

Shifting Mental Models to Advance Systems Change

June 17, 2019

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- Download a PDF of this presentation and the article **The Water of System Change** in the Handout Section on the right of your screen.



**Jennifer Splansky
Juster**
Executive Director,
Collective Impact
Forum

Thank you for joining

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Today's Webinar Guests



Tammy Heinz

Program Officer and Consumer & Family Liaison, Hogg Foundation



Hayling Price

Senior Consultant, FSG



Darrell Scott

Co-Founder and Executive Director, PushBlack



Julie Sweetland

Senior Advisor,
Frameworks Institute



Rick Ybarra

Program Officer,
Hogg Foundation

Today's Webinar Guests



REIMAGINING SOCIAL CHANGE



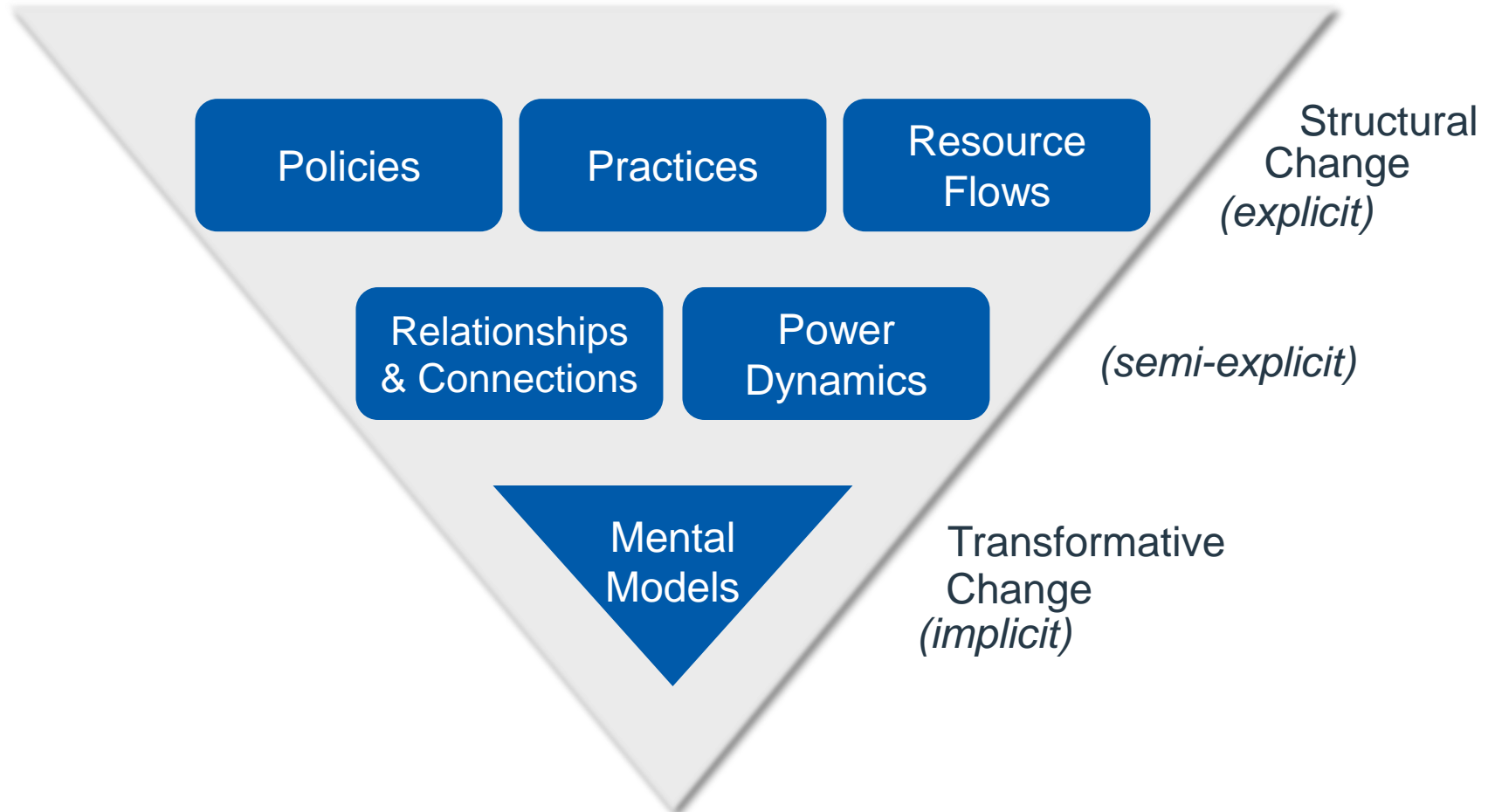
Hayling Price
Senior Consultant, FSG

What Is Systems Change?

