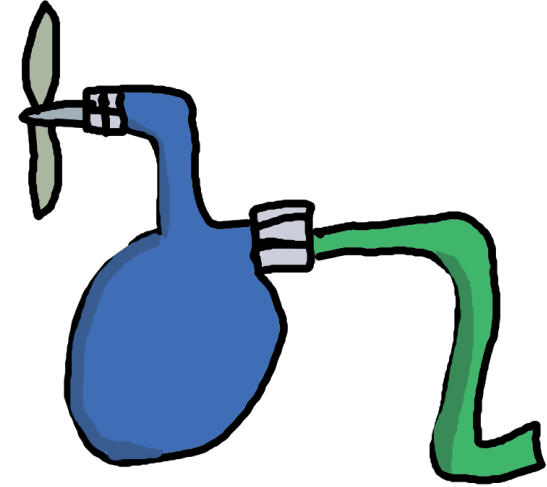
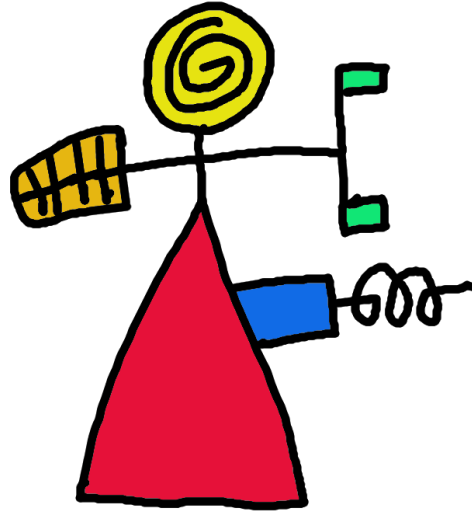
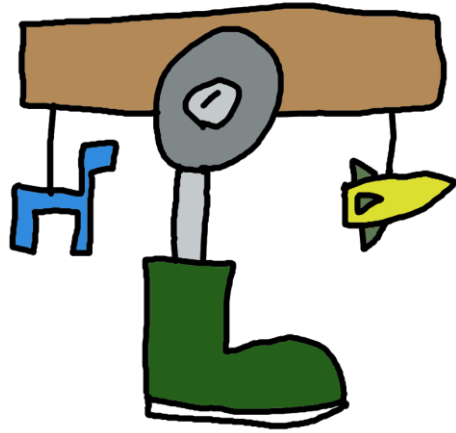


3 things to better frame your message.



