Webinar – Communicating Across Sectors on the Social Determinants of Health: The Building Blocks of Health

September 17, 2026, 11:00 – 12:30 ET

Presenter

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FrameWorks UK

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Centre de collaboration nationale sur les politiques publiques et la santé
National Collaborating Centre for Healthy Public Policy

Institut national de santé publique Québec

Traduction simultanée

- Le webinaire sera animé en anglais, avec des présentations en anglais
- La présentation en français peut être téléchargée
  → **Lien dans la boîte de discussion**
- La traduction simultanée est disponible en anglais et en français

Webinaire – Communiquer entre les secteurs sur les déterminants sociaux de la santé : les piliers de la santé

Débutera à 11 h (HAE)

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Étape 2

Choisissez **Français** et cliquez sur « Rejoindre »

Étape 3

Lisez les sous-titres traduits

ou

pour écouter l'audio en français, vous devrez ouvrir Wordly sur un appareil séparé (ex. : cellulaire) et couper le son du webinaire Zoom original pour éviter tout chevauchement audio.

Webinar – Communicating Across Sectors on the Social Determinants of Health: The Building Blocks of Health

Starts at 11:00 a.m. EDT

This webinar is offered in English with simultaneous **French translation** via Wordly.
But if you would like live English captions, follow these steps :

To access Wordly:

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Scan QR code or go to:
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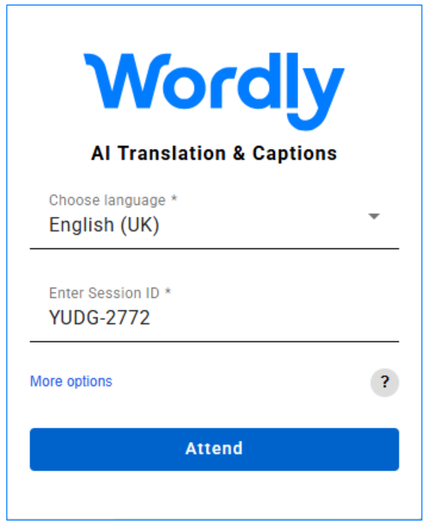


Choose **English** and click Attend

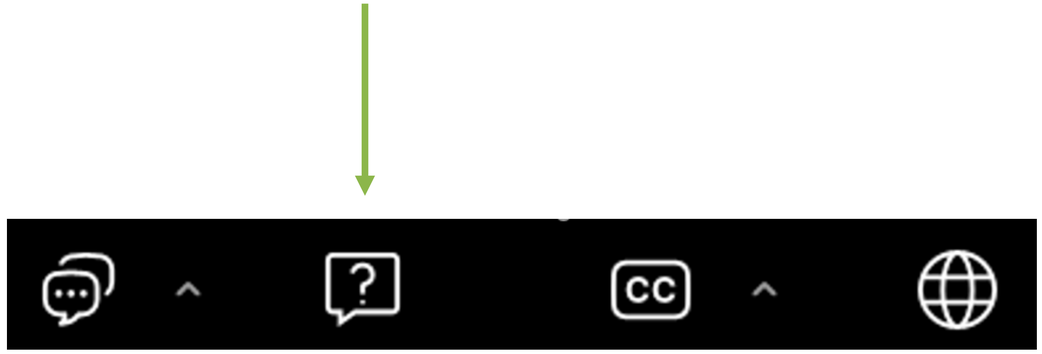
Step 3

Read the transcript

Technical information

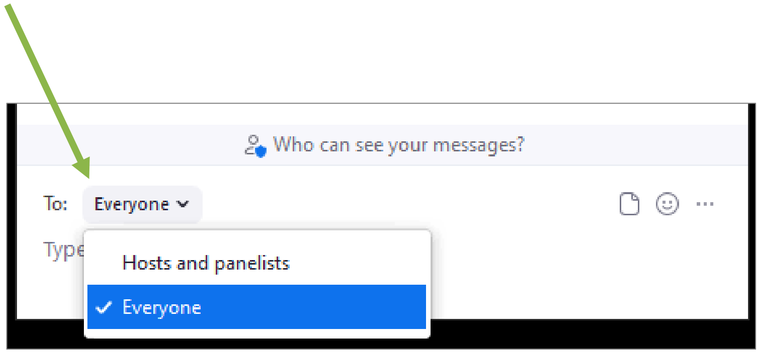
Q&A

Questions for presenters



Chat

Discussion among all participants, please select Send to: Everyone



The webinar is being recorded and will be posted online afterwards.

Land Acknowledgment

We acknowledge that we are on an age-old Indigenous territory, a place of meeting and diplomacy between peoples and the site of the signing of the Great Peace treaty.

We thank the Kanien'kehá:ka (Mohawk) nation for their hospitality on this unceded territory.

National Collaborating Centre for Healthy Public Policy

Our mandate

Support public health actors in their efforts to develop and promote healthy public policies