Systems change is about
**shifting the conditions that are
holding a problem in place**

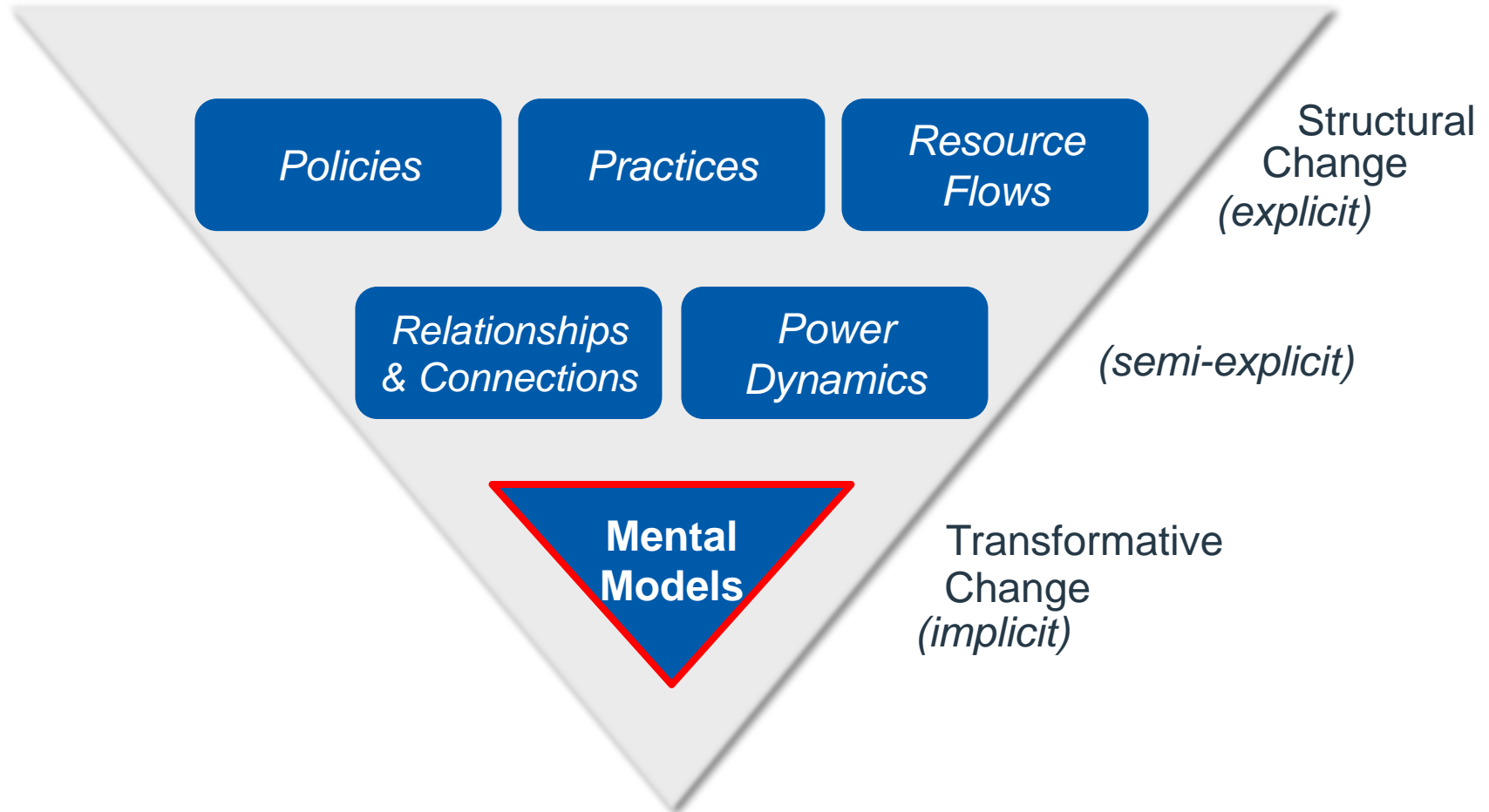
Shifting the Conditions That Hold the Problem In Place

