

# ***The Public Health Advantage: Crafting Richer Messages & Becoming Better Messengers***

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# **Introduction & Background**

## **Scott Burris**





# These Ideas Have Emerged from Ongoing Collaboration



ChangeLab  
Solutions



Center for Public Health  
Law Research



PUBLIC HEALTH  
LAW CENTER  
at Mitchell Hamline School of Law



The Network  
for Public Health Law



Public Health Law

Office for State, Tribal, Local and Territorial Support  
Centers for Disease Control and Prevention



Robert Wood Johnson Foundation



# Healthy Policy Is a Team Effort



**The 5 Essential Public Health Law Services**

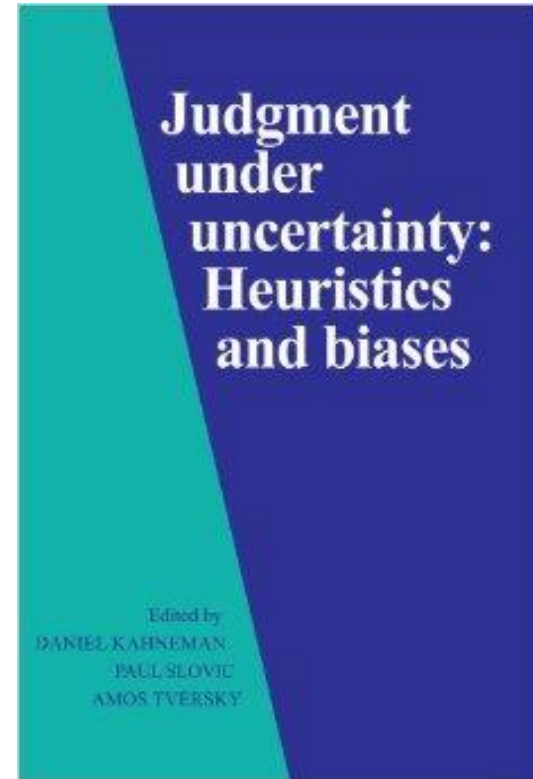


# CRAFTING RICHER MESSAGES

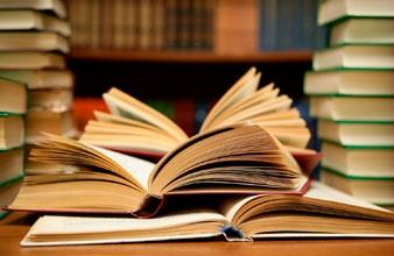


# There's a lot of new thinking about the old art of persuasion

- Judgements of fact, risk assessments, predictions about the future – are all made using shortcuts of which we are not consciously aware
- These cognitive processes are necessary, amazing – and conducive to bias and error



Daniel Kahneman et al.(1982)  
2002 Nobel Prizewinner  
in Economics



# Science: “You Can’t Trust Your Brain”

## System 1

**Automatic**

**Unconscious**

**Deploys heuristics  
→ biases\***

## System 2

**Lazy**

**Unconscious of System  
1**

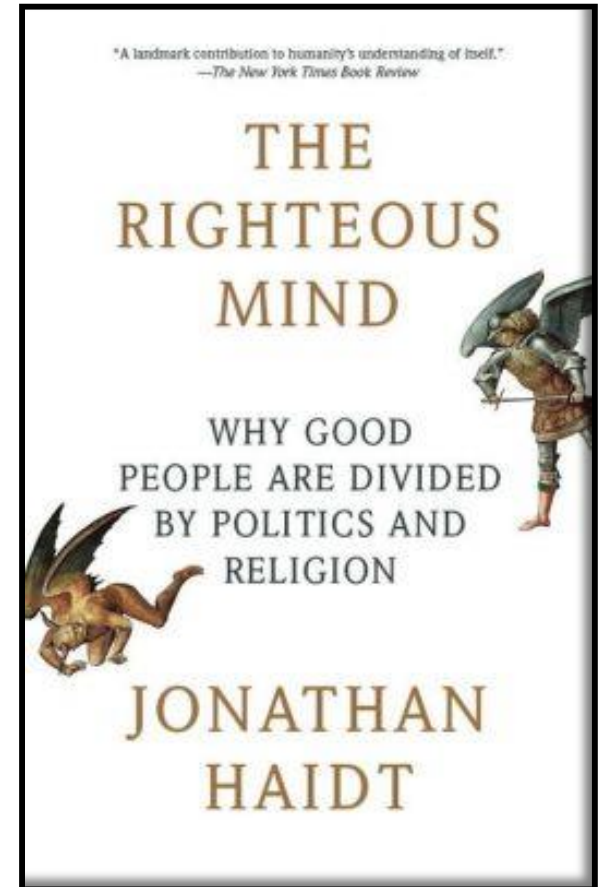
**Rational, but trusts  
System 1’s input**

**\*Representativeness, availability,  
confirmation, affect etc...**



# There's a lot of new thinking about the old art of persuasion

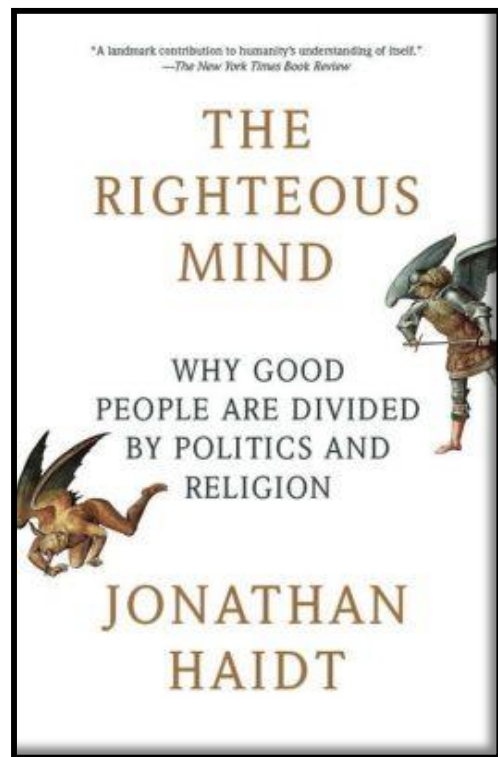
- Those same unconscious, intuitive processes apply to our values and political beliefs
- Our opinions signal and reinforce group membership
- We've made up our minds before we know it
- Our reason serves our intuition