Our areas of work

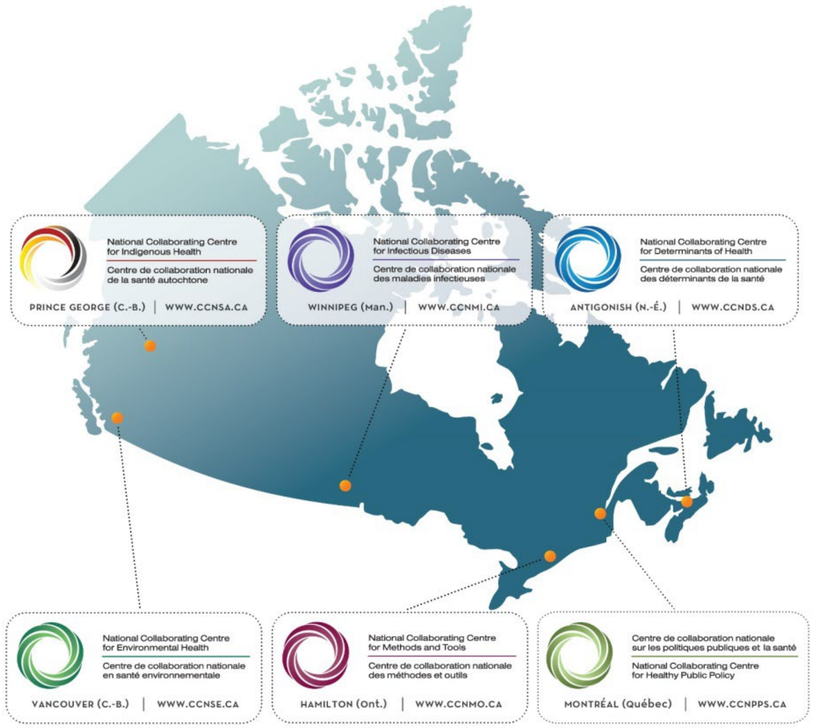
1. Public Policy Analysis

2. Intersectoral Approaches to Healthy Public Policies

3. Emerging and Priority Issues

Equity

Indigenous Populations' Health



Centre de collaboration nationale
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National Collaborating Centre
for Healthy Public Policy

Institut national
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Québec

Webinar outline

- **Introduction**
  Natalia C. Botero, NCCHPP

- **How to talk about the Building Blocks of Health**
  Maria Castellina**,** Director of Impact, FrameWorks UK

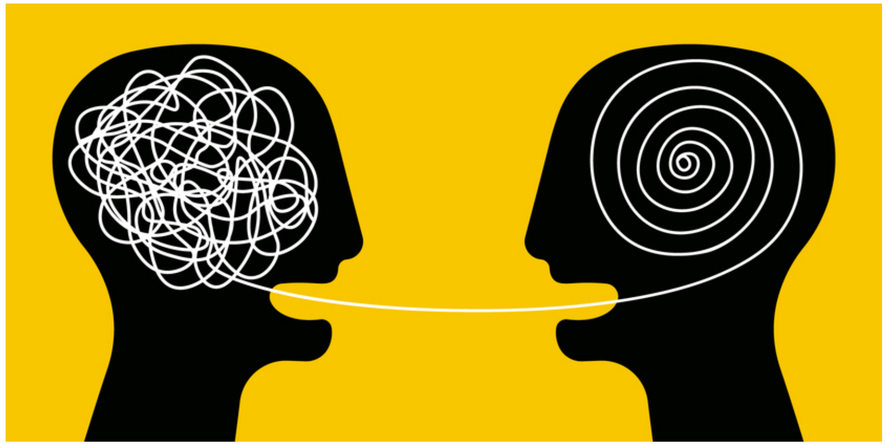
- **Q&A Session**
  Facilitated by Natalia C. Botero, NCCHPP

Why are we talking about communication?

Action on the Social Determinants of Health (SDH) → **Building Healthy Public Policy** → **Intersectoral Action** → **Communicate** about health in ways that resonate beyond the public health sector

Beyond the evidence: ability to build understanding and engage partners from other sectors.

How are we communicating about health?



- Introduce **practical tools and approaches** to improve communication practices.
- **Strengthen capacity** for effective communication,

A broader reflection

An invitation to think more **strategically about communication:**

- **What** are we trying to convey?
- **Whom** are we trying to reach?
- **How** can we build understanding and support collaboration?

How to talk about the building blocks of health

In partnership with the National Collaborating Centre for Healthy Public Policy

Maria Castellina
Director of Impact

Change the story, change the world.

The building blocks of health

Almost every aspect of our lives - our jobs, homes, access to education, whether we experience poverty or racism - impacts our health.

These factors are often called the social determinants of health.

Our research

13
Expert Interviews

21
Cultural Model Interviews

391
Media Content & Field Frame Samples

53
On-the-Street Interviews

58
Peer Discourse Session participants

5
Usability Trials

7,200
Survey Experiment Participants

7,741
Sample Size

What we are covering today

What is framing and why does it matter

How do people think about health

Recommendations for telling your story

Putting the story into practice

What is framing & why does it matter?

What is framing?

The choices we make about the **ideas** we share, and how we share them.

These choices change how people **think, feel and act.**

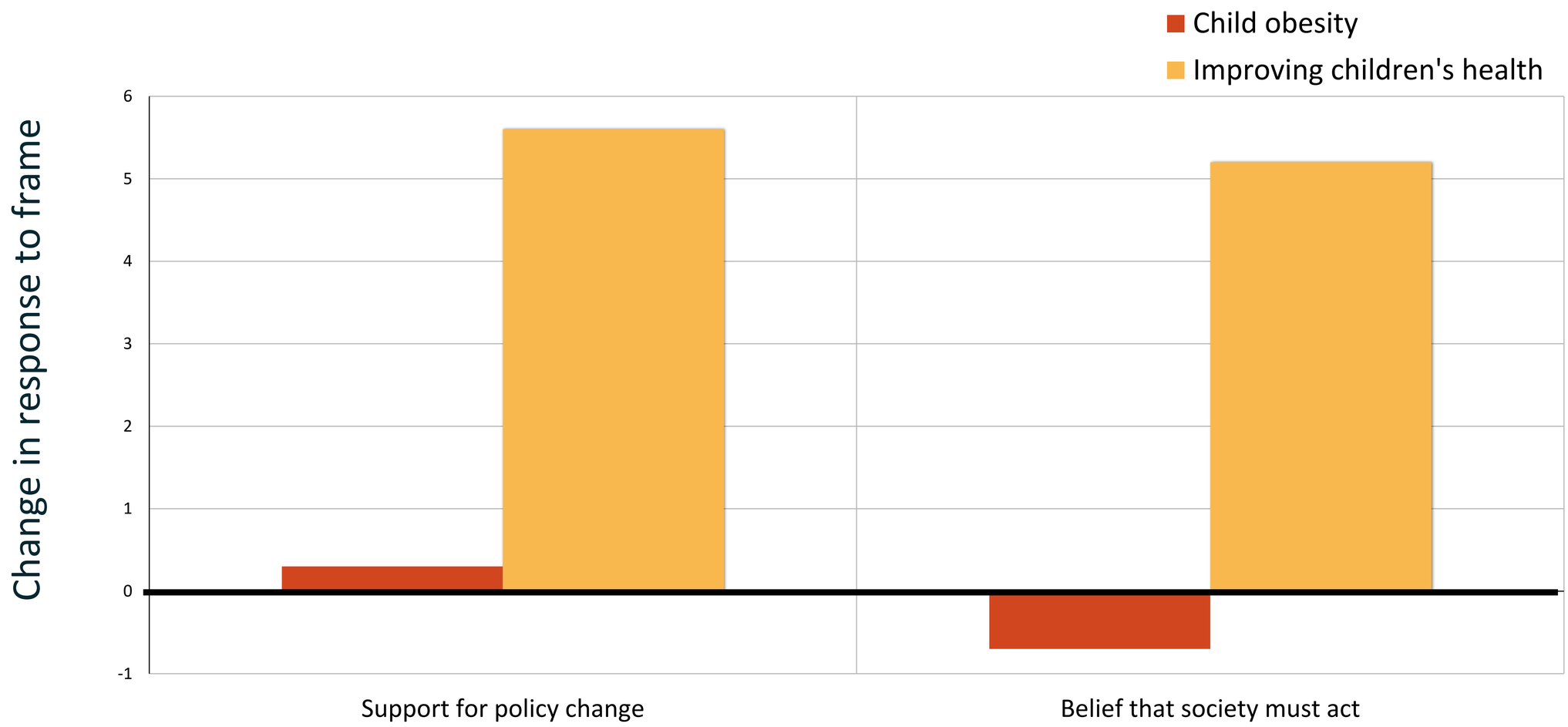
Framing changes how people think, feel and act