Six Conditions of Systems Change



Mental Models Influence our Interior Conditions

Six Conditions of Systems Change

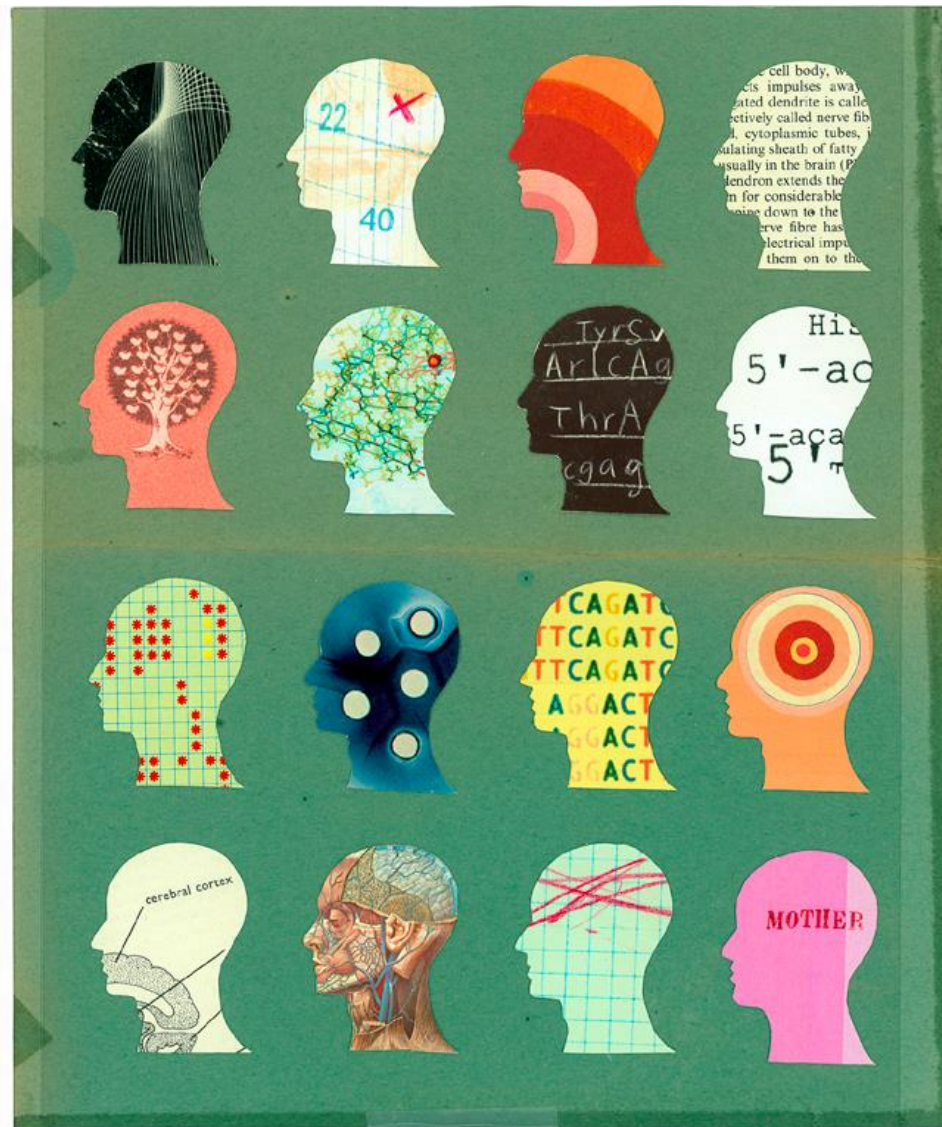


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Julie Sweetland
Senior Advisor,
Frameworks Institute

Cultural models help us “think fast”



- Cultural models are cognitive short cuts created through years of experience and expectation. They are largely automatic assumptions, and can be implicit.
- People rely on cultural models to interpret, organize and make meaning out of all sorts of stimuli, from daily experiences to social issues

One mental model of the ocean: *Beautiful Blue Expanse*



Ocean - Wikipedia
en.wikipedia.org



Oceans Will Change Color ...
coastalliving.com



Why the Ocean Needs Wilderness ...
smithsonianmag.com



Ocean Habitat
kids.nationalgeographic.com



plastic rubbish in the Indian Ocean ...
phys.org



Marine Life & Oceans | The Leonardo ...
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Oceans Are Warming Faster Than ...
scientificamerican.com



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worldatlas.com



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10 Songs About the Ocean and Sea ...
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Measuring Ocean Trash and Marine ...
nist.gov



