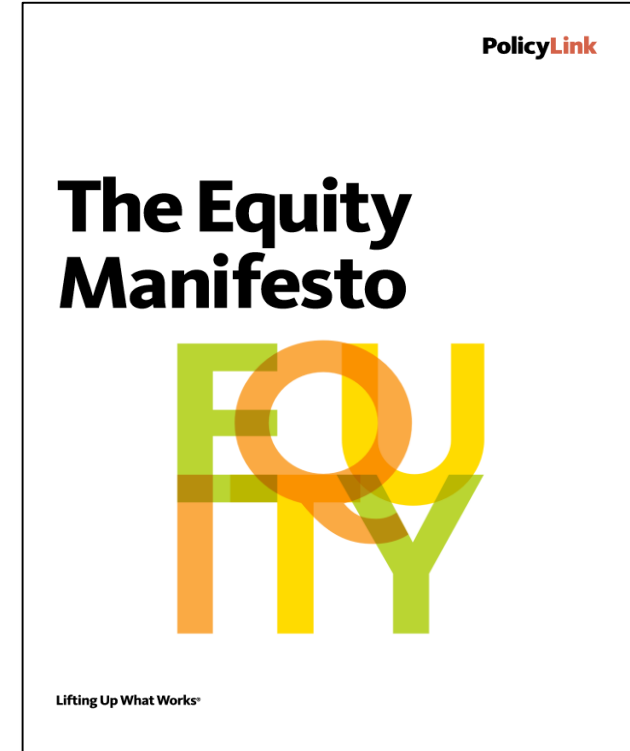
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Weaving Equity Throughout

Well-being is not only hindered by “**past decisions and actions**” but also by **ongoing actions**

Be cautious of any language that refers to “**going back.**” Many past practices have put into the predicaments we face today

Instead of going back, we must **move toward the promise of a nation that has yet to be realized**



“This is equity: Just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.”



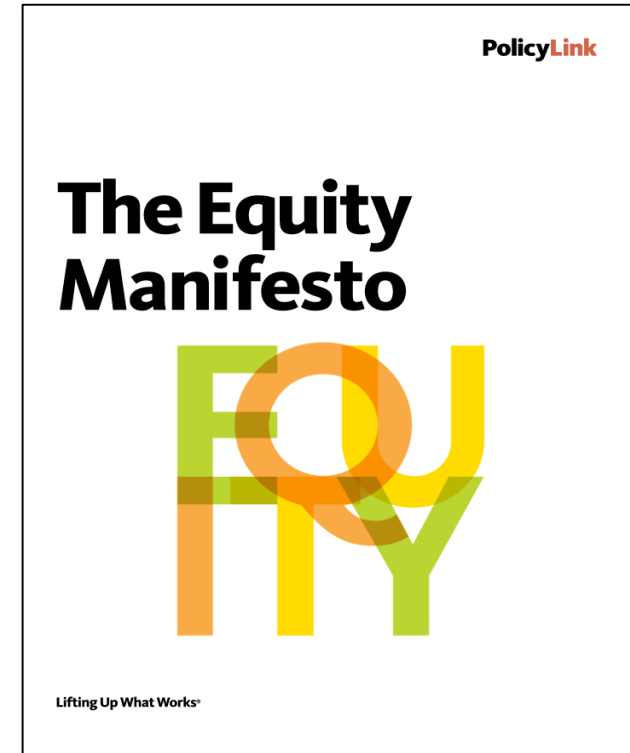
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Weaving Equity Throughout

We must talk about how our work...

Removes barriers to participation and opportunity for low-income communities, people of color, indigenous peoples, and others who experience the worst outcomes

Supports and invests where it is needed most, allowing those who have been left behind to participate fully, building accessible pathways to well-being, and **ensuring a path forward for everyone**



“This is equity: Just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.”



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Two Ways of Understanding Well-Being

○ PERSONAL

Individual perspectives and experiences that affect how we think, feel, and function and how we evaluate our lives as a whole.

**Rise and fall,
from birth to death**

○ SURROUNDINGS

Urgent Services

Services that anyone under adversity might need temporarily to regain health and well-being

Vital Conditions

Properties of places and institutions that we all need all the time to reach our full potential

**Legacies persist
over generations**



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Clarity & Confusion



“Public health is what we, as a society, do collectively to assure the **conditions** in which [all] people can be healthy.”