There’s a 90% chance of survival following surgery → 42% preference for surgery

There’s a 10% chance of mortality following surgery → 25% preference for surgery

McNeill, Pauker, Sox and Tversky, 1982

Framing changes support



Click here to watch the video on YouTube

Framing creates change

WINNER
WINNER

Sheffield Council announces policy on healthier food advertising.

'Buy one, get one free' deals for unhealthy food banned

How do people think about health?


:05

Mindsets guide our thinking

- They shape our understanding and actions without us realising it.
- They guide our expectations about how the world should work.
- They’re activated by what we see and hear.

Health individualism

- Our health is determined by how much we take care of ourselves: exercise, diet, lifestyle.
- Makes it harder to see how our context and surroundings shape our health
- Can lead to stigma

Health is the absence of illness

- Health = healthcare
- If you’re not sick, you are healthy
- Only think about health when something is wrong
- Makes it harder to see how good health can be created

Fatalism

- Problems are too big and complex to solve: our health systems are at crisis point.
- Normalises the idea that nothing can change – and taking action is pointless
- Makes it harder to see solutions

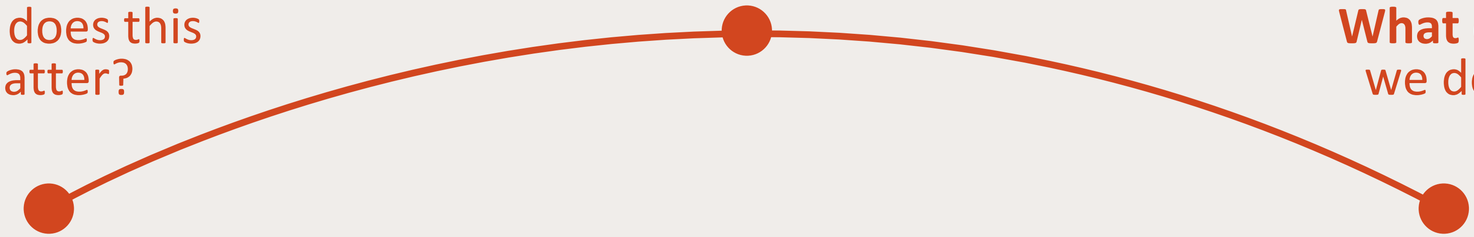
4 ways to tell a new story about health

A powerful story

How does it work?

Why does this matter?

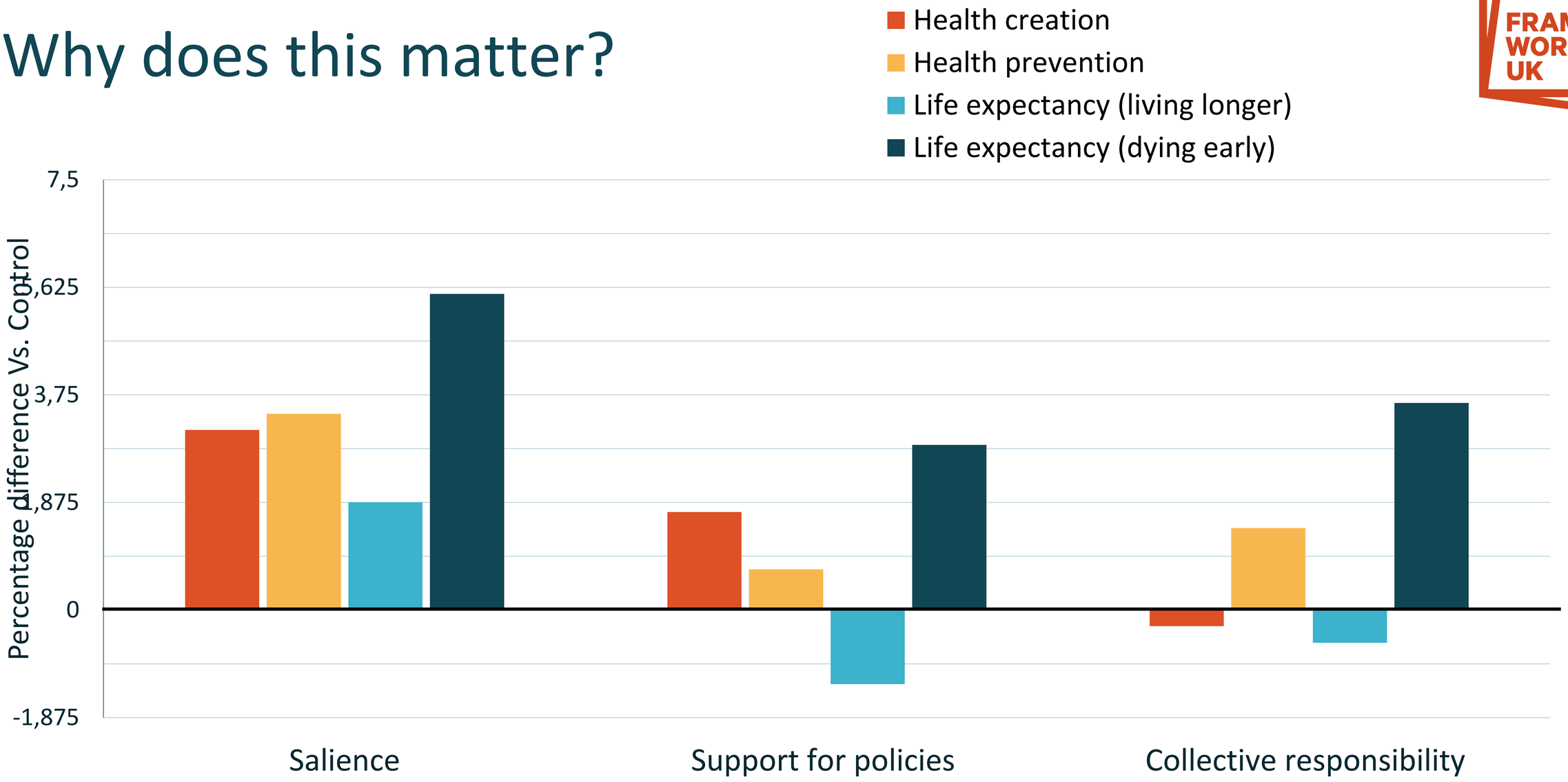
What can we do?