87% of the World's Oceans Are Dying: Report



How does plastic end up in t



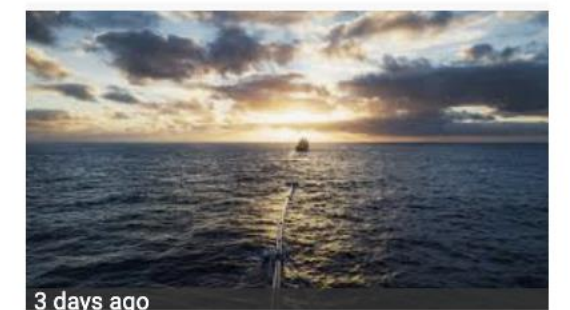
bizarre twin ocean whirlpools capable



Oceans | World Meteorological Organiza



Shell shocked: Emerging impacts of our



3 days ago

Partners | The Ocean Cleanup

One mental model of adolescence: *Period of Risk & Rebellion*



5 Strategies to Handle a Rebellious ...
quickanddirtytips.com



Dealing With A Rebellious Teenager ...
yourteenmag.com



Integrated Family Community Services
ifcs.org



21 Signs You're A Rebellio...
thoughtcatalog.com



The difference between being rational ...
dailytimes.com.pk



rebellion, rebellious, street, up...
iconfinder.com



Causes of Rebellious Child...
healthfully.com



How to deal with a Rebellious teenager ...
indianyouth.net



Rebellious Phase ...
me.me



Dealing With Teenage Rebellion God's...
charismamag.com



Rebellious Fashion stude...
studentbeans.com



Rebellious Creatures | Dar...
rebelliouscreatures.com



Her Rebellious Teenage Daughter ...
123rf.com



After Pics Of Rebellious Teenagers ...
boredpanda.com



Rebellious Fashion | Shop Women's Clo...
rebelliousfashion.co.uk



7 Signs That You Have a Rebellious Mi...
twenty19.com



Rebellious Fashion | Shop...
rebelliousfashion.co.uk



Rebellious child, handling tee...
parentcircle.com



raising a rebellious teenager ...
thelifebridgechurch.com



How to Raise a Rebellious Child ...
crosswalk.com



1970s Rebellious Youth ...
boredpanda.com

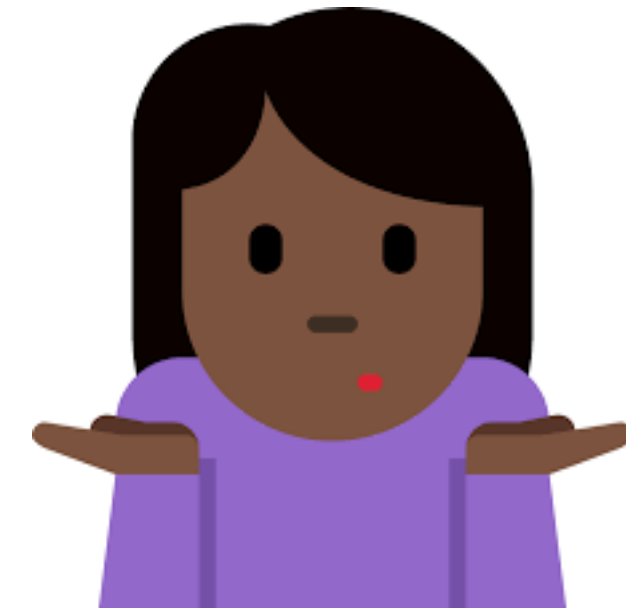
Three models are consistently barriers to productive conversations on social issues



Individualism
Assumption that problems, solutions, and consequences happen at the personal level



Us vs. Them
Assumption that another social group is distinct, different, and problematic



Fatalism
Assumption that social problems are too big, too bad, or too difficult to fix

Correcting their mistakes doesn't work

Flu Vaccine
Facts & Myths

Department of Health and Human Services
Centers for Disease Control and Prevention

MYTH "The flu isn't a serious disease."

FACTS Influenza (flu) is a serious disease of the nose, throat, and lungs, and it can lead to pneumonia. Each year about 200,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

MYTH "The flu shot can cause the flu."

FACTS The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

MYTH "The flu shot does not work."

FACTS Most of the time the flu shot will prevent the flu. In scientific studies, the effectiveness of the flu shot has ranged from 70% to 90% when there is a good match between circulating viruses and those in the vaccine. **Getting the vaccine is your best protection against this disease.**

MYTH "The side effects are worse than the flu."

FACTS The worst side effect you're likely to get from a shot is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a severe allergic reaction is less than 1 in 4 million.