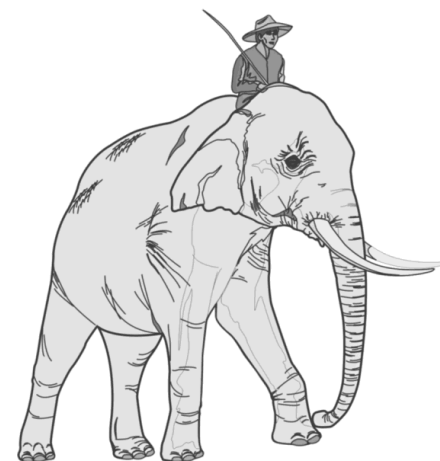


# System 1 and 2 in Morality

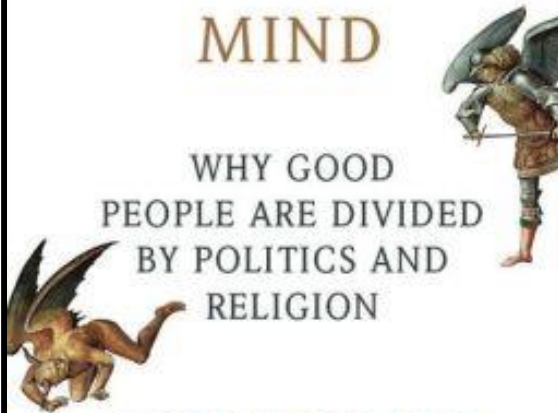


***Intuitions come first,  
strategic reasoning second***

**90% = Intuitive Elephant  
10% = Rational Brain**





- "A landmark contribution to humanity's understanding of itself."  
—*The New York Times Book Review*
- # THE RIGHTEOUS MIND
- WHY GOOD  
PEOPLE ARE DIVIDED  
BY POLITICS AND  
RELIGION
- JONATHAN  
HAIDT
- 
- An illustration on the right side of the cover depicts a winged figure, possibly an angel or a warrior, standing and holding a large, dark, circular shield. The figure is wearing a brown tunic and green leggings. On the left side, there is a smaller, winged figure, possibly a demon or a devil, crouching and looking towards the center. This figure has orange-brown skin and large, dark wings.

# **Moral Foundations Theory: A Public Health Approach**

**Gene Matthews**

# Haidt's Six Moral Foundations

Adapted from: Haidt, *The Righteous Mind*, Vintage Books (2012)



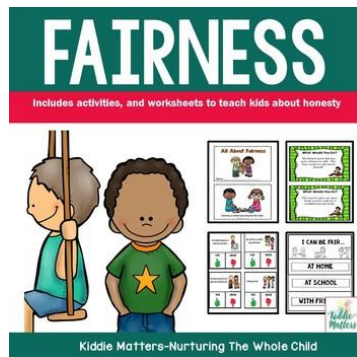
## 1. Care/Harm

Compassion for those  
suffering or vulnerable



## 2. Liberty/Oppression

Free Choices & Actions  
Social Intolerance of Bullies



## 3. Fairness/Cheating

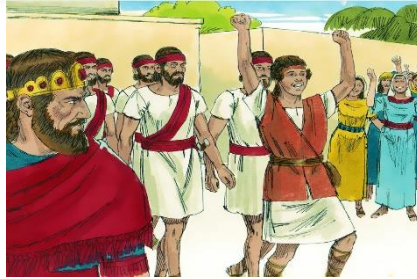
People Treated Fairly & Getting What They Deserve  
Social Intolerance of “Free-Riders”





# Haidt's Six Moral Foundations

Adapted from: Haidt, *The Righteous Mind*, Vintage Books (2012)



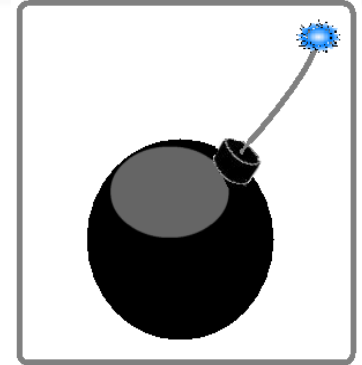
## 4. Loyalty/Betrayal

- Personal Trust, Group Identity,
- Social isolation who betray



## 6. Sanctity/Degradation

- Not simply a religious value
- Some parts of the human spirit are elevated & pure
- Social aversion to personal degradation



## 5. Authority/Subversion

- Competitive advantage of organized groups
- Social intolerance of those who subvert the system





# Haidt's Six Moral Foundations

## 1. Care/Harm

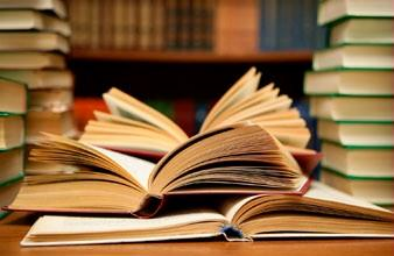
**“Vaccination saves lives.” “I have to protect my baby from those deadly shots.”**