Key recommendation #1

Start with why it matters

Why does this matter?



IPPR @IPPR · Mar 21

In 2023 a baby born in Glasgow will — on average — live to age 76, whereas a baby born in Hampstead, London, will live to 88. The size of this life expectancy gap is entirely preventable #LivesCutShort @health_equals

Aca

Hea

part

expectancy in

Raise the stakes: lead with lives cut short

- Make this a matter of life and death
- People - in some places - are dying earlier than they should
- Once you've established *why* it matters, then explain the causes
- Balance out with solutions and efficacy

Key recommendation #2

Harness the power of explanation

From assertion to explanation

Assertion

“The physical and commercial environments that we live in have profound effects on our health.”

Explanation

“When we live surrounded by fast food outlets, and nearby shops sell limited healthy food - and it’s more expensive - it makes it harder to eat well. This can lead to poorer health.”

How to explain

- Don’t assume knowledge
- Spell out step-by-step how one thing leads to another
- Use plain language
- Use words which explicitly link cause and effect: this **leads** to, this **means**, this **causes**, this **results** in etc

When we don’t explain

- **Cause:** Some children have a poor education.

- **THINK:** People make bad decisions about food and exercise.
- **THINK:** People don’t understand the importance of good nutrition and staying active.

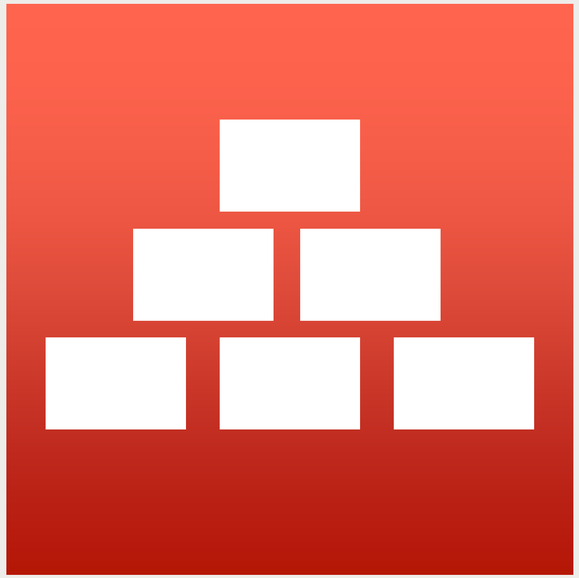
- **Consequence:** This leads to poor health.
- **Solution:** Awareness raising, educational and behaviour change campaigns.

Step-by-step explanation

- **Cause:** Some children have a poor education.

- **Step 1:** Because of this, they are less likely to finish school with good grades - limiting their job prospects and income.
- **Step 2:** A low income means they can only afford cheaper, poor-quality housing.
- **Step 3:** Since people in poor quality housing are more likely to be exposed to damp, mouldy, and cramped conditions.
- **Consequence:** This leads to poor health.
- **Solution:** Improve the quality of education, starting by reducing class sizes and investing in teacher development.