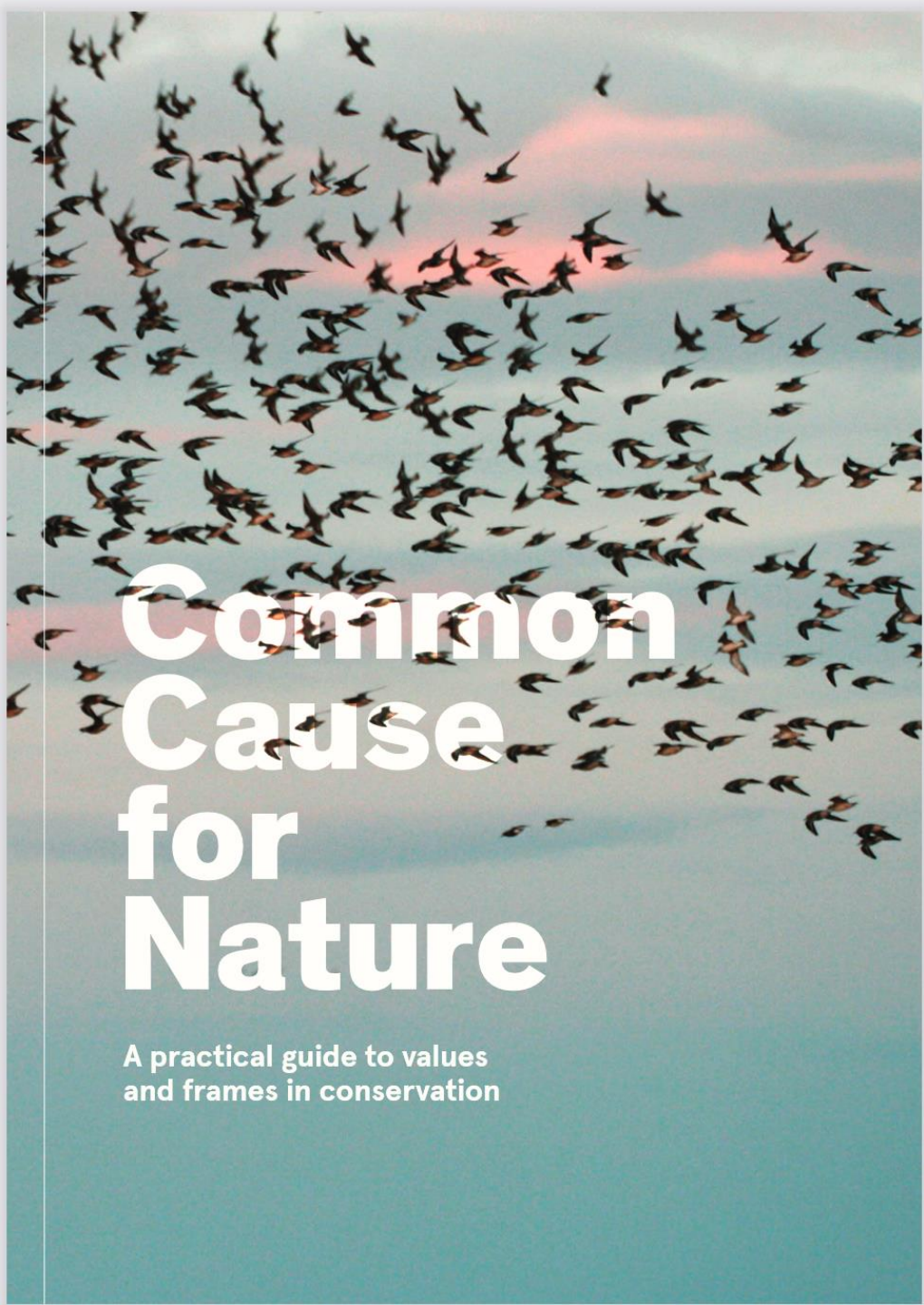
**FRAMING
MATTERS**

Ralph Underhill
(@cartoonralph)

