Quick Start Guide

Framing is the process of making choices about what to say – and what to leave unsaid. Here's a quick tour of themes to avoid and alternatives to advance.

Instead of:	Try:
Telling stories that focus on individual children's experiences and successes	Telling stories that illustrate how **we all benefit when** our society invests in children's positive outcomes
Appealing to the importance of supporting 'vulnerable children'	Appealing to the *Circle of Responsibility* value: 'This is about **living up to our collective obligation** to all of Kenya's children'.
Implying or leaving unsaid the age at which children begin learning	Being explicit: Use the phrase **'early means early'** and explain that early childhood refers to the period between birth and age five
Leaving mechanisms, structures and processes out of the picture	Using the *Brain Architecture* metaphor to explain how children's brains develop: 'Like a house, **children's brains are built** in stages; what happens early in life lays the foundation for what comes later'.
Omitting learning opportunities from the list of factors that support healthy development among very young children	Explaining that babies are '**born to learn**' and that their developing brains need stimulation and support from birth onward
Referring to abstract solutions without providing details about how they work	Using concrete examples to show how quality early learning programmes contribute to children's healthy development