

**What is
narrative
change?**



**What is
narrative?**



**“Narrative is
everywhere and
it’s nowhere.”**

Communications & Messaging

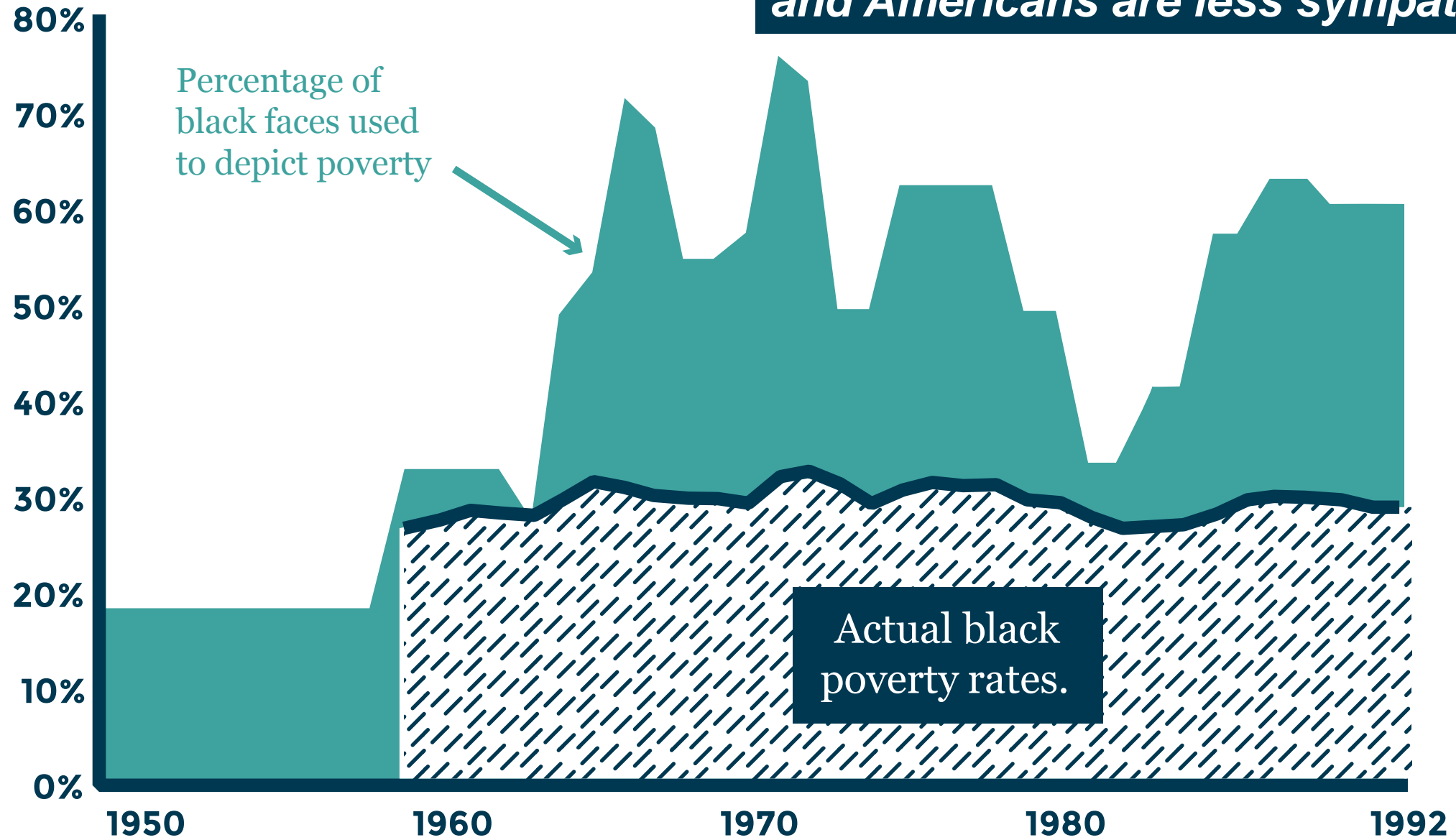
- Short term
- Surface level
- *Focus on behavior change*

Narrative Change

- Long term
- Deep and systematic
- *Focus on motivations and norms*

The Face of Poverty Changes

and Americans are less sympathetic.





SPECIAL REPORT



MARIJUANA IN AMERICA



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The Narrative Initiative

Jee Kim, Executive Director



tuva



donny.drama



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



♥ 1,598 likes