**FRAMING
MATTERS**

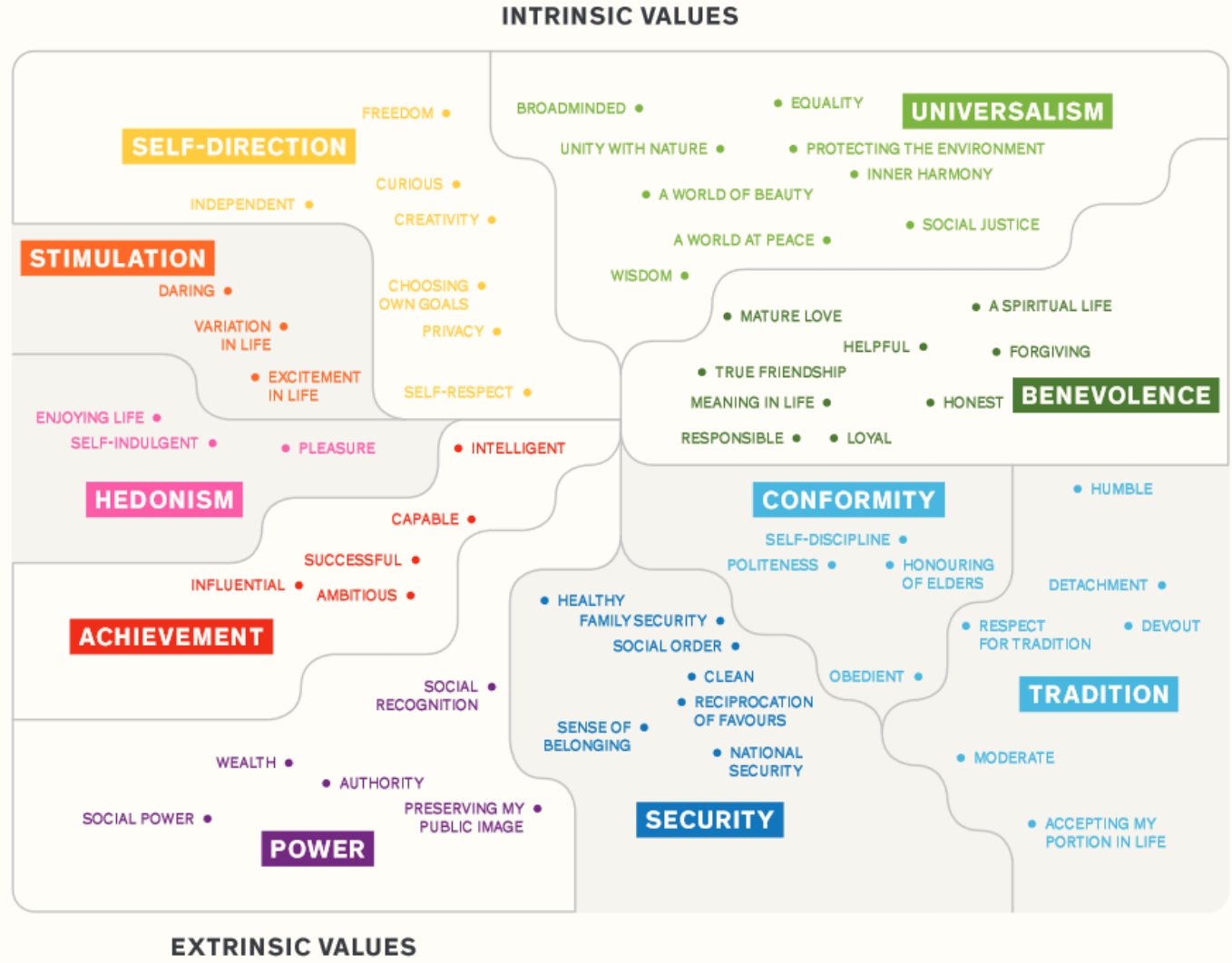






Common Cause for Nature

A practical guide to values and frames in conservation



framing nature toolkit

A guide to how
words can
help wildlife

4 | TIPS FOR EFFECTIVE FRAMING

What makes an effective message?

We have seen the pitfalls, now it is time to look at what we might want to include to make our framing work.

Point out the intrinsic worth of nature. Before highlighting the problem talk about how amazing nature is.

Pique curiosity. Implying their elusiveness and the luck in actually seeing them will likely engage curiosity which is helpful.

Give nature an active role.

Here voles inspire and excite us.

We love watervoles. They inspire and excite those lucky enough to see these elusive creatures. Sadly, their homes have been destroyed and replaced by farmland and industry. Together we can create new spaces to help the watervoles to thrive again. With help and support from people like you, we have already helped save thousands of watervoles across the UK in a number of great projects. There is hope and you can help us build on this great work.

Working with supporters not for them.

Here the supporters have an active helping role.

Make the change seem possible.

Link to past successful campaigns.

Be clear about the cause of the problem.

What are you already doing well?

What do you need to practice doing more of?

POSITIVE COMMUNICATION TOOLKIT

A guide to (re)framing
conservation messages
to empower action.

Developed in collaboration with

FRAMING
MATTERS



CONSERVATION
OPTIMISM

ANIMAL TRAPS AT A GLANCE



Parrot

REPETITION TRAP

Don't just repeat your opponents' language! Arguing against something using the same terminology is likely to reinforce ideas we are trying to avoid.



Shark

CONTAMINATED & CONTESTED LANGUAGE TRAP

Some words or phrases have too many negative associations, use an alternative.