-- Institute of Medicine (1988, 2002)

**More than three decades later,
we still haven't agreed what
those conditions are!**

Institute of Medicine. *The future of public health*. Washington, D.C.: National Academy Press, 1988.

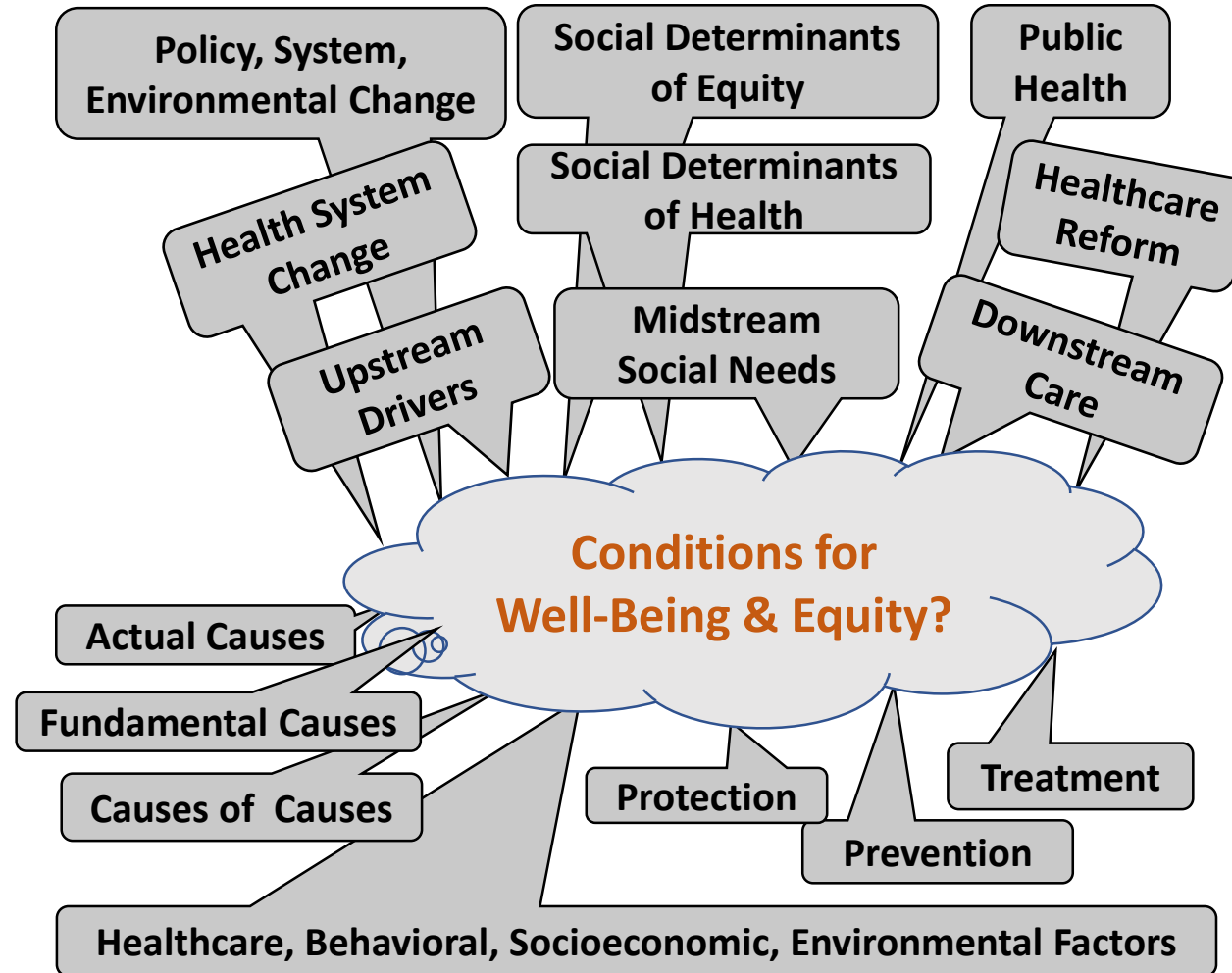
Institute of Medicine. *The future of the public's health in the 21st century*. Washington D.C.: National Academy Press, 2002.



