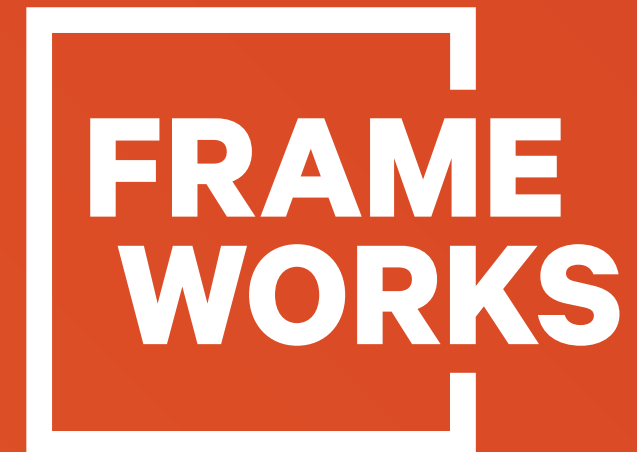


Framing as an advocacy tool

How to make the case for kids

Nat Kendall-Taylor, PhD, CEO

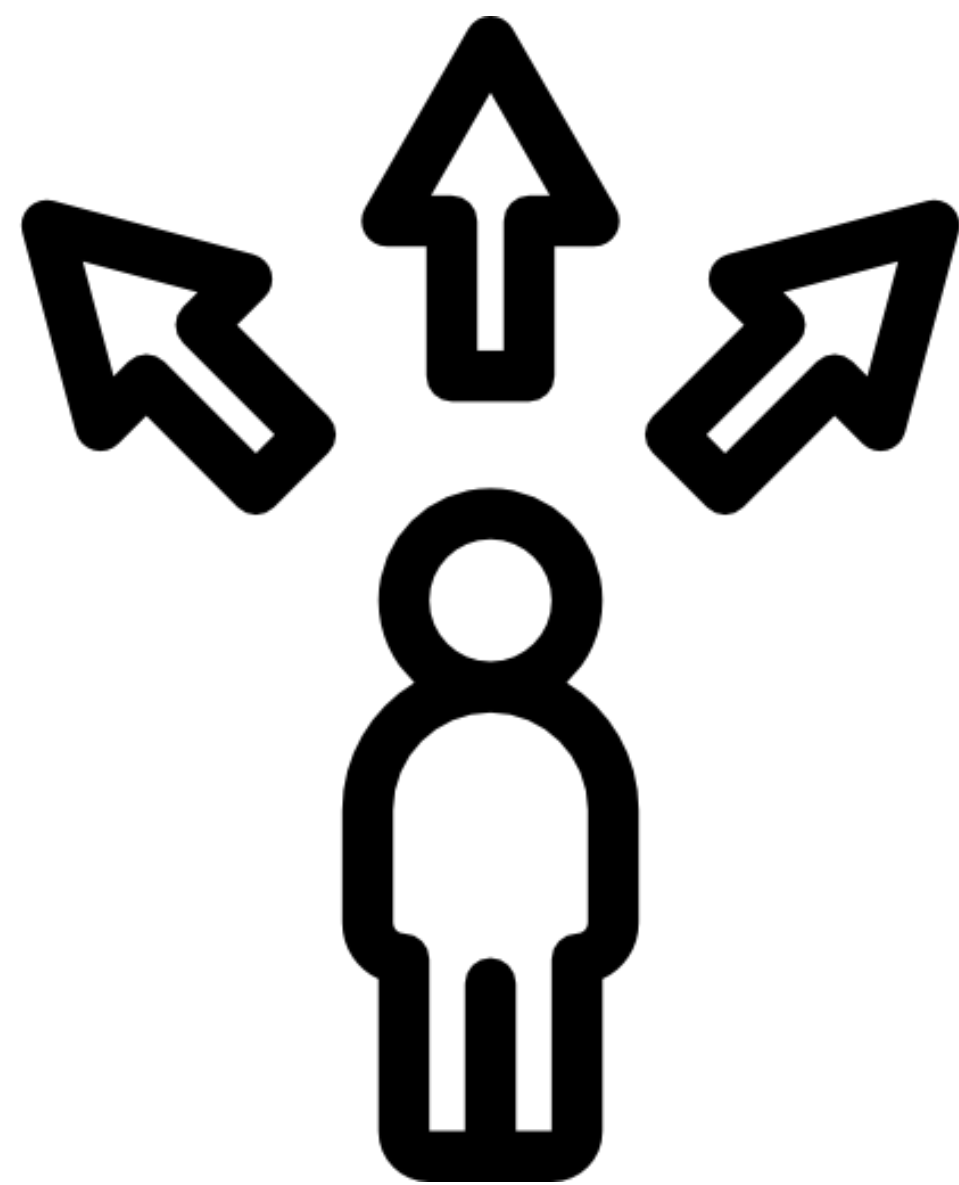


Framing =

Choices in how we present ideas



How people think/feel/act



Lower support for policies promoting intergroup equality

Less concern about range of issues (poverty, gender equity, housing...)