MYTH "Only older people need a flu vaccine."

FACTS Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease **need to get a flu shot**. Doctors also recommend children 6 months and older get a flu shot every year until their 5th birthday.

MYTH "You must get the flu vaccine before December."

FACTS Flu vaccine can be given before or during the flu season. The best time to get vaccinated is October or November. **But you can get vaccinated in December or later.**

For more information, ask your healthcare provider or call **800-CDC-INFO (800-232-4636)** Website www.cdc.gov/flu

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Study of myth-fact structure found:

- ! People misremembered the myths as true.
- ! Got worse over time.
- ! Attributed false information to the CDC.

Source: Skurnik et al 2005, Journal of American Medical Ass

Providing more and more data doesn't work



Leaving causation to the public imagination doesn't work



INSTEAD OF THIS

Flu Vaccine Facts & Myths

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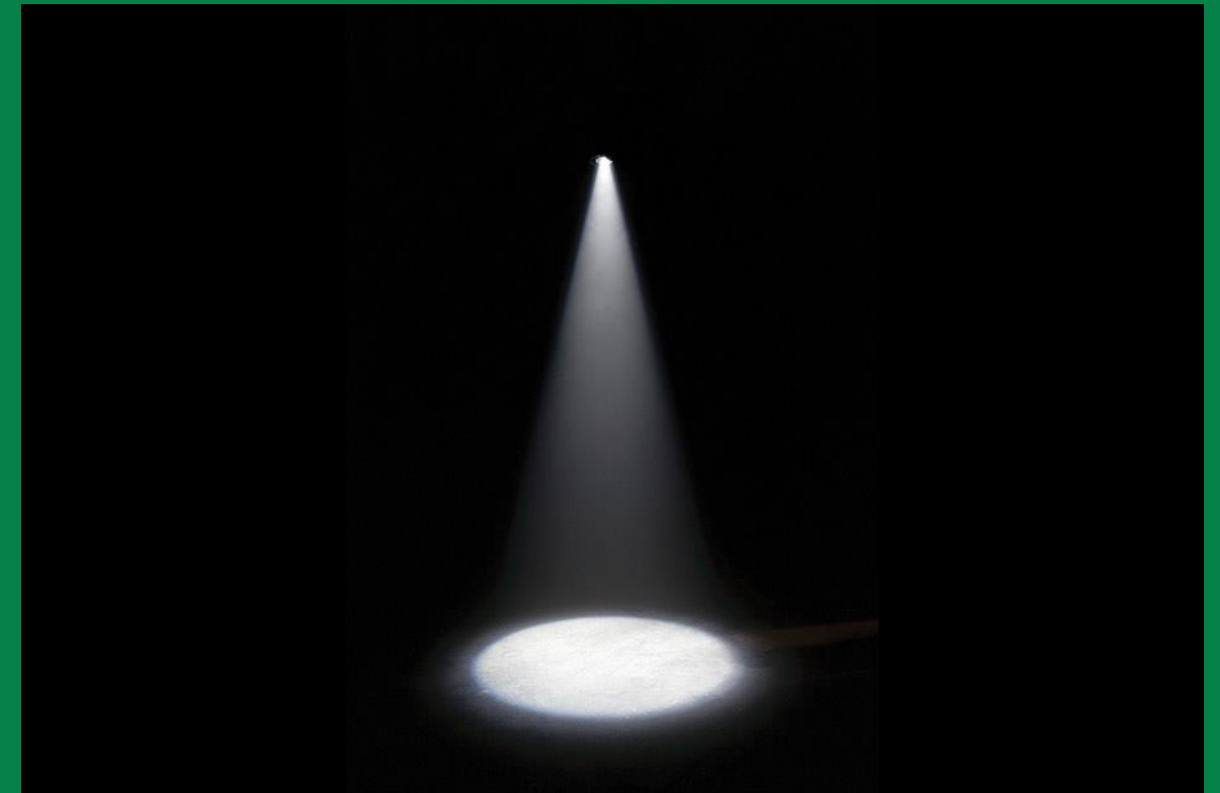
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Rebutting with Facts

TRY THIS



Redirecting Attention

Today's Webinar Guests

Push
Black



Darrell Scott
Co-Founder and Executive
Director, PushBlack

Who is PushBlack?



As the nation's largest **nonprofit media platform** for Black people, we engage **4 Million subscribers** with emotionally-driven stories about **Black history, culture, and current events.**

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for Mental Health



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Q&A



Send questions via the questions box on the right of your screen

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