



The Big Picture Quick Start Guide

Strategic Framing is about making choices about what to say, and what to leave unsaid. The chart below gives you a quick tour of what themes to avoid, and what alternative themes to advance when talking about children's development and learning in Alamance County.

Instead of:	Try:
Healthy kids are the responsibility of parents.	The community shares a responsibility to its children.
Children make their own outcomes.	Children need support for development and learning.
Kids soak up everything around them; all they need is the right environment.	Development is a sequential, active process. Supportive environments, positive experiences, and healthy relationships with adults make the difference.
Kids use willpower to handle stress and adversity.	Stress and adversity are toxic to the developing brain, and disrupt development.
Learning starts when elementary school starts.	Children are born learning, and need support to practice and develop skills.
Help kids learn by focusing on teachers and classrooms.	Remodel education systems to better meet our needs and create more learning opportunities.
Emphasize the value of individual effort, willpower, and resilience.	Emphasize how systems, conditions, environments underlie outcomes.