More victim blaming

Lower support for prevention-based solutions

It's not just ***WHAT*** you say

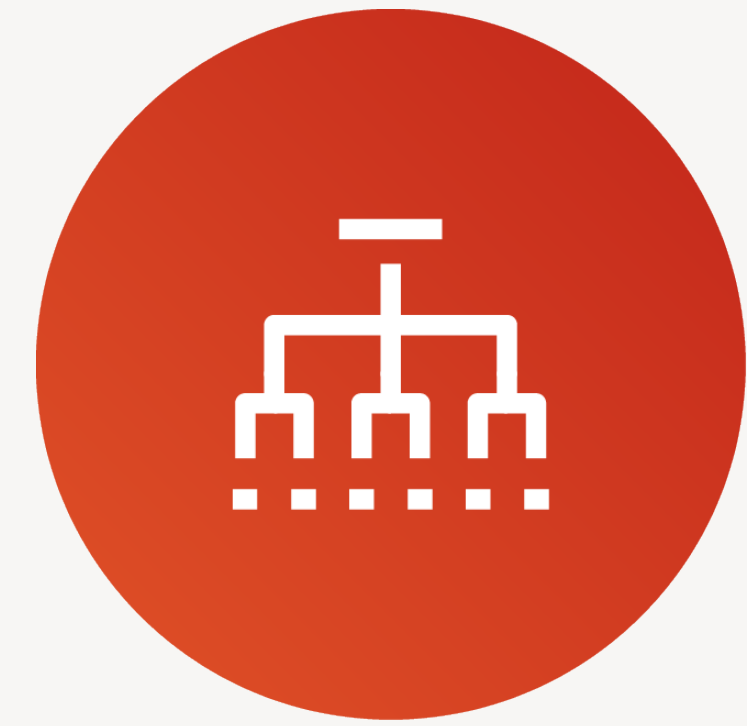
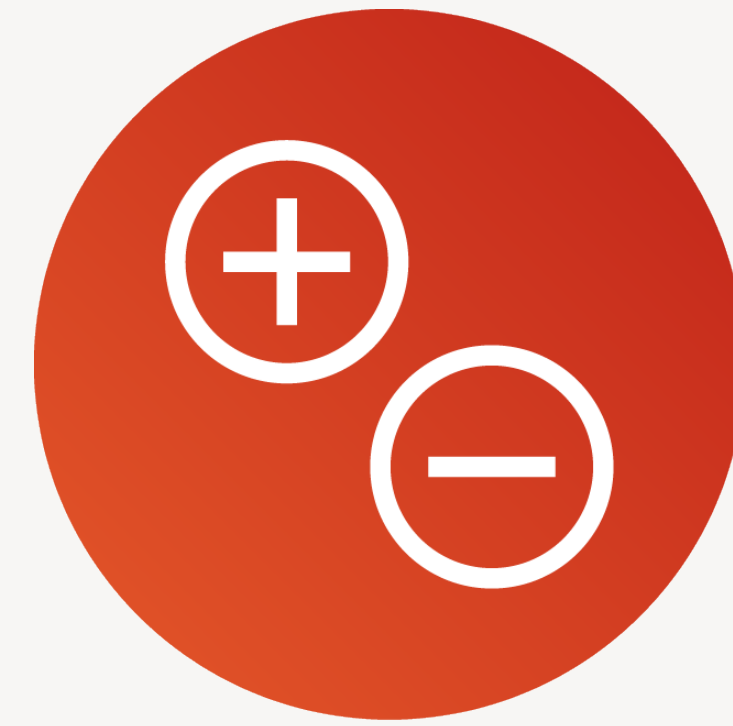
but ***HOW*** you say it

