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4. Manufacture false debate and insist on balance

- Create the impression of a controversy.
- Maintain the controversy, keep the debate alive.
- Create false dichotomies.
- Insist that responsible journalists cover both sides of the argument equally.
- Demand balance, relying on the Fairness Doctrine.
- Divert attention from harmful products.
- Focus on corporate social responsibility.
- Set up corporate social responsibility foundations; find small-scale, apparently well-meaning community activities.
- Focus on other issues as the problem, like physical activity instead of diet, for example.

5. Frame issues in highly creative ways

- Insist that the problem is very complex, thus implying it can't have a simple solution, if any.
- Insist it is premature to suggest remedies.
- Constantly repeat that technological advances will obviate the need for regulations and that the

problem can be solved only through the marketplace.

- Insist on personal or parental responsibility and insist that government should have no role in influencing individual health behaviour.
- Use colourful imagery such as a billion dollar solution to a million dollar problem); use words like "speculative," "oversimplified," "premature," and unbalanced .
- Use the creation of fear as a tool for change of policy.
- Diminish the severity of the problem while giving some ground.
- Admit that it is a serious problem, but not a life-threatening one.
- Admit that there may be a problem, but it is less severe than everyone says.
- Argue that the problem is less severe than other problems - those should be the priority.
- Argue that the cost to fix the problem is too high.
- Argue that the benefits of the problem haven't been considered.
- Argue that other options haven't been considered.