



# Quick Start:

## Framing Early Childhood and Anti-Poverty Issues

Framing is a process of making choices about what to emphasize – and what to leave unsaid. Here’s a quick tour of themes to avoid, compared with alternatives to advance.

### Instead of this...

<b><i>Crisis:</i></b> These stark statistics speak for themselves!
This is a problem for population x.
Helping vulnerable children in their earliest years.
Its For the Kids: Kids get ready for school, achieve more.
Individual gain: Work supports boost family income.
Giving families the rungs they need to climb the ladder of economic mobility.
We’re breaking the cycle of poverty...

### We’re trying this...

<b><i>Ingenuity:</i></b> We can think through this challenge.
This is a problem that affects us all.
Building sturdy brain architecture during sensitive periods of development.
It’s For Us All: Early skills become available to society.
Collective benefits: Workforce participation boosts economy.
Connecting families to the ‘charging stations’ that power up health, wellbeing.
We’re building our shared prosperity...

To see the research behind these recommendations, visit [www.frameworksinstitute.org](http://www.frameworksinstitute.org)

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