Choices in how we present ideas

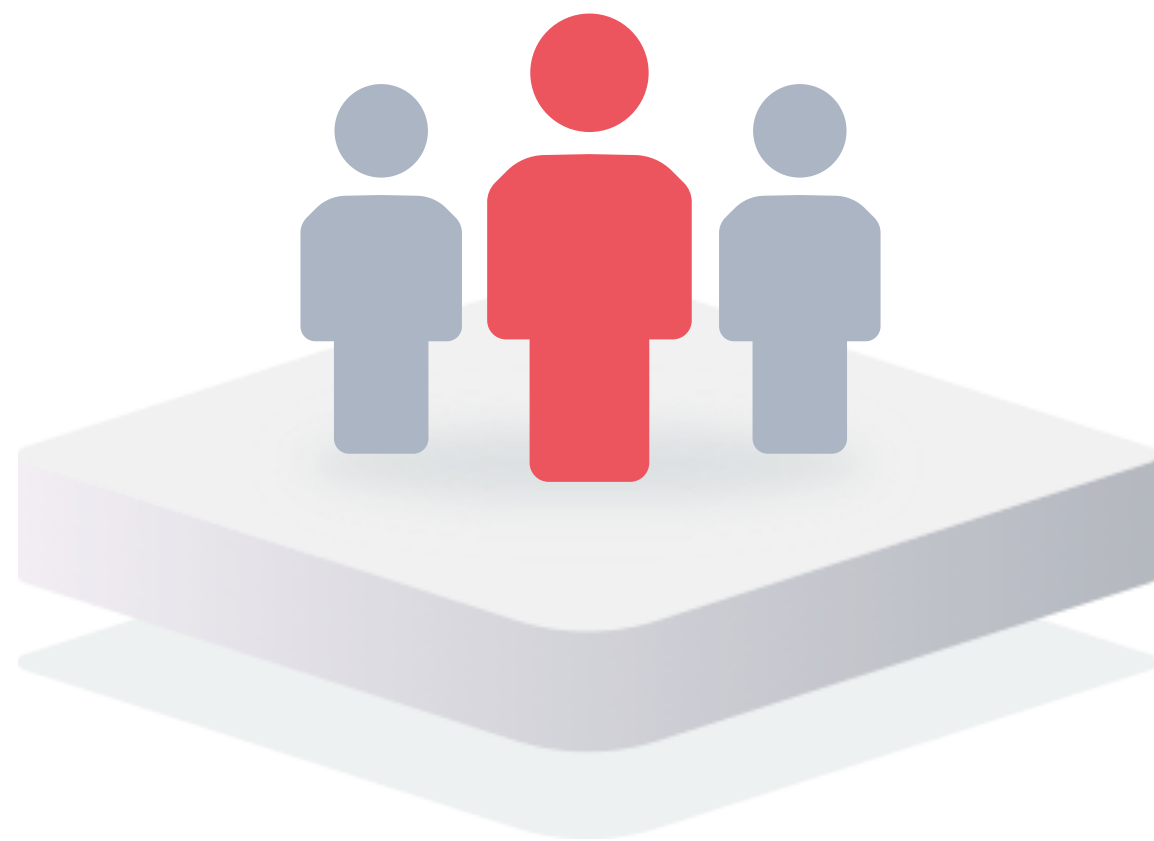
Cultural Mindsets

How people think / feel / act

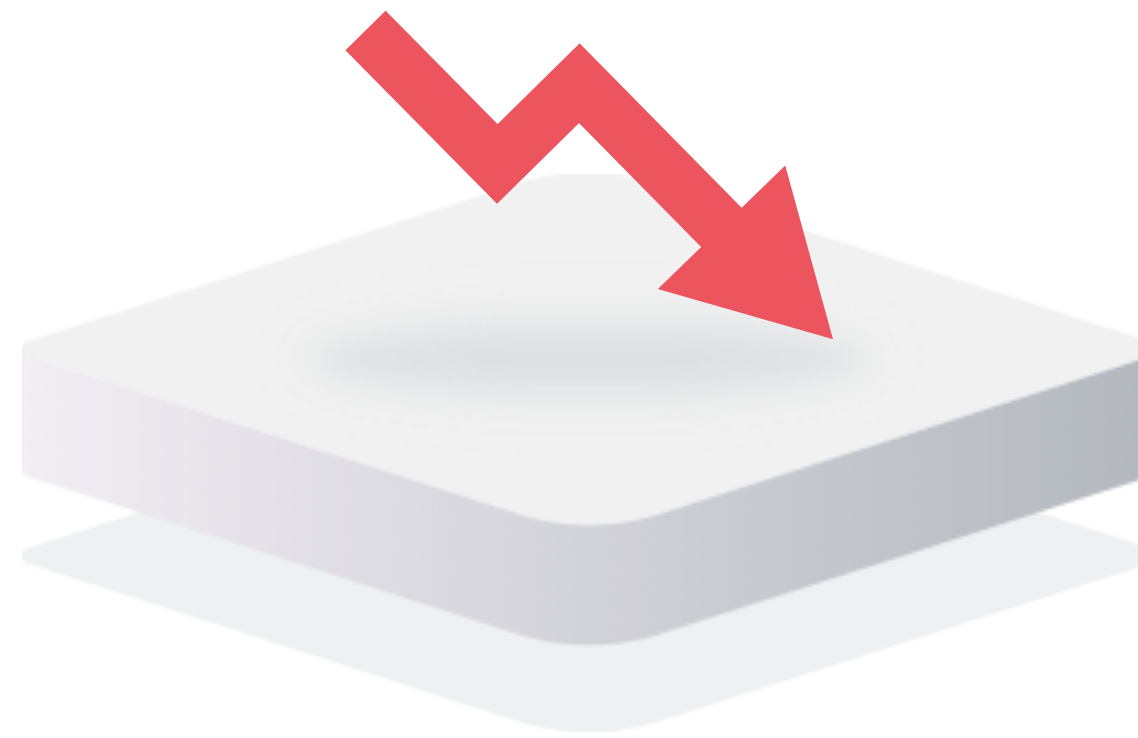
Cultural Mindsets



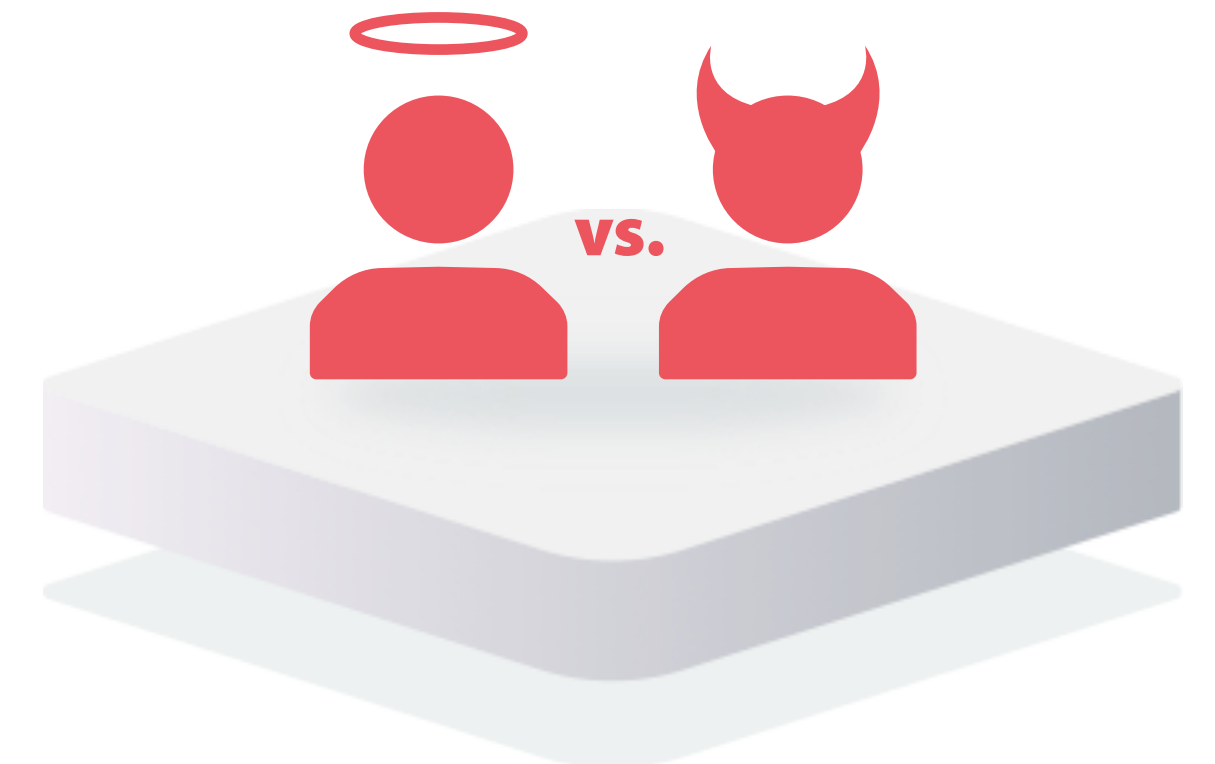
Three mindsets that block change on your issues