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Clarity & Confusion

Euphemisms





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Naming Vital Conditions

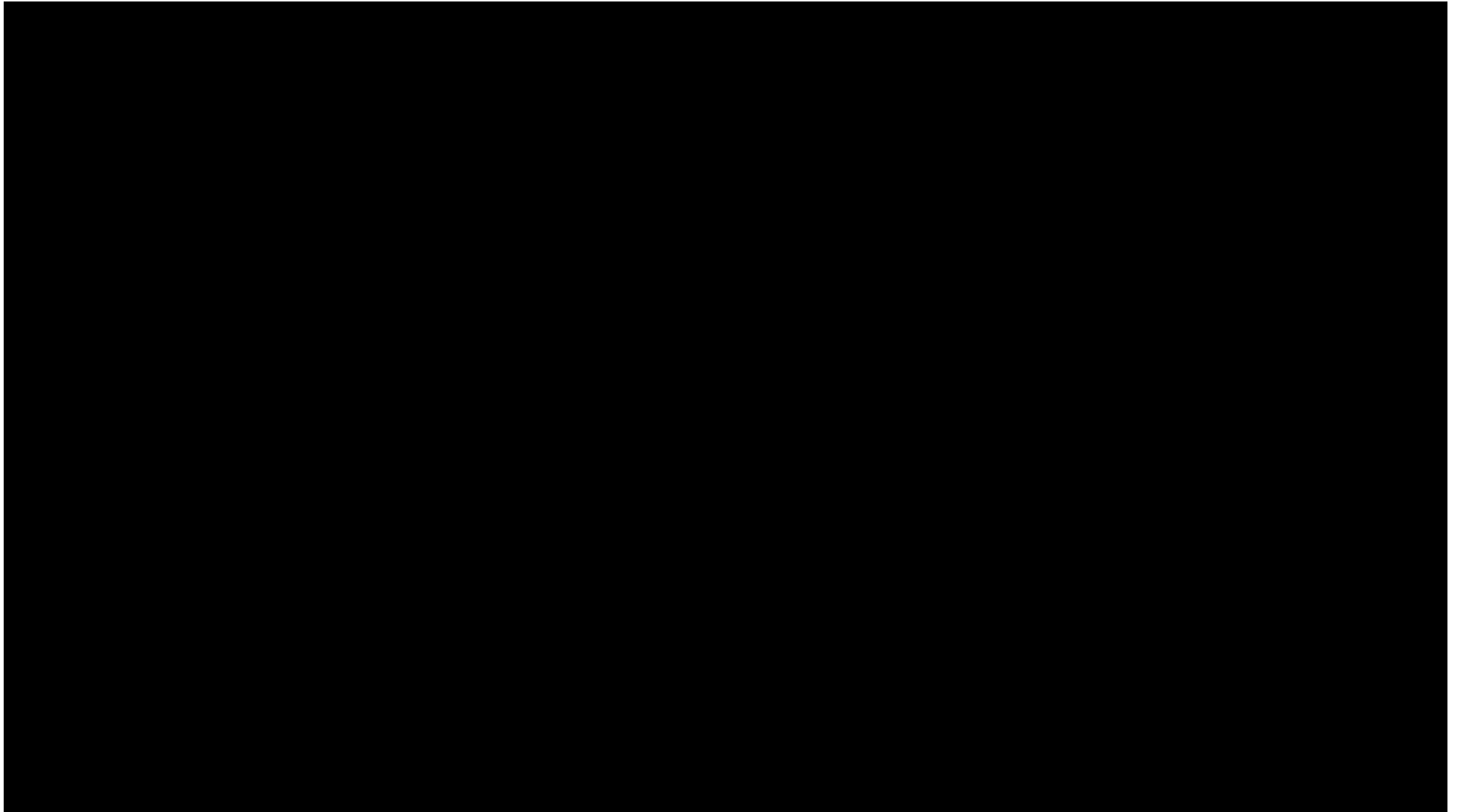


ADVANCING MENTAL, SOCIAL, AND SPIRITUAL HEALTH



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Thriving Natural World (Contact with Nature)



<http://www.nature-rx.org/nature-rx-part-1>

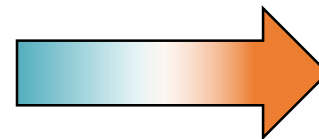


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Shaping Our Surroundings

| Vital Conditions |
|--|
| <i>Properties of places and institutions that we all need all the time to reach our full potential</i> |
| <ol style="list-style-type: none">1. Basic needs for health & safety2. Lifelong learning3. Meaningful work & wealth4. Humane housing5. Thriving natural world6. Reliable transportation7. Belonging & civic muscle |

| Urgent Services |
|--|
| <i>Services that anyone under adversity might need temporarily to regain their best possible well-being</i> |
| <ol style="list-style-type: none">1. Acute care for illness or injury2. Addiction treatment3. Criminal justice4. Environmental cleanup5. Homeless services6. Unemployment and food assistance |



When any vital condition is not fulfilled, demand for urgent services grows



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A Unifying & Measurable Goal

All people thriving: no exceptions!