## 2. Liberty/Oppression

**“I have a right to privacy for my medical records.” “Government has no business telling me how to care for my baby/”**

## 3. Fairness/Cheating

**“Everyone should get their shots.” “People who don’t vaccinate their kids are just free-riders.”**



# Haidt's Six Moral Foundations

## 4. Loyalty/Betrayal

**“Getting vaccinated is a duty we owe each other in society.”** **“CDC has sold our kids out to Big Pharma.”**

## 5. Authority/Subversion

**“Science proves that vaccines are safe.”**

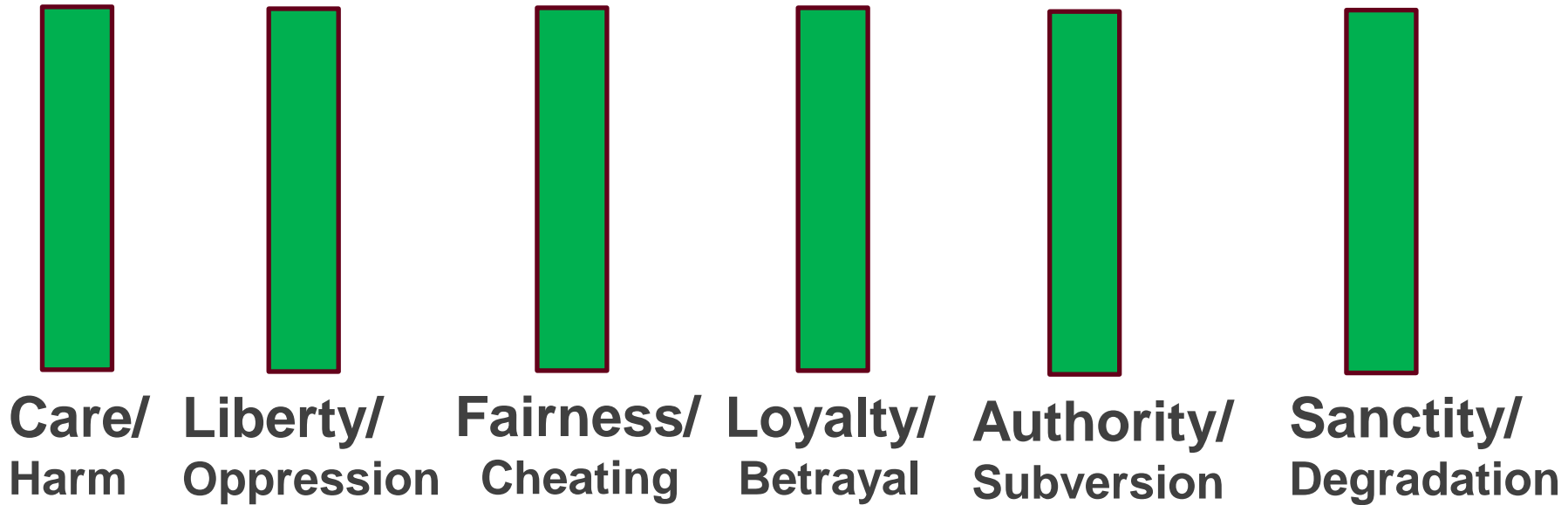
**“Mandatory vaccination is a conspiracy to make doctors and Big Pharma rich.”**

## 6. Sanctity/Degradation

**“I got my shots because I believe in the sanctity of human life.”** **“I refuse to expose my child's body to toxins.”**



# Haidt Looked at the Distribution of Foundations in America

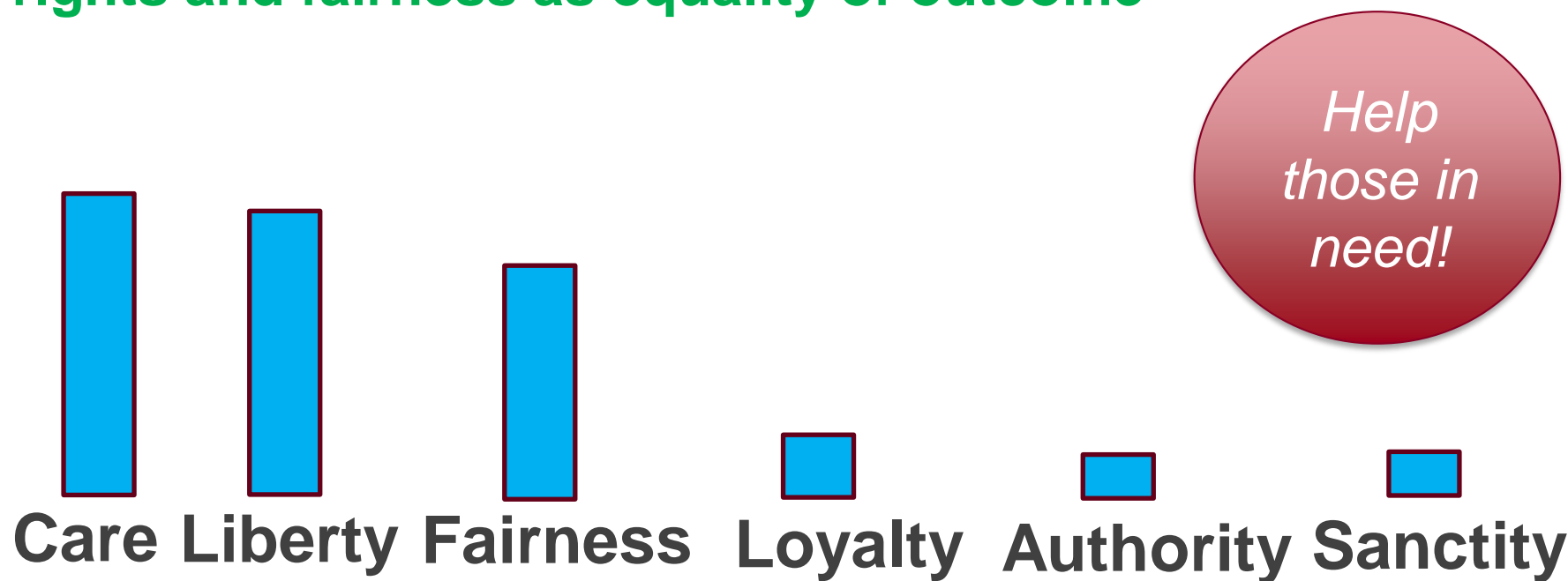






# The Liberal Moral Matrix

Heavy on caring for the weak/preventing harm,  
rights and fairness as equality of outcome



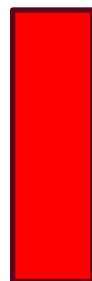


# The Conservative Matrix

Includes care, liberty and fairness (as equality of opportunity), but even more on the “institutional” values of loyalty, authority and sanctity.

