

Mental Health in Schools

Cheryl Vince Whitman, Senior Vice President
Education Development Center, Inc. EDC
Vice President, International Alliance of Child and
Adolescent Mental Health and Schools

Oslo, Norway 2006

Our Challenge:



Convince *decision makers* to take actions that invest in and strengthen school health programmes

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Principles of Persuasion

- What factors cause one person to say “Yes” to another person?
- What techniques produce this result?

“Gravity Curves Space”

–Einstein

- Influence works like gravity: It doesn't actually *touch* others. You can't force people to think or act a certain way.
- Instead, your ideas and knowledge can shape the environment of their thinking.

From *Communications Briefings, 101 Ways to Influence People on the Job* (Briefings Publishing Group, 1998)

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Six Principles of Persuasion

(Meeting Audience Self-Interest)

1. Commitment and Consistency
2. Social Proof
3. Scarcity
4. Reciprocation (Give and Take)
5. Authority
6. Liking the Person Who Is Persuading You

Each of these principles makes a person want to say “Yes” to another person

From *Influence: The Psychology of Persuasion*, by Robert B. Cialdini, (New York: William Morrow, 1993)

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1. Commitment and Consistency



- Once people commit, they tend to behave consistently with that commitment.
- Even small acts gain commitment.
- A written statement helps secure commitment.

2. Social Proof



People often use information about how others behave to decide what they do.

3. Scarcity

“The way to love anything is to realize it might be lost.” –G.K. Chesterton

- Is this opportunity available only once?
- If I don't act now, will I lose this chance?

4. Reciprocation (Give and Take)



- People usually try to repay, in kind, what another has given.
- How do societies tend to treat people who don't return favors?

5. Authority



People with titles and significant knowledge can exert a lot of influence.

6. Liking



We prefer to say “Yes” to requests from people we know or like.

The
TIPPING POINT


*How Little Things Can
Make a Big Difference*



MALCOLM
GLADWELL

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Tipping Point – Social Epidemics



- ***Law of the Few***—change is driven by small numbers of exceptional people
- ***Making an Idea Stick***- power of a memorable idea
- ***Power of Context***—the surrounding community supports these people's beliefs and decisions

How might these principles apply to your experience with making a case to support School Health Programmes?

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Communication Strategies: 3 Essential Components:



The Presenter Needs To Be . . .



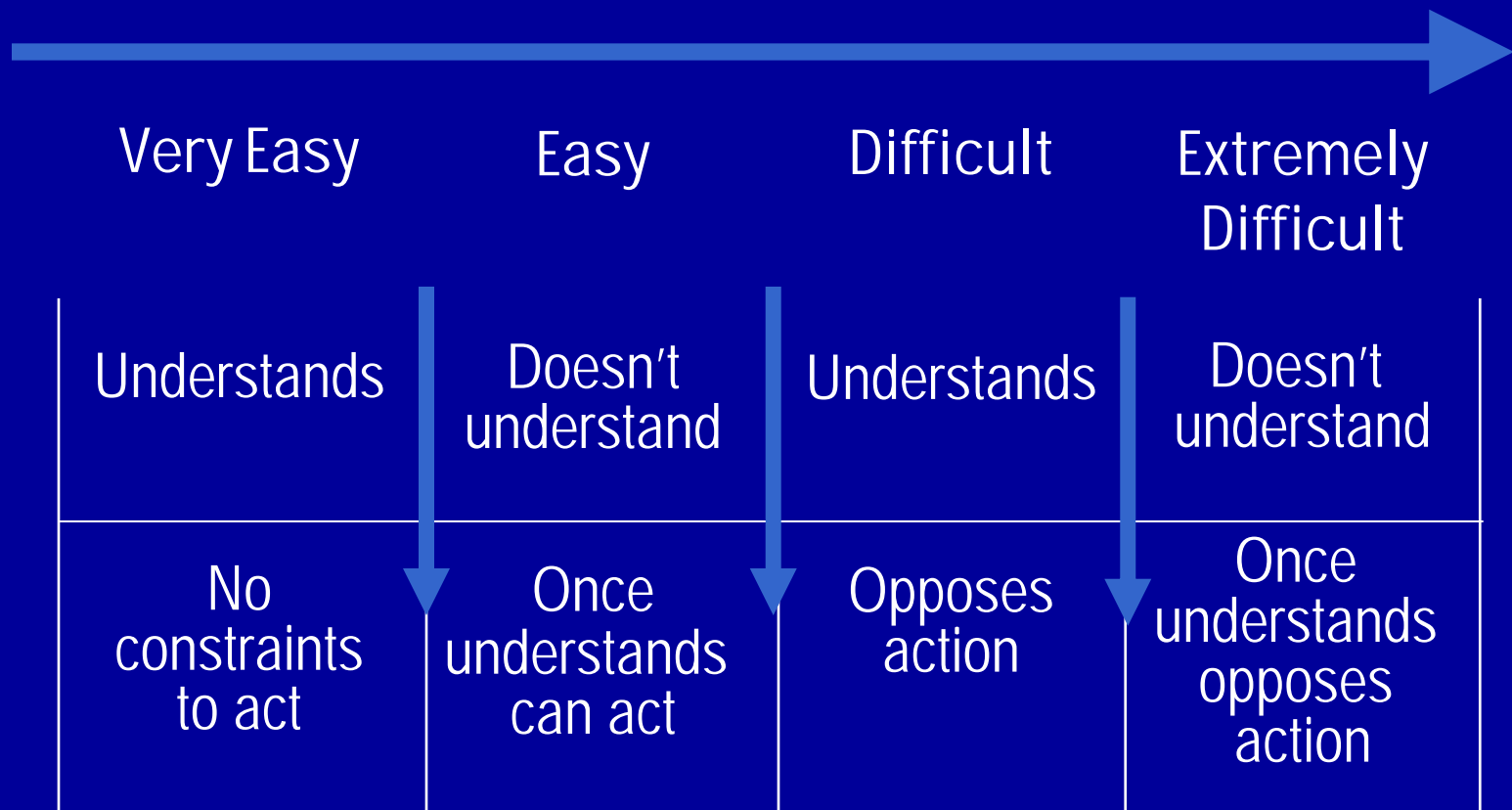
- Attentive to the audience's needs
- Trustworthy
- Confident
- Clear