Our best measure of well-being reveals who feels they are thriving, struggling, or suffering. Today, some are thriving while many are not.

There is a lot of work to do for all people to thrive – without exception.



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A Unifying & Measurable Goal

All people thriving: no exceptions!

High School or More



Less Than High School



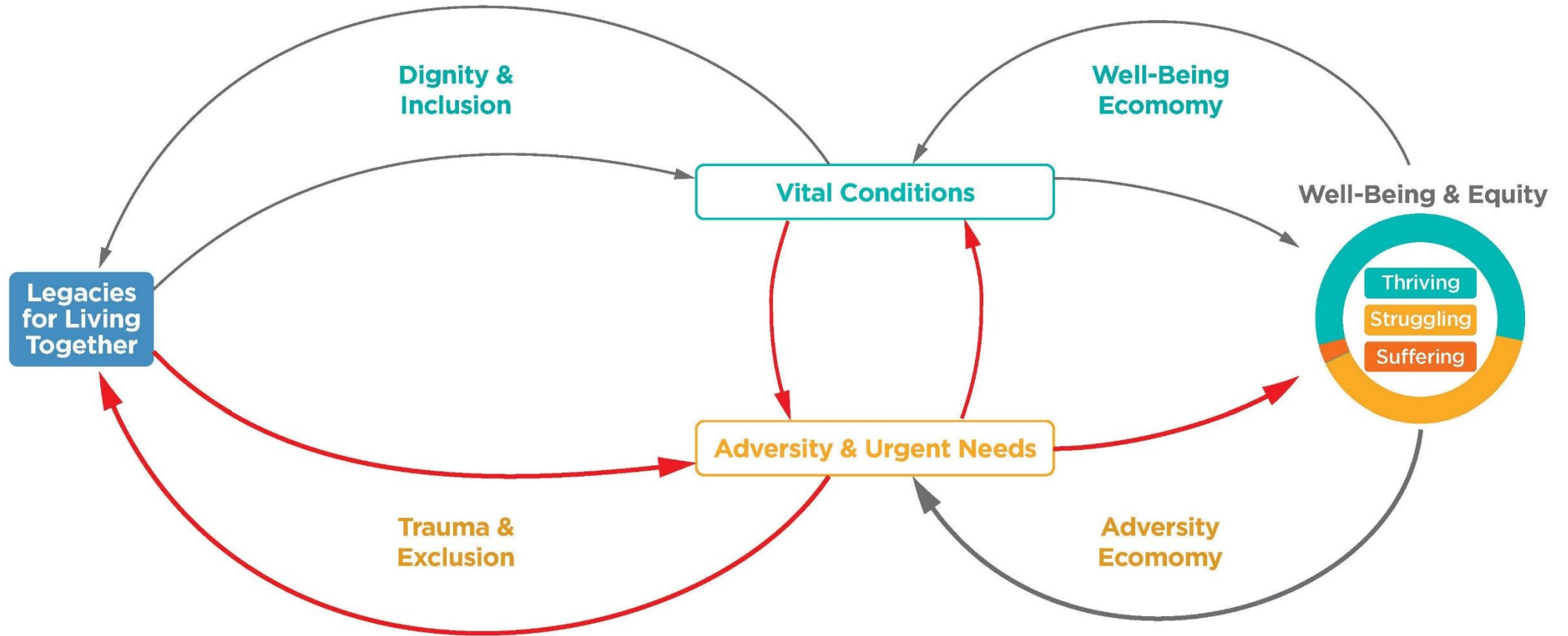
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Legacies for Living Together