*Help  
those in  
need!*

*Preserve  
norms and  
treasured  
institutions!*



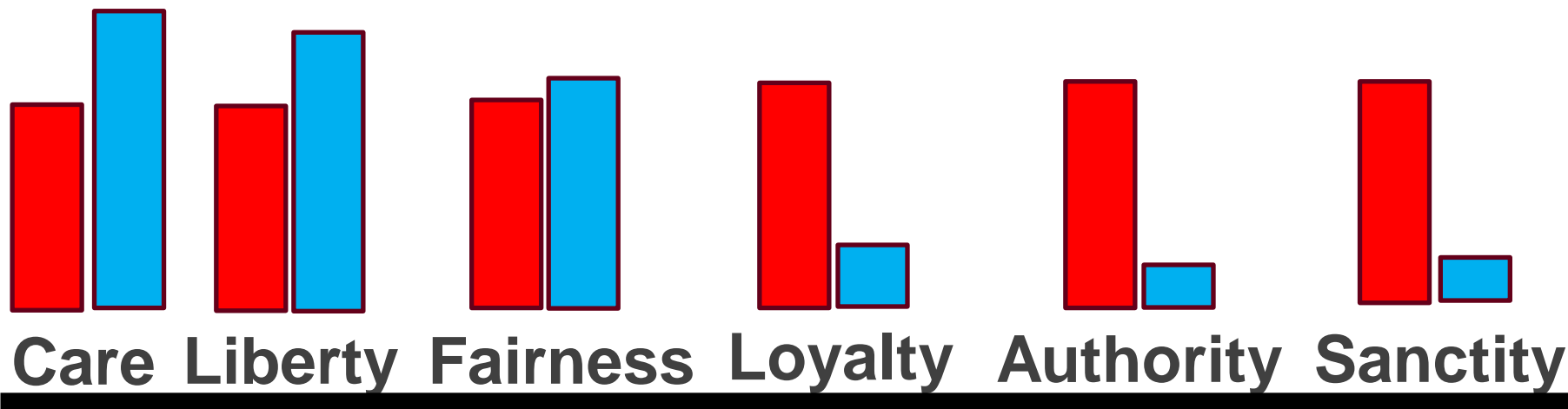
**Care Liberty Fairness Loyalty Authority Sanctity**

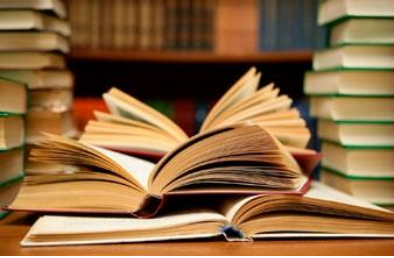


# “The Conservative Advantage”

*Help  
those in  
need!*

*Preserve  
norms and  
treasured  
institutions!*





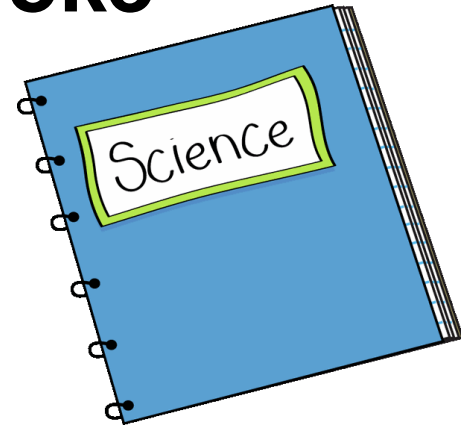
# Thanksgiving Dinner Explained





# Public Health Tends to Speak the Moral Language of Liberals

- When we take our evidence and expertise into the political realm to change law and policy, we invoke **Care/Harm**
  - “lives saved”
  - “harm prevented”
  - “costs avoided”
- When challenged, we fall back on **authority**





# Key Dimensions for Starting the Persuasive Public Health Conversation

- ***Use of the full range of moral intuitions***
  - ***Bring loyalty and sanctity forward***
  - ***Rely less reflexively on care and authority***
- ***Control inherent self-righteousness***
- ***Empathy for our targets and opponents***
- **PERSONAL RELATIONSHIPS MATTER**
  - ***Social ties, norms and settings calm elephants***
  - ***Familiarity builds trust***





## Liberty and Sanctity (Purity) are significantly associated with Vaccination Hesitancy

Sanctity (Purity) → "Boost your child's natural defenses against disease! Keep your child pure of infections—Vaccinate!"



Liberty → "Take personal control of your child's health! Vaccinations can help your child and others be free to live a happy and healthy life."



Amin et al, **Association of moral values with vaccine hesitancy**, *Nature Human Behaviour* 1, 873–880 (2017)

<https://www.nature.com/articles/s41562-017-0256-5>

# *Public Health Resonates With All Six MFT Values*

## **“The Public Health Advantage”**

**Loyalty → The heart of Public Health is  
Community Coalition Building**



**Authority → PH is a police power doctrine  
(quarantine, food inspection, etc.)**



**Sanctity → The Nobility of Public Health: When  
others are running away from the fire,  
PH runs toward Ebola**





Public health has the breadth of moral values and can use them in a way:

- People all across the political spectrum can feel safe engaging in relationships with us to improve their communities

...AND...



