

Key Framing Guides

You Say...They Think:

Anticipate how messages go astray—and see how to keep them on track.

You Say...	They Think...	What's Triggered in Their Minds?	What Helps...
<p>Children's brain development starts before birth and continues through early adulthood. To ensure positive outcomes, we should support development with evidence-based policies and high-quality services.</p>	<p>Aren't we just talking about babysitting? Why do we need all these policies and hand-holding for something that happens naturally?</p>	<ul style="list-style-type: none"> • <i>Environments</i> 	<p>Fill in sketchy thinking about environments: Use <i>Serve and Return</i> to explain how early childhood development is an active, participatory process, <i>Toxic Stress</i> to explain how challenging environments negatively affect development, and <i>Resilience Scale</i> to talk about what can be done to support it.</p>
<p>We can strengthen communities by promoting access to healthy housing, transportation, and affordable health care and we need to devote resources to those families most in need.</p>	<p>Why should we give so much away to people who are clearly already making bad decisions?! Why take money out of my pocket and from my kids?</p>	<ul style="list-style-type: none"> • <i>Zero-Sum Thinking</i> 	<p>Use the value <i>Fairness Across Places</i> to bolster support for equal access to resources, and the <i>Resilience Scale</i> metaphor to explain why it is that we need to focus first on supporting those who have the most negative factors stacked on their scales.</p>
<p>Healthy communities depend on many interconnected factors, including whether or not a child has supportive relationships and personal interactions.</p>	<p>If parents would just take more responsibility for protecting and caring for their children, those kids will grow up better; that's what our community needs.</p>	<ul style="list-style-type: none"> • <i>Family Bubble</i> 	<p>Use the <i>Charging Stations</i> metaphor to draw attention to environments like schools and other institutions, which draws attention away from a sole focus on the family.</p>
<p>Early experiences play a key role in determining positive (or negative) future outcomes. This is why it is so important to start supports early—even before birth!</p>	<p>We can't possibly protect all children from all experiences, and if the early years are that crucial, it's too late for most of us!!</p>	<ul style="list-style-type: none"> • <i>Fatalism</i> • <i>Damage Done Is Damage Done</i> 	<p>Use the <i>Brain Architecture</i> metaphor to explain why early matters in establishing a strong foundation, but also that there are things that we can do later to make up for a weak foundation.</p>
<p>To improve educational outcomes for all children, it is important for us to tackle the achievement gap between children from disadvantaged backgrounds and their peers.</p>	<p>The opportunities are out there. If children and their families just took advantage of them, there wouldn't be any sort of "achievement gap."</p>	<ul style="list-style-type: none"> • <i>Opportunities Exist Everywhere to Be Grabbed</i> 	<p>Use the value <i>Fairness Across Places</i> to draw attention to unequal distribution of resources, and <i>Future Prosperity</i> to talk about why access to quality education for all matters for all of us.</p>