

Sample Communications

Sample Tweets

Even the shortest communications can reframe public understanding of childhood development. These sample tweets show how to fit frame recommendations into bite-sized messages.

Human Potential (Value)

 Sample Tweet:

Here's how investing in #JAXkids today helps them become the leaders we need for tomorrow: [link/blog]

Use to explain: [What this is about.](#)

Use to counter swampy thinking about: *Separate Fates*

Civic Potential (Value)

 Sample Tweet:

Kids will make JAX the best city it can be; here's how: [link/blog]

Use to explain: [Why it matters.](#)

Use to counter swampy thinking about: *Fatalism*

Civic Responsibility (Value)

 Sample Tweet:

JAX is all in for #youthdevelopment—are you? [link/blog]

Use to explain: [Who's responsible.](#)

Use to counter swampy thinking about: *Individualism*

Fairness Across Places (Value)

 Sample Tweet:

#JAXkids' zip codes shouldn't determine their futures. Here's how we're building fairness across JAX: [link/blog/map]

Use to explain: [Social contexts of childhood wellbeing](#).

Use to counter swampy thinking about: *Separate Fates*

Solid Tracks for Development (Metaphor)

 Sample Tweet:

We're laying tracks for #earlylearning across JAX—and we're coming to your neighborhood soon: [link/blog/map]

Use to explain: [Social contexts of childhood wellbeing and the System of Care](#).

Use to counter swampy thinking about: *Individualism*

Resource Grid (Metaphor)

 Sample Tweet:

What makes up #JAX's growing #youthdevelopment resource grid? Find out here: [link/blog]

Use to explain: [Social contexts of childhood wellbeing](#).

Use to counter swampy thinking about: *Individualism*

Brain Architecture (Metaphor)

 Sample Tweet:

Kids' brain development is a BIG construction project. Here's why #earlylearning matters in JAX: [link/blog]

Use to explain: [How childhood development works](#).

Use to counter swampy thinking about: *Invisible Process*

Serve & Return (Metaphor)

 Sample Tweet:

Helping a baby's brain grow is like playing tennis ... let the games begin in JAX! [link/blog]

Use to explain: [How childhood development works.](#)

Use to counter swampy thinking about: *Invisible Process*

Toxic Stress (Metaphor)

 Sample Tweet:

Experts say toxic stress can derail positive #youthdevelopment JAX is helping our kids stay on track: [link/blog]

Use to explain: [How childhood development can get interrupted.](#)

Use to counter swampy thinking about: *What Doesn't Kill You Makes You Stronger*

Levelness (Metaphor)

 Sample Tweet:

Tables wobble on uneven ground; kids struggle in unstable settings. Here's how we help #JAXkids get mental health on the level [link/blog]

Use to explain: [How childhood mental health works.](#)

Use to counter swampy thinking about: *Environments*

Resilience Scale (Metaphor)

 Sample Tweet:

What negative weights can we remove for #JAXkids to help their scales tip toward positive outcomes? [link/blog]

Use to explain: [How to achieve better outcomes for our kids.](#)

Use to counter swampy thinking about: *Environments*

Resilience Scale (Metaphor)

 Sample Tweet:

Here are three ways we can tip the scales toward positive #youth-development for #JAXkids. [link/blog]

Use to explain: [How childhood development works.](#)

Use to counter swampy thinking about: *Invisible Process*

Cost & Coordination (Explanatory Chain)

 Sample Tweet:

JAX is a big city—and #JAXkids face big problems. Learn how we're coordinating supports & resources for #youthdevelopment. [link/blog]

Use to explain: [Solutions to challenges.](#)

Use to counter swampy thinking about: *Fatalism*