



Reframing Child Wellbeing in Jacksonville

A FrameWorks Institute Workshop

Sponsored by the Jacksonville System of Care Initiative

December 13, 2016

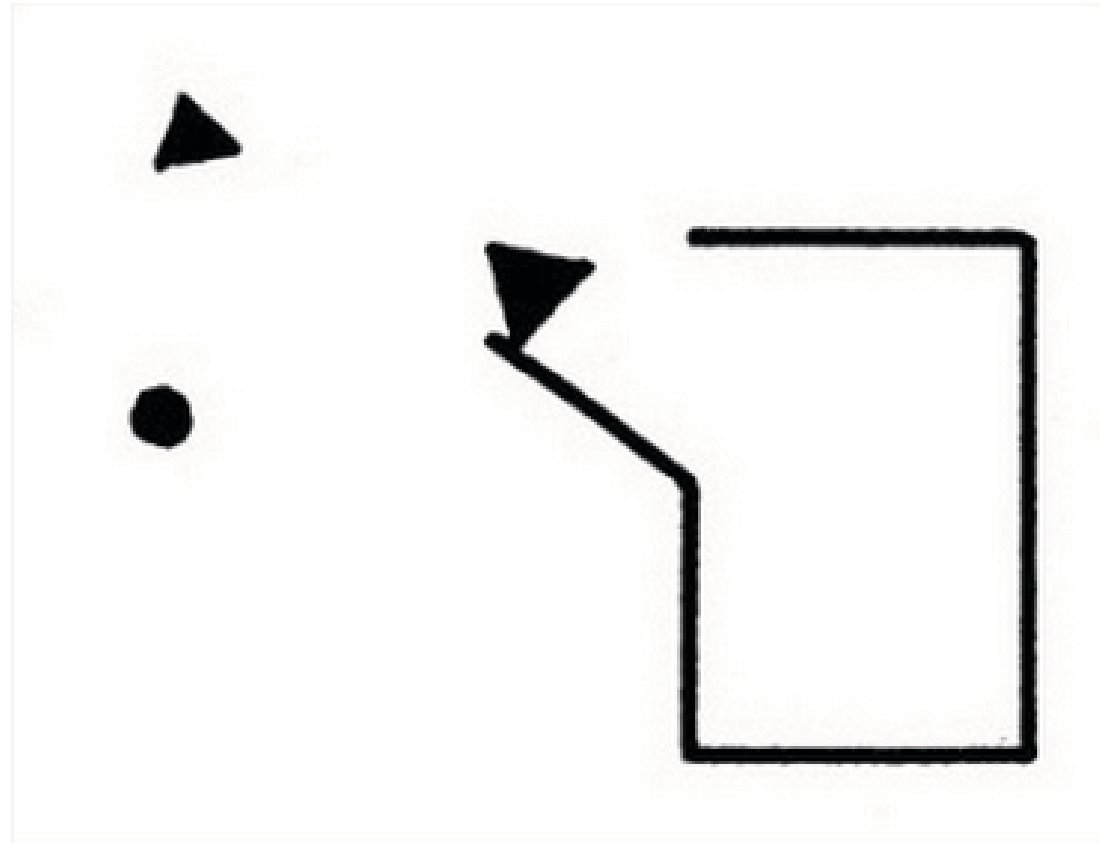
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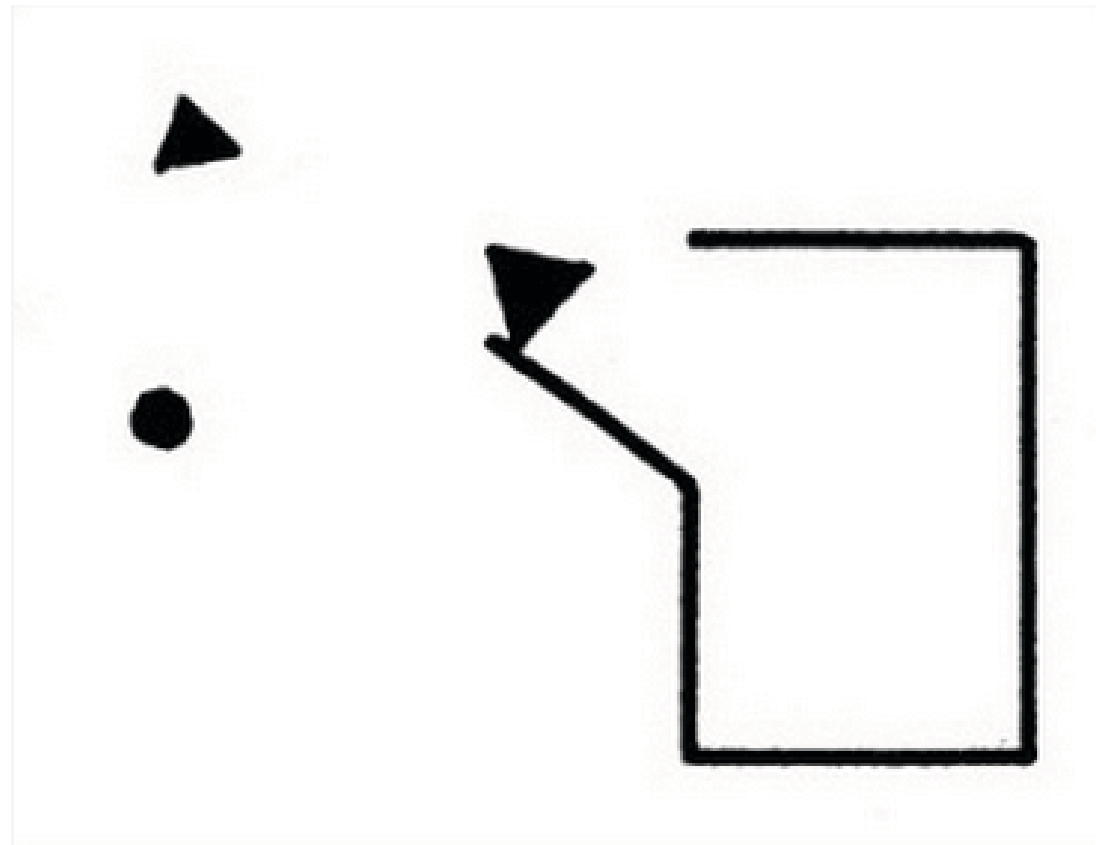
Department of Research Interpretation and Application

A Brief Experiment

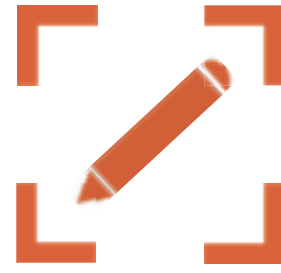
There's a story there, whether or not
you're telling it



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you're telling it



Exposure-Objects Displayed in Various Positions And
Configurations From The Moving Film



Framing Practice

Filling in Stories

Now that you know that members of the public “fill in” stories as they interpret communications, what stories do you see people filling in about YOUR work?

Chat with your tablemates about the misperceptions or assumptions you hear most frequently. Write down one or two of these preconceived ideas on an index card.

We will collect these cards and use them later on in the workshop.



Navigating the *Swamp*

Why does framing matter?

1. understanding is frame-dependent
2. frames can make change
3. culture mediates meaning

You Say... They Think

A A A



Expert/Advocate

B B B



Public

You Say... They Think

Children's early years are critical for brain development. Inadequate support can cause lifelong problems.



Expert/Advocate

Every child is different. If a child wants to succeed, he'll find a way, even if he doesn't have the best circumstances.



Public

Culture mediates the way people make sense of the world

People approach the world not as naïve, blank-slate receptacles who take in stimuli...in some independent and objective way, but rather as experienced and sophisticated veterans of perception who have stored their prior experiences as an organized mass. This prior experience then takes the form of expectations about the world, and in the vast majority of cases, the world, being a systematic place, confirms these expectations, saving the individual the trouble of figuring things out anew all the time.

*Deborah Tannen, Framing in Discourse.
New York: Oxford University Press. 1993.*









The story JAX fills in about child wellbeing



Individualism

- Family Bubble
- Mental health = emotional control
- Stress is good for you
- Cycle of poverty is deficits passed on from generation to generation
- Self-makingness (sponges & containers)
- Every child is different
- Consumerism

Fatalism

- Mental health = genetics
- Genes are set in stone
- Cycle of poverty inevitable
- Back to basics/nostalgia for past
- Just the way it works in JAX
- The nature of government is bureaucratic, inefficient, corrupt

What's in the swamp of...