Assess Your Audience



- Does your audience **understand the issue?**
- Can your audience **do something about it?**

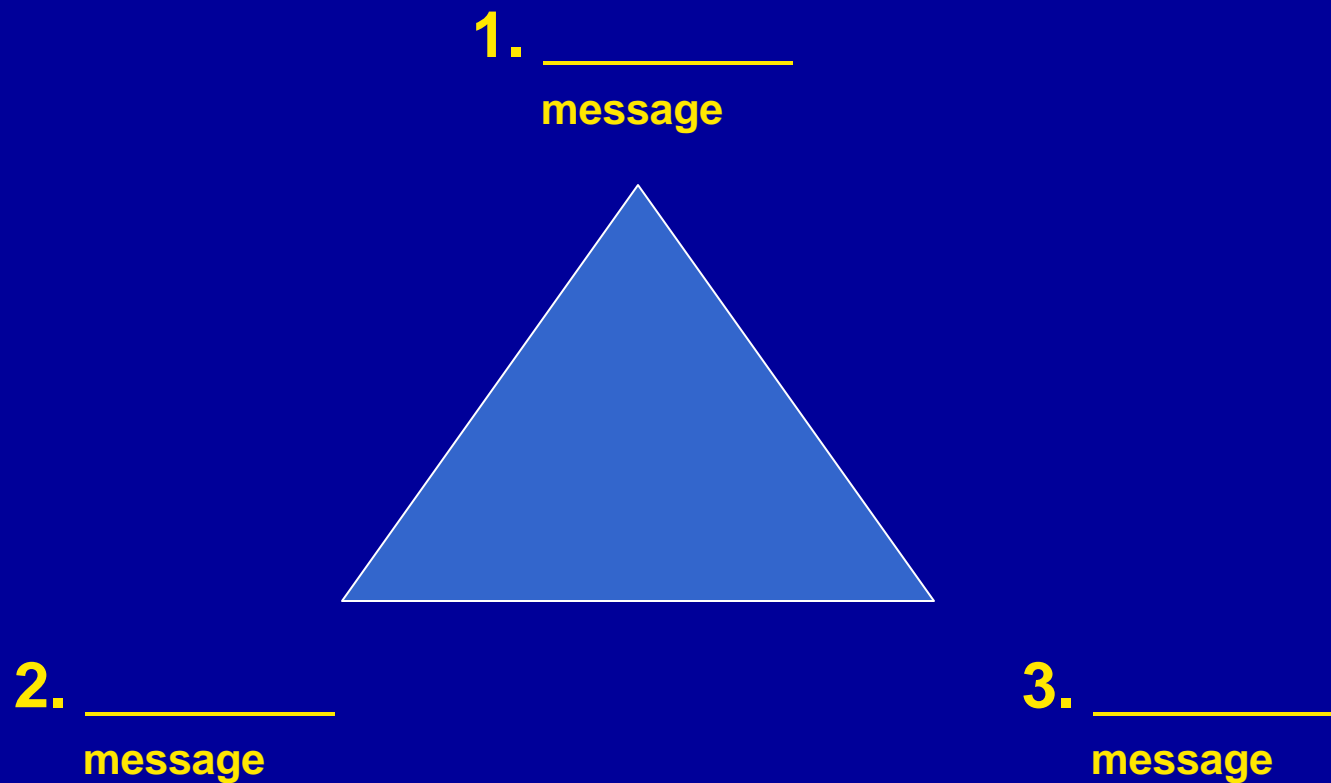
How easy is it to influence your audience?



