

HOW TO EMPOWER YOUR AUDIENCE

DataHarvest Conference 2020

Nina Fasciaux, Manager in Europe, SJN

@soljournno #TheWholeStory

SOLUTIONS
JOURNALISM
NETWORK



**Why do people avoid
the news ?**

UK

58%

Avoid the news because it can
have a negative effect on their
mood

40%

Avoid the news because they
feel helpless about it

WORLDWIDE

39% say
media often take a
too negative view
of events


“I dare you to look through the titles on the Metro newspaper. I guarantee every page and headline has a negative word embedded in it.”

“I have to cut down on news consumption because...it had a major negative impact on my general mood and overall mental health. I still haven’t found a way that works.”

“Energetically, the news is salacious and draining, so I protect myself from the fear factory as much as possible.”

“No one should ever feel helpless to change events.”

“I quit news 10 years ago because I felt frustrated with all the bad things happening around me and realized that I couldn’t do anything about it except feel helpless. Prior to that, I used to avidly read newspapers, at least one hour a day.”

A large, stylized letter 'J' graphic on the left side of the slide. The 'J' is composed of a red outline and a dark gray fill. It is positioned vertically, with the top of the 'J' extending towards the top of the slide and the bottom of the 'J' extending towards the bottom.

WHAT IS SOLUTIONS JOURNALISM

Solutions journalism is

**rigorous,
evidence-based
reporting on
responses to social
problems**

IT'S SOLUTIONS JOURNALISM IF IT...

Features not just a person, but a **response** to a problem and **how** it happened

Provides available **evidence** of results, looking at **effectiveness** — not just intentions

Seeks to provide **insights (lessons learned/replicable model)** that can help others respond, too — not just inspiration

Discusses **limitations** and avoids reading like a **puff piece**

REPORTS
ON
SOLUTIONS
JOURNALISM

NOT HERO WORSHIP



Mommy Milk Factory // 60 Second Docs



60 Second Docs

INSTEAD, use characters to talk
about systemic change



**Human Milk Banking: The
Surprisingly Simple Way to Save
Babies' Lives**

NOT A THEORY

BROOKINGS



REPORT

Using the Media to Promote Adolescent Well-Being

Elisabeth Hirschhorn Donahue, Marisa Nightingale, and Ron Haskins · Thursday, April 10, 2008



DOWNLOAD

Download

Adolescent media use has exploded. Parents are worried that teens are drowning in messages about sex, smoking, drinking, consumer goods, and a host of other behaviors and products that threaten their health and well-being. This brief advocates fighting fire with fire by creative use of media to provide youth with positive messages that counteract the negative and potentially damaging messages to which they are so frequently exposed.

INSTEAD, something that's
already in process

Menu

The CHRISTIAN SCIENCE
MONITOR

Subscri

WORLD > EUROPE | FOCUS

Iceland has largely kicked teen drinking. What can it teach other countries?

A PATH TO PROGRESS In the last two decades, Icelandic teens have embraced sobriety under a program that asks families and communities to rethink adolescent freedoms. Some are trying to export this model to Europe and the US.



J.

NOT A MAGIC BULLET

Joy That Lasts, on the Poorest of Playgrounds

By KEN BELSON NOV. 8, 2012



The One World Futbol stays inflated, even when used on concrete in El Salvador. Nicholas Hammond

*SOMETIMES a soccer ball is more than just a ball.
Sometimes, it's a lifesaver.*

INSTEAD, tone down the rhetoric

EMERGING TECH

How do you make an indestructible soccer ball? You start with Crocs ...



Soccer is the sport of the masses. It's just as easily played in modern temples to the game like Arsenal's Emirates London, where the knockout stages of the fabled Champions League began this week, as it is on the hardscrabble streets of Marseille,

It is not about ...

A new grant or funding?

Proposed legislation?

A task force?

An exciting coalition?

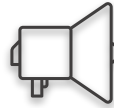
How SoJo Engages Communities

HAVING THEM DEFINE THE PROBLEM THEY FACE



Ask your audience

What is the most pressing issue for your community ?



Let them define the problem

And help you identify possible solutions



Discuss the solutions

Could this work in your community ?


Solutions, not just stories: how Mediacités worked with its readers to explore what life could look like after COVID-19

This member-funded French local news site asked its audience how it should report on the pandemic and attracted 20% more paying readers in the process.