Chameleon

SANITISING OR OBSCURING TRAP

Jargon, euphemism or acronym can make something sound less emotive and therefore less of a problem. Don't say biodiversity loss, say the destruction of wildlife.



Robin

ROSE TINTED TRAP

Words and phrases that have very strong and set positive associations in people's heads shouldn't be used when being critical use an alternative term.



Cobra

THREAT HEAVY TRAP

Don't overdo threat! We must make change seem possible by listing past successes.



Angler Fish

THE MISDIRECTION TRAP

What is left out of a message is just as important as what is in it. Changing the focus can change what you are suggesting the problems and solution are.



Sloth

PASSIVITY TRAP

When we write in a passive third person we can make the things happening seem inevitable and cause our audience to feel fatalistic. Make it clear what is happening and why.



Vampire Bat

TYPECASTING TRAP

Creating set roles for people might not always be as helpful as we think. Painting a person or wildlife as a hero or helpless victim might have many unintended consequences.

SPEAKING UP FOR THE OCEAN



HOW TO COMMUNICATE THE PROBLEMS FACING OUR MARINE LIFE AND MAKE CHANGE SEEM POSSIBLE



5 WAYS TO TALK ABOUT OUR OCEANS

1

CELEBRATE THE OCEANS

Use text, images and video that inspire people and show how amazing our marine life is.



2

BURST YOUR BUBBLE

Use clear and simple language - drop the jargon and acronyms. It is not the "right word" if the wider public don't know what it means.



3

CREATE A NEW WAY TO TALK ABOUT FISHING

We need to find an alternative and more helpful way of talking about the damage the fishing industry is causing.



4

TALK ABOUT THE PROBLEMS

We need to be clear about the about the massive damage to marine life being caused by the fishing industry if we are to get change to happen.



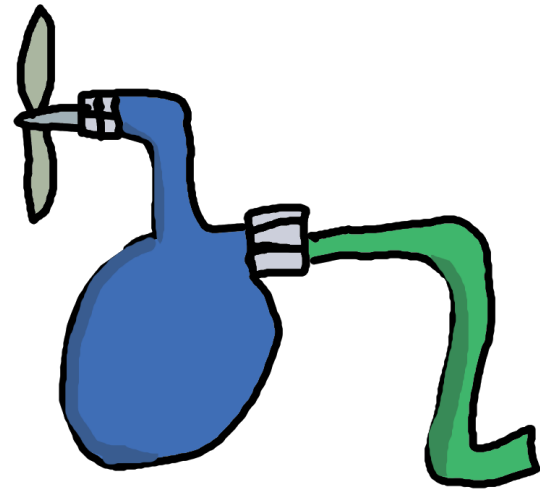
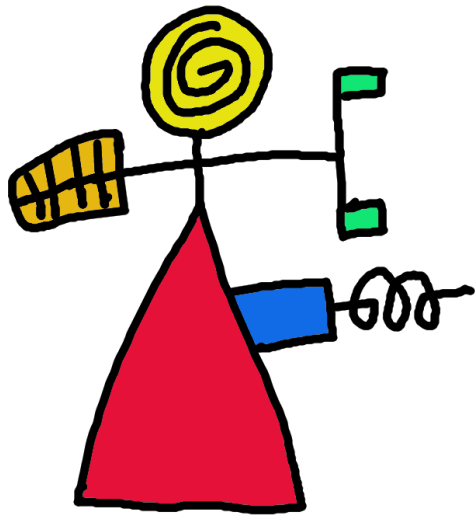
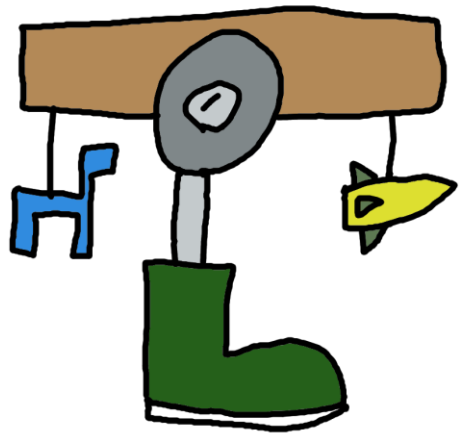
5

MAKE CHANGE SEEM POSSIBLE

Give people hope. Reference past positive changes to make future ones seem more likely.



