

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

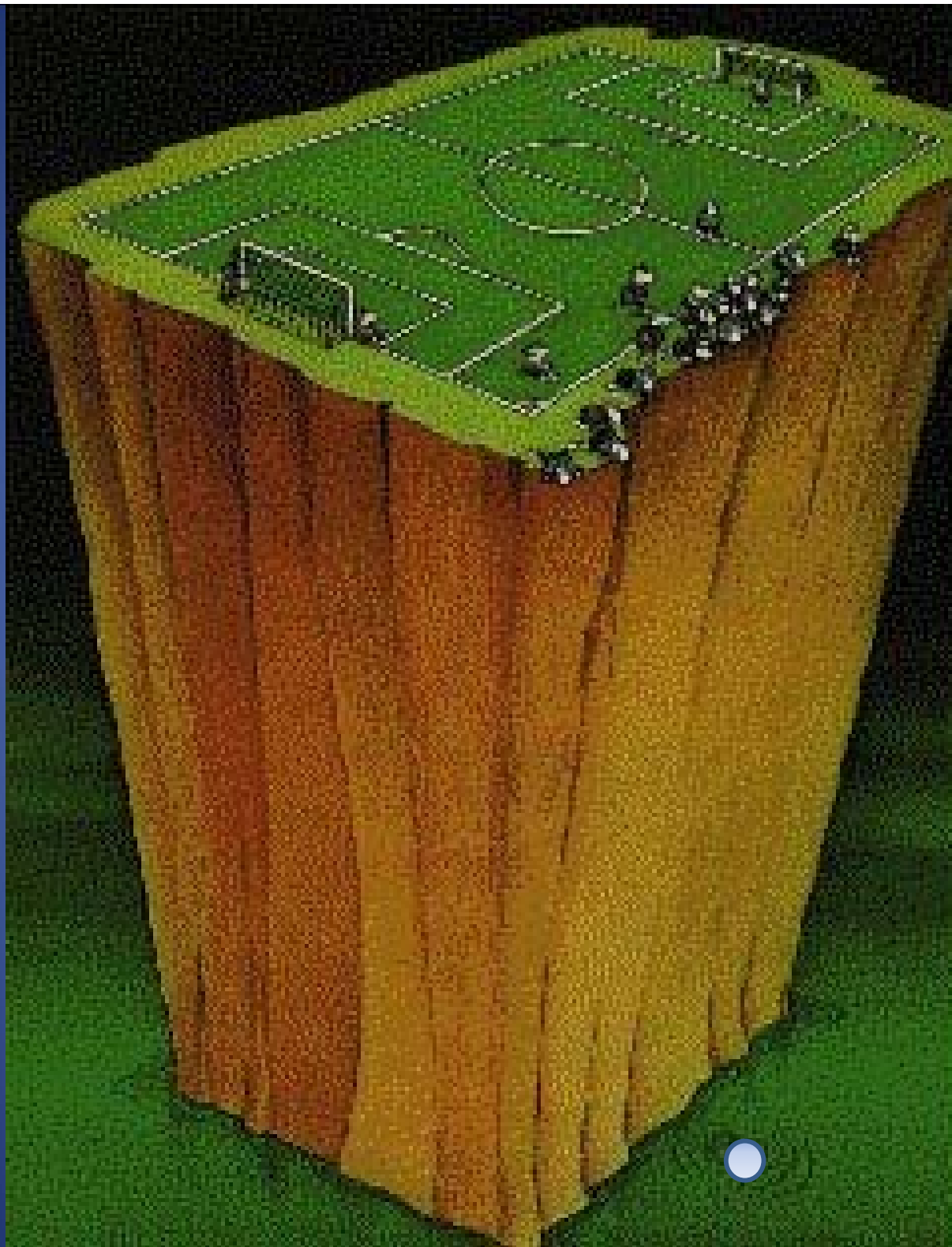
Un Québec fou de ses enfants (Quebec mad for its children)

- *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!**

