

Incorporating Equity Messaging Into Nutrition Research and Policy

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Objectives for today

- Make research useful and effective for policy advocates
 - Ask the right research questions
 - Frame the results to address needs
- Make the research process trusting and collaborative
 - Increase use of—and discussion of—community engaged research
 - Ensure psychological safety for research participants and researchers
- Advance equity conversations among funders, academic institutions, policymakers

Research background for this work

Objective: Understand and build common ground with conservative decision-makers who may be less open to policies supporting children and families

Methodology:

- Start point: Pew archetypes
- Fine-tuning via expert interviews and social scan
- Testing with policymakers via 1:1 interviews
- Vetting with advocates

Tools

- Archetypes
- Nonpolarizing communication guidance
- Messages for PN-3 and preemption

The Archetypes

**Church &
Country**



**Economic
Influenced**



**Legacy
Republican**



Populist-Aligned



Archetypes, not stereotypes

Archetype

Typical example of a person



Can share insights about people who hold similar views and values.



Can increase understanding.

Stereotype

Widely held, fixed, oversimplified image of a person



Can reduce people to a simplistic idea.



Can shut down curiosity and openness.

Shared beliefs

- Hold **freedom** as a core value
- Prioritize **individual responsibility**
- Feel **judged and villainized** by progressives
- See K-12 as great equalizer
- Favor policies that **help every child** and show **ROI**
- May **reject arguments that start with structural racism**



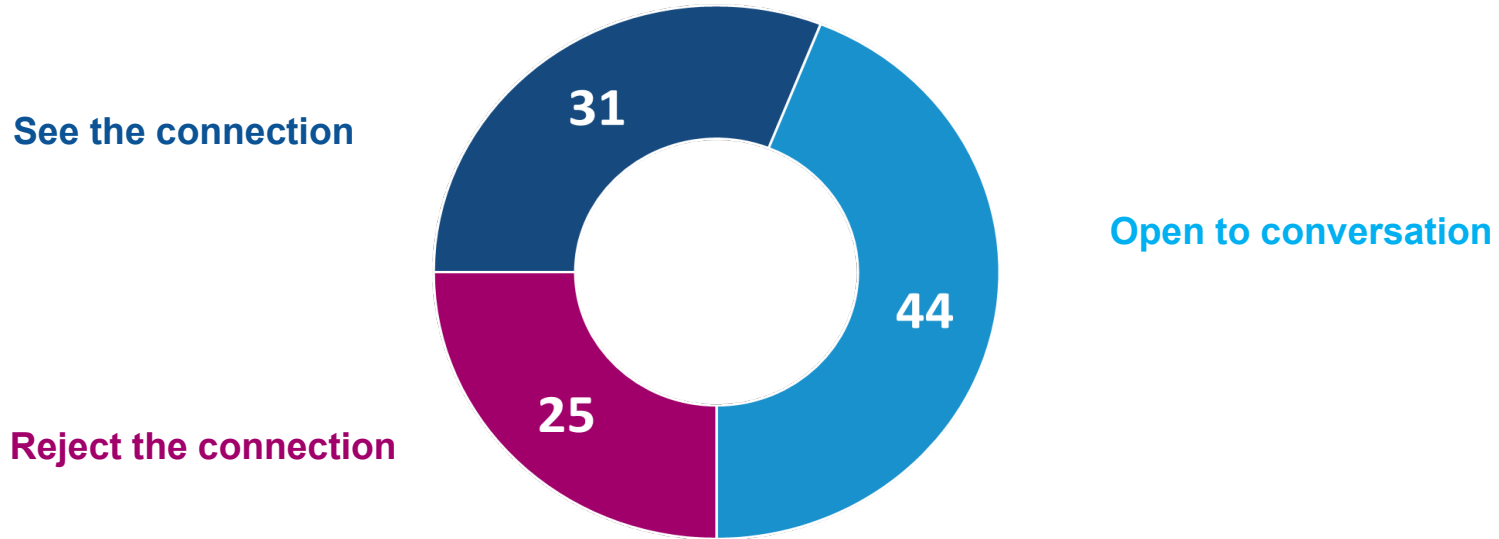
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Addressing structural racism

Know your start point

In a national survey, people answered values-based questions that researchers used to define three groups based on understanding of structural racism and health.



