On Culture: 3 Strategies for Navigating “Parents’ Rights” Rhetoric

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Friends and partners,

Amidst the chaos of a presidential election season it sometimes feels like the “culture wars” that were getting so much attention last year have fallen by the wayside. But attempts to position schools, communities, and government as *opponents* of parents and children are alive and well.

In this month’s blog post, FrameWorks’ CEO, Nat Kendall-Taylor and senior vice president of research interpretation, Moira O’Neil explain that it’s not just how we think about kids and families, but also how

we think about the *role of government* that explains the resonance of the parents' rights movement. Understanding those mindsets is key to figuring out how to combat this harmful rhetoric.

READ THE BLOG POST

The blog post outlines the mindsets about government that stifle demand for policies and other actions that better support children, and provides three framing strategies for talking about the role government can (and should) play in improving children's health and wellbeing.

Those strategies include:

1. **Avoid the temptation to fight rights with rights,** which can backfire because people equate rights with liberties that they don't feel extend to children;

2. **Replace abstract discussions of "the government" with concrete policies that support children's wellbeing** to avoid cueing skepticism that government is trying to displace parents; and

3. **Give parents and caregivers a clear role in bringing about changes that advance child health, learning and wellbeing,** which counteracts the fear that the government is actively working *against* parents.

With effective framing, we can open up more constructive conversations about the role that government—and society more generally—can play in the lives of children and families.

In partnership,



Clara Blustein Lindholm
Director of Research Interpretation, Culture Change Project

POLL QUESTION

If you've watched our Fast Frames videos or followed our #OnFrameFridays, you know we love to share framing tips. We want to know what kind of guidance is most helpful to you. We invite you to share your feedback HERE:

What kind of framing tips do you find most useful?

- Quick, general framing tips (not issue-specific)
- In-depth framing guidance (not issue-specific)
- Issue-specific framing tips
- Examples of good framing in practice

Thank you for your input!

NEW FROM FRAMEWORKS

ARTICLE (ACADEMIC PEDIATRIC ASSOCIATION): FIGHTING FOR IMMIGRANT FAMILIES THROUGH FRAMING

The stakes for immigrant children and families are high, and the framing choices we make can help us avoid harmful narratives that perpetuate punitive policies. Drawing on our research about framing immigration reform, racial equity, and early childhood development, this article from FrameWorks senior advisor, Dr. Julie Sweetland, and senior vice president of research interpretation, Dr. Moira O'Neil, features recommendations for healthcare providers advocating for more expansive immigration policies.

TAKE ME TO THE ARTICLE

FRAMING SOCIAL ISSUES DURING AN ELECTION SEASON: Q&A VIDEO SHORTS

In April's *On Culture* newsletter we asked you to share your questions about how to frame social issues during an election season. (My colleagues wrote an article with some good advice here.) We recently released a series of short YouTube videos with our answers to some of the questions we heard most frequently—from how to talk about democracy, to how to remain hopeful amidst heightened tension and fear. Check out the videos!

WATCH THE VIDEOS

GUIDANCE FOR TALKING ABOUT HEALTH DISPARITIES IN RURAL CONTEXTS

Last week, we shared two new resources designed to help communicators talk about health disparities more effectively, particularly in rural contexts. The tools were originally developed for and with local public health professionals working in rural communities, but the insights are relevant to public health communicators and others working toward better public health in a variety of fields. These new tools include a deep-dive into how people are thinking about health disparities along with grab-and-go starter language for use in your communications. Take a look at the resources, and please join us on July 31 as we take a closer look at how to move these conversations forward!

EXPLORE THE RESOURCES

REGISTER FOR THE WEBINAR

UP NEXT!

WEBINAR: TALKING ABOUT HEALTH DISPARITIES IN RURAL CONTEXTS | JULY 31

When conversations about health equity are fraught, stuck, or even censored, it's time to find a new framing strategy. We invite you to join FrameWorks senior advisor, Dr. Julie Sweetland, director of research, Dr. Theresa Miller, and our friends at the National Network of Public Health Institutes on **Wednesday, July 31 from 3–4pm ET** for a guided tour of brand new insights from our research on reframing the conversation about health equity. Click here to register.

NEW RESEARCH FROM THE WORKSHIFT PROJECT | COMING IN AUGUST!
Manufacturing is often described as the "backbone" of the economy, but most of us don't have a strong understanding of what the future of manufacturing can and should look like. Our upcoming resources from the WorkShift Project identify key challenges we face when communicating about manufacturing, such as worker safety and training, and provide insights for communicators working to move toward economic, social, and environmental justice. Keep an eye out for the release next month!

HOW TO TALK ABOUT RIGGED SYSTEMS | COMING SOON!
In last month's blog post, we shared a few strategies for communicating about rigged systems, or what we refer to in our research as the "system-is-rigged" mindset—the idea that our systems are rigged by a powerful few to benefit themselves and hurt the rest of us. Later this year, we'll be sharing a full research report with recommendations for how to productively channel this dominant way of thinking to allow for more productive conversations about the role of things like structural racism in our political and economic systems.

SPOTLIGHT ON CULTURE CHANGERS

HOW ABORTION BANS ARE SHAPING A GENERATION | This thought-provoking piece from Dr. Julie Maslowsky explores the ways that the Dobbs v. Jackson decision changed what it means to be a young adult in the United States. Abortion restrictions are affecting not only those who become pregnant or seek abortions—they are shaping an entire generation's decisions about how to work, study, vote, and plan their futures. The article also addresses the way abortion bans are affecting the mental health of young people across the nation.

HOW WATER IMPACTS CHILD DEVELOPMENT | Our friends and longtime partners at the Early Childhood Scientific Council on Equity and

the Environment at the Center on the Developing Child at Harvard University recently released a new guide about the effects of water quality and access on child development. From identifying the ways our collective decisions can perpetuate or reverse inequities in clean water access to outlining specific strategies for taking action, this working paper is a thorough and invaluable resource for supporting healthy child development.

FRAMEWORKS Culture Change Project

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