Jacksonville: System of Care

Environments

- Exposures to other cultures is good
- Environments = parents (structured, safe environments they create)
- Parks, outings, etc.
- It (sort of) takes a village
- Small classes = quality

Separate Fates

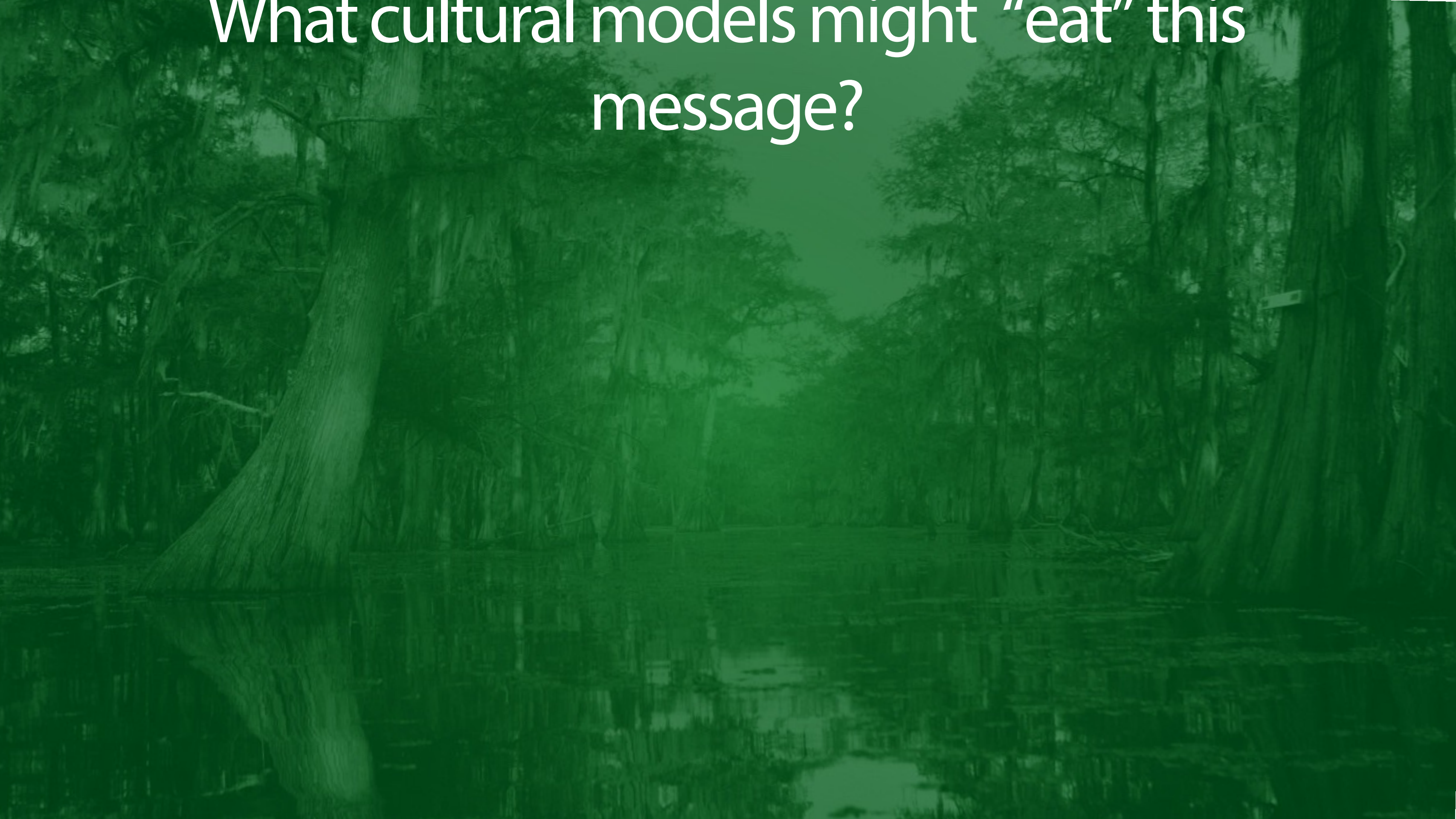
- My village is not their village: 2 Jacksonvilles
- Northside = a world apart
- Inner city = bad/suburbs = good
- Opportunities exist everywhere to be grabbed
- Structured, safe environments protect kids from others





Swamp Drop

What cultural models might “eat” this message?



What cultural models might “eat” this message?

How Do a Mother’s ACEs Affect Her Children?

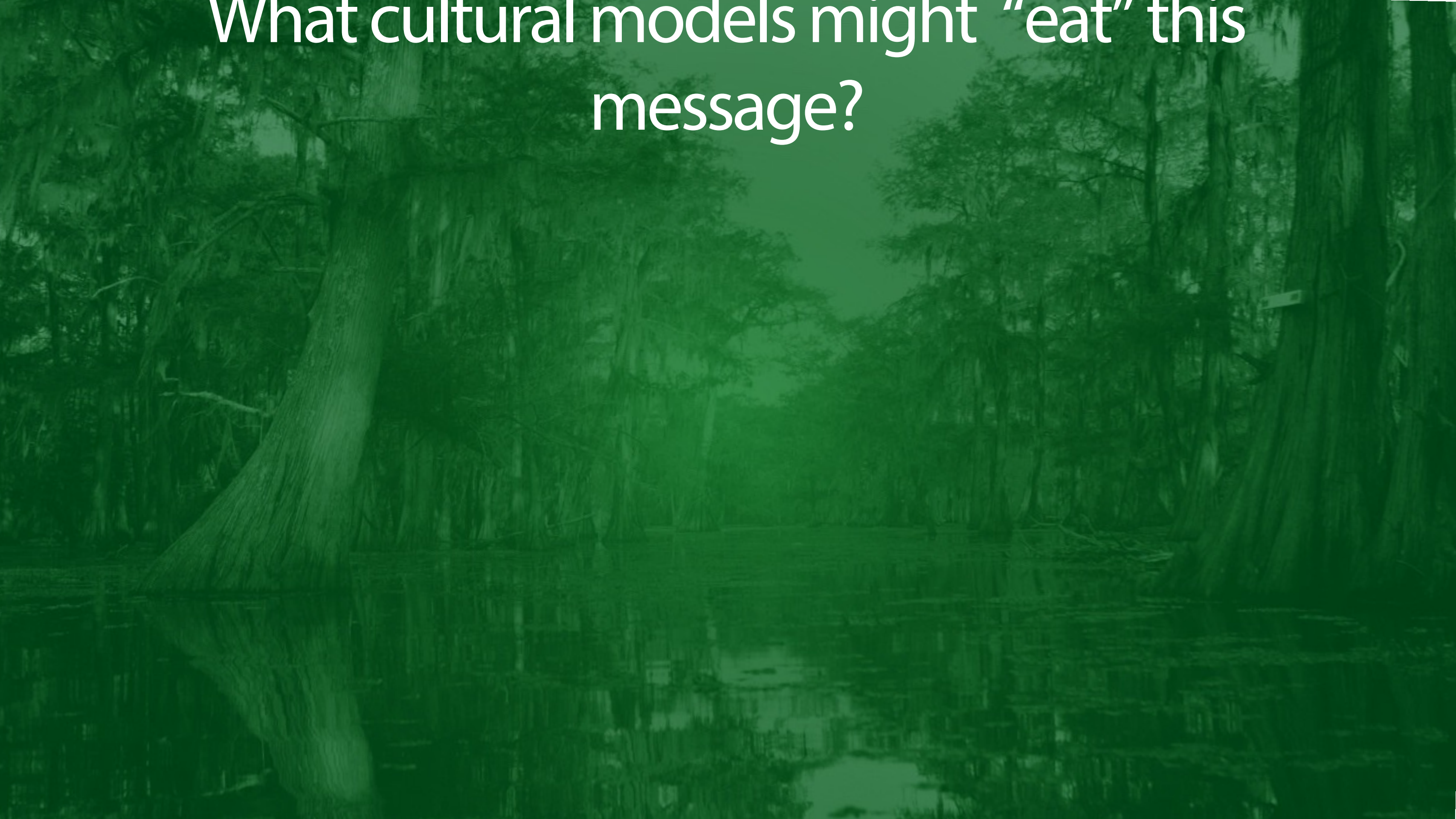
Of course, finding out that a mother’s ACEs had an effect on her child’s development and mental health prompted us to ask another question. Exactly *how* does a mother’s difficult childhood affect her children?

We found that when a mother had three or more ACEs, she was more likely to have mental health problems in the year after she had her baby, and she also tended to struggle more with self doubt about her parenting skills. She simply didn’t feel confident about being a mother. ACEs affected her mental health *and* her parenting.

