

The Big Picture

A Quick Start Guide to Reframing

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

Instead of this:

Sympathy: Emotional stories of individual children or families

Charity: We should make sure vulnerable populations have what they need

Individual Portrait: Vivid, emotional stories of children and families affected by social problems

Stack of Stark Statistics: Using a long list of negative indicators to open or build a case

Sympathy Shots: Visuals designed to grab attention or tug at people's heartstrings

Highlighting Rights: Leading with an insistence on the rights of the child

Rebutting: Organizing communications as if they are part of an argument against "them"

Description: Listing characteristics of an approach, policy, or program

Try this:

Deeper discussions of social context with the **Solid Tracks for Development** metaphor

Civic Responsibility: Jacksonville has a duty to create a city where kids can thrive

Civic Potential: Jacksonville will realize its aspirations by supporting child development

Urgency + Efficacy: One sobering data point paired with the possibility for change

Unconventional Visuals: Images depicting youth actively engaged in their community

Highlighting Responsibility: Leading with language about shared duty toward children

Reframing: Making a powerful, affirmative case that invites "everyone" to consider it

Explanation: Connecting a problem to its consequence and its solution