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Message Triangle:

3 key points and the action you want your audience to take



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Effective Messages ...

- Are simple
- Balance facts with emotion & human stories
- Avoid jargon & complex data
- Use specific examples
- Use vivid language and images the audience can easily imagine
- Use analogies, metaphors, or one-liners

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Imagine...



- You enter the elevator and find your minister of education, or another important person, who can advance your school health programme.
- In the short ride to the 10th floor, what will you say to encourage this person to take a specific action to support school health?

Assess Your Audience:

What are his or her major self-interests?

1.

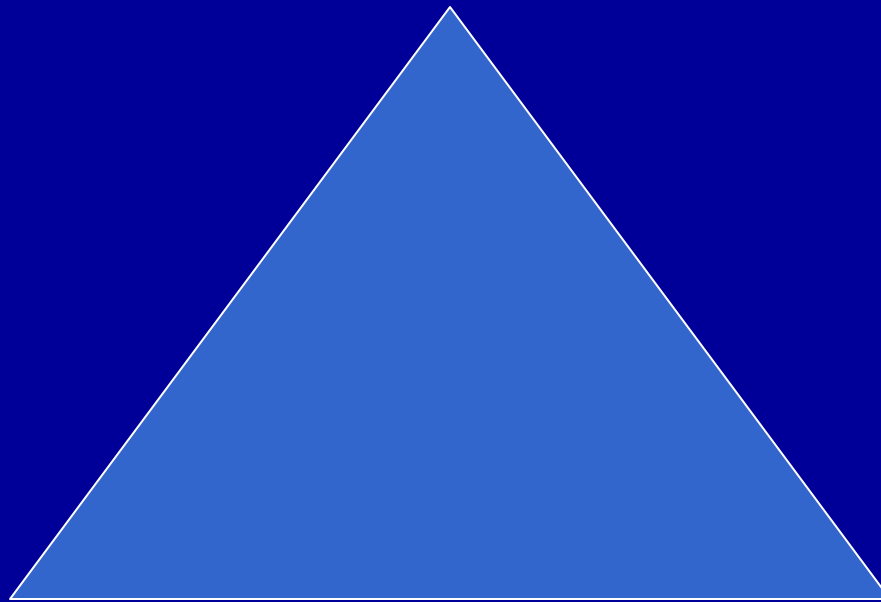
2.

3.

Plan Your Message:

What action do you want the person to take in support of school health?

1. What action? _____



2. Why? _____

3. What benefits? _____

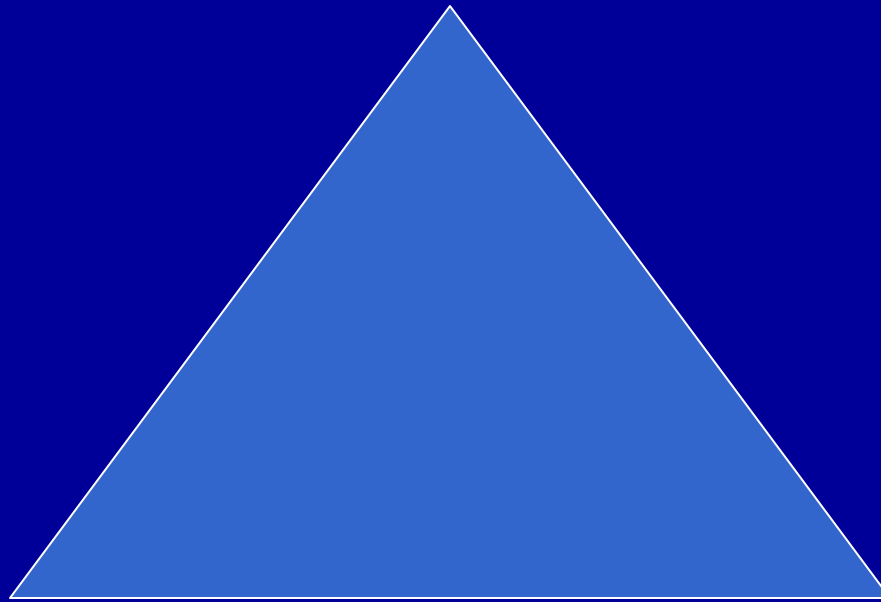
How easy or difficult will it be to influence your audience?