The Gold Nugget

I know that this seems like a bad news article. However, understanding ourselves better and what our ACEs mean for our children is the place to start. For many of us who have had difficult childhoods, questions about how this affects us as women and mothers linger. We wonder whether there are carry-over effects. It’s better to know that there might be, and to do something with that knowledge, than not knowing at all.

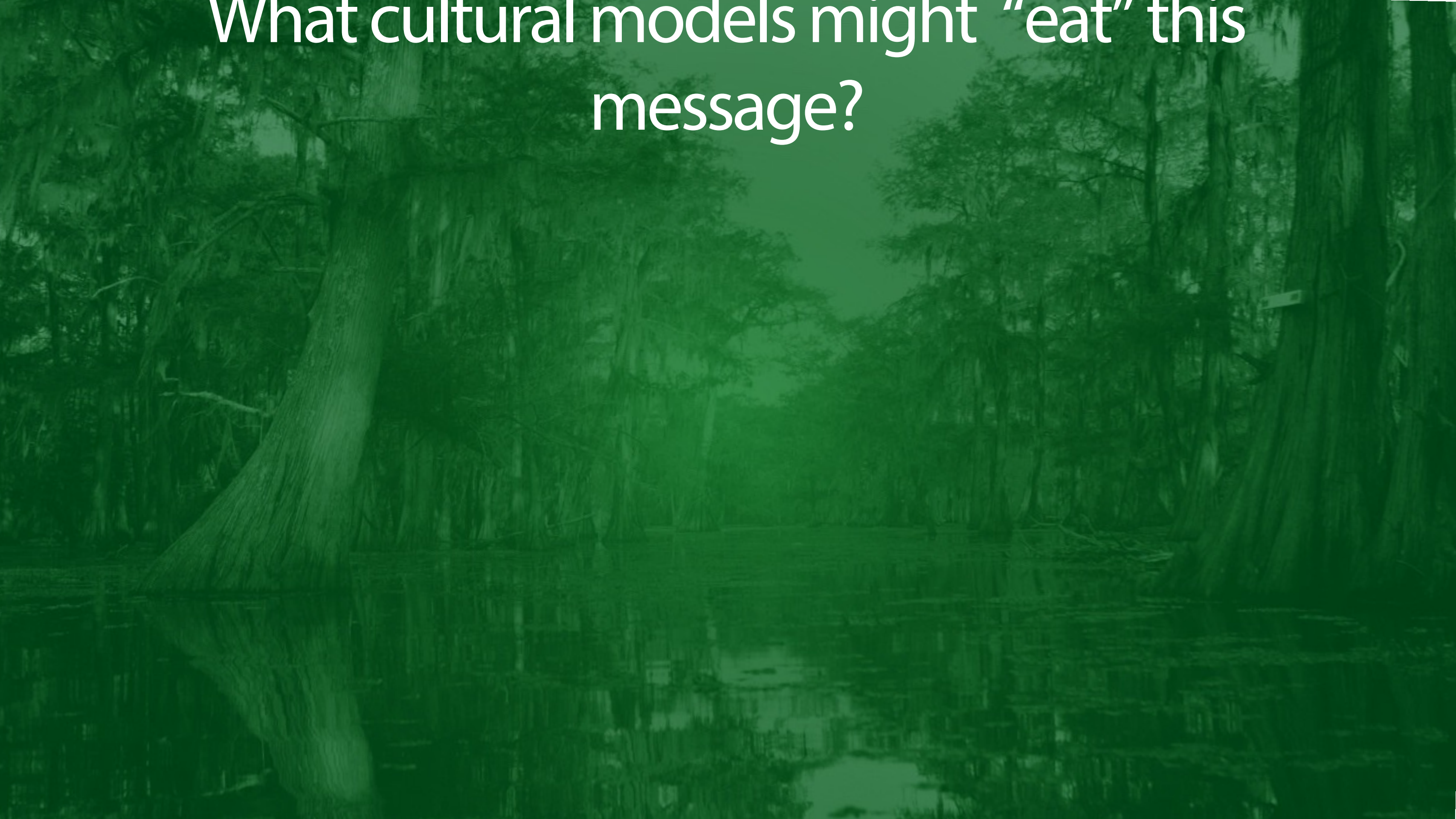
What cultural models might “eat” this message?



What cultural models might “eat” this message?

Every child has the capability to learn how to become stronger from the inside out. Some boys and girls do need extra assistance though; they may be highly sensitive, lean toward the more negative, or "I can't do it" side of life, as well as get "stuck" in situations and feel that this is the worst ever. For example, like failing a math test. As a child's wise partner and guide, you have the incredibly important role to give them a "big picture" perspective, support them in ways that work for them in particular and realize that resilience, like confidence and inner strength, is merely a skill they need to learn to master.

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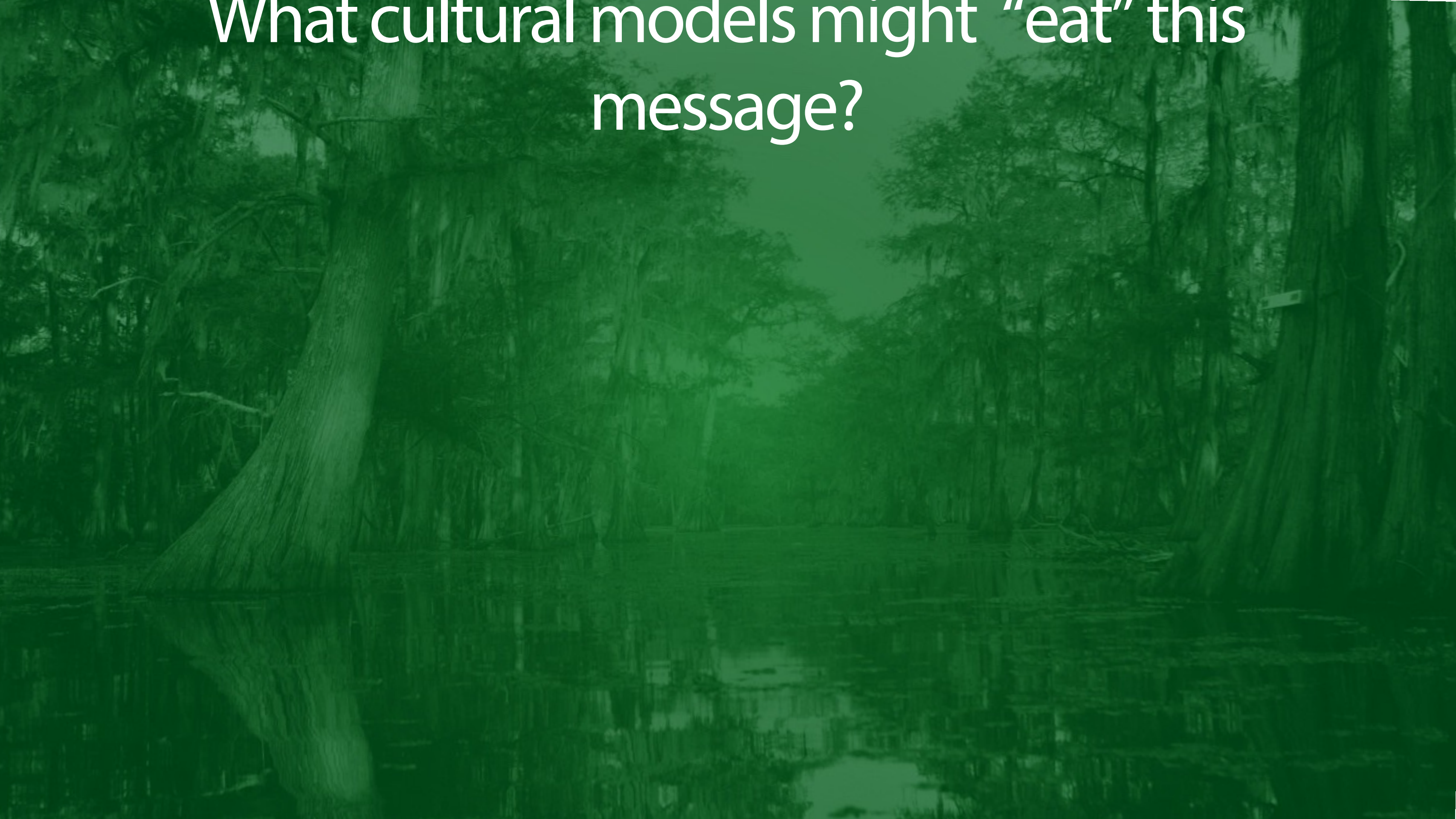
[L]et’s move beyond the debates about free tuition and minimum wages to push something that might matter even more: early-childhood programs for needy kids.

