What is narrative change?
What is narrative?
“Narrative is everywhere and it’s nowhere.”
Communications & Messaging

- Short term
- Surface level
- *Focus on behavior change*
Narrative Change

- Long term
- Deep and systematic
- *Focus on motivations and norms*
The Face of Poverty Changes
and Americans are less sympathetic.

Percentage of black faces used to depict poverty

Actual black poverty rates.
SPECIAL REPORT

MARIJUANA IN AMERICA
SPECIAL REPORT

MARIJUANA IN AMERICA
pretty fucking hard to quit smoking when they put encouraging messages like this

Marlboro
Smoking kills

❤️ 1,598 likes