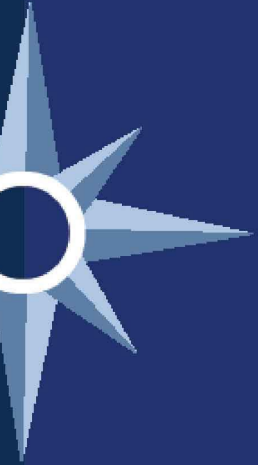


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OHIO HEALTH POLICY SUMMIT

Data and evidence

Back to the evidence

Strengthening public trust through
transparency and data

DATA STILL MATTERS

But its effectiveness depends on **trust**

Which is influenced by

- Transparency
- Framing
- Understanding your audience

THE CORE CHALLENGE

People process new information through

- Prior beliefs
- Identities
- Emotions
- Trusted relationships
- Repeated exposure

Skepticism is not just a “lack of information”

MOTIVATED REASONING

Individuals selectively credit and discredit information based on their prior values, beliefs, and identities

People may view information that conflicts with their prior beliefs as an attack, increasing resistance

MOTIVATED REASONING

STRATEGIES

Affirm shared goals and values, then introduce evidence as a tool for meeting those goals

Avoid polarizing language

SOURCE CREDIBILITY

Expertise alone is insufficient

Trust depends on honesty, transparency, and perceived public interest

Communicating uncertainties and limitations can increase trust

SOURCE CREDIBILITY

STRATEGIES

Explain data sources and limitations

Recognize lay knowledge and the importance of people's lived experiences

Preserve individuals' sense of autonomy

EMOTION

Emotional responses occur prior to and influence cognitive responses to information

Emotion plays a primary role in judgement and decision making

Emotion influences judgements of risk probability and frequency

EMOTION

Risks that are easier to imagine or visualize are perceived as more likely

Information presented as frequency tends to increase risk perceptions more than probabilities

Framing information in terms of gains vs. losses influences emotional responses

People are more sensitive to presence vs. absence than they are to scale

EMOTION

STRATEGIES

Be aware of how framing influences emotional responses

Effective strategy depends on goal – emphasizing emotional aspects tends to increase risk perceptions

NARRATIVES

Stories are more memorable and have stronger emotional impact

It is hard to counterargue others' lived experiences

Pair a specific story/example with population-level evidence

PSYCHOLOGICAL DISTANCE

People are more involved when an issue feels closer to them in relation to space, time, and/or social group

Localized messages reduce psychological distance

Emphasize that the issue affects people in the same area, in the present, and/or in a similar social group

PRE-BUNKING

Preventatively counteract misinformation from other sources

Teach people the rhetorical techniques that are used to manipulate them

Equip people to refute misinformation and build resilience against future manipulation

COMMUNITY ENGAGEMENT

Listen to and respect the public's experiences

Understand what matters most to your audience

Move from top-down information presentation to building shared meaning

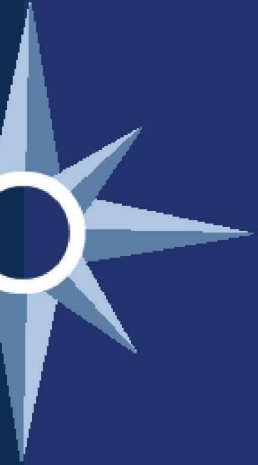
Provide people with a sense of autonomy and self-efficacy

A PRACTICAL FRAMEWORK

- **LISTEN** – understand what is important to the audience
- **ALIGN** – emphasize shared values and goals
- **SHOW** – transparently provide evidence
- **INVITE** – encourage co-interpretation
- **ACT** – offer concrete next steps and resources

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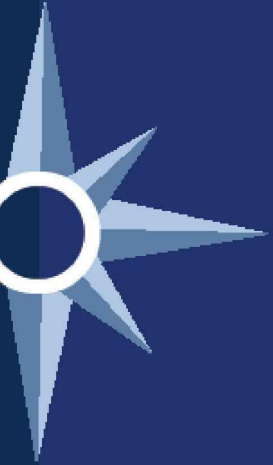


We value your opinion

Please fill out our evaluation form to share your thoughts on the
1:15 p.m. breakout session

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