Individualism

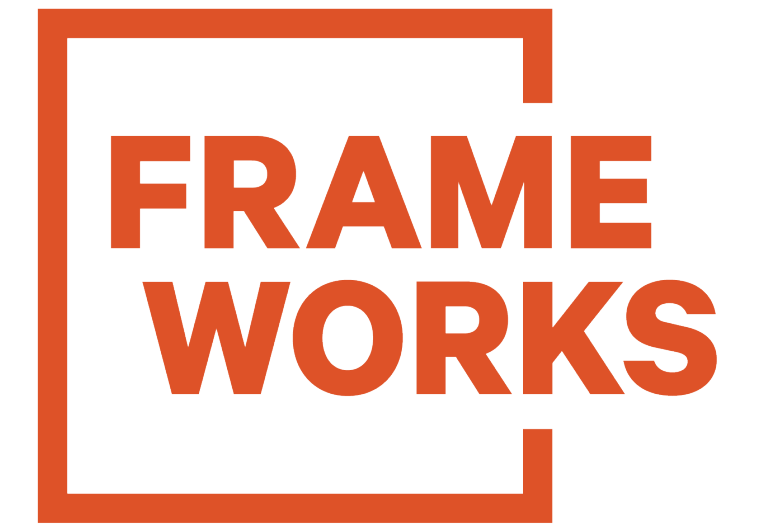


Fatalism



Other-ism

Measuring Early Childhood Mindsets in Australia



A project to:

1. Measure **distribution** of mindsets used to think about early childhood
2. Examine **relationships** between mindsets
3. Explore connections between mindsets and support for **policy solutions**
4. Shape **conversation** about early childhood in Australia to build support