“It is in the first 1,000 days of life that the stage is set for fulfilling individual potential,” writes Roger Thurow in his powerful and important new book on leveraging early childhood, *The First 1,000 Days*. “If we want to shape the future, to truly improve the world, we have 1,000 days to do it, mother by mother, child by child.”

America’s education wars resemble World War I, with each side entrenched and exhausted but no one making much progress. So let’s transcend the stalemate and focus on investing in America’s neediest kids.

We rescued banks because they were too big to fail. Now let’s help children who are too small to fail.

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May 5 is National Children's Mental Health Awareness Day. As a mother whose daughter was diagnosed with depression at age 12, I would like to share some things that I have learned about children's mental health that will hopefully help someone else.

Approximately 20 percent of youth ages 13 to 18 experience severe mental disorders in a given year. For ages 8 to 15, the estimate is 13 percent.

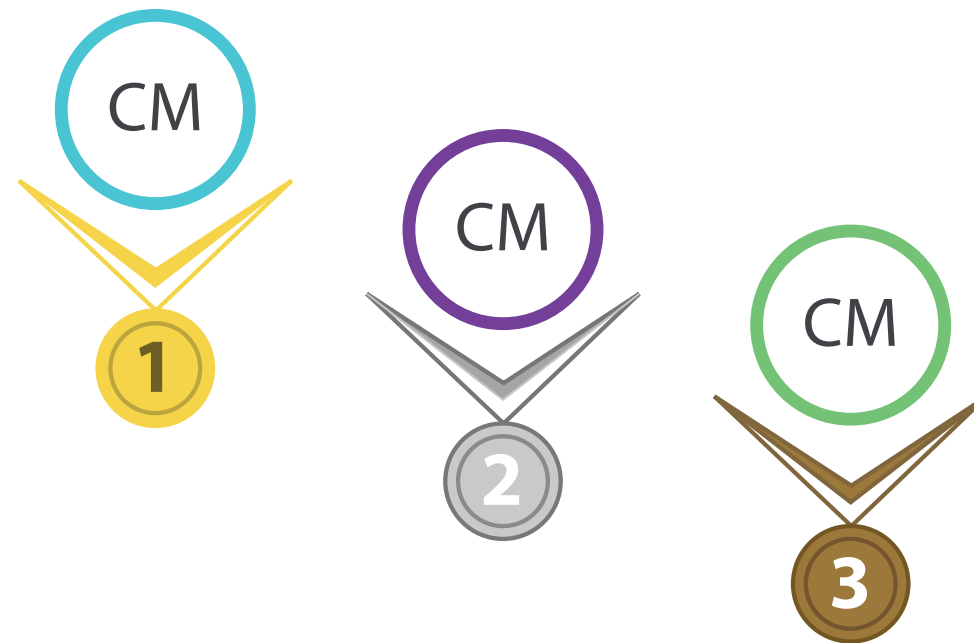
Seventy percent of youth in juvenile justice systems have at least one mental health condition, and at least 20 percent live with a severe mental illness.

One-half of all chronic mental illness begins by the age of 14; three-quarters by age 24. Despite effective treatment, there are long delays — sometimes decades — between the first appearance of symptoms and when people get help.

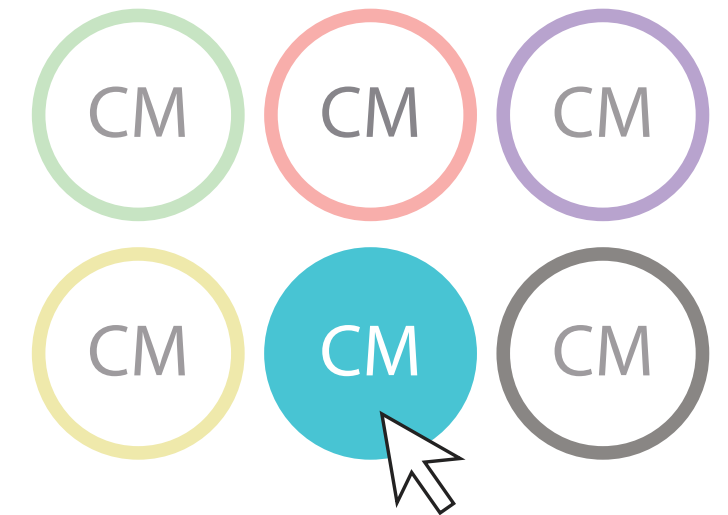
Cultural models are the basis of strategic communications



Multiple models available



Some more productive
than others



Choose the cues that
activate them



Framing with Values

Frame elements fill in a well-framed story

VALUES remind people of what's at stake, helping them connect their existing ideals and principles to an issue.

EXPLANATORY METAPHORS recruit people's everyday knowledge to help them understand how social issues work and reason more effectively about public solutions.

Frame elements fill in a well-framed story

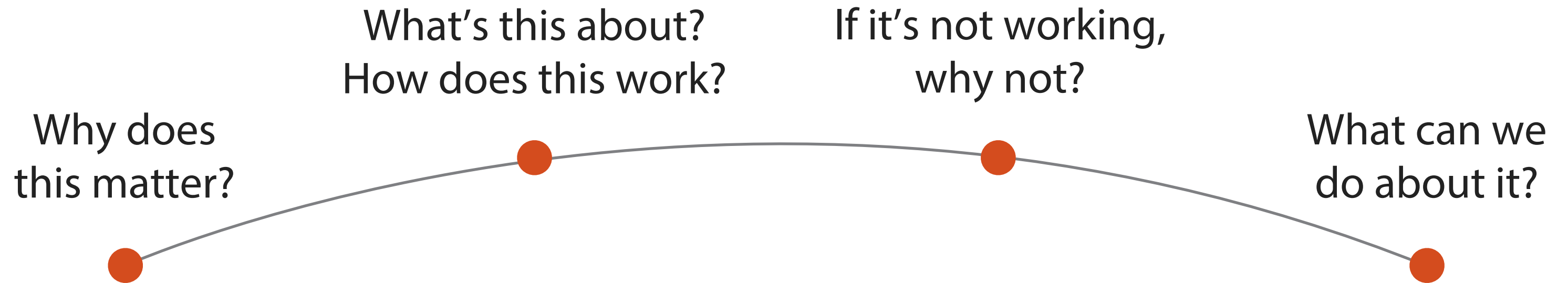
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A Well-Framed Story Arc:

Answering the public's big questions about social issues

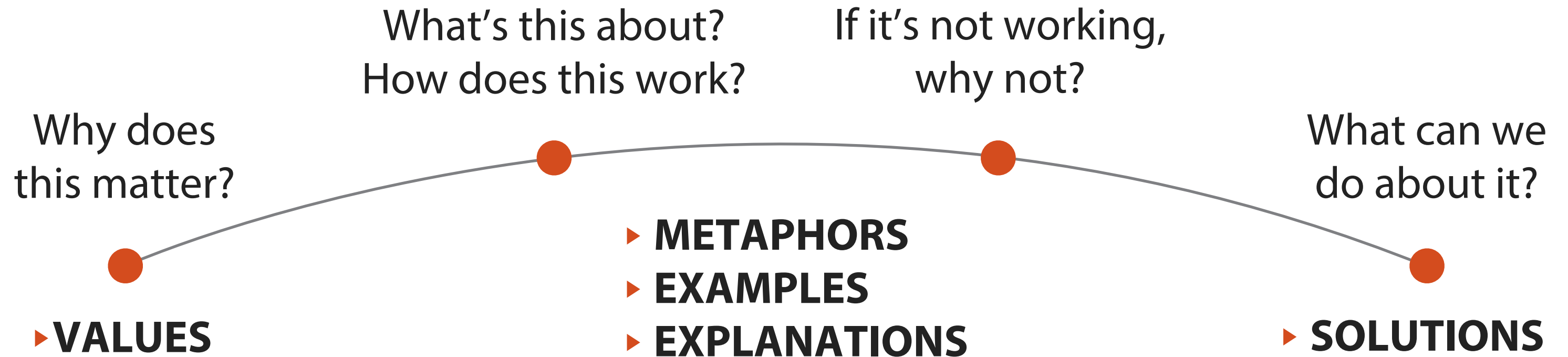
A Well-Framed Story Arc:

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Answering the public's big questions about social issues



Civic Potential



Your issue matters because:

For Jacksonville to become the city we know it can be, we must ensure that all of our city's children have the opportunity to learn and develop.

