

# Culture Change, Framing, and Equity

County Health Rankings

October 18, 2022



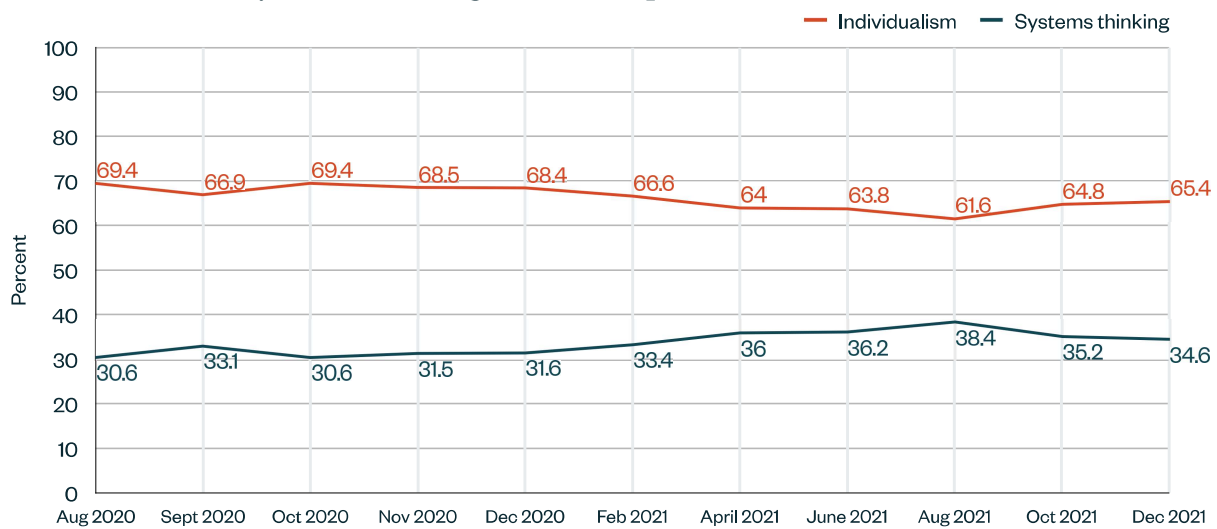


## Methods

- **Focus Groups:** May/June 2020, December 2020, April 2021, September 2021, March 2022, July/August 2022
- **Culture Tracking Survey:** monthly August-December 2020; bi-monthly through June 2022; quarterly October 2022-
- **Cultural Models Interviews:** August/September 2020; Fall 2022 (upcoming)
- **Survey Experiments (frame testing):** October/November 2022

# Designed systems thinking is rising, but varies by group and issue

Figure 1  
Individualistic vs systemic thinking (whole sample)



## Different issues, differing dominance



## Different issues, differing dominance

Health  
individualism



Ecological and  
systems thinking



## Different issues, differing dominance

Health  
individualism



Ecological and  
systems thinking



## Different issues, differing dominance

Health  
individualism



Ecological and  
systems thinking

Market naturalism/  
bootstraps



Economy as  
designed



## Different issues, differing dominance

Health individualism



Ecological and systems thinking

Market naturalism/  
bootstraps



Economy as designed



## Different issues, differing dominance

Health individualism



Ecological and systems thinking

Market naturalism/  
bootstraps



Economy as designed

Interpersonal model of racism



Structural model of racism



## Different issues, differing dominance

Health individualism



Ecological and systems thinking

Market naturalism/  
bootstraps



Economy as designed

Interpersonal model of racism



Structural model of racism



Advancing Equity — Existing Understandings and Mindsets

How do people understand  
the term “equity”?





## **Two Foundational Features of American Culture Provide Create Deep Challenges**

## **Two Foundational Features of American Culture Provide Create Deep Challenges**

### **Narrative of the Self-Made Individual**

- Outcomes and fates are assumed to be determined largely by our own actions and choices

## **Two Foundational Features of American Culture Provide Create Deep Challenges**

### **Narrative of the Self-Made Individual**

- Outcomes and fates are assumed to be determined largely by our own actions and choices

### **Dehumanization of Black Americans**

- Many Americans draw on assumptions that pathologize Black individuals, families, and communities

## **These Cultural Mindsets Shape Thinking about Health in Specific Ways**

## **These Cultural Mindsets Shape Thinking about Health in Specific Ways**

**Focus on lifestyle choices — diet and exercise**

**Blame health disparities on lifestyle choices and culture**

## **Alternative Mindsets Exist**

## **Alternative Mindsets Exist**

**What Surrounds Us Shapes Us — Ecological Modeling**

## **Alternative Mindsets Exist**

**What Surrounds Us Shapes Us — Ecological Modeling**

**Systems Thinking on Healthcare, Food Systems**

## **Alternative Mindsets Exist**

**What Surrounds Us Shapes Us — Ecological Modeling**

**Systems Thinking on Healthcare, Food Systems**

**Systems Thinking on Economy, Racism**

# Framing Equity

## **What Not to Do**

Don't leave room for people to assume the problem lies with the people experiencing it.



## **What to Do**

Attribute responsibility to systemic, structural, or policy-level factors.

### **What Not to Do**

Don't begin with numbers about poor health outcomes or "textbook definitions" of health equity



### **What to Do**

Lead with justice/fairness

### **What Not to Do**

Don't just talk about the problem.

Don't stress individual behavior.



### **What to Do**

Foreground collective solutions.

## What Not to Do

Don't talk about *who* experiences disparities without talking about *how* and *why* this happens—and how to address it.



## What to Do

Move beyond assertion and description. Center explanation.

To advance health equity, should we make health the issue?



Thank you!