Addressing structural racism

Message essentials

Lead with values

Opportunity

Inclusivity

Unity

Justice

Hope

Use the ladder

1. Shared, values-based ideal
2. Problem and positive vision, rooted in place and people
3. Call to action, unity, sense of possibility



Church & Country



Loyal to chosen leaders
Hold conservative Christian values
Take pride in position earned

- **Values:** Faith, authority, tradition, control, care
- **Trust:** Faith leaders, doctors, small business
- **How they want to be approached:** Acknowledge the importance of faith and the role of church and nonprofits in supporting families well before suggesting a role for the government

Economic Influenced



Highly educated and financially secure
Prioritize economy and business
Dig into policy details
Favor limited government

- **Values:** Freedom, individual choice, control
- **Trust:** Free market advocates, data, select mainstream media
- **How they want to be approached:** Assume best intentions and mutual concern

Legacy Republican



Value debate

Interested in other points of view

Open to stepping out of party

Passionate about policy details

- **Values:** Diligence, care, service, leadership
- **Trust:** Experts, data, mainstream media, professionals
- **How they want to be approached:** Acknowledge they know what is happening in their community and discuss impact; don't underscore what you disagree on

Populist-Aligned



Distrust of Institutions and experts
Led by constitutional ideals
Value individual efforts

- **Values:** Loyalty to America, diligence, freedom
- **Trust:** Their own research and individuals from their community; deep distrust of data, experts, and media
- **How they want to be approached:** Share stories (research) from the community that reflect actual, local experiences

The Archetypes + Dials

Church & State



Economic Influenced



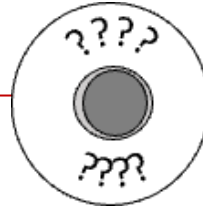
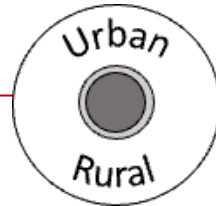
Legacy Republican



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Dials: Geography, Age, Other



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Application to research

- Informing the questions your research is asking
 - What opposition or skepticism points can you anticipate, and how will you solve for those?
- Framing your findings
 - How might you tee up your findings to be most broadly applicable and persuasive?
- Preparing for research presentations and discussion
 - What questions should you anticipate and prepare for?

Breakout groups: Testing it out

Church & State



Economic Influenced



Legacy Republican



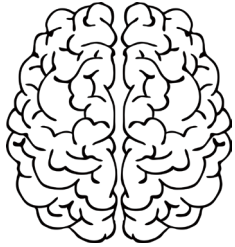
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Choose a research topic and archetype, then think through:

- Shaping your research questions
 - What opposition could you head off by building compelling evidence?
- Framing your findings
 - How might you be most broadly applicable and persuasive?
- Preparing for presentations
 - What questions do you anticipate? How will you address?

Three levels of awareness



Thinking (head)



Feeling (heart)



Intuition (gut)

Nonviolent/polarizing translation

You might hear:

“A focus on and access to prenatal care is very critical. But I would qualify that. Their choice of prenatal care. A government-prescribed approach to health care does not rank high. Universal preschool is an example of what would be harmful—it can lead to government dependency. The early years should be focused on the family and that family’s choice, whether it be getting vaccinations or attending pre-K.”

Nonviolent/polarizing translation

The researcher in you might say:

“According to The Urban Child Institute, pre-k is a great precursor for school readiness—their research shows that brain development before school entry builds the foundation for success in school, at work, and throughout life. In fact, one study showed that kids who got accepted into preschool ending up having a high-school graduation rate of 70%—six percentage points higher than children who were denied preschool.”

Sources:

- Urban Child Institute
- NPR

Nonviolent/polarizing translation

Speaking from a values-based perspective you might say:

“I hear you believe access to prenatal care is essential, and understanding the role the government wants to play and respecting the family’s decision to be a part of the decision-making process should be foundational.”

Application to research

- Working with community—with compassion—in your research
 - How might you initiate conversations and ensure safety?
- Preparing for research presentations and discussion
 - Where might it be most productive to make a values statement vs. a pure data statement?
 - Where might you get “triggered,” and how do you prepare for that?
 - How can you keep the door open?



Additional resources from VHK and RWJF



GUIDES Finding Commonalities and Solutions With Decision-Makers

Introduction

How To Use This Tool

Methodology

The Archetypes

Characteristics Across Archetypes

Choosing The Messenger & Strategy

Customizing Messages

Creating Shared Space For Productive Conversations

Additional Resources

Acknowledgments

Introduction: The Search for Common Ground

Initial Phase: Understanding Conservative Values With the Help of Archetypes



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Thank you

Questions or suggestions?

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