Effective metaphor are translation devices

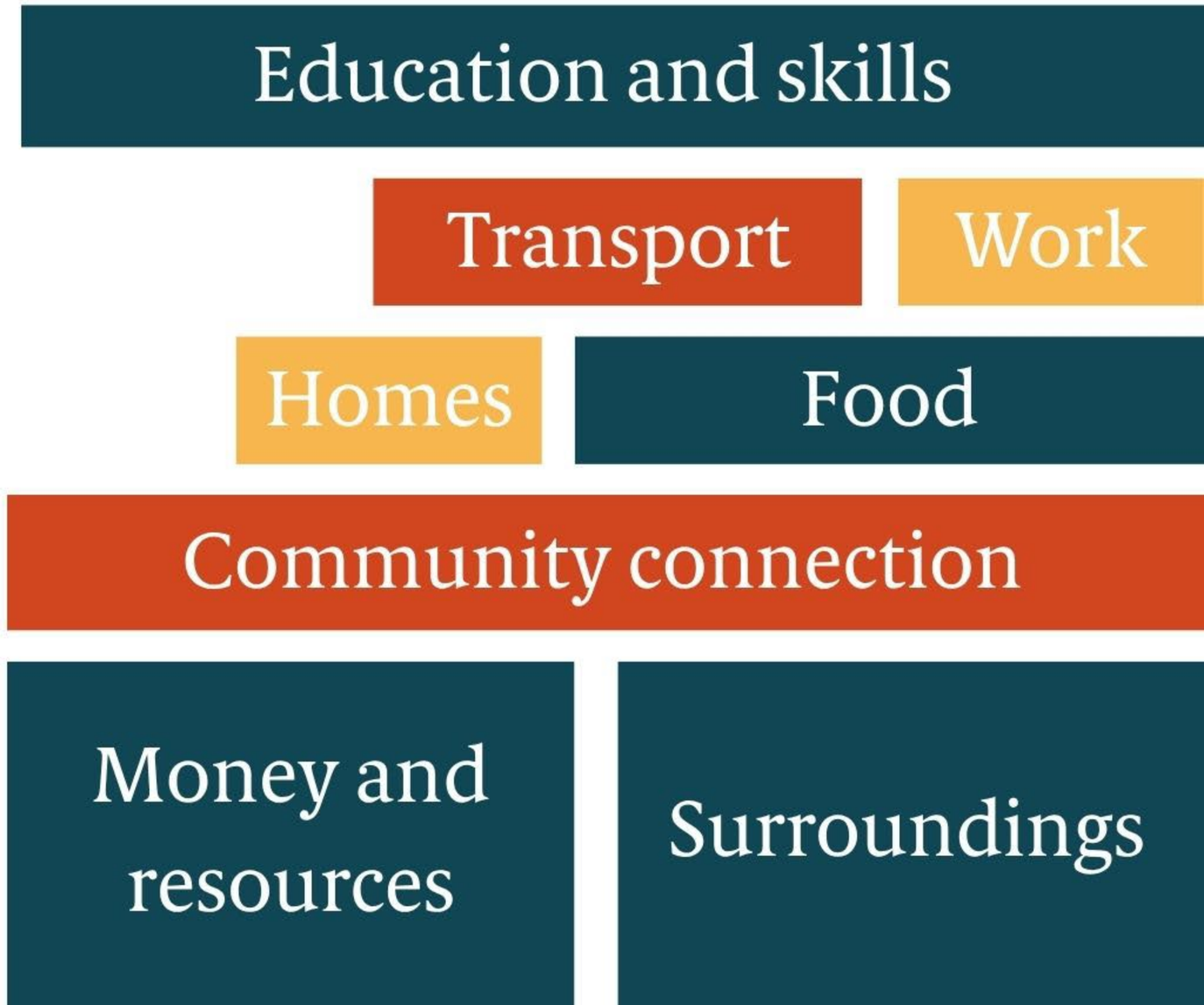


Building blocks

What good health is made up of

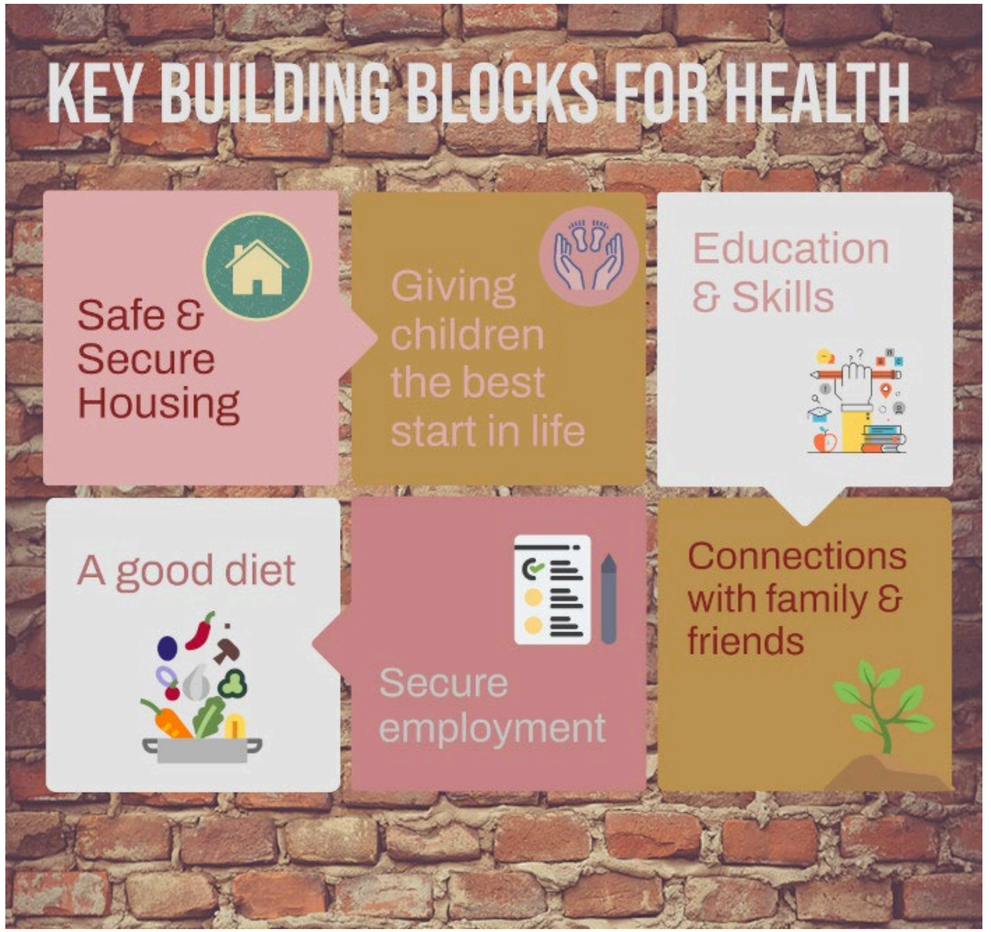
“To create a society where everybody thrives, we need all of the right **building blocks of health** in place: stable jobs, good pay, quality homes and education.

But right now, in too many of our neighbourhoods, **blocks are missing**. It’s time to fix the gaps.”



