

# An invitation

**I owe the guy!**

**Life is a metaphor for what?**

Based on a suggestion from **Dr. Richard Lessard**, we would like you to come and talk about the importance of tools like **deliberation** and framing techniques (how problems can be expressed in moral or **metaphorical terms**) in order to maximize policy impact and, in more practical terms, **organize policy influence**.

In other words, we would like to know more about your **"influence strategies"** and how you structure your discourse to balance the available scientific data, the uncertainties and **other, moral concerns**.

**Whew! I'm glad they only gave me 15 minutes!**

**I'm not sure it's time to talk about this just now...**

# An invitation

The importance of metaphors  
when seeking a balance between  
rigour  
and  
ardour

# Metaphor and public health

*Un Québec fou de ses enfants* (Quebec mad for its children)

## The cautious metaphor

*If I were Premier, I'd invent a responsibility permit that comes with 20 points. If someone does something wrong, they'll lose 1 point, and if they hit a child, they'll lose 5 points. If they don't do anything wrong for a month, they'll get 2 more points, and after 3 months they'll get 5 points. If the person loses their responsibility permit, they'll have to pay \$6 to get a new one.*

*Nancy, 11 years old*

# Metaphor and public health

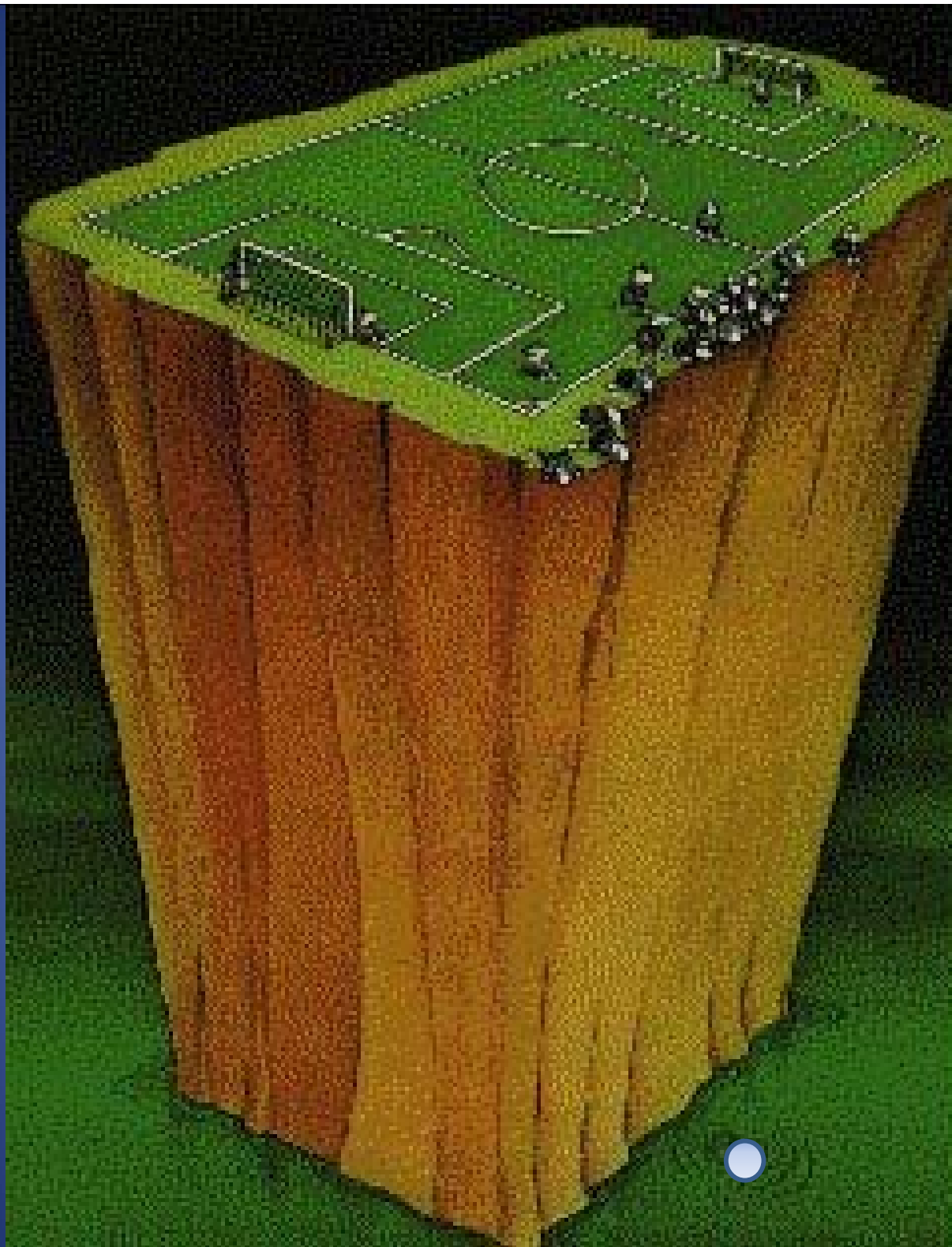
*Un Québec fou de ses enfants* (Quebec mad for its children)

- *The mad love metaphor*
  - *From dejection to infatuation*
  - *Rigour and warmth*
    - *Pictures: the child as engine of its own development*
    - *Studies: Rock solid*
    - *Writings: As if Marthe Hamel was watching me*
- *The investment metaphor*
  - *\$1 invested = \$7.16 in returns*

# Metaphor and public health

## Poverty as risk

- *Metaphors that wash away the guilt*
  - *The ordeal of 1984: More mistreatment in poor families*
  - *A dangerous curve (1991)*
  - *The weather (1998): Holding the Devil by the tail*
  - *Socially toxic environment (1995) and belugas (2002)*



**No drawing  
needed here!**