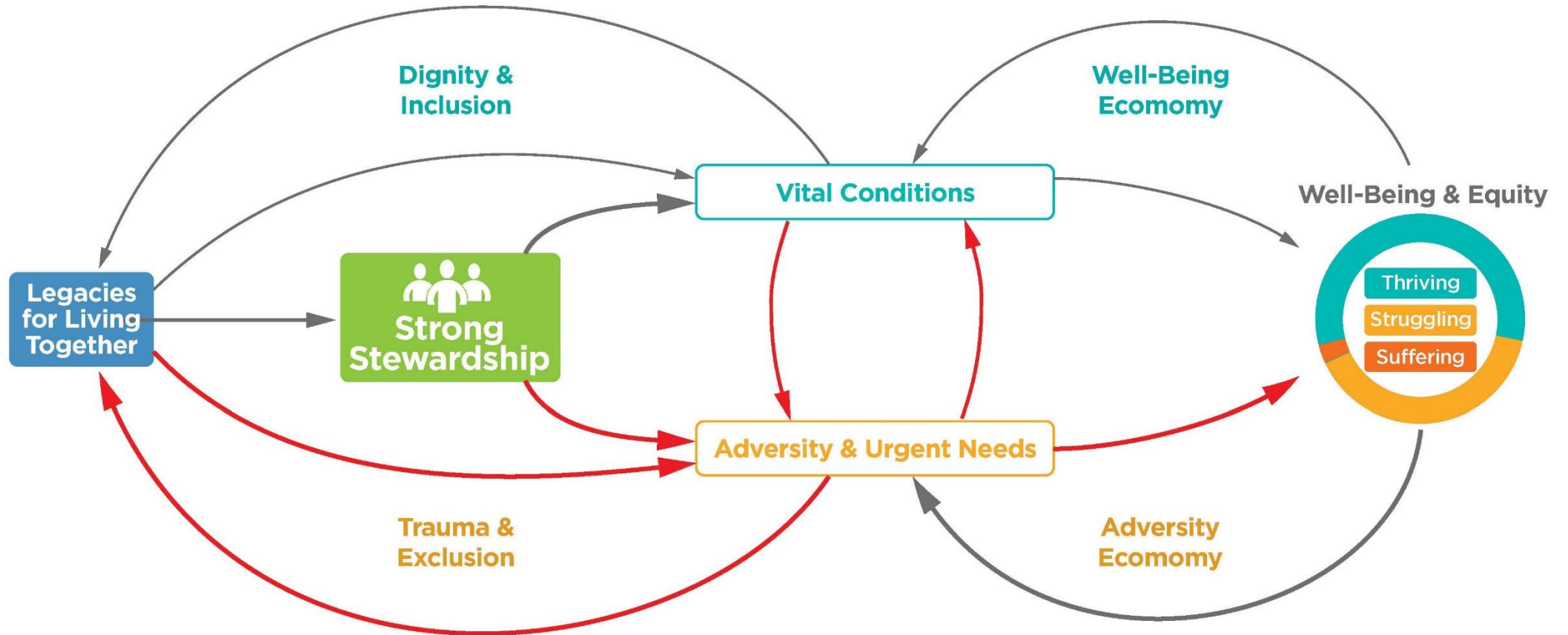
Legacies for living together either affirm dignity and inclusion by expanding vital conditions; or they inflict trauma and exclusion by turning a blind eye to adversity and urgent needs.

An adversity economy forms when struggling/suffering creates markets for urgent service industries; whereas a well-being economy grows when incentives focus on the value of expanding vital conditions.



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Becoming Stronger Stewards



Strong Stewardship can steer this system toward well-being and equity. This entails recognizing the value in every step toward inclusion while also reconciling losses from past and ongoing exclusion.