Tara Kelly [Follow](#)
Jun 4 · 9 min read ★



A large, stylized letter 'J' graphic on the left side of the slide. The 'J' is composed of a dark grey shape and a bright orange shape, creating a high-contrast visual element.

HOW TO DO SOLUTIONS JOURNALISM

Solutions journalism happens when
reporters regularly ask their sources

Who's doing it better?

And regularly ask themselves;

**Is there a possible solutions
angle to this story?**

Positive Deviants

❖ **Outliers** – in a good way!



Positive Deviants

- ❖ **Outliers** – in a good way!
- ❖ Novel approaches to problems, with a **solid, evidence-based** record of success

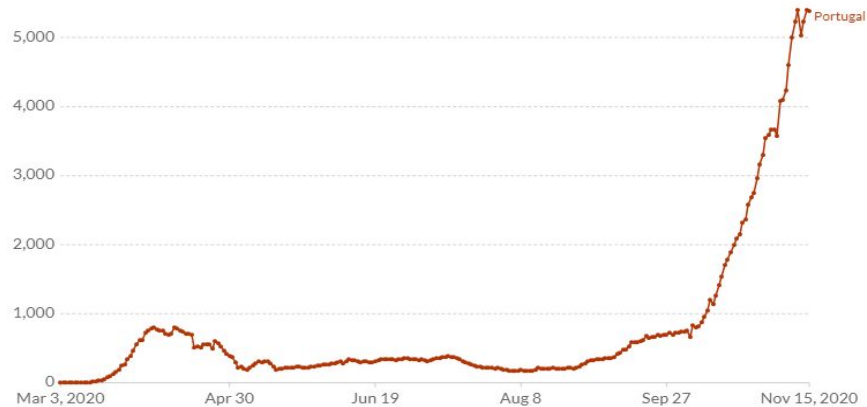


Positive Deviants

- ❖ **Outliers** – in a good way!
- ❖ Novel approaches to problems, with a **solid, evidence-based** record of success
- ❖ Help you answer **the question**:

**Who's
Doing It
Better?**

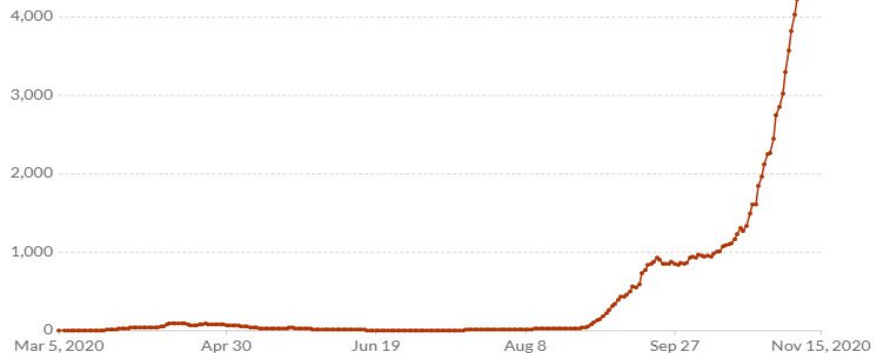
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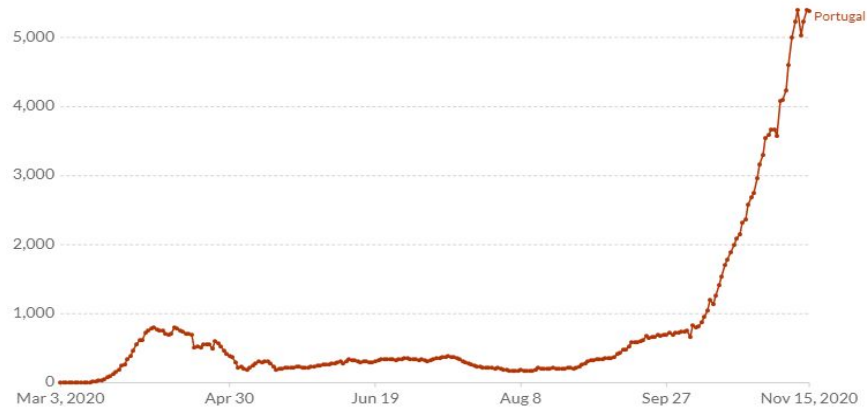
Italy



