THREE STRATEGIES TO OVERCOME POLARIZATION

HOW WE FRAME ISSUES CAN BUILD COMMON GROUND, WHICH IS ALL TOO RARE

SOURCES OF POLARIZATION
- EXTREME POLITICAL RHETORIC
- COVID-19
- SYSTEMATIC AND STRUCTURAL RACISM
- NO POLITICAL MIDDLE GROUND
- ECONOMIC IMPACT/JOB LOSSES
- IMPACT OF PANDEMIC ON COMMUNITIES OF COLOR
- POLICYMAKING GRIDLOCK

AMPLIFIED BY

HOW CAN WE MOVE BEYOND DIVISIVE RHETORIC?

USE COMMON-GOOD VALUES
- EVERYONE IS ANXIOUS AND SCARED. POSITION SAFEGUARDING OUR PHYSICAL AND ECONOMIC WELL-BEING AS IN EVERYONE'S INTEREST.
- FOCUS CONVERSATIONS ON WHAT ALL AMERICANS NEED.
- AVOID HARMFUL STEREOTYPES AND GENERALIZATIONS.

USE METAPHORS CAREFULLY
- POORLY CHOSEN METAPHORS CAN CREATE CONFUSION AND LEAD TO WRONG ACTIONS.
- WE DON'T COMPARE COVID-19 WITH HEART DISEASE, DROWNING, AND MOTOR VEHICLE ACCIDENTS.
- COVID-19 IS MORE LIKE A FOREST FIRE. ONLY QUICK AND DECISIVE ACTIONS CAN KEEP IT FROM SPREADING.

EMBRACE THE UNIQUE ROLE OF GOVERNMENT—BUT HOLD IT ACCOUNTABLE
- WE NEED GOVERNMENT TO TAKE ACTIONS THAT BENEFIT EVERYONE.
- AGENCIES AND OFFICIALS AT ALL LEVELS SHOULD BE HELD ACCOUNTABLE.
- GOVERNMENT CAN EFFICIENTLY AND EFFECTIVELY SET AND ENFORCE RULES THAT KEEP US SAFE AND WELL.
- POLICIES ARE IMPORTANT TOOLS FOR ECONOMIC RECOVERY.