- Civil discourse is vital to the heart of public health



# A Window May Be Opening...



**Better Angels**

**Living Room  
Conversations**

**No Labels**

**Story Corps:  
One Small Step**

**...For A Return To Civil Discourse  
Within Our Local Communities!**

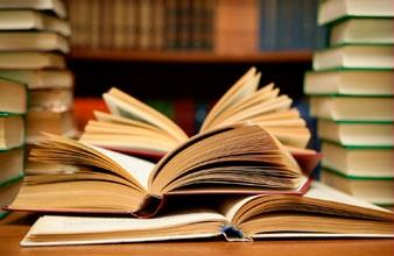
# **BECOMING A BETTER MESSENGER: THE PUBLIC HEALTH ADVANTAGE**

**Scott Burris**

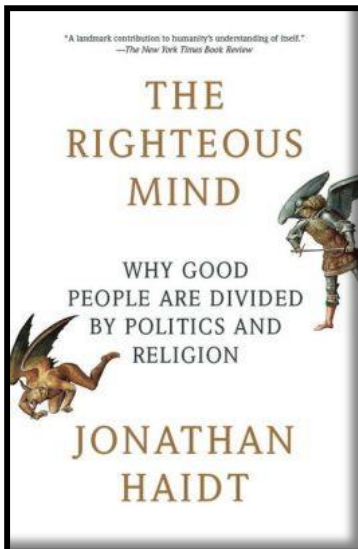


# Key Points So Far

- We humans have a rich set of moral values, though we may not “use” them all.
- “Morality binds and blinds”
  - We all share these values, and we need them to be cohesive and interdependent
  - We can get fanatical about them
- Argument is not persuasion – elephants don’t change under pressure
  - We have to calm own the elephant before we can get the rider to actually engage



# Haidt's First Lesson



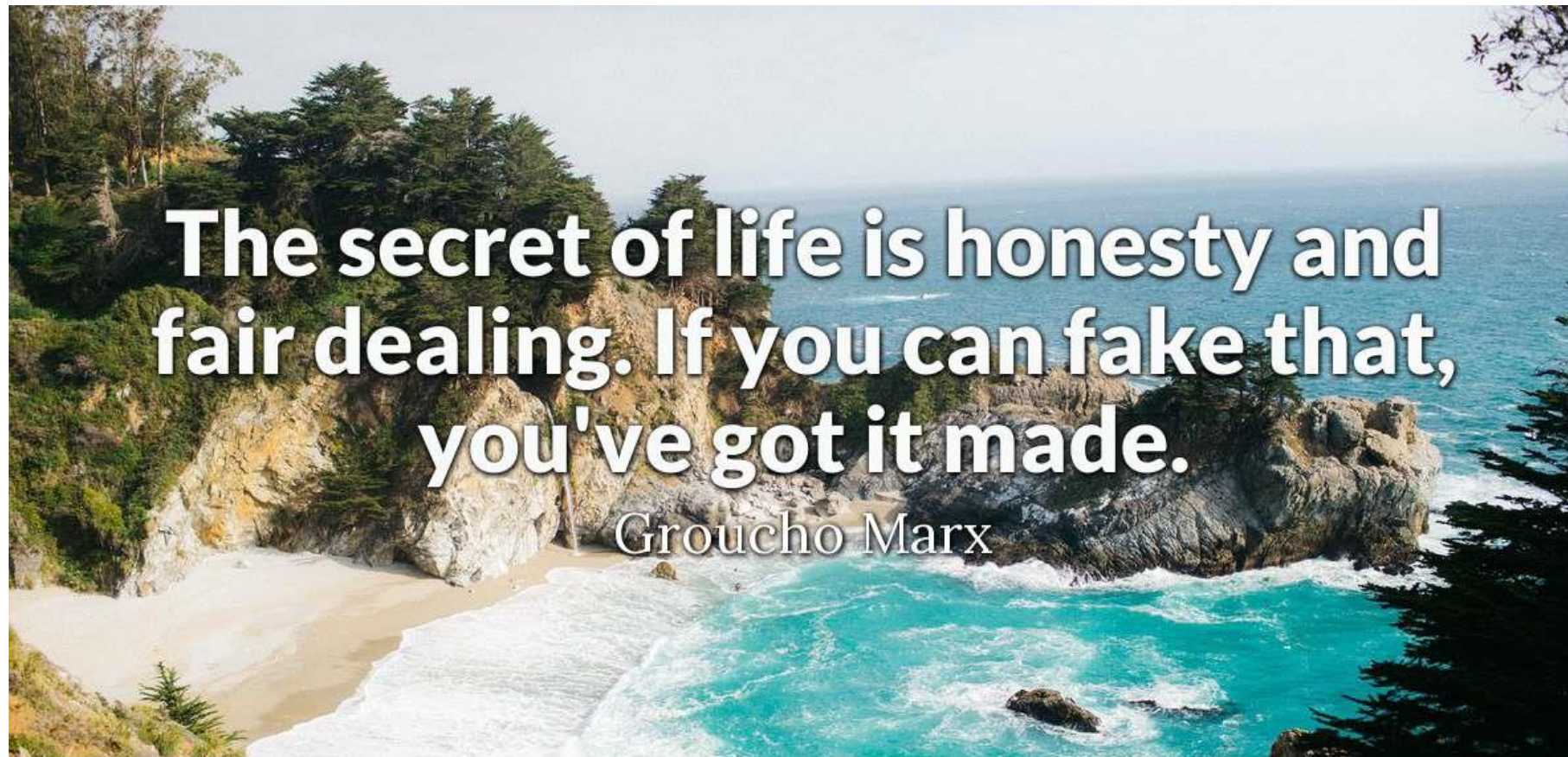
Learn to speak more moral  
languages

**Better  
messages in  
public health**



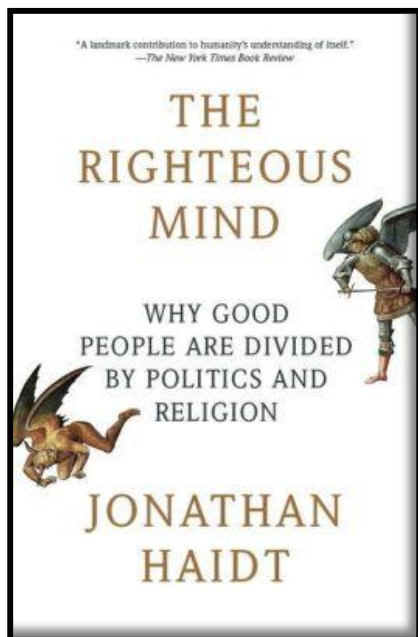


But there's a deeper point





# The Formula



**Learn to speak more  
moral languages**

**Empathic, respectful  
relationships**

**Better  
PERSUASION  
in public  
health**

***Six Foundational  
Intuitive Moral  
Values***



- Public health is a long game – the vaccination game has been playing out in political battles for 3 centuries
- Our greatest power is being right
- Persuasion is maybe ten percent framing and 90 percent relationships of trust
- We can devise better messages, but the bigger question is how we become better messengers for the right message