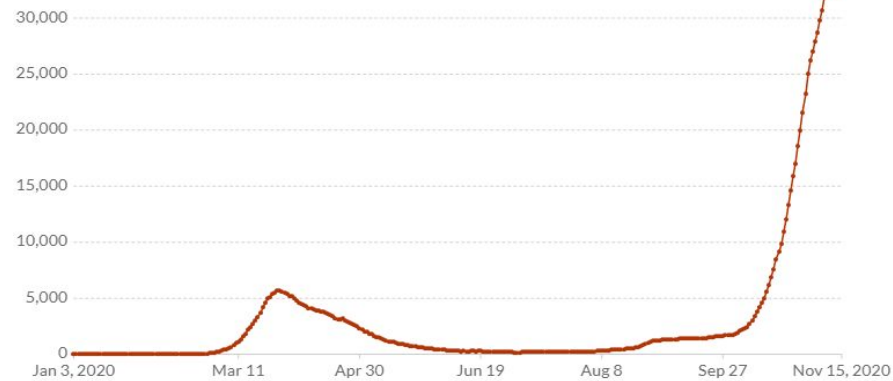
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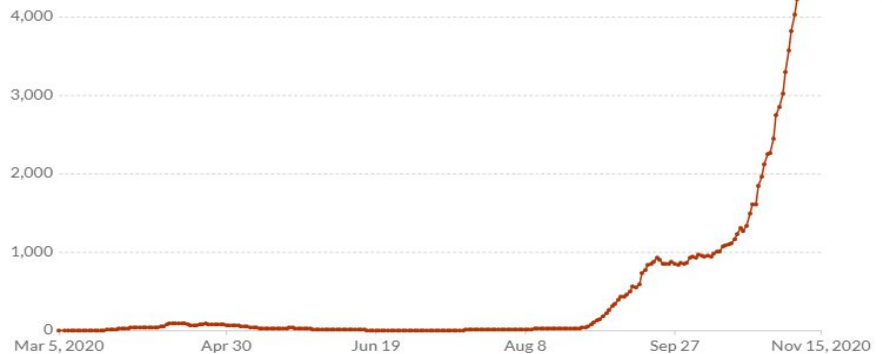
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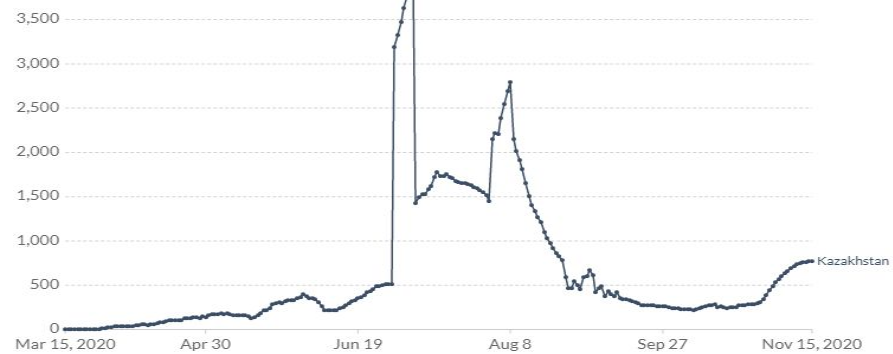
Italy