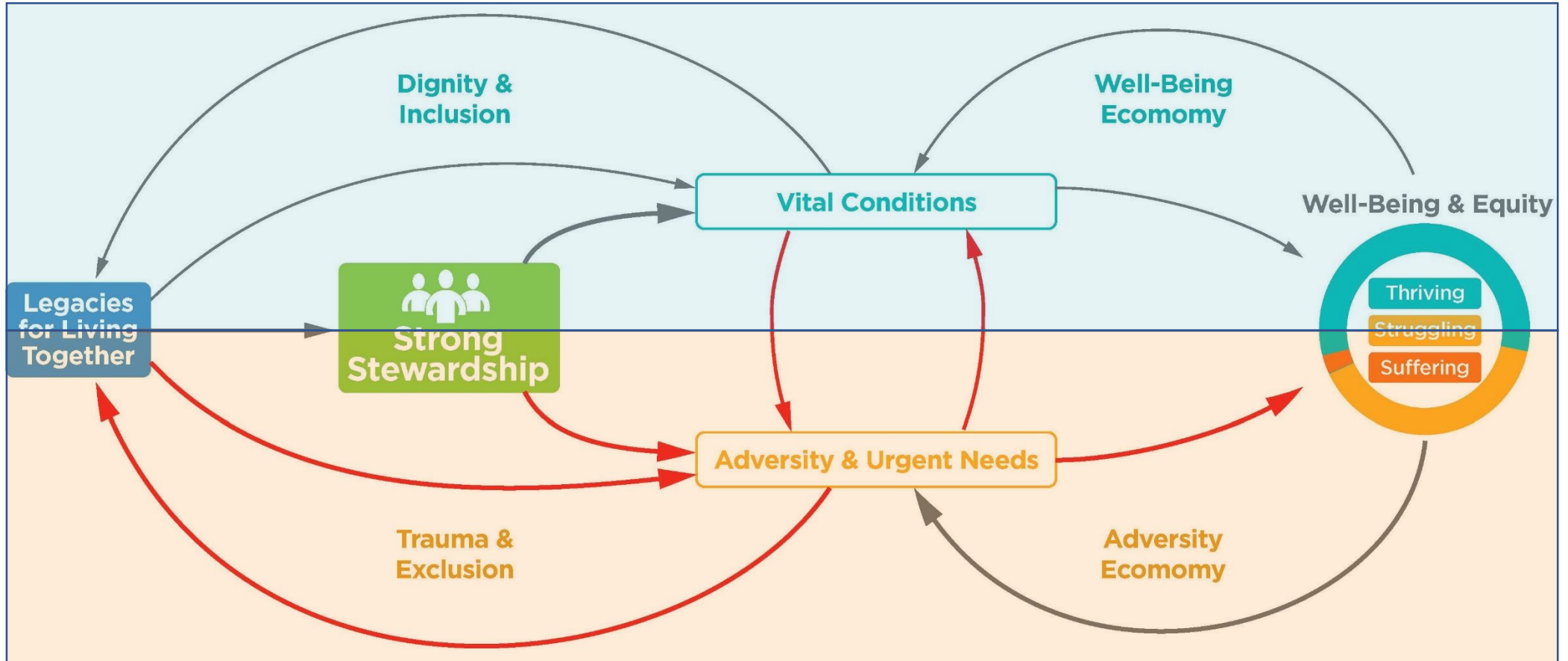
Stewards have two tasks: (1) expand vital conditions in a well-being economy; and (2) alleviate adversity by caring for people in crisis without over-relying on urgent service industries.



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Becoming Stronger Stewards

Stewards today must do more to expand the top



Past stewards over-relied on the bottom half



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Discussion

- How do these themes and framing ideas match your experience?
- How could this orientation amplify your work?



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Spotlight on Strategic Casemaking

Albert Lang



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Making the Case...

Strategic Casemaking, The Field Guide for Building Public Will

“The single biggest failure of leadership is to treat systems and adaptive problems like technical problems”

--Dr. Tiffany Manuel

Dr. Manuel’s messaging program focuses on:

- Backfires
- Core Principles
- Traps



Making the Case...

Backfires

A focus on damning and difficult data which makes the problem seem insurmountable after the first sentence:

“More people are dying today from X, than ever before.”

That leaves a reader or audience member thinking if it’s worse than it has ever been...feeling like “how can I or you possibly fix this.”

While data might get your foot in the door with some audiences, it doesn’t work on all, and it might backfire if you use too much and paint too much of a grim picture.



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Making the Case...

“You Don’t Have to Live Here”

