

Problem framing: implications for partnerships with not-for-profits

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Québec

Overview

- 1- Context:
Not-for-profits and NCCHPP
- 2- A political process: problem framing
- 3- Implications for partnerships between
HAs and not-for-profit organizations

1- Context

Our mandate and not-for-profits

A one year partnership with 5 not-for-profits

Ongoing or potential partnerships between HAs and not-for-profits to promote healthy public policies

1- Five case studies: public policy influence practices

Not-for-profits in:

community economic development (1); environment (2); housing
(1); urban revitalization (1)



REVITALISATION DES ANCIENS QUARTIERS

2- A political process: problem framing

Not-for-profits struggle equally to impose their definitions of the problems than they do their proposed solutions

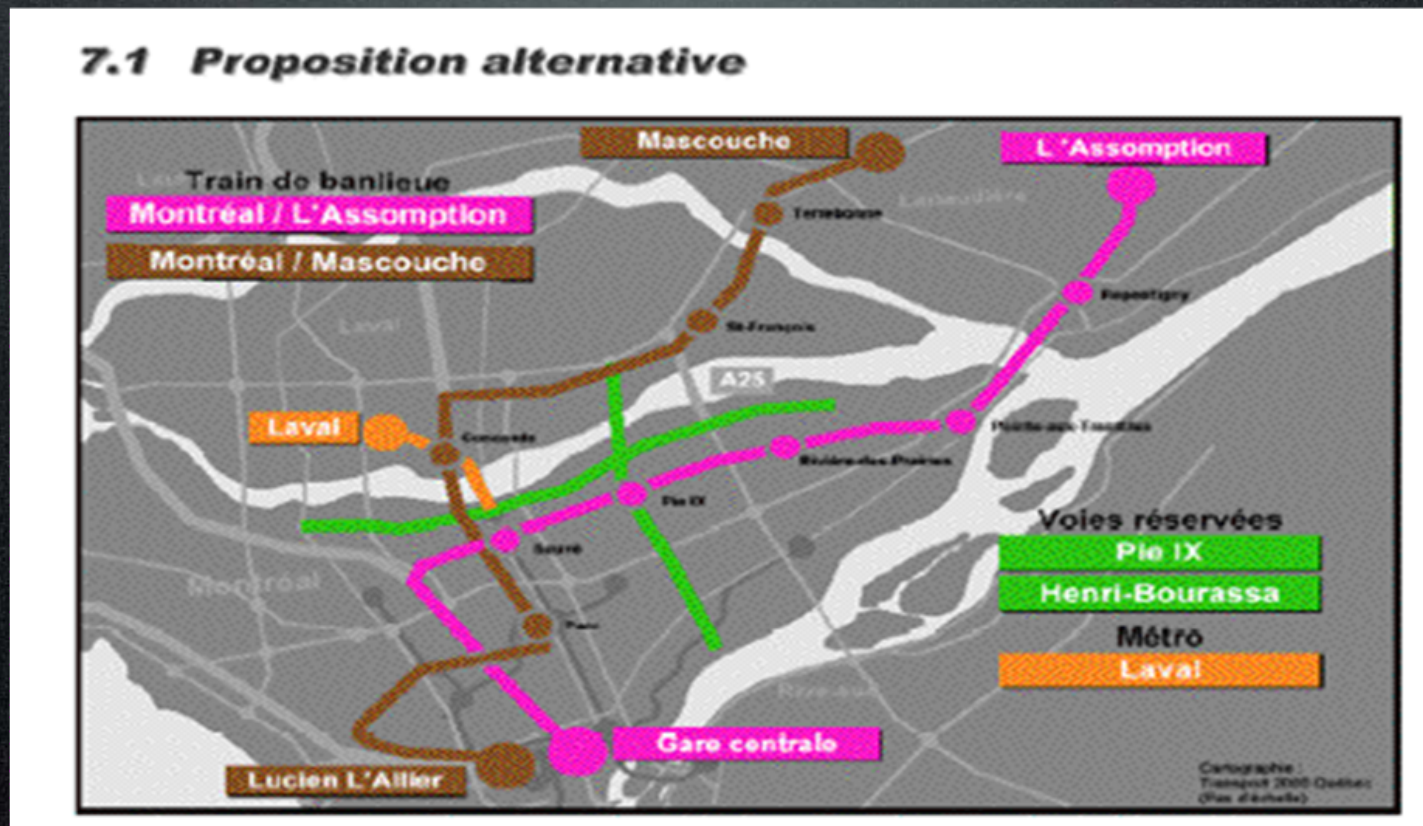
2- Framing the transportation problem in the North East of Montreal

MofT solution:



2- Framing the transportation problem in the North East of Montreal

- Not-for-profit solution



2- Framing the transportation problem in the North East of Montreal

The MofT problem:

LE PARACHÈVEMENT
DE
L'AUTOROUTE 

PR8.1
Prolongement de l'autoroute 25 entre
l'autoroute 440 et le boulevard Henri-
Bourassa par le ministère des Transports
Laval-Montréal 6211-05-080

Laval-Montréal
Un complément essentiel au réseau autoroutier de l'est
de l'agglomération métropolitaine

La situation actuelle :
un axe routier inachevé

Discontinuité autoroutière

- Détours inutiles
- Surutilisation des axes Pie-IX, Papineau, Viau, Henri-Bourassa, autoroutes 40 et 640
- Augmentation de la consommation d'essence et de la pollution
- Hausse du coût du transport des marchandises

Congestion des axes entre Laval et Montréal

- Files d'attente qui s'étendent sur plus de 20 km
- Temps de parcours qui a doublé entre 1989 et 1998

Québec 

2- Framing the transportation problem in the North East of Montreal

The not-for-profit problem:

Les avantages de la proposition alternative sur celle du MTQ sont, à notre avis, évidents :

- En offrant tout simplement une alternative efficace à des gens qui n'en ont actuellement aucune, elle permet une réduction réelle du nombre d'automobilistes circulant actuellement sur le réseau routier. En conséquence, elle permet :
 - une diminution réelle des émissions de gaz à effet de serre
 - une amélioration réelle de la qualité de l'air à Montréal en général et dans l'est de Montréal en particulier

2- Problem framing: definition

- «In our use of the term, framing is a way of **selecting, organizing, interpreting, and making sense of a complex reality** to provide **guideposts for knowing, analyzing, persuading and acting**. A frame is a perspective from which an amorphous, ill-defined, problematic situation can be made sense of and acted upon.»
(Rein, M., Schon, D., 1993, p.146)

3 – Partnership implications

- 1 – Recurrent difficulty of sharing non bio-medical frames to conceive of health problems

Spreading the News: Social Determinants of Health Reportage in Canadian Daily Newspapers

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Simon Fraser University

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Abstract: As part of a research program called CHAMP (Canadian Health and Media Project) devoted to examining health literacy in Canadian daily newspapers, and operating from a theoretical framework that posits journalism as a practice of representation, this article is based on a series of formal interviews with English-language and French-language health reporters. The interviews sought answers to three central questions about health reportage: how do journalists demarcate such a vast topic as health? where do they find their stories? and to what extent are they familiar with research into the social determinants of health? It concludes that in spite of their dependence upon published scholarly research as a source of news stories, Canadian health reporters overemphasize the roles of the health care system and personal health habits in the production of Canadians' health, and they underemphasize the role of social determinants.

Keywords: Population health; Social determinants of health; health journalism

3 - Partnership implications

- 2 - Requires an assessment of how not-for-profits frame problems
 - Populations
 - Inequalities
 - Determinants