# The Public Health Advantage

**Who we are  
What we know, and  
What we are trying to do**



# The Public Health Advantage

- **We are passionately committed to the public's health;**
  - This is preventing harm, sure, and
  - We work for everyone – equity, but also
  - We love the communities we serve – ours is a sacred calling
  - We will stick with our communities– we are in this for the long haul



- Center for Public Health Law Research

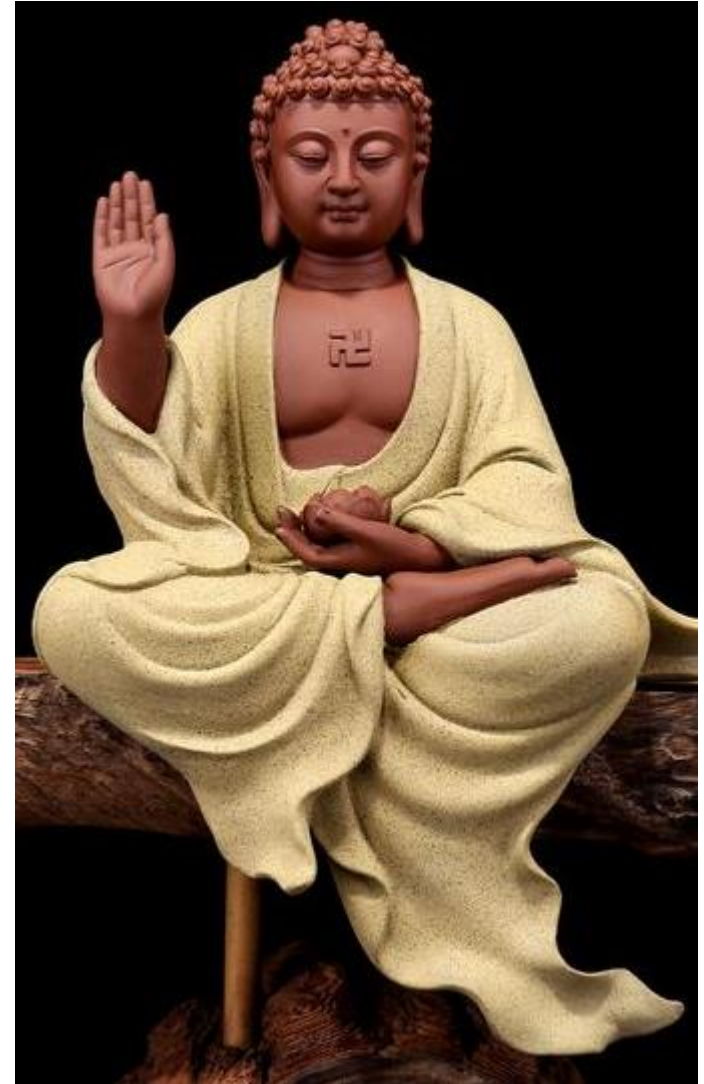


- We provide the best information we can, and offer our best judgments about what it means
- We do our best to persuade but we respect the democratic process and different values
- We are stewards and advocates of long-term visions, of strategies that let people learn and adapt on their own schedule, on working with communities to support learning and change.



# Virtue

- **The public health advantage counts on skills but is ultimately about virtues**
  - Humility
  - Rationality
  - Charity in every aspect of work, from how we point the way to the ways we choose to point to





**HEALTH JUSTICE:**

Empowering Public Health and Advancing Health Equity

# Millennials: New Messengers for Public Health

**Lizzie Corcoran**  
**Colleen Healy Boufides**

# Questions to Answer

- 1. Who are Millennials and how are they different?**
- 2. Who are the Millennials in the public health workforce?**
- 3. What do Millennials have to contribute to the Public Health Advantage and richer public health messages?**
- 4. What is needed to assist Millennials to serve as new public health messengers?**
- 5. What are the methods for sharing public health messages and promoting dialogue?**
- 6. What are the take-aways for people that work with Millennials?**

# 1. Who are Millennials?

- Born between 1980 and 2000 (currently ages 18-38)
- Most diverse generation – 44% identify as minorities (Brookings, 2018)
- Most educated generation (Pew, 2015)

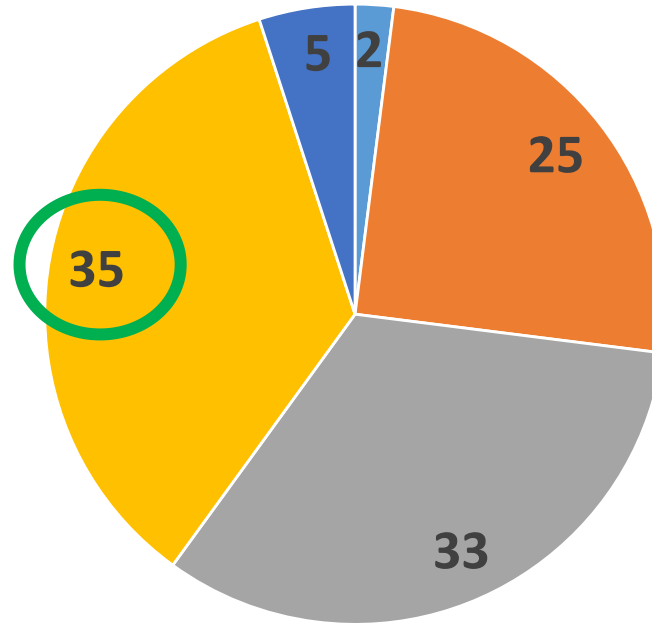


Image: Liz Lemon, 2017



Why talk  
about  
Millennials?