Hungary



Kazakhstan



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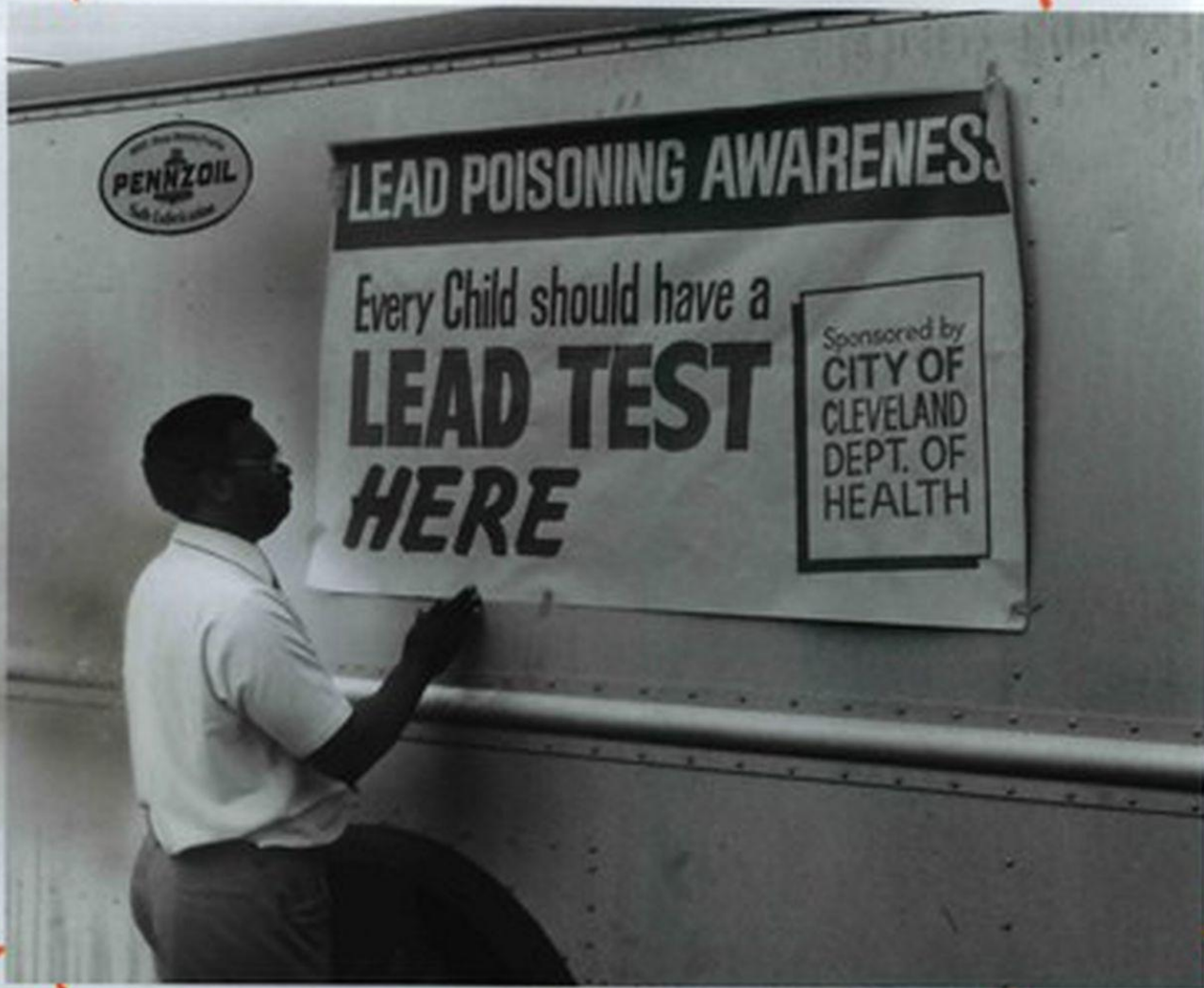
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Put the data you have uncovered
to beneficial use.
Lucky Numbers 4, 6, 14, 18, 31, 36

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CLEVELAND
PLAIN DEALER:
TOXIC NEGLECT

How contamination goes unabated

Poor code enforcement leaves children at risk in dangerous homes

RACHEL DISSELL
AND BRIE ZELTZNER

In 2006, Cleveland City Council passed a law aimed at enticing landlords to "voluntarily" prove their homes were safe from lead-based paint hazards that continue to cause irreversible brain damage and lifelong health problems for small children.

Nine years later, not one has done so.

The failed effort is, in many ways, symbolic of the city's overall strategy for combating childhood lead poisoning — well-intentioned but ineffective.

After decades of work, the city has a stable of programs, policies and laws to fight its lead poisoning problem, which is among the worst in the nation. But its efforts, which span multiple city departments, are largely outmoded, tenuously funded and mired in bureaucracy.

In its current state, the system is one that:

- Responds only when children are already irreversibly harmed and does little, beyond providing basic educational information, to prevent children from being poisoned.

- Has confusing laws that in many cases are ignored or not fully enforced.

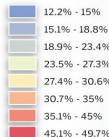
- Sidesteps basic housing-code enforcement, which experts say is vital to creating a sustainable lead-poisoning prevention program.

Cleveland's approach is one that in 2012 the Centers for Disease Control and Prevention told cities "should no longer be acceptable practice."