Redirect public perceptions away from:

- *Fatalism*
- *Individualism*
- *Separate Fates*

Move public thinking towards:

- *Children's outcomes = our region's outcomes*
- *Sense of agency: we can do this!*
- *Urgency: if we act now, we can avoid future problems that affect us all*

Before

Research shows that child maltreatment is associated with adverse health and mental health outcomes in children and families, and those negative effects can last a lifetime. In addition to the impact on the child, child abuse and neglect affect various systems including physical and mental health, law enforcement, judicial and public social services, and nonprofit agencies as they respond to the incident and support the victims. One analysis of the immediate and long-term economic impact of child abuse and neglect suggests that child maltreatment costs the nation as much as \$258 million each day, or approximately \$94 billion each year.

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Reframed with *Civic Potential*

Advocates working together to tackle difficult issues help our city become the vibrant place we know it can be. Mental health and law enforcement professionals working with judicial, public service, and nonprofit agencies have combined their expertise to design interventions that strengthen our child abuse prevention and treatment systems. These advocates successfully put proven, long-term solutions to work for the benefit of our children and our communities. When we continue to invent and replicate high quality programs for children, we both help our communities thrive and invest resources that will save this nation \$258 million dollars a day.

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Which statement best represents the *Civic Potential Value*?

A

Jacksonville is on the brink of a major crisis in trying to support a growing number of families. Things will only get worse if we don't start worrying about children's development.

B

Every resident in Jacksonville needs an opportunity to contribute to the city's economic prosperity. More contributors will help make dramatic improvements to our city.

C

When we support the healthy development of every child in Jacksonville, we are helping to ensure that the city of Jacksonville becomes everything we know it can be.

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Civic Responsibility



Your issue matters because:

Jacksonville is recognizing its shared obligation to its children. By strengthening the systems that support child development, we are honoring our duty to make our city a place where all children can thrive and become responsible citizens themselves.

Redirect public perceptions away from:

- *Children's Rights = Too Much Entitlement*
- *Individualism*
- *Separate Fates*

Move public thinking towards:

- Collective action is needed
- We must act as responsible citizens
- Providing children what they need to thrive is a top priority

Framed with Description

The primary factors that shape children's health in Jacksonville are not medical treatments but rather the living conditions they experience. These conditions have become known as the social determinants of health. Our health is shaped by how income and wealth is distributed, whether or not we are employed, and if so, the working conditions we experience. Furthermore, our wellbeing is also determined by the health and social services we receive, and our ability to obtain quality education, food and housing, among other factors. Health and illness follow a social gradient: the lower the socioeconomic position, the worse the health.

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Reframed with *Civic Responsibility*

Environments shape health and improving physical, social, and economic environments makes Jacksonville a place where children can thrive. When people live near quality grocery stores, it's easier to eat a healthy diet. Access to transportation helps children receive access to care and support. Decent housing and quality education are also requirements for the health and wellness of our citizens. Because we know that environments shape health, we have a responsibility to make all parts of Jacksonville places that promote health.

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Which statement best represents the *Civic Responsibility* Value?

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We all have a shared responsibility to support both children and families.

B

Jacksonville is coming together to make sure we are meeting our obligations to the children of the city.

C

Instead of either failing children or giving them too many freedoms, the city should do more to support children's health.

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Human Potential



Your issue matters because:

Our region's most important resource is the potential of its children. When we support healthy child development, we invest in their ability to contribute fully to our communities.

Redirect public perceptions away from:

- *Fatalism*
- *Individualism*
- *Separate Fates*

Move public thinking towards:

- Investing in children is essential to our region's wellbeing
- Strengthening supports for parents is about taking care of our greatest asset: children
- We need the talents and contributions of all our children

Framed with Description

The contribution of early childhood care and education to the healthy development and future well-being of children who are economically and socially disadvantaged has become a vital public issue with important implications for families, business, private philanthropy, and government. Public investments in quality early childhood care and education can produce important long-term improvements in the intellectual and social development of disadvantaged children.

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Reframed with *Human Potential*

Jacksonville's children are our most important resource and investing in their learning opportunities and healthy development lets children contribute to our communities in the future. Access to early child care and education lay the foundation for children's healthy growth. Public investments in these resources can produce important long-term improvements children's cognitive and social development. Helping children reach their full potential has implications for families, businesses, philanthropy, and government.

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Which statement best represents the *Human Potential Value*?

A

Let's make the most of children's potential and abilities. Our communities are better off when we help develop all learners' diverse talents and skills.

B

Each and every child deserves the chance to live up to his or her full academic and social potential.

C

The system we have now is destroying the innate potential of far too many children. We can't afford to lose a single child's ability.

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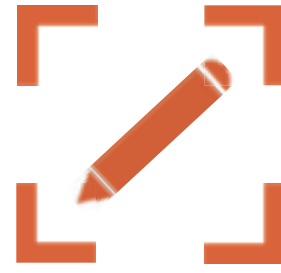
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Framing Practice

Using Values to talk about your work

Think about how your work contributes to children's wellbeing in Jacksonville.

Draft an introductory statement that uses a Value (*Human Potential, Civic Responsibility, or Civic Potential*). Write your introduction down on an index card.

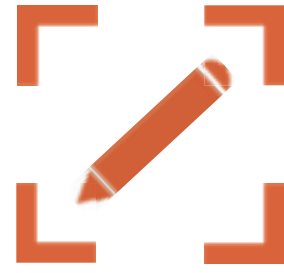
Here's an example:

My work is about making sure that kids in Jacksonville have all the supports they need to reach their full potential. My agency, Duval County Home Visiting, does this by coordinating health services for caregivers and children across the city and making sure the community's resources are flowing to all parts of the city.

Get out of your seat, and on your feet and go introduce yourself to a few new people!



Time to Chat and Chew!
(This is a working lunch.)



Framing Practice

How are you using Values in your current communications?

Here are some questions to work on over lunch:

- How are you explaining why your issue matters? Are you using any values appeals in your current communications?
- Knowing what you know now, do you think that any of your framing strategies are activating default thinking from the swamp of cultural models?

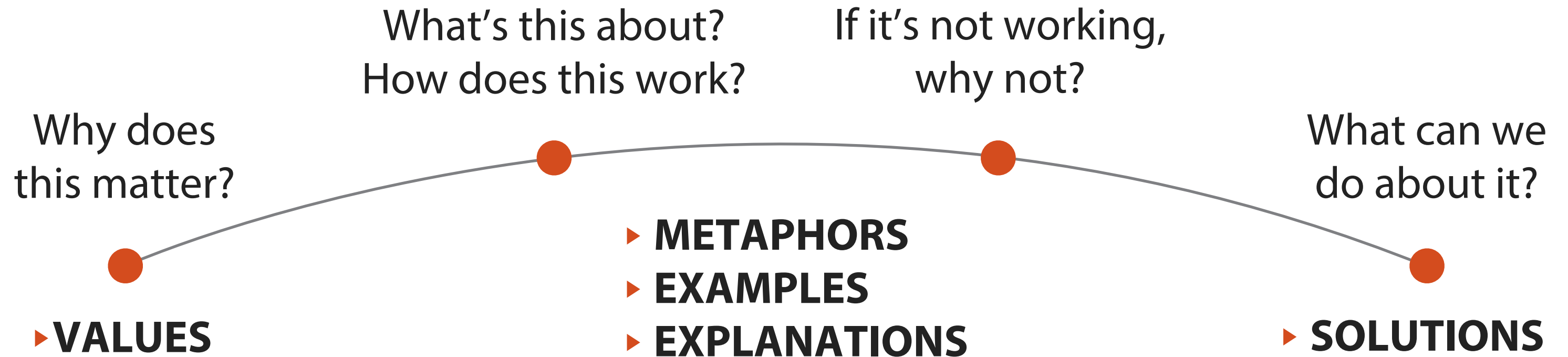
We'll ask for volunteers to share what they discussed after lunch.



The power of “how”

A Well-Framed Story Arc:

Answering the public's big questions about social issues



Explanatory metaphors help you navigate the swamp

- Our brains already think in metaphor all the time, so using metaphors to explain is a strategic use of our existing cognitive processes.
- Metaphors use the power of analogy to channel attention to certain features of an issue and redirect attention away from others.
- Metaphors are memory tools: They can help people remember important points.
- Metaphors are sticky: They pass easily from person to person, which amplifies the reach of your message.