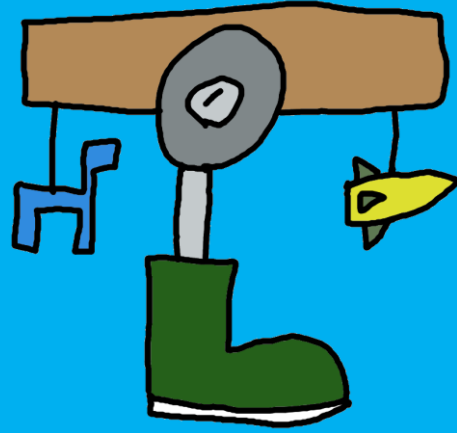
FRAMING MATTERS



Be clear about why you are communicating.

The “correct word” is not always the most useful word.

Make change seem possible.

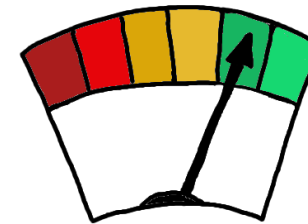


Be clear about why you
are communicating.



Why are you
communicating?

What do you want your
audience to:
think,
feel
or do?



DO



Think:

One thing you read in the last month that made you think, feel or do something?

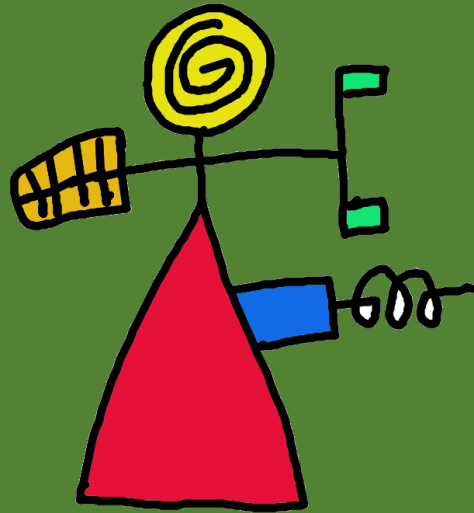
What is realistic?