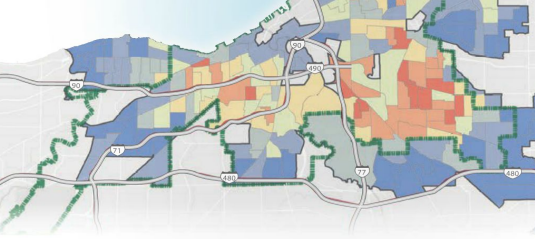
City officials rely almost com-

Lead-poisoned children in 'hot' census tracts

Children under 6 estimated to be lead poisoned in "hot," or heavily lead-contaminated, census tract



Cleveland



SOURCE: Kirwan Institute for the Study of Race and Ethnicity

THE PLAIN DEALER

The Kirwan Institute for the Study of Race and Ethnicity created maps for The Plain Dealer to illustrate estimates of the scope of Greater Cleveland's lead poisoning problem.

The map below uses a model created for the Ohio Department of Health to determine how many children under 6 are lead poisoned in census tracts. The model is conservative because it only considers areas deemed "high risk" for lead poisoning.

We sought estimates because screening for lead poisoning is very low, only between 20-30 percent of children who should be screened get tested.

The Ohio Department of Health defines a "hot" census tract as one where the estimated percentage of children who are lead-poisoned (meaning a concentration of five micrograms or more of lead per deciliter of blood) is 12 percent or greater.

"Have you dealt with the City of Cleveland building department for anything?" he said. "They make it so difficult to want to do business with them."

Inspections lack teeth

State law requires public health officials to investigate when a child's blood test finds 10 micrograms of lead per deciliter or more of blood.

A Plain Dealer review of recent city lead inspection and assessment records raises questions about whether Cleveland is inspecting all of the potentially hazardous homes, and how many of the property owners cited are made to remove or remediate the dangerous toxin.

In five years, from 2010 to 2014, more than 2,577 homes or apartments were linked to at least one child poisoned by lead, according to Ohio Department of Health data provided by The Kirwan Institute for Race and Ethnicity.

But health department records show inspections were conducted in fewer than 900, or roughly 39 percent of the cases.

When homes were inspected, property owners were cited almost 70 percent of the time, the inspection records showed.

How many of those hazards were cleaned up? That's unclear. In an interview with The Plain Dealer, Environment Commissioner Chantee Williams said that many property owners struggle to afford repairs. The city provides grants when they have federal funding, but not all property owners are eligible.

But Williams said most events...

TO "GUIDE DOG"

Other cities employ effective lead strategies

RACHEL DISSELL AND BRIE ZELTZNER

Greater Cleveland continues to have one of the worst lead-poisoning problems in the nation with more than 10,000 children poisoned in the past five years. In some urban pockets, as many as half of children under 6 are likely to be poisoned. The problem, though, is preventable. ¶ Below are some solutions used in cities that could work here but would require significant political support. Others are so common-sense you might wonder why they aren't being used already.

1. Code enforcement as prevention
2. Get more kids screened
3. Create lead-safe registries
4. Enforce existing lead-related laws
5. Use the power of the courts
6. Protect foster children

The goal: Preventing exposure to lead for all children, rather than using children as "lead detectors" and reacting after they are poisoned.

The goal: Identify more children who inhale or ingest lead so they can be treated and their homes cleaned up to prevent further damage.

The goal: Create a public registry of homes with no lead hazards or where lead has been eliminated or remediated. Parents or caregivers can search for healthy homes for their children.

The goal: Enforce existing laws to lead-based paint and prevent the same homes from poisoning children again and again.

The goal: Make property owners follow the law or swiftly end up in front of a judge.

The goal: Don't put children in care in county custody or in placements in homes that poison them.

What's happening here: Though some effort is put into educating parents in neighborhoods with a lot of older, deteriorating homes about the dangers of lead, little to no priority is given to removing the hazards before the harm is done.

What's happening here: Screening rates for childhood lead exposure are dismal here. Though Ohio laws and Medicaid rules require certain children be screened for the toxin, in Cleveland and Cuyahoga County only about 20 percent to 30 percent of the kids who should get tested do.

Ohio health officials created high-risk ZIP codes and screening tools to help doctors and parents figure out which children need to be tested. But the testing laws aren't enforced, and the number of children getting screened has barely budged in Cuyahoga County in a decade.

Who's trying to do it right: Though no city has completely eliminated lead poisoning, some, such as Rochester, New York, have significantly cut exposure to the heavy metal by deploying code enforcers to look for and cite lead hazards in homes built before 1978, when lead was banned in paint.

It requires some investment in training, but routine inspections are quicker and can cover far more ground. Some cities concentrate the inspections on rentals, which are at greater risk for hazards or in certain geographic areas where lead-poisoning cases are historically high.