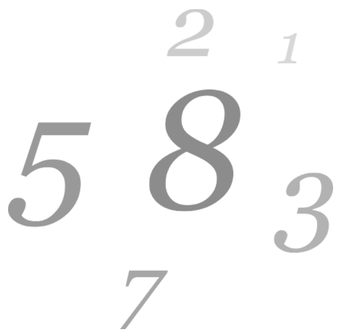
How to use the building blocks of health metaphor

- Compare building a healthy society with constructing a sturdy building
- Each block should be something we all need to be healthy
- Expand the metaphor to describe blocks that are weak of missing

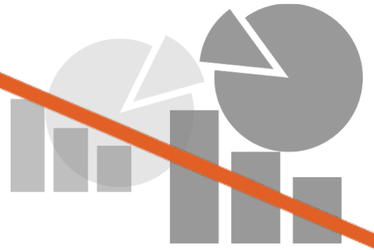


Key recommendation #3

Use data to support your story, not to tell it



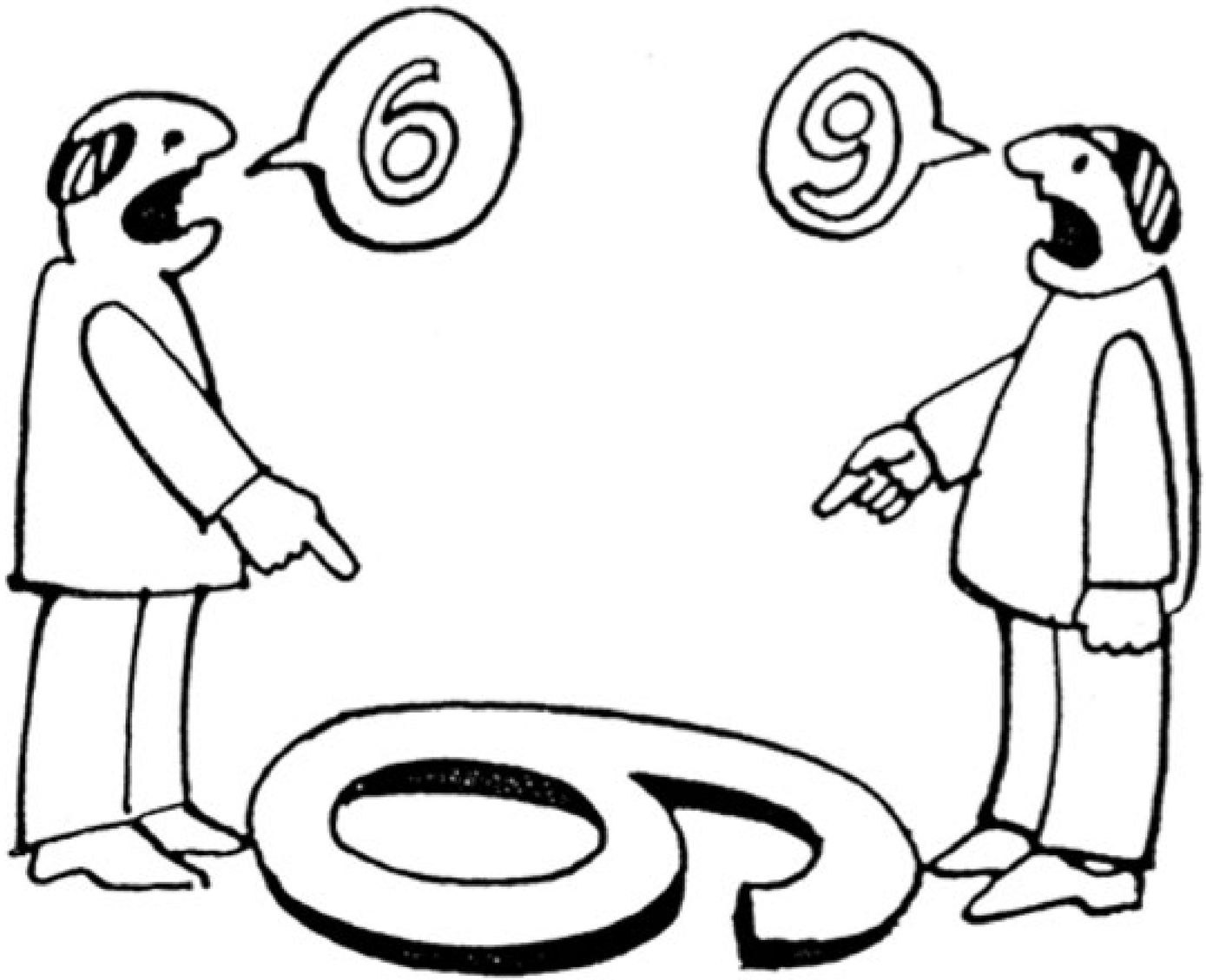
Numerical Data



Charts, Graphs,
Tables,
More Data

More Evidence

Epiphany


6
9

When we don’t explain the data

Nearly 1 in 3 Canadian children (aged 5-17) are classified in the overweight or obesity range.

THINK: neglectful parents aren’t feeding their children properly.

THINK: we need to educate them to do better.

Provide cues to help people understand the data

1. Lead with the story we want to tell
2. Explain what your data is showing
3. Put numbers in context
4. Select data which helps to make context or solutions visible

Lead with the story we want to tell

Before

In 2019, the mean cost of more healthy foods (per 1000 kilocalories) was £7.68, compared to £2.48 for less heathy foods. In 2020 price of healthy foods rose while the price of foods high in salt, sugar and/or fat has remained stable at a lower price point.

After

To improve health, we need to make healthy food more accessible and affordable for everyone. Right now, it costs three times as much to fill up a family with healthy food, compared to less healthy options. And it’s getting worse. But we can change that.

Explain what your data is showing

Before

Compared to their straight peers, twice as many young people who are lesbian, gay, or bisexual have smoked a cigarette before the age of 13.

After

Young people who are LGBTQ+ report high levels of stress from discrimination. The connection between stress and smoking helps to explain why, when compared to straight peers, twice as many LGBTQ+ youth have tried a cigarette before the age of 13.

Put numbers in context

Before

After

Select the most helpful data

From

Over 23% of adults in Quebec are classed as obese.

To

More than half of the residential areas in Montreal are considered food deserts.

These are places where you can’t find affordable, healthy food locally.

Ask: if you took the numbers out, would it still tell your story?

Key recommendation #4

Show change is possible

A quick guessing game:

What unites all of these issues?