Why Housing Messages Are Backfiring and 10 Things We Can Do About It

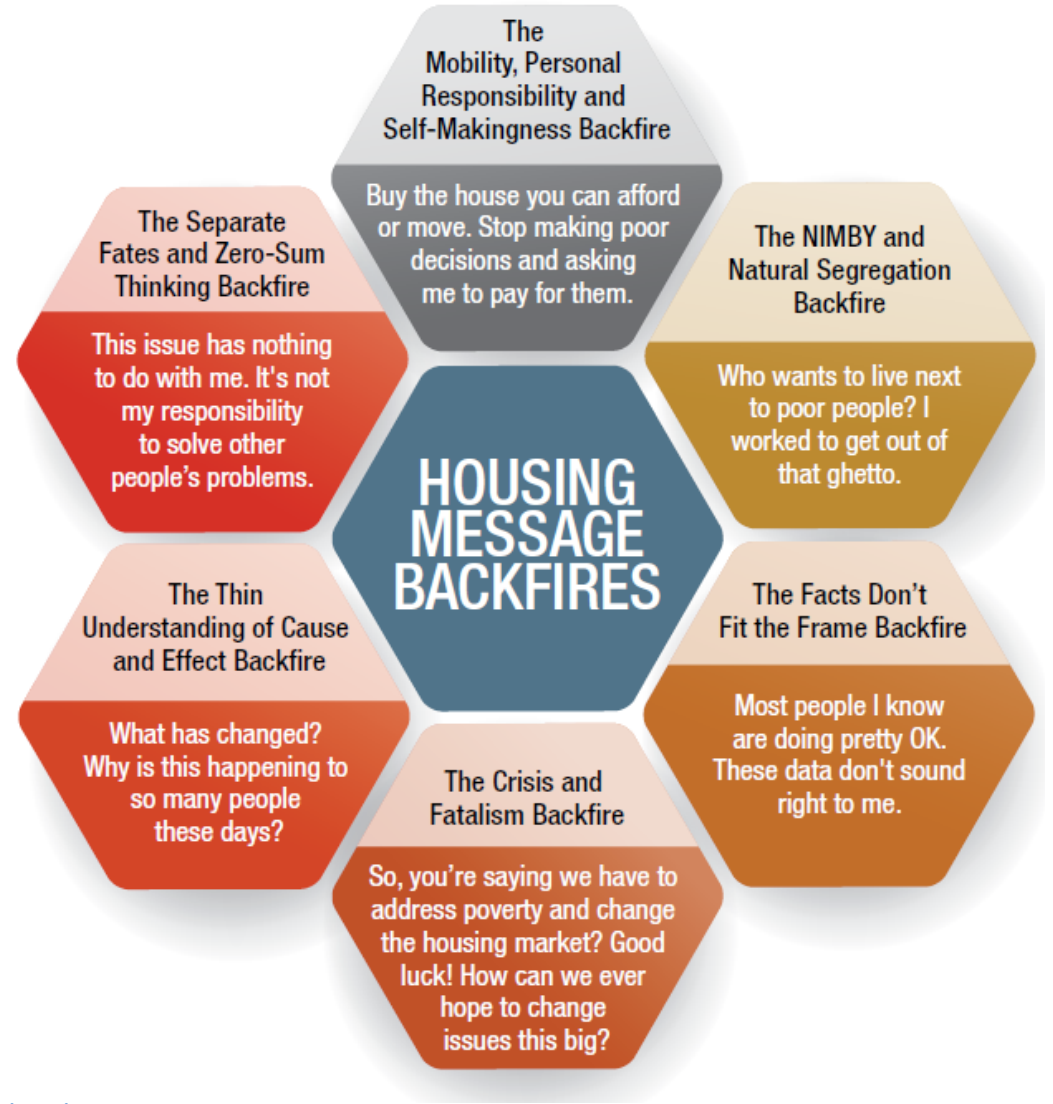


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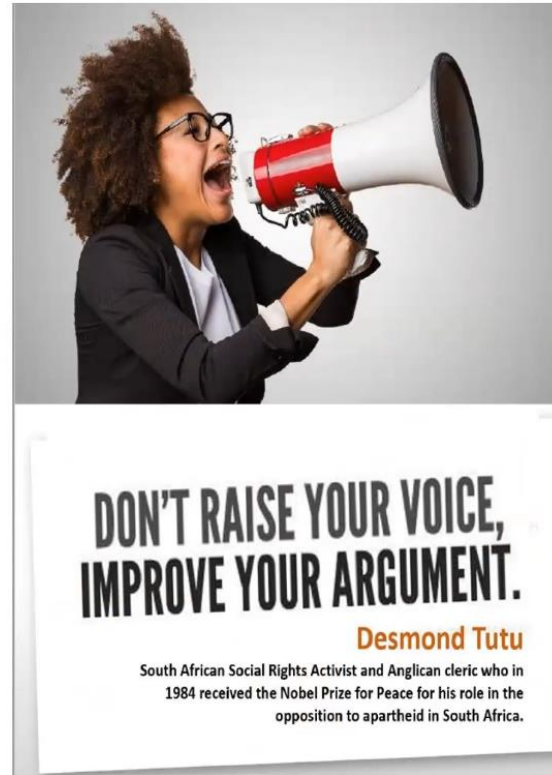
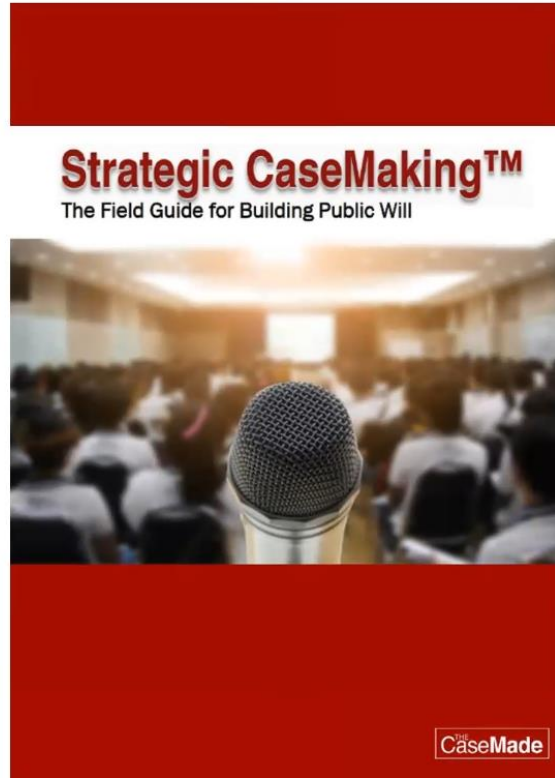
October 2016