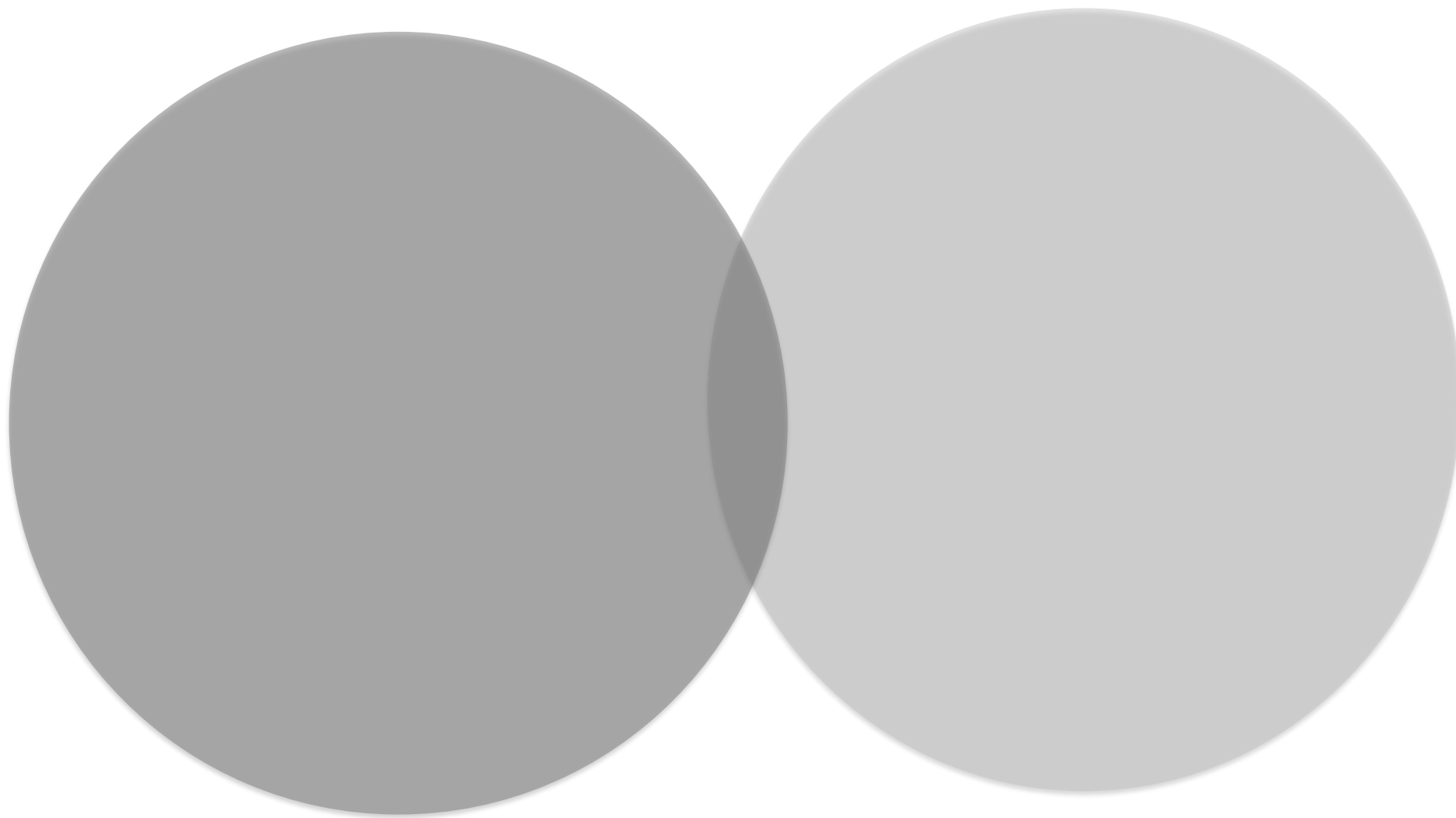
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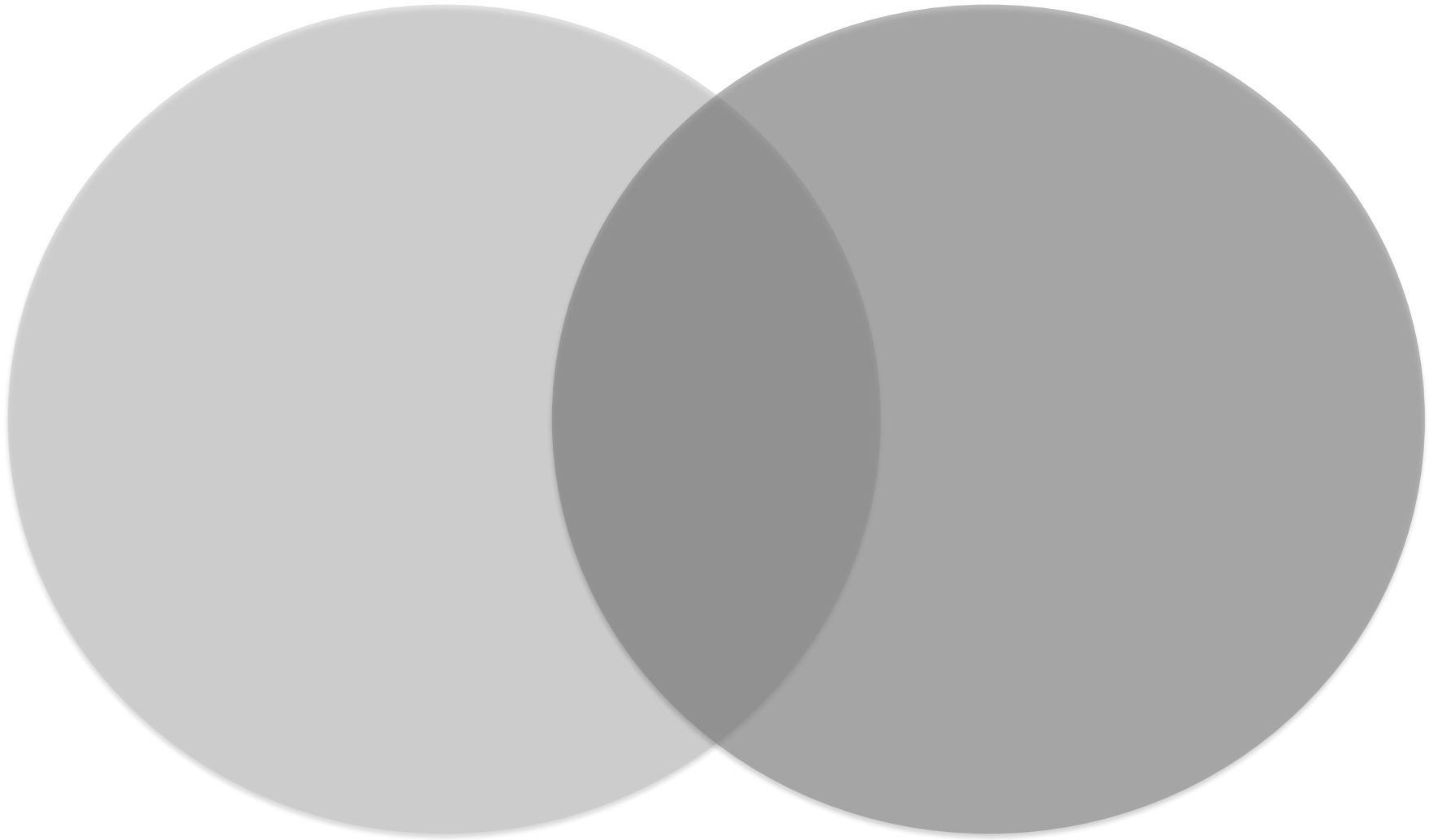
Ask:

Why am I communicating?



The “correct word” is not always the most useful word.





CURSE

-1

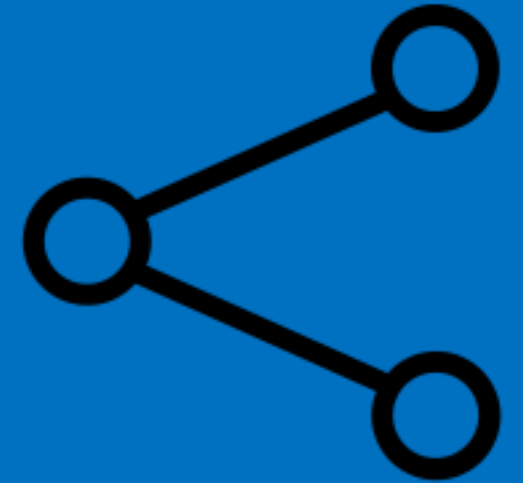


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CURSE



Effective
communications are
all about shared
associations





Effective
Messaging

Policy

If people struggle to
understand it is no longer
“correct”

Use a simpler alternative.

If really you have to use
the term explain it.

CATCH OF THE DAY



BYCATCH OF THE DAY



@CARTOONRALPH

DO



list:

3 terms that your audience
doesn't understand in the
same way you do.

Use:

Language everyone
understands in the same way.