CRISIS

Solutions are the difference between changing the system and simply pointing out what’s wrong with it.


Click here to watch the video on YouTube
Que faudrait-il faire pour que la population
du Royaume-Uni soit en meilleure santé?

Solutions and can-do tone

- Talk explicitly about the fact that ***we can* change this**
- **Balance urgency** with solutions
- Give people **concrete solutions** – mention them often and early

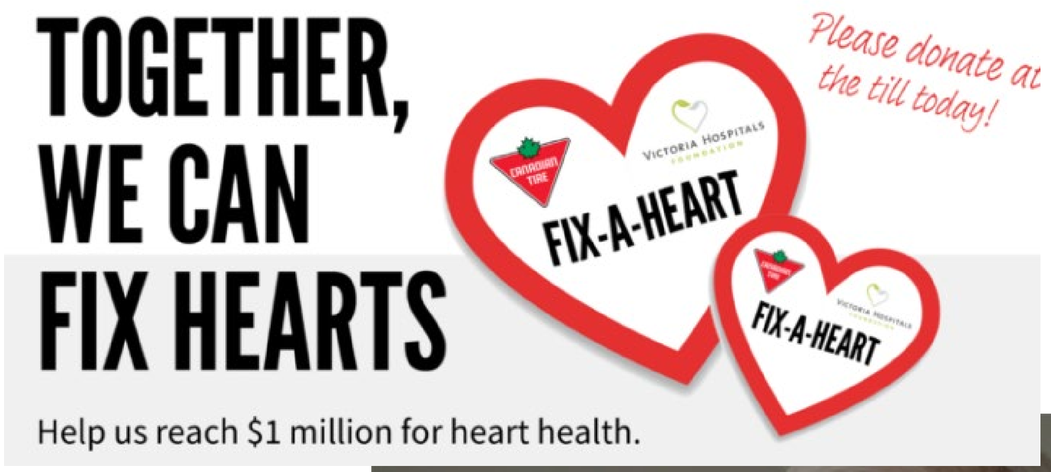
Lead with solutions

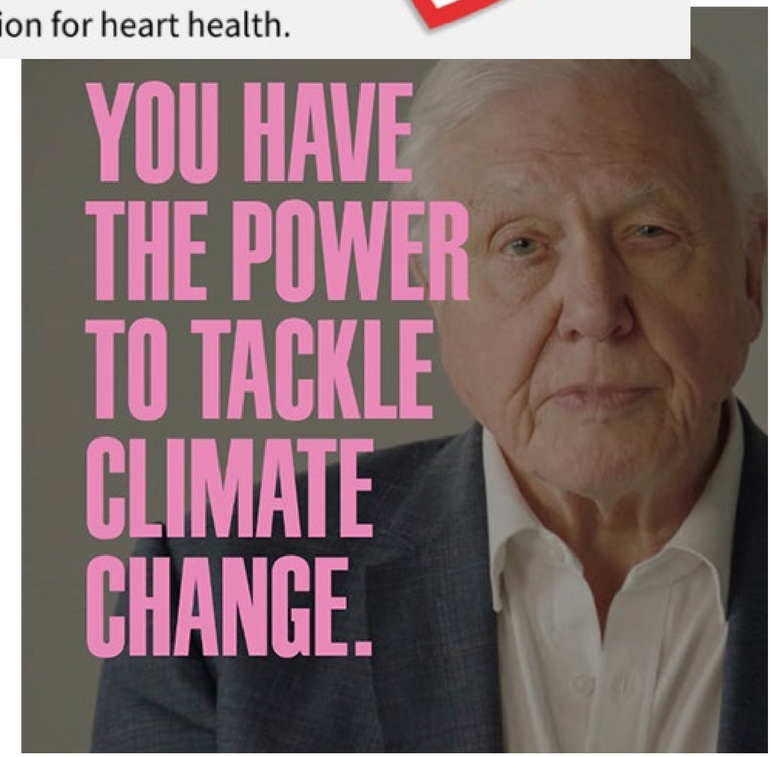
“If employers across Canada commit to paying a living wage, we can make it easier for people to be healthy.

A living wage means that we have what we need to heat our homes, eat healthily, and don’t have to constantly worry about paying the bills.

As a result our bodies produce fewer stress hormones which means lower blood pressure, a stronger immune system and healthier lives.”

Set the tone


TOGETHER,
WE CAN
FIX HEARTS
Please donate at the till today!
VICTORIA HOSPITALS FOUNDATION
CANADIAN TIRE
FIX-A-HEART
FIX-A-HEART
Help us reach $1 million for heart health.


YOU HAVE
THE POWER
TO TACKLE
CLIMATE
CHANGE.


WORLD ECONOMIC FORUM
The old order is not coming back. We should not mourn it.
Nostalgia is not a strategy. But from the fracture, we can build something better, stronger, and more just.
Prime Minister Mark Carney
Jan 20, 2026

Recommendations

1. Start with **why it matters**
2. Harness the power of **explanation**
3. Use **data to support** your story, not to tell it
4. Show **change is possible**

P.S Keep it simple

Keep it simple

- Avoid acronyms and technical terms
- For example, use *Health in all policies*, not HiAP
- Where you do need to use a technical term, *explain* what it means.
- Make it human.
- Focus on one thing well.

