

**Narrative change workshops:**  
**How to create messages that build support for human rights issues**

Led by Israel Butler  
28<sup>th</sup> & 29<sup>th</sup> June 2021

**About the workshops**

In these workshops, participants will learn how to create messages that persuade and mobilise their audiences to support the protection and promotion of human rights. The trainer will introduce participants to a form of communicating known as values-based framing. Values-based framing is based on decades of academic research from social psychology, neuroscience and cognitive linguistics. This method of communicating has been applied with successful results to campaigns promoting various social justice, equality and civil liberties causes. Through interactive sessions, participants will learn how their choice of language influences their audience's opinions, as well as how to construct their own persuasive narratives and which of their existing messaging practices are counterproductive. Participants will also have the chance to have their communications materials reviewed, and to develop narratives for use in their own work with guidance from the trainer.

**About your trainer**



Israel Butler is head of advocacy at the Civil Liberties Union for Europe. Israel has been researching values-based framing since 2015 and running workshops for the human rights sector since 2018. Before this, his main focus was legal and policy analysis and advocacy towards the EU to promote human rights in EU member countries. He has previously worked as a senior policy analyst at the Open Society European Policy Institute, and a legal researcher and speech writer at the European Union Agency for Fundamental Rights. Israel has a PhD in international law and human rights and began his career researching and lecturing on EU and human rights law. He has

published two books, numerous policy papers, peer-reviewed articles and opinion pieces in EU-focused media outlets.

## **Agenda**

### *Workshop 1 - Values and frames: 28<sup>th</sup> June 11.00 – 12.30*

In this workshop we'll cover:

- how our attitudes on social & political issues depend on the values we prioritise in our subconscious,
- how we can activate these values through the way we frame our messages,
- how authoritarian political movements use framing,
- practice of frame analysis so you can start to see how different ways of framing the same message affect how persuasive we are to different audiences.

### *Workshop 2 – How to construct your narrative: 28<sup>th</sup> June 14.00 – 15.30*

In this workshop we'll look at:

- some of the potential pitfalls in the way our sector currently communicates, such as myth-busting.
- the ingredients that go into making an effective narrative,
- how to use values statements, explanatory models & metaphors to get across what you're promoting, what the problem is and the solution you're calling for.

### *Workshop 3 – Turning your narrative into messages: 29<sup>th</sup> June 11.00 – 12.30*

In this workshop we'll look at some of the tools you might use to convert your frame into a communications product:

- how to talk about statistics,
- what tone to use,
- how to integrate storytelling,
- how to pick a messenger who is effective,
- how images can help or hinder your message.

### *Workshops 4 – Working session to begin developing narratives: 29<sup>th</sup> June 14.00 – 15.30*

In this workshop participants will break into groups to practice developing narratives with guidance and feedback from the trainer.

## **Preparation**

If participants would like to do some preparation beforehand, here are some materials:

Anat Shenker-Osorio's podcast: <https://wordstowinby-pod.com/>

George Lakoff's podcast: <https://framelab.us/podcast/>

George Lakoff's book: '[Don't think of an elephant](#)'

[The Common Cause handbook](#) or [Building Bridges](#)