The Explanatory Metaphor

A translation device

Brain Architecture

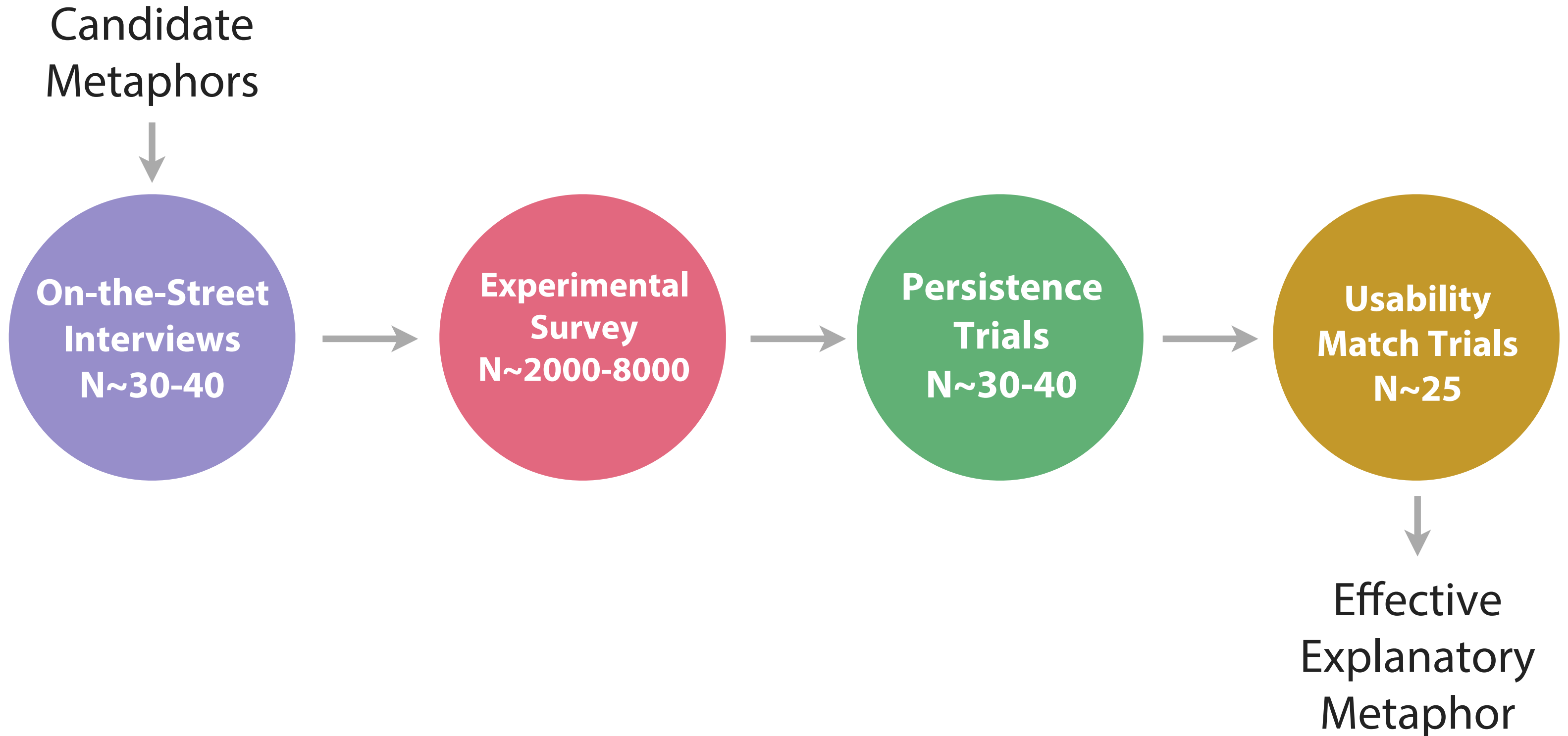


Brain Development



Building/Architecture

The Empirical Process



Solid Tracks



The story you're telling:

Just as a safe and reliable railway system depends on having sturdy and well-built tracks, Jacksonville needs a well-built and connected system that supports all of its children as they develop and grow.

Strategic way to redirect public perceptions away from:

- *Family Bubble*
- *Individualism*
- *Separate Fates*
- *System = School*

And move thinking towards:

- *Building a connected system of resources benefits everyone*
- *We need to integrate many moving parts to achieve positive outcomes for children*
- *Providing necessary supports will help children "stay on track" towards healthy outcomes*

Framed with *Fatalism* and *Cost*

When we talk about doing more for children, it's important to realize that it costs money, but not all that much money. Why? Because there aren't that many young children at any given time, and it doesn't take a lot of spending to make a huge difference to their lives. Our threadbare system of public support for child care and early education costs 0.4 percent of the G.D.P.; France's famously generous system costs 1.2 percent of the G.D.P. So we could move a long way up the scale with a fairly modest investment.

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Reframed with *Solid Tracks*

When we talk about doing more for children, it's important to realize that we are talking about building a kind of infrastructure that will return dividends in the long run. Why? Because investing in children today has a lot in common with other infrastructure projects that we have used before to connect our communities, like railroads. When we build a network of systems and policies that link children to the resources they need to develop well, like high-quality child care and early learning centers, we help improve their outcomes. Instead of moving freight, these tracks move children's well-being, and that benefits all of us.

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Which is the best use of the *Solid Tracks* metaphor?

A

Building railroads helped our country develop by getting people and resources where they needed to go. The JAX system of care is similar: it's like a set of well-built tracks connecting children to the services and resources they need to develop well.

B

Without a system of care in JAX, too many kids will go off the rails and end up in the wrong place in life. Let's prevent this kind of train wreck by making sure we build a strong system.

C

Parents are responsible for helping their children stay on track, but sometimes they need a little help. The JAX system of care offers a map that gives parents the information they need to make sure their kids get where they need to go.

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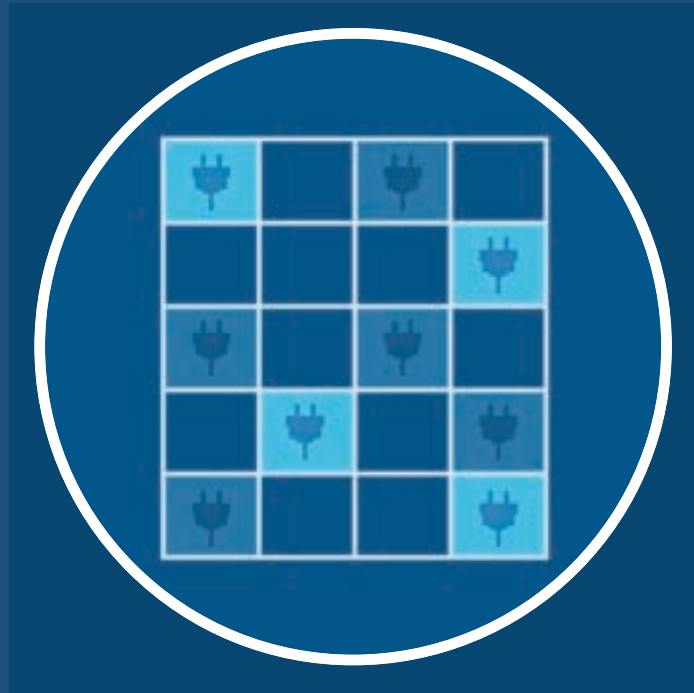
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Resource Grid



The story you're telling:

There is a grid of resources that runs through Jacksonville and supports children and families, but it is patchy in some places and needs to be fixed.

Strategic way to redirect public perceptions away from:

- *Family Bubble*
- *Fatalism*
- *Self-Makingness*
- *Separate Fates*

And move thinking towards:

- *We all thrive when we have access to services and resources in our communities*
- *Our distribution structures can be fixed*
- *We are strongest when our city's resources flow to all parts of the city reliably*

Resource Grid can deepen JAX thinking about environments



Framed with *Fatalism* and *Separate Fates*

Despite what we know about the importance of high-quality early childhood opportunities, far too many children in the United States lack access to quality care, especially poor children and other vulnerable children who stand to benefit the most. Access to high-quality early childhood opportunities is all too often determined by parental income and geography; and federal programs designed to support high-quality early learning and development are too underfunded to serve all eligible children.

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Reframed with *Resource Grid*

We know that child care, early learning programs and other developmental supports are all part of a larger grid of resources that allow children and communities to thrive. Expanding the funding and availability of quality childcare and early learning programs gives all of our citizens more reliable access to these resources. As a society we can improve children's outcomes when we make sure that all communities are fully plugged in and connected to the local grid of resources. Making our network of resources stronger and more reliable so that children can get the support they need creates opportunities for all children, regardless of income levels or where they live.