Funded by

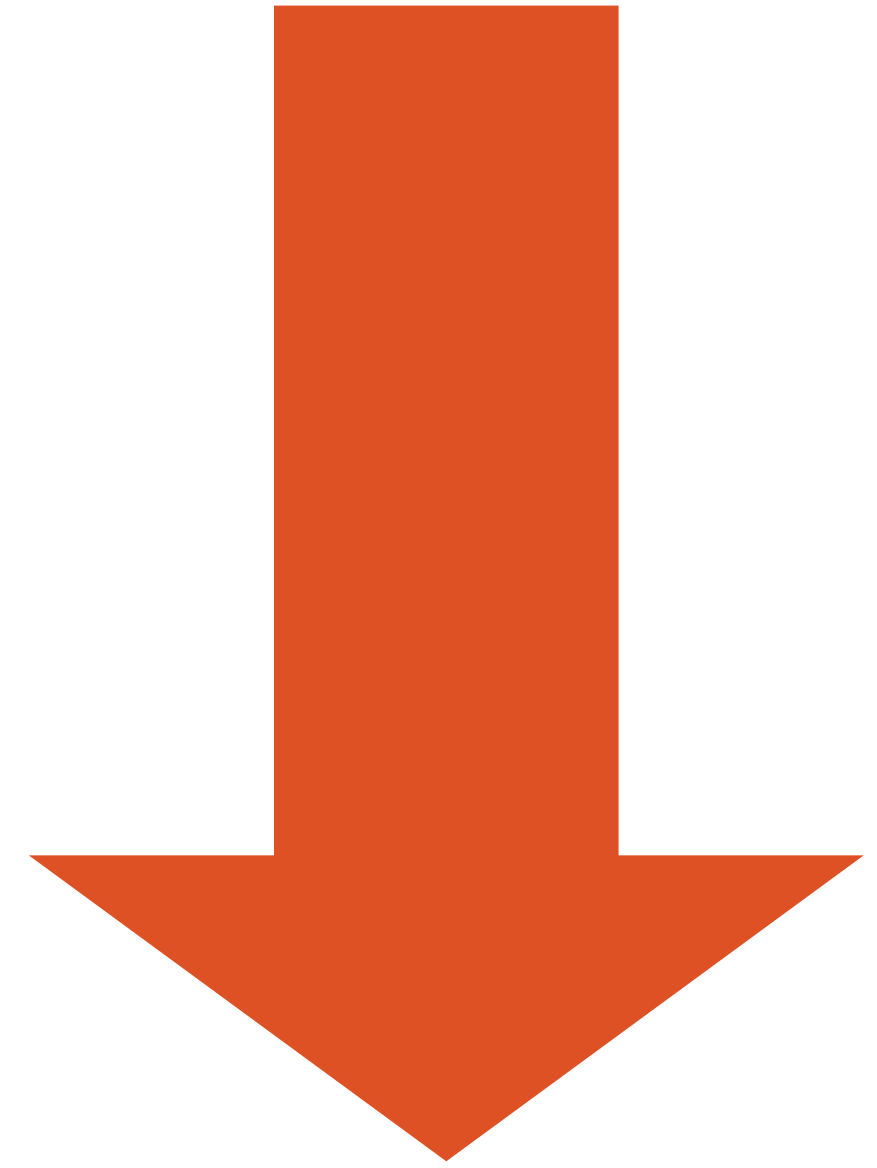
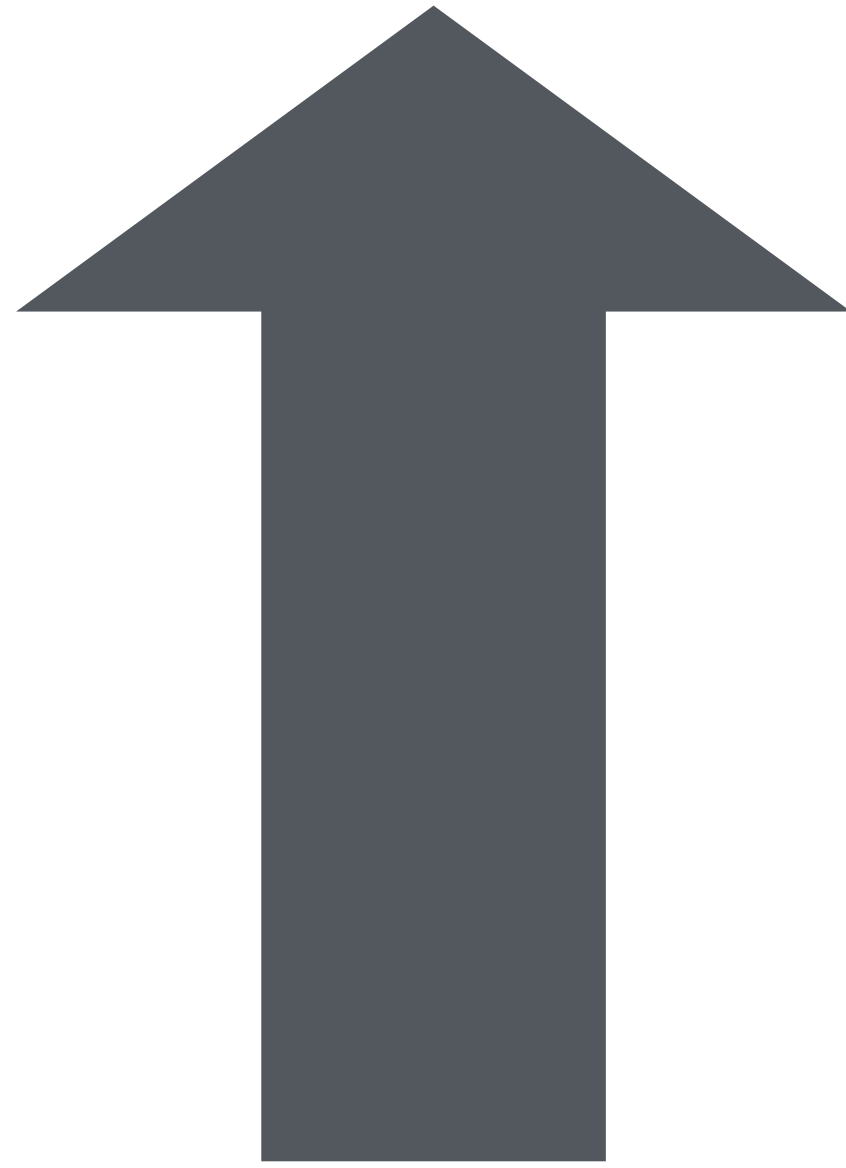
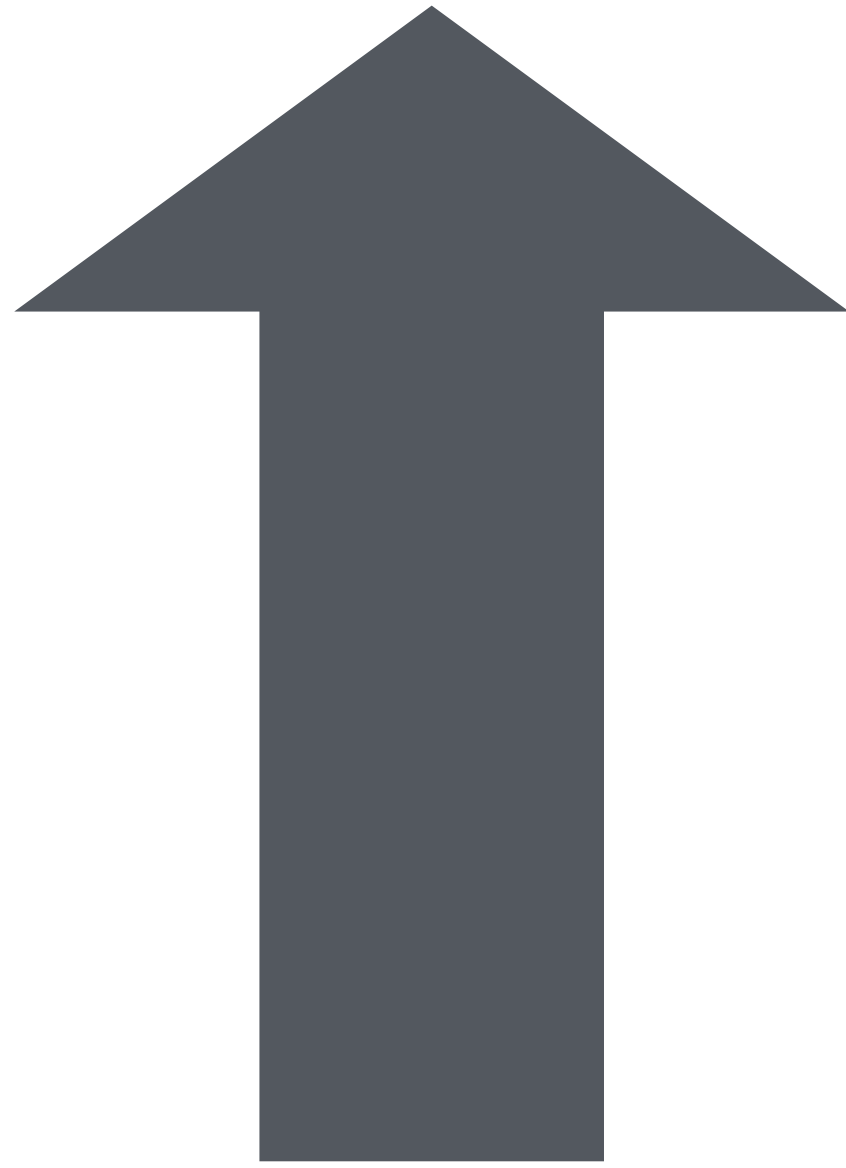