Who's trying to do it right: Some states, such as Massachusetts, Rhode Island and Connecticut, require universal screening of children at certain. In some of those states, and in the District of Columbia, doctors must provide parents with proof their child has been screened before they enroll in a day care or school, similar to how parents here must provide vaccination records before enrolling their child.

What's happening here: Cleveland and Cuyahoga County both have programs to inspect and help remediate homes where lead hazards are identified, using grants from the U.S. Department of Housing and Urban Development. But they do not have registries to share information about the homes they help fix — even though HUD has encouraged "lead safe" housing registries for more than a decade.

Who's trying to do it right: Many cities, counties and states have created lead remediation or inspection information accessible in online registries that are simple to create and inexpensive to maintain. Close to home, you can find them in places such as Akron and Michigan.

What's happening here: Cleveland has lead-related laws on the books, though a Plain Dealer review of records showed that not a lot of muscle goes into enforcing them.

Who's trying to do it right: Cities such as Grand Rapids, Michigan, more aggressively enforce their laws, which force landlords to register rental units and ensure they are safe.

What's happening here: City attorneys can file charges against property owners if they fail to fix lead issues that have damaged children or put them at risk. Prosecutors rarely do, and it often takes a year or more to get a case to court. Even that doesn't always fix the problem. Sometimes cases are dropped or properties are transferred into new owners' names, putting more children in harm's way.

Who's trying to do it right: Philadelphia created a "Lead Court" in 2002 specifically to handle lead-hazard cases. Researchers found the effort reduced lead hazards eight times faster than before.

Closer to home, in Mahoning County, health officials used a different strategy, assigning a special municipal prosecutor to file nuisance cases against noncompliant landlords in Common Pleas Court under anti-bligh and disclosure laws.

What's happening here: Cuyahoga County screens children placed in foster homes for lead poisoning. It does not, however, inspect the foster or relatives' homes to make sure they are lead safe. County case workers are supposed to assess foster safety, though they have specific training to detect hazards.

Who's trying to do it right: The District of Columbia, in part, assesses foster homes for lead hazards before children are placed. City of Rochester, New York, also assesses foster homes for lead hazards. Social workers direct access to their lead-inspection records. Taxpayer funds don't pay for lead tests and families to live in arduous homes.

FROM "WATCHDOG"

MEASURE	SUCCESSFUL CITIES	CLEVELAND
Inspection of homes	Before children are poisoned	After children are poisoned
Testing of homes	Regularly after inspectors notice potential problems	Less than half the time inspectors noted problems.
Testing of children	Widespread, before symptoms emerge	After symptoms emerge
Protection of children	Rental registry records homes with known problems, prevents rental to families with young children	Rental registry exists, but is not used
Follow-through	Consistent remediation of problem homes	Homes remediated only about half the time

**CLEVELAND
PLAIN DEALER:
TOXIC NEGLECT**

How Rochester responded to its lead poisoning problem: Toxic Neglect



turning to code enforcement and stepped-up inspections of targeted high-risk properties, Rochester, New York is able to reduce the number of children testing high for lead over a 10 year period. It's a preventive model that city eves others can use as well. (Andrea Levy, *The Plain Dealer*)



HEALTH & FITNESS BEAT



Brie Zeltner, Plain Dealer health reporter



Casey Ross, Plain Dealer health reporter

Impact:

- Cleveland's health department director and 3 of 4 deputy commissioners fired or resigned
- City lead inspection staff rose from 3 to 7
- City passed plan that proactively inspects rental homes for first time, modeled on program highlighted in series
- State threatened city unless it complied with list of reforms
- State published list of banned homes; Cleveland now posts warning signs on affected homes

IT'S GOOD JOURNALISM

Makes journalism **stronger**, more complete

Strengthens **accountability**

Investigating **problems** right in front of us

REPORTERS
FOR
SNOITUT
J

Solutions journalism builds a better world. We have more than 900 stories about how people are containing COVID-19, coping, and caring for each other during the pandemic. Discover effective responses for fair voting and electoral systems, and ways to improve race relations.



SOLUTIONS STORY TRACKER[®]

9,822 stories produced by 1,262 news outlets, from 175 countries, and growing every day.

The Solutions Story Tracker[®] is a curated database of rigorous reporting on responses to social problems. We collect and tag every story, providing you with the ability to find coverage of effective or promising ideas and



SUBMIT



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Questions?

THANK YOU

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