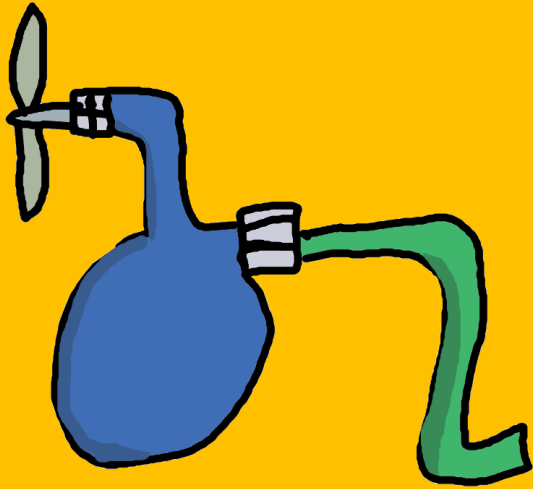
The “RIGHT”
or
“CORRECT”
word



VS

The most
useful
word





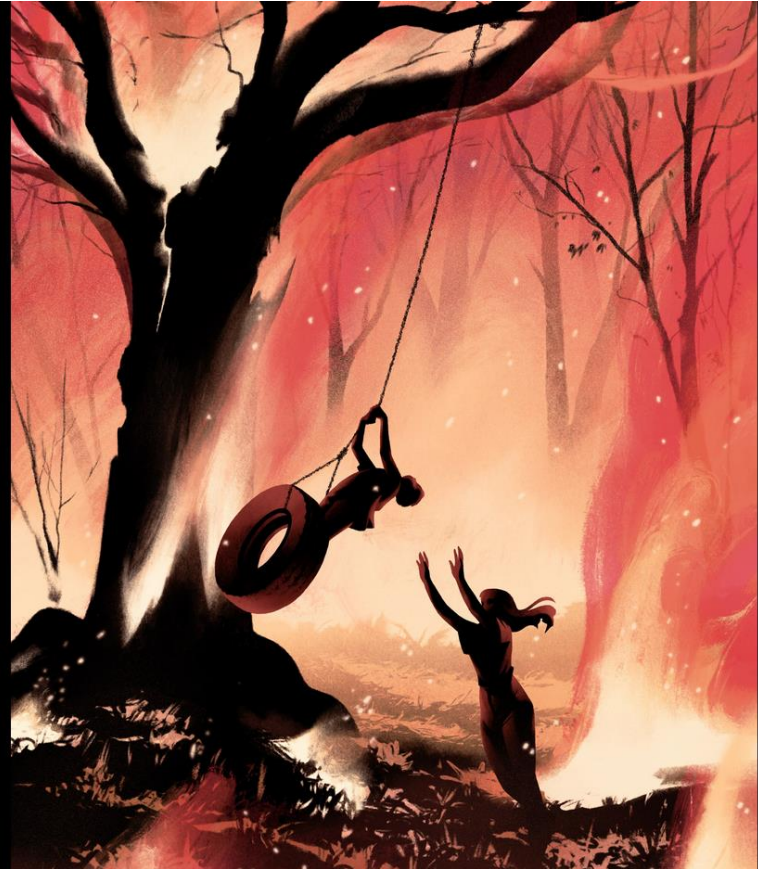
Make change
seem possible.

CULTURAL COMMENT

WHAT IF WE STOPPED PRETENDING?

*The climate apocalypse is coming. To prepare
for it, we need to admit that we can't
prevent it.*

By **Jonathan Franzen** September 8, 2019



Don't say:

The scale of the challenge is huge. 

Its not like anything we have done
before. 

Highlight the problem



Be clear about the cause



Highlight past successes that
addressed a similar problem



DO

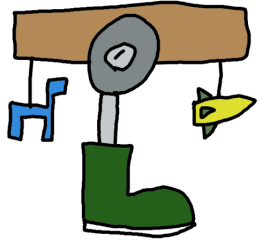


list:

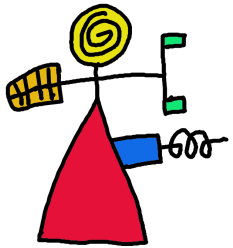
3 things that have been achieved (similar to the change you want).

Make:

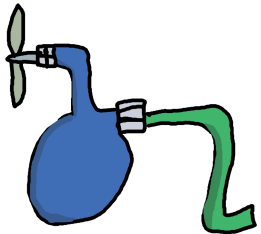
Change seem possible and
likely.



Be clear about why you are communicating.



The “correct word” is not always the most useful word.



Make change seem possible.