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**Why do we love kids but
never put them first?**

4 Outcomes



Why don't we prioritize children? RELEVANT MINDSETS

Centrality of Care

Family Bubble



Pathologizing



Individualism



Limited Government



3 Needed Cultural Shifts



**Broaden Beyond
the Family**



**Counter Racist
Mindsets**



**Move Beyond the
Government as
Opposition**

Current Narratives

#1: The Moral Narrative

Supporting the wellbeing of children is *right thing to do*

#2: The Future-Focused Narrative

Supporting the wellbeing of children is important *for the future* of our country

#3: The Instrumental Narrative

Supporting the wellbeing of children *pays off in the future in terms of cost savings*

#4: The Vulnerability Narrative

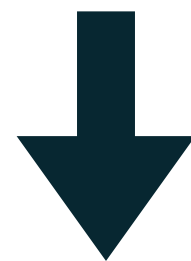
Supporting the wellbeing of children is important because *they are the most vulnerable members of society*

3 Framing Recommendations

#1

Stretch “care”

Describe policies and other forms of collective action as caregiving.



Care is **collective**

**Counter Racist
Mindsets**

**Move Beyond the
Government as
Opposition**

The Details: How to do *Care Is Collective*

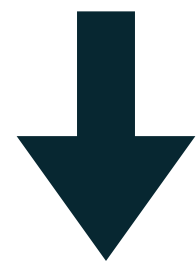
1. Move care *from* relational *to* societal by including examples of how we care for kids in our role as members of society.
2. Normalize sense of collective responsibility.
3. Name public policies/collective action/community participation as the *what* of collective caregiving. *Include but always go beyond direct caregiving.
4. Move attribution of responsibility for care from “them” to “us” (“those parents...” to “we all...”)

3 Framing Recommendations

#1

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Describe policies and other forms of collective action as caregiving.



Care is **collective**

#2

Expand circle of concern

Emphasize that we owe care to each child in every community.