Workforce - by Generation (2015)



■ Silents ■ Boomers ■ Gen Xers ■ Millennials ■ Post-Millennials

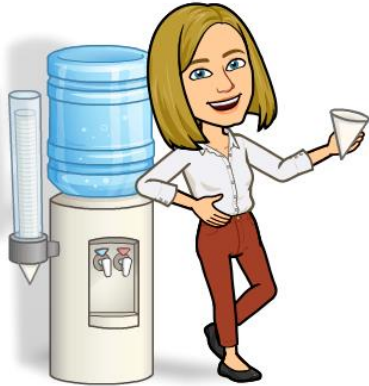
Source: adapted from Pew Research Center, 2018

**Millennial Trend #1: Cause-driven**  
***“Cause not loyalty drives engagement.”*** (Millennial Impact Report 2016)

**Millennial Trend #2: Identity-focused**  
**→ *Preference for “virtue signaling”***  
***over communicating and***  
***connecting.***

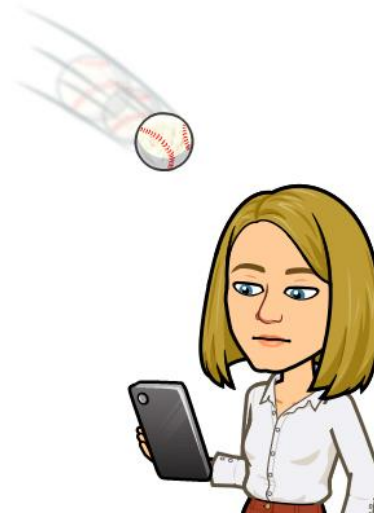
(See Bartholomew, 2015)

# How are we different?



## **At Work**

- **Less hierarchical**
- **Loyalty to cause**
- **Nontraditional**
- **Self pressure and expectations**



## **In Communication**

- **Technology and social media**
- **More communicative, less connective**
- **Image conscious, identity focused**

## 2. Who are Millennials in Public Health?



# Trends Shaping the Young Workforce

- 300% growth from '92 to 2016
- 5<sup>th</sup> fastest growing degree out of 500 graduate degree programs
- Growth partially contributed to the school's "do good" appeal (Leider et al., 2018)



Photo from  
istock



SAINT LOUIS UNIVERSITY

COLLEGE FOR PUBLIC HEALTH  
AND SOCIAL JUSTICE



<https://www.marriott.com/hotels/travel/phxw-p-sheraton-grand-at-wild-horse-pass>



New Trends in  
Public Health  
Schools





*This is a good thing*

## “Monoculture” as a Side Effect

- “The academic world in the social sciences is a monoculture .... *those fields seem to be really hostile and rejecting toward people who aren’t devoted to social justice.*” Jonathan Haidt

- We risk the creation of a insular bubble
- Graduates may not be able to speak all 6 moral foundations

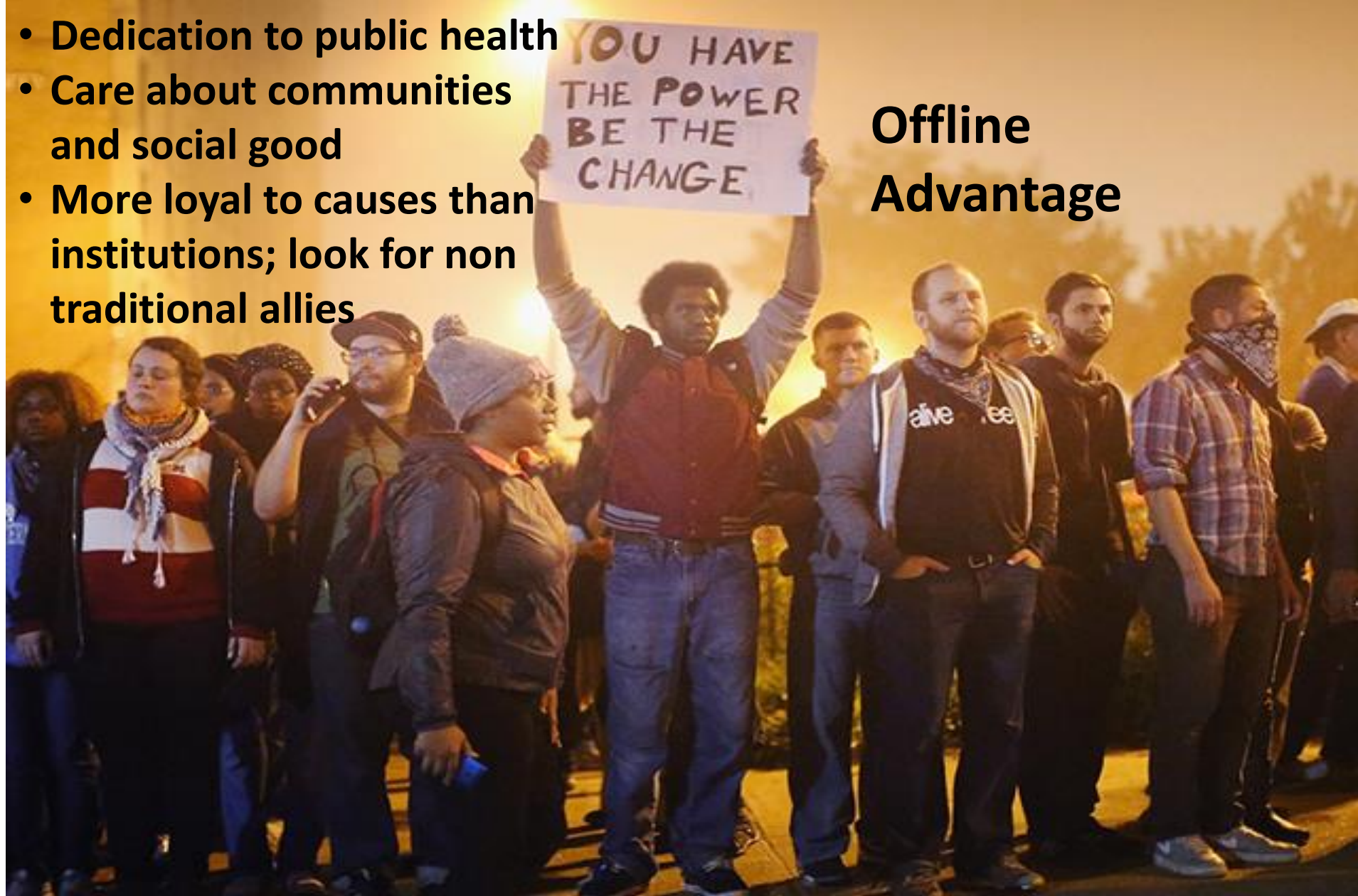
*Reinforces Millennial inclination to care about our images and identities*