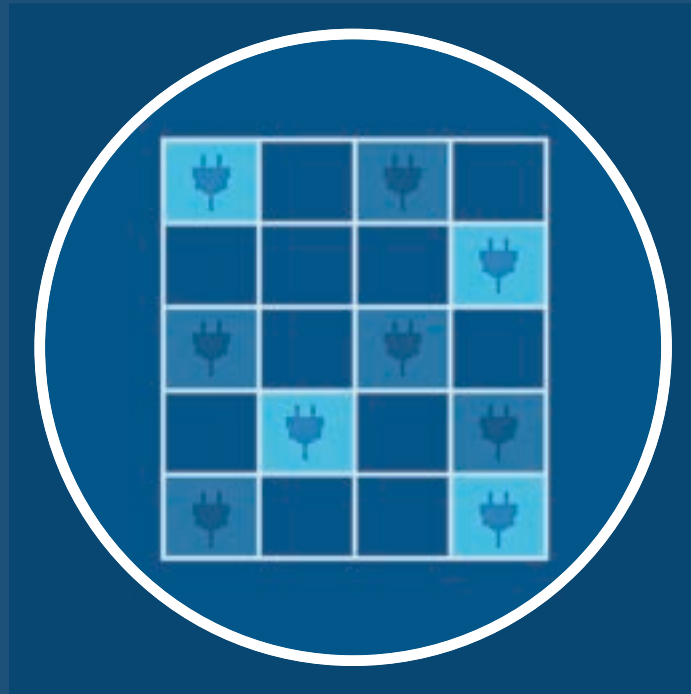
Framed with *Fatalism* and *Separate Fates*

Despite what we know about the importance of high-quality early childhood opportunities, far too many children in the United States lack access to quality care, especially poor children and other vulnerable children who stand to benefit the most. Access to high-quality early childhood opportunities is all too often determined by parental income and geography; and federal programs designed to support high-quality early learning and development are too underfunded to serve all eligible children.

Reframed with *Resource Grid*

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Levelness



The story you're telling:

Just as the levelness of a table is what makes it functional, the mental health of children is what enables them to function well in all areas of life.

Strategic way to redirect public perceptions away from:

- *Children can't have mental health*
- *Mental illness is uncontrolled emotions*
- *Mental illness is "chemicals" or "genetics"*
- *Determinism and Fatalism*
- *Damage done is damage done*

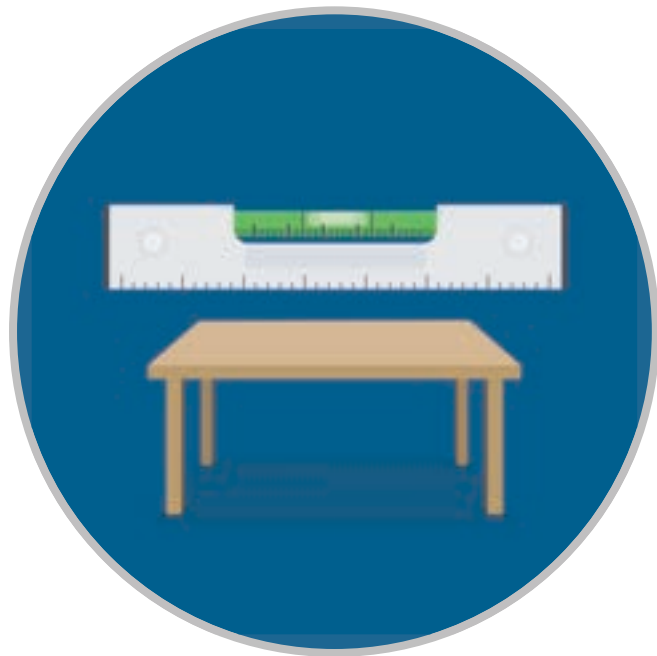
And move thinking towards:

- *Mental health is important for everyday functioning*
- *Early interventions can prevent worse problems later*
- *Community resources play an important role in children's outcomes*

Explaining Children's Mental Health: Levelness

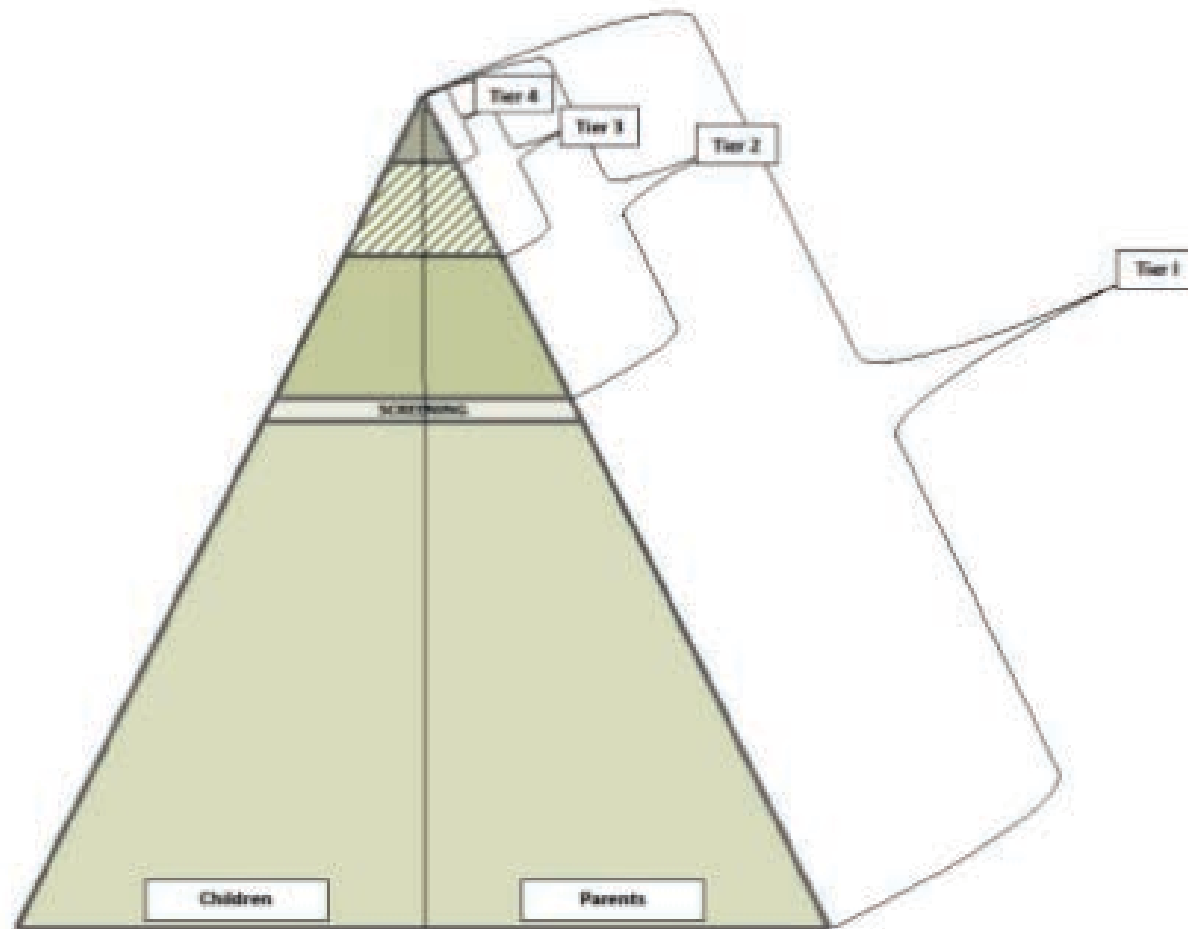
- Helps people see the role of mental health in children's development.
- It structures the understanding that children do, in fact, have mental states, and that children's mental health has functional implication.
- In particular, it points to the ways poor mental health disrupts learning and development in other domains, and good mental health facilitates these processes.
- Concretizes the interaction between child and environment, and shifts thinking away from genetic determinism and towards a view of children's mental health as determined by multiple factors.

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Levelness in Action



LIVINGSTON COUNTY
CHILDREN'S NETWORK

Levelness in Action

“I don’t know how many of you noticed, but your tables are wobbly. Every one of the tables in the room, I adjusted, so that it would wobble while you were eating tonight. Some of you already fixed your tables because it was driving you crazy!

The best analogy for mental health is that it is like the levelness of a table. Every one of us has mental health - it is part of who we are. These pieces of furniture, every table has levelness as a quality. Some of you had tables that were just a little wiggly. Some tables were like this one - the fruit slid right off onto the floor. Levelness determines the function of the table, the utility of the table.