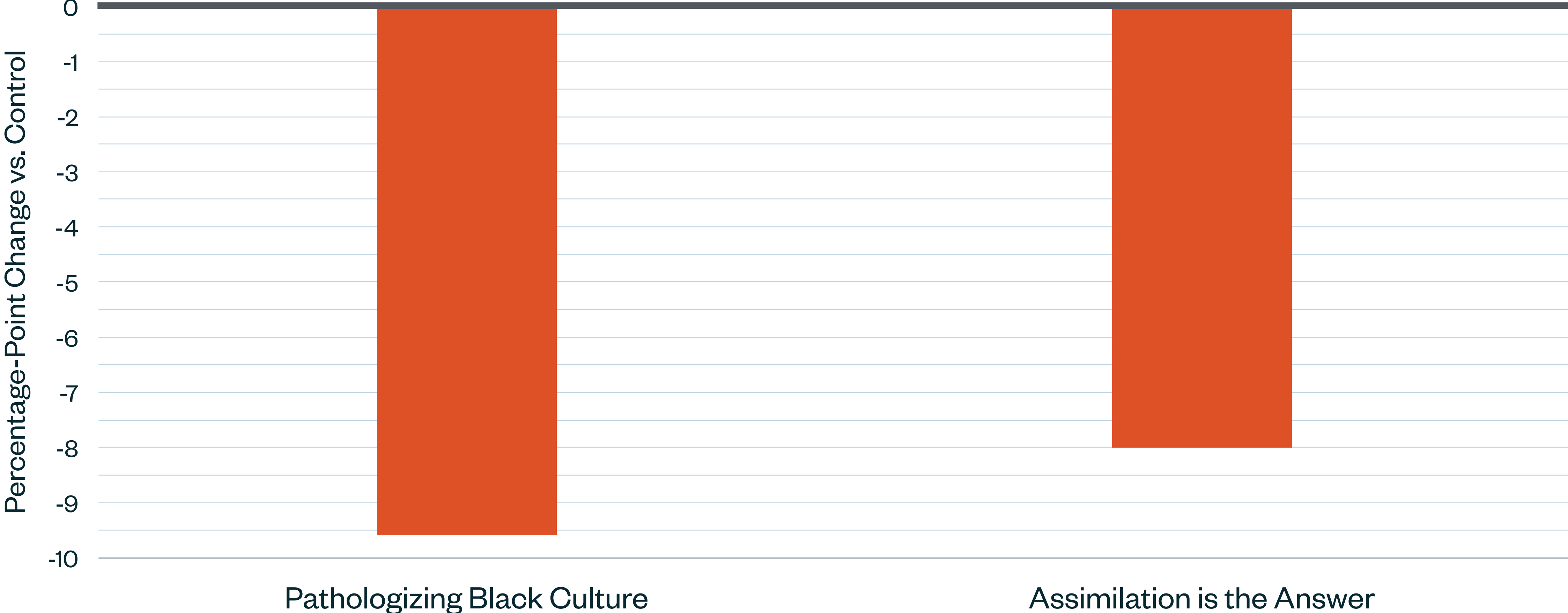
Care must be **inclusive**

Move Beyond the Government as Opposition

The Details: How to do *Care Must be Inclusive*

1. Emphasize *all* kids — no matter race, place, or identity (careful with attempts to identity-connect—“lots of kids like yours...”).
2. Use concrete examples to explain how we currently provide collective care unevenly.
3. Offer concrete things we can do to extend collective care to children/families of color.
4. Advance and normalize idea of “parents working across difference”.

Parents Working Across Difference counters unproductive mindsets

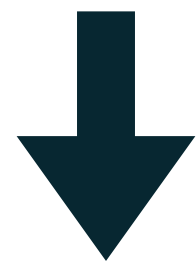


3 Framing Recommendations

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Care must be **inclusive**

#3

Widen the lens

Illustrate that collective caregiving happens everywhere, through every issue.



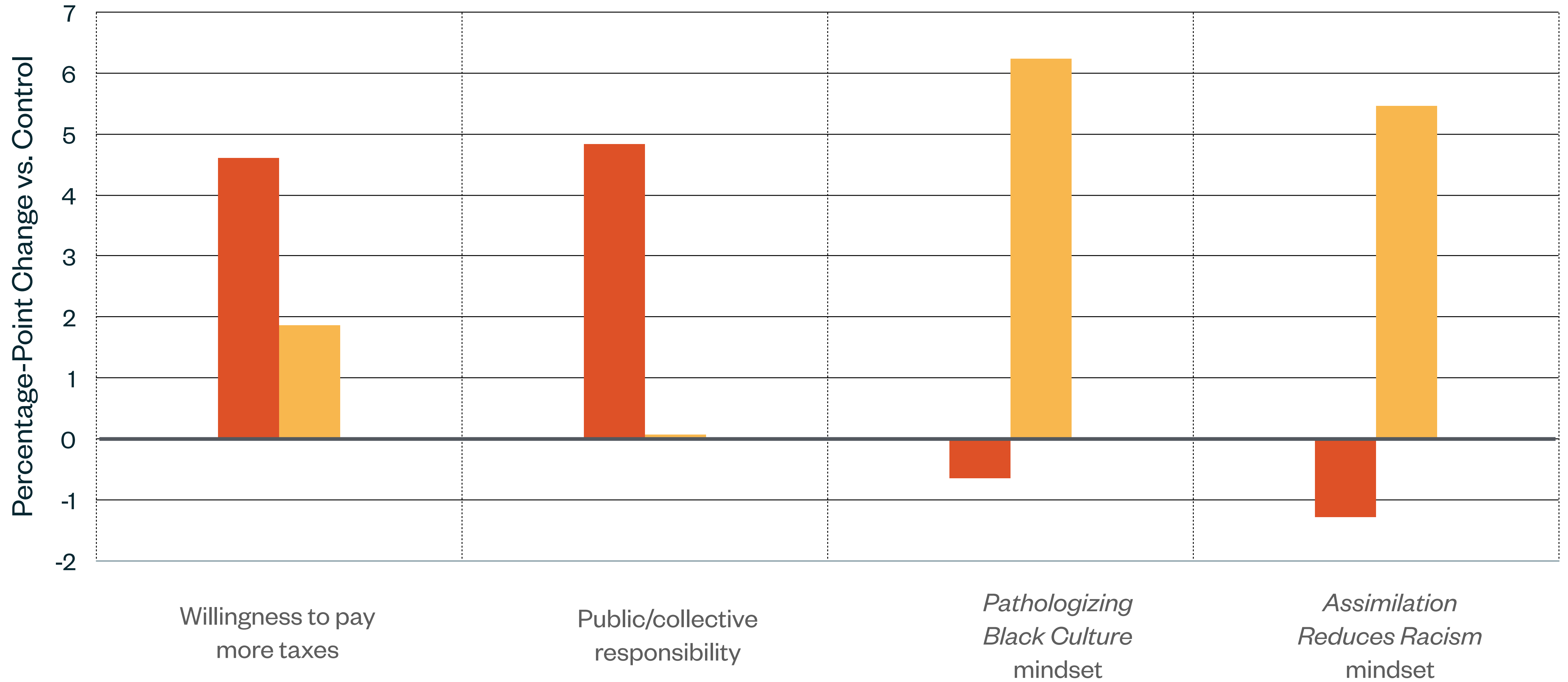
Care is **expansive**

The Details: How to do *Care Is Expansive*

1. Show (stories, examples) how wide ranging policies shape children's experiences and wellbeing.
2. Use environment (water and air in particular) as an example of where collective action is needed to care for children.
3. Provide a vision of a future where we prioritize children in decision making around all issues – *and* explain how we're currently falling short.

