

Framing checklist-on-a-page



What will this tool help you do?

- ✓ Create messages and communication materials that drive positive change for children, young people and families.
- ✓ Edit and 'frame-check' existing resources, websites and other messaging.
- ✓ Talk about children and families in a productive way, tell your stories more effectively, and shift public narratives.

Mindsets - have we... ?

- ✓ 'Widened the lens' to counterbalance individualism?
- ✓ 'Balanced urgency with efficacy' to counterbalance fatalism?
- ✓ 'Highlighted collectivism' to counterbalance 'otherism'?



Telling the story (order matters) - have we... ?

- ✓ Started with values?
- ✓ Explained causes before mentioning effects?
- ✓ Considered using an explanatory metaphor?
- ✓ Offered effective solutions throughout (not just in the conclusion)?



Supporting the story - check that...

- ✓ Data is used carefully - less is more
- ✓ Images and photos show context
- ✓ We're not restating myths



Talking about the early years - have we...?

(conception to age 5)

- ✓ Led with the value of health and wellbeing?
- ✓ Used 'now and in the future' framing?
- ✓ Defined the problem and linked to solutions?
- ✓ Used the 'fairness' frame?
- ✓ Focused on what children need?
- ✓ Considered specific tips for talking about pregnancy, mental health and play?



Talking about young people - have we... ?

- ✓ Shown adolescence as a time of discovery, opportunity, learning and potential?
- ✓ Started with importance of young people's identity formation, and social and emotional development (rather than starting with brain development)
- ✓ Explained that structural factors and systems lead to unfairness for youth?
- ✓ Used the 'community connections' frame to widen the lens?
- ✓ Countered otherism by using 'our/we' and by giving young people agency?
- ✓ Shown solutions early and avoided 'crisis' framing?



Talking about parenting - have we... ?

- ✓ Led with what children need to thrive?
- ✓ Avoided words that 'judge' parents?
- ✓ Used the Navigating Waters metaphor?
- ✓ Emphasised parenting as an important job, rather than a difficult one?



Useful metaphors - have we... ?

- ✓ Used opportunities to introduce tested metaphors such as Navigating Waters,
- ✓ Brain Architecture, Serve and Return, Air Traffic Control, Reward Dial,
- ✓ Resilience Scale, and Adolescence as a Time of Discovery?