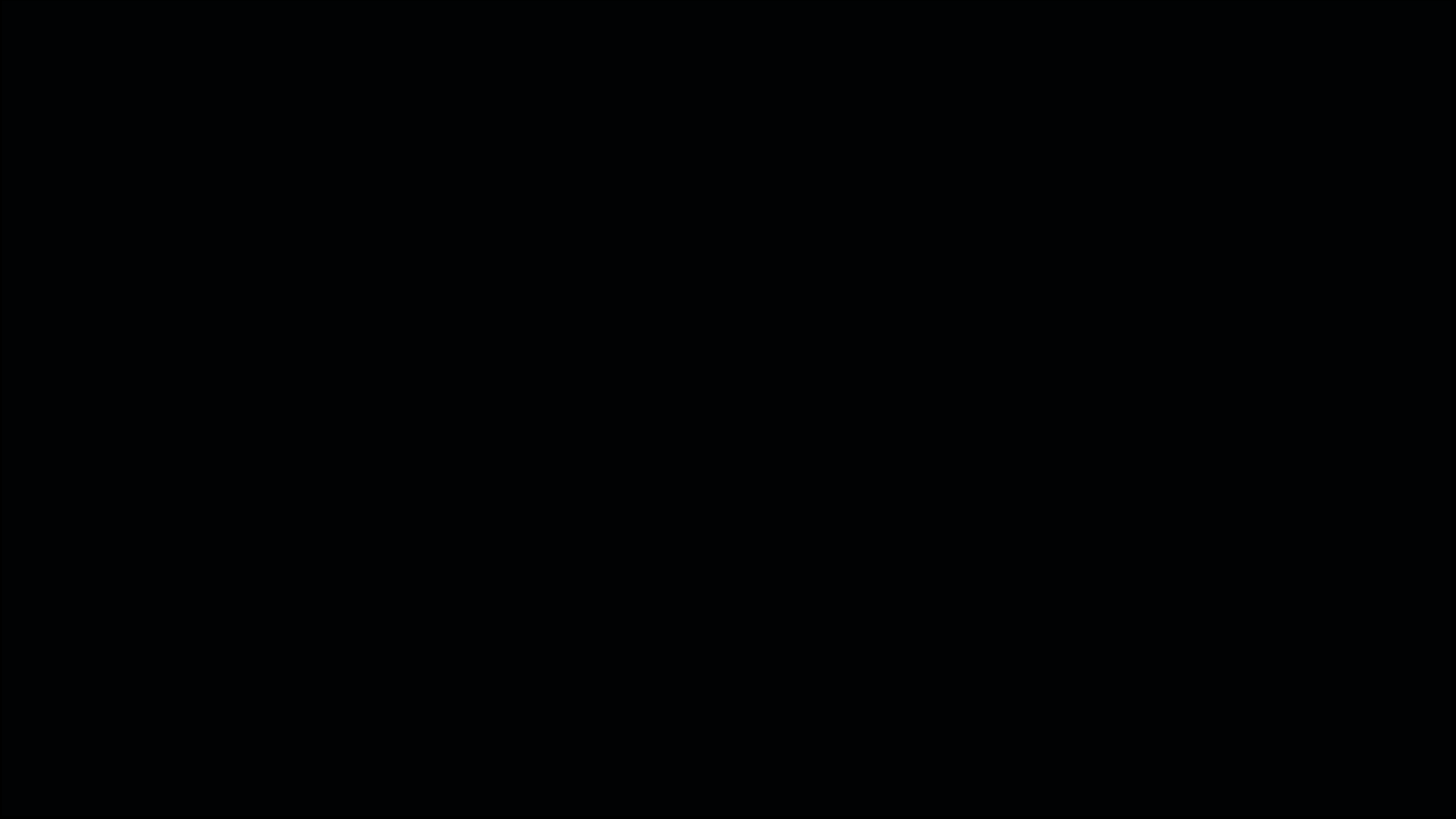
...This graphic is here to acquaint you with...a four-tiered model of interventions for mental health...

-Brenda Huber
Director, Livingston County (Illinois) Children’s Network



LIVINGSTON COUNTY
CHILDREN'S NETWORK

Levelness in action



Framed with *Family Bubble*

Q. What can be done to help children with mental health problems?

A. If parents or other caregivers notice repeated symptoms of mental health problems in their child or teen, they should make a list of the behaviors that concern them, speak to the child about their concerns and let the child know they will help them work out their problems. It is important to talk with the child's health care provider, and look for a mental health professional trained in working with children and adolescents. People who are not satisfied with the mental health care they receive should discuss their concerns with the provider, ask for information, and/or seek help from other sources.

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Reframed with *Levelness*

Q. What can be done to help children with mental health problems?

A. There is a lot we can do, because we understand what the problem is and what the solutions are. Children's mental health is like the levelness of a piece of furniture — and that levelness can depend on the furniture itself, the floor it's on, or both. Many counties and states have instituted effective programs that provide these children the attention they need from experts who understand levelness and stability. These programs have solved a range of problems in early childhood and showed significant long-term improvements for children. Our task is to bring such innovations to scale, because we all benefit when children experience wellbeing - they are the basis of a bright future for our county.

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Framed with *Fatalism*

Research shows that 10 percent of youth have a serious mental illness. However, only 20 to 30 percent of these youth receive any mental health services, leaving over 70 percent of children and adolescents with a diagnosable mental illness without services. Youth with mental illness fail more classes, earn lower grade-point averages, miss more days of school, and are retained more often at grade level than other students with disabilities. School personnel and administrators have expressed frustration with poor academic performance and disruptive behaviors of groups of students, including those with serious mental health treatment needs. We need to find ways to help these children early on, before they reach a point of no return.

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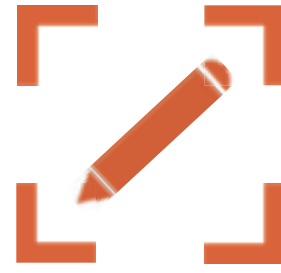
Research shows that of the 10 percent of youth with a serious mental illness, more than 70 percent do not receive mental health services. But just like a table that isn't level works poorly without the right repairs--whether to the table itself or an uneven floor--untreated mental illness affects children's ability to function in daily life. As a result, they wobble: they are at greater risk than their peers with other disabilities of falling behind in school and being held back. By supporting policies that prioritize the right interventions to build levelness, or good mental health, in all of our kids, we can catch small problems early, before they become worse, and help get all children set up for success as they grow.

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Framing Practice

Applying Metaphors

1. With a partner, choose one of the index cards from earlier this morning. What “cognitive holes” are people filling in with cultural models in the swamp?
2. Talk through how you might use the values and explanatory metaphors we have shared with you to “fill in” the cognitive holes in people’s understanding that you see in the example on the index card.
3. Draft a brief (3 to 5 sentences) story about your work that establishes what’s at stake, explains how it works or why it isn’t working, and offers a solution.



Play the Frame Game



Which Card Would You Play?

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For each topic, choose which Explanatory Metaphor or Value would help to explain the issue for non-experts. Hold up the reframe card of the frame element(s) you choose.

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It's important to address the non-academic problems that children living in poverty face in schools

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Why is transportation access a barrier to positive child outcomes?

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Making the case for expanded access to early child care

Which Card Would You Play?

For each topic, choose which Explanatory Metaphor or Value would help to explain the issue for non-experts. Hold up the reframe card of the frame element(s) you choose.

Parents, caregivers, and children who need them should have access to affordable mental health services

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Improving access to early learning, nutrition, and other family support services



Talking Child Wellbeing and the System of Care Initiative in Jacksonville

A FrameWorks Communications Toolkit

GET STARTED

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

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

Talking Points

Foster Care

Lead with **Civic Responsibility** to establish youth in foster care as a shared, public concern.

"We have a shared responsibility as a city to all the children of Jacksonville. We have to make this civic duty an even higher priority when it comes to children in the foster care system because we, the public, have an obligation to ensure that they have what they need to learn, grow, and thrive."

Use **Toxic Stress** to make *social conditions*—not families—the “bad guy” in the story we tell about youth in foster care.

Sample Communications

Sample Editorials

These short opinion pieces apply the recommended frame elements to newspaper editorials, social media status updates, and program descriptions. They can be adapted to local contexts (by adding local references or site-specific information) or restructured for different formats.

Sample Editorial: *Living Up to Our Duty to the Next Generation*

The lively, city-wide discussion around [issue in the news] reminds us how deeply Jacksonville residents value children. Our city recognizes that we have a shared responsibility for children.

Unfortunately, there are many ways that we are failing in our duty to ensure that all our children can grow, learn, and thrive. On the bright side, there are also many ways we can do a better job of meeting our obligations.

This extended appeal to *Civic Responsibility* sets up a frame that worked well in Jacksonville for issues related to the rights of the child.



Please complete the evaluation form.
We value your insights!

P.S. We will make this presentation available as a PDF.

A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.

Richard Rorty



Thank you!



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