Effects of Vision Frames

- Process Vision + Critique
- Outcomes Vision + Critique

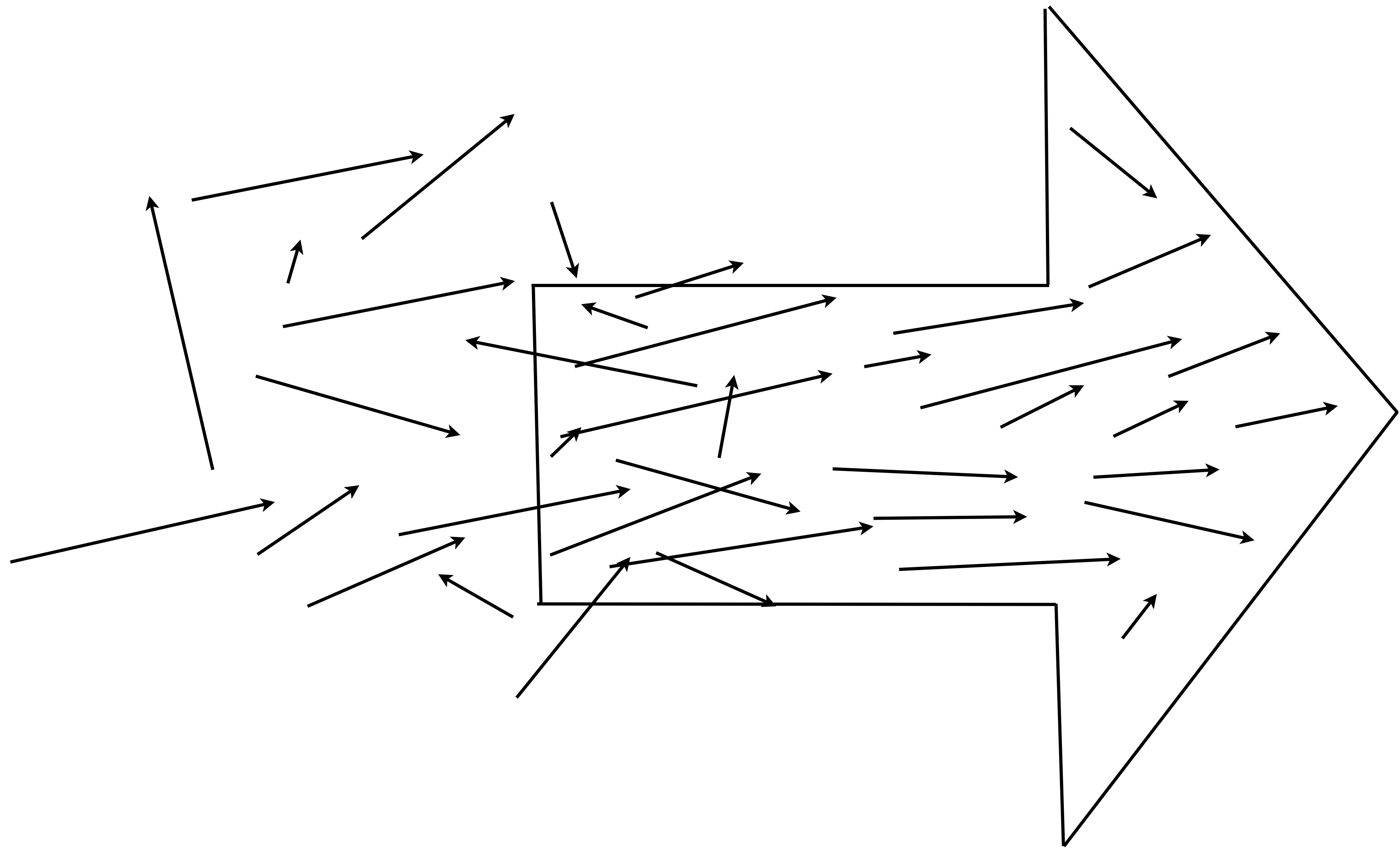


A New Narrative: **Collective Caregiving**

The Big Idea:

Taking care of children is one of our most important responsibilities as a member of society. Whether we're parents or not, we're all caregivers. Collective caregiving is all the decisions we make as a society. It's about every issue—from education to transportation and child care to the environment. And it's something we owe to kids and families in all places and of all races, backgrounds, and identities.

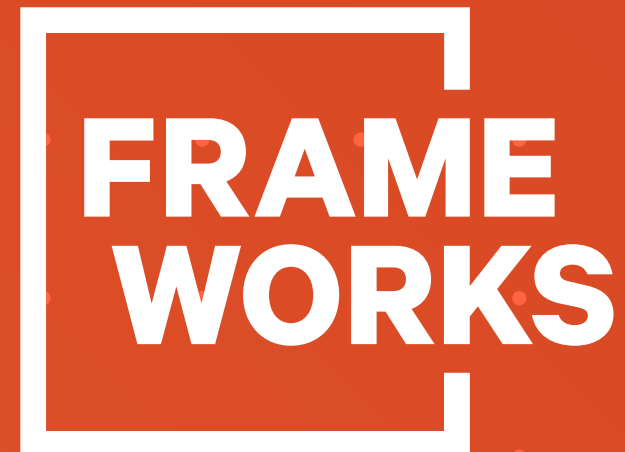
Care is *Collective, Inclusive, and Expansive*



Everything we believe comes from a story we've been told.

Heather McGhee

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