Very Easy	Easy	Difficult	Extremely Difficult
Understands	Doesn't understand	Understands	Doesn't understand
No constraints to act	Once understands can act	Opposes action	Once understands opposes action

Pick a box and write in it what the decision maker knows and why that person might oppose action.

What will your 3 key points be?

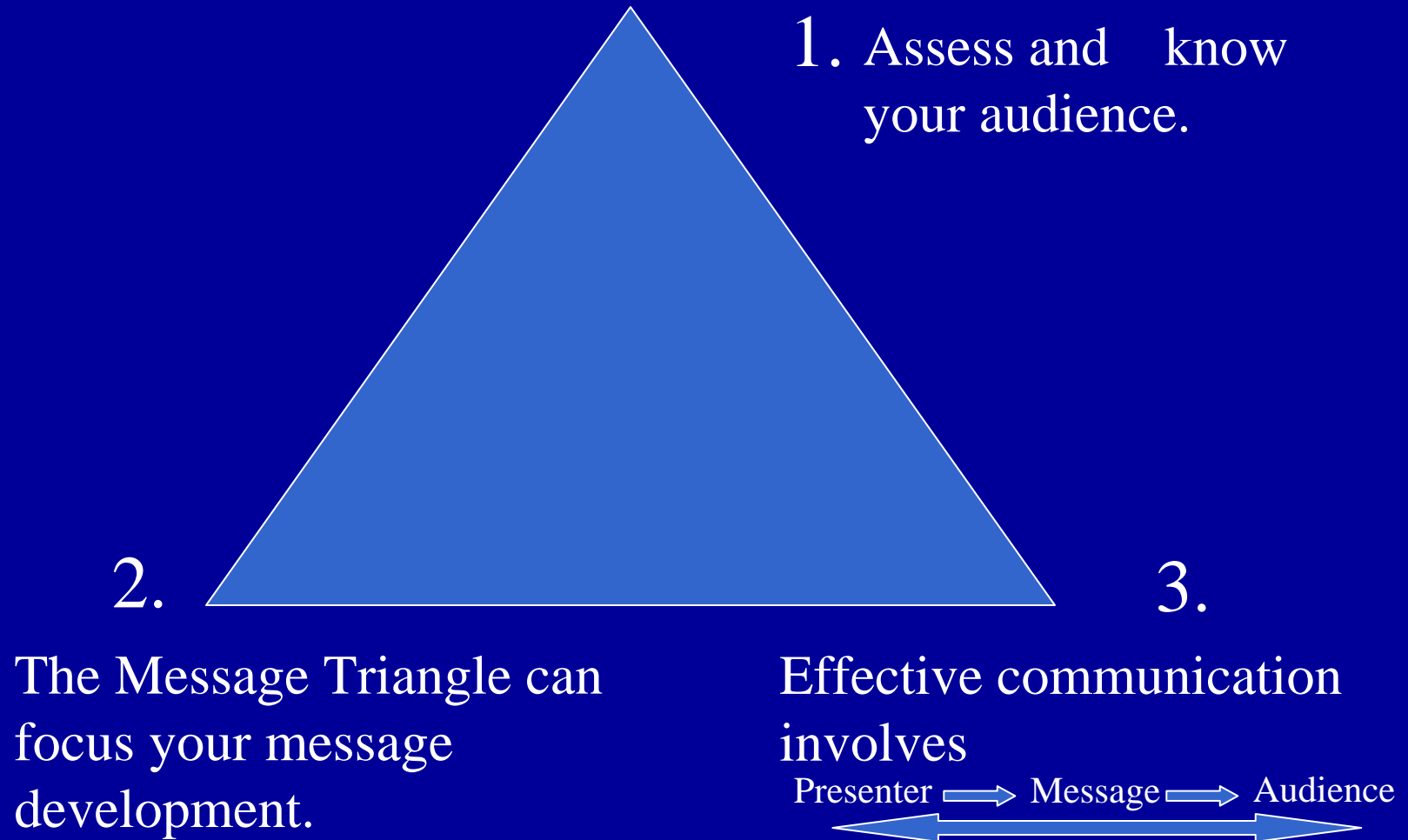
1. What action? _____



2. Why? _____

3. What benefits? _____

In Summary, the Three Messages of Making a Case



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