Source: <https://www.enterprisecommunity.org/resources/you-dont-have-to-live-here>

Making the Case...

The Strategic CaseMaking™ Field Guide A “Pocket Book” for Social Changemakers



START HERE!

Our “WE”/“Why” is _____

The dominant narratives we need to navigate around are _____

Our “Story of Us” begins with _____

Data we will use to anchor our solutions _____


These systems need to be made visible _____

Strategic CaseMaking™ Field Guide 38

Making the Case...

10 Core Principles of Strategic CaseMaking™

Public Will Building Requires Strong CaseMaking



The diagram features two hands, one on the left and one on the right, with ten principles of strategic case-making mapped to the fingers. The left hand has five principles, and the right hand has five principles. The principles are as follows:

- Left Hand:**
 - Thumb: "We" & "Why" FIRST
 - Index: Navigate the Dominant Narratives
 - Middle: Tell the Story of US
 - Ring: Anchor & Credential the Solutions
 - Pinky: Make the System and Equity Visible
- Right Hand:**
 - Thumb: Results Framework
 - Index: Value Proposition
 - Middle: Consequences of Inaction
 - Ring: Strategic Horizon & The Catalytic Moment
 - Pinky: Shared Stake/Collective Attribution of Responsibility

THE CaseMade www.TheCaseMade.com

Source: <https://www.thecasemade.com/resources>

Making the Case...

10 Principles:

1. **We and Why before What and How Many**—you need to speak to aspirations of your audience
2. **Navigating Dominant Narratives**—almost everyone you are speaking to has their own opinions which you have to respect and understand
3. **The Story of Us**—stories need to be comprehensive and inclusive of our audience to make them shared and make it clear how a stakeholder can help solve a problem
4. **Anchor & Credential Solutions**—we need to focus on things people can accomplish and not get bogged down in the negative
5. **Make Equity Issues Visible**—systems must be explained in a way that people can see them re-imagined to work for everyone

Making the Case...

10 Principles:

6. **Shared Stake**—frame issues as broader community-level challenges to go against this “rugged individualism” narrative
7. **Catalytic Moment**—it is often easier to hitch your message to something already happening out in the world...but you need to be strategic
8. **Consequences of Inaction**—to get buy-in without turning people off, it’s important to frame reform in a way that people realize if nothing is done, X will happen. This is where data can get involved, but it can’t be the lead
9. **Connect to a Value Proposition**—we must help potential stakeholders see the value in working with us by articulating track records/uniqueness/etc.
10. **Metrics of Success**—understanding and providing a realistic ROI for the endeavor is critical to garnering support

Making the Case...

Traps

Myth/Fact Sheets: which only serve to reinforce negative messaging

Crisis stories and the language associated in them, i.e., if someone had to overcome extreme odds to succeed the reader/audience person will likely think that person is an outlier and nothing can be done without extreme will on the individual level.

Villainizing people you need support from...in being critical of current systems, it's important not to alienate those who are responsible for working on those very systems

Overly partisan/tribalist perspectives—must be comprehensive and equitable



Discussion

- How do these messaging ideas match your experience?
- How can this messaging fit into your organization's messaging? Would it help? Are there conflicts?
- Have you used this type of messaging before? What has been your experience?
- If you haven't, can you see advantages?
- Are there other messages that are similar that you find resonate?



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Contact

Thank you!

For comments/contact:
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