# 3. What Can Millennials Contribute to Richer Public Health Messaging?



- Dedication to public health
- Care about communities and social good
- More loyal to causes than institutions; look for non traditional allies

## Offline Advantage



# Online Advantage



- **Tech savvy**
- **Amplification of messages using social media**

## 4. What is needed to assist Millennials to serve as new public health messengers?



# ***Asset***

## **Millennial Trend #1: Cause-driven**

***“Cause not loyalty drives engagement.”***

(Millennial Impact Report 2016)

# ***Challenge***

## **Millennial Trend #2: Identity-focused**

***→ Preference for “virtue signaling” over communicating and connecting.***

(See Bartholomew, 2015)

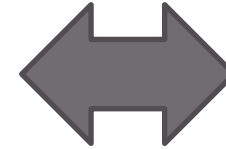
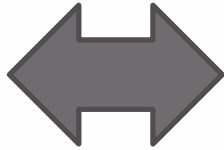
**Asset** Millennial Trend #1: Cause-driven  
**Challenge** Millennial Trend #2: Identity-focused  
**Opportunity**

**[Identity ≠ Image]**

**Building identity**  
**around the shared**  
**cause of public**  
**health.**



## 5. What are the methods for sharing public health messages and promoting dialogue?



**“Signaling”**  
**at**

**“Communicating”**  
**to**

**“Connecting”**  
**with**

# Signaling or Communicating?

[redacted] · May 23

[redacted] Today I learned that [#notallmen](#) is now used as a mockery against men who try to defend themselves when lumped with other men. Accordingly, men are supposed to just be "guilty" and sorry in behalf of all men, to be a good ally. I personally find this discriminating. Thoughts?

(May 23, 2018)

[redacted]

Men,

Don't say you have a mother, a sister daughter...

Say you have a father, a brother, a son who can do better.

We all can.


[#MeToo](#) 

7:32 PM - 15 Oct 2017

21,260 Retweets 65,555 Likes

598 21K 66K

[redacted] [@KEStoniar](#) · 20h

Most patriarchy advocates I've seen have entered 2018's [#MeToo](#)  moment kicking and screaming. They aren't really interested in protecting women and children. They're interested in saving face now that people like Paige Patterson have exposed their true rot.

14 20 67

[Show this thread](#)

(May 24, 2018)

# Public Health as a Cause

**prioritizes results over righteousness.**

- Strives to find common ground and embrace shared values rather than emphasizing difference.
- Might accept the most effective or achievable intervention, **without demanding loyalty to the same cause.**
- Assumes the person I am talking to (in person or online) is potentially my most valuable partner... and is **as smart and virtuous as I am.**



By Frits Ahlefeldt



## 6. What are the take-aways for people that work with Millennials?

# Public Health Practice:

1.0 – Scientific  
Advancement

2.0 –  
Standardization,  
Professionalization

3.0 –Chief Health  
Strategist

# Public Health Law:

PH Authority  
(Police Powers)

Public Health  
Laws  
(Change Conditions &  
Defaults)

5EPHLS  
(Transdisciplinary  
& SDOH)

# Public Health Why:

Public Service

Strategic  
Approach

Cause (→ the  
PH Advantage)

**Millennials are prepared and  
committed to working here.**

# Millennials are an Asset to the Public Health Advantage

## Mentoring Millennials to be Cause-Leaders

- Create space, incentive, & opportunity for creativity & innovative partnerships
- Pass on institutional knowledge, prepare to lead, create upwardly mobile career paths

## Leveraging Millennials as Messengers

- Use social media to amplify cause-driven (rather than image-driven) messages
  - Recognize opportunities to connect rather than differentiate, via social media & in person



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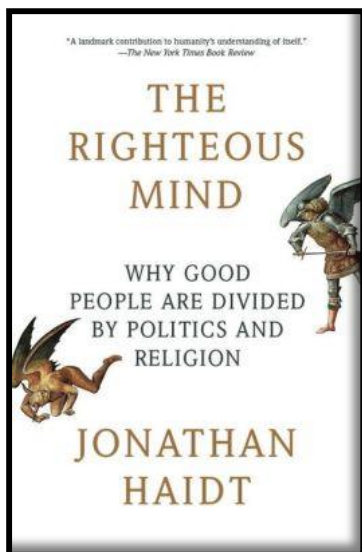
# Benediction

My counsel to our beloved field of public health is to NOT stop talking about facts, analytics, determinants, vectors, patterns and predictors. But we must ALSO talk about our crazy love for the people—the public.





# Thank You



**Learn to speak more  
moral languages**

**Empathic, respectful  
relationships**

**Better  
PERSUASION  
in public  
health**

***Six Foundational  
Intuitive Moral  
Values***