How to put the approach into practice

Lessons learned

1. **Collaboration and buy-in**
- Have a plan for engaging interested parties
- Secure buy-in from senior staff and comms colleagues

2. **Dedicated time and resource**
- Have someone lead this work
- Don’t just add onto high workloads
- Shifting culture, ways of working and practice takes time

3. **Sustainability**
- Consider a community of practice
- Embed into businesses usual

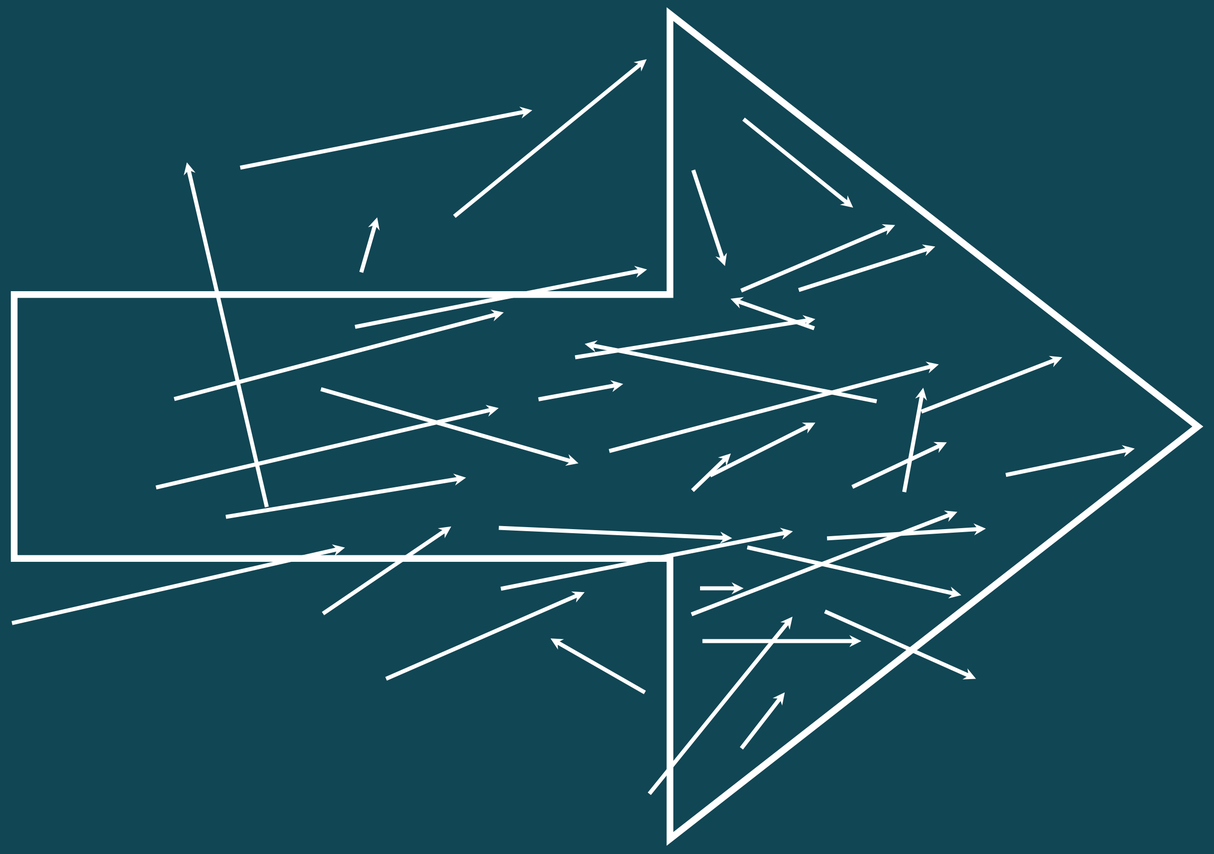
Impact

- Energising a sector
- Changing the story
- Influencing decision-makers
- Shaping policy and practice

“

When I use the framing, I tend to see people more actively drawn into the conversation, almost a bit of a lightbulb moment as people change from an internal thought of "what's this got to do with me?" to "we need to do something about this”.

Dawn Jenkin, Public Health Consultant



Thank you

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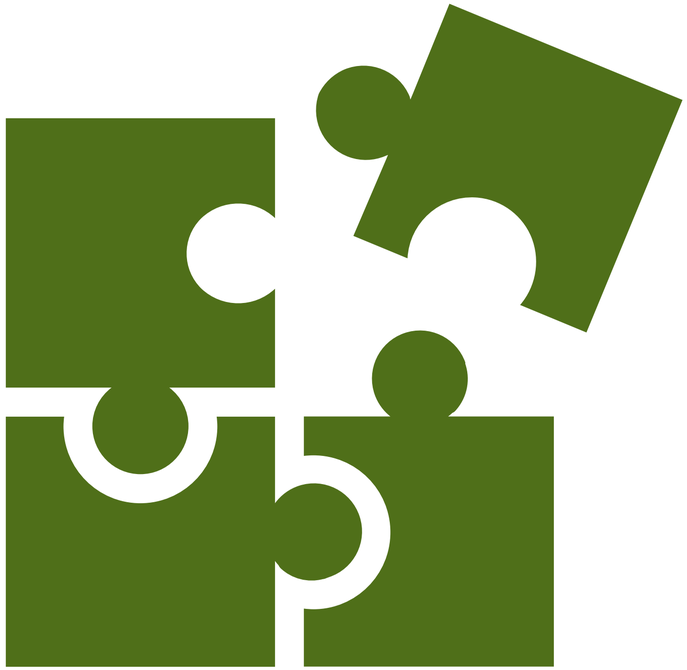
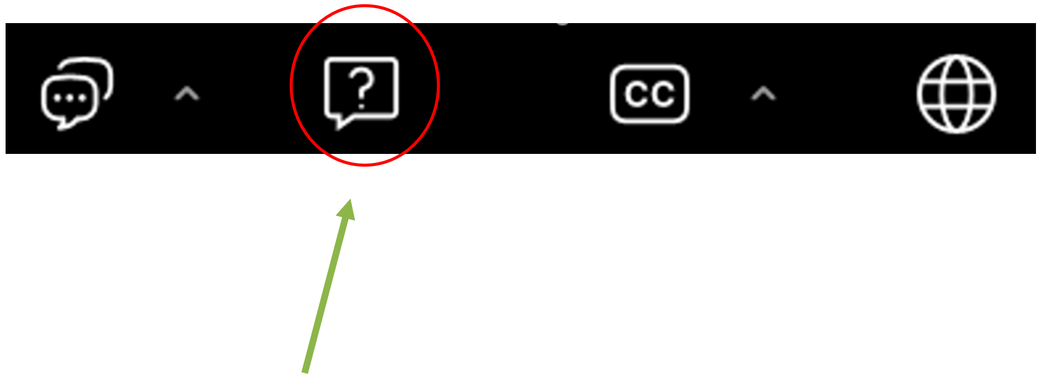
English and French question period





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