

You Say...They Think (Early Childhood & Anti-Poverty)

You Say...	They Think...	What's Triggered in Their Minds?	What Helps?
A child's success is strongly tied to his or her family's stability and well-being.	Yes, the apple never falls far from the tree. Good thing my kids won the parent lottery!	Family Bubble	<ul style="list-style-type: none"> • Always talk about families as embedded in contexts and communities. • Explain developmental processes using <i>Brain Architecture</i> and <i>Serve and Return</i>.
The cycle of poverty persists - more American children are living in poverty today than they did a generation ago.	The poor will always be with us. What can possibly be done about it? Some people make poor choices - so they end up poor.	Fatalism Individualism	<ul style="list-style-type: none"> • Avoid untested metaphors, especially ones that rely on <i>cycle</i> imagery, which frames poverty as natural. • Instead of relying on an argument about the scope of the problem, use <i>Resilience Scale</i> to explain the nature of the problem.
To make a difference, Congress and state legislatures need to step up and do what's right, and we need to redirect existing government funding to new ways of supporting struggling families.	Well, then, I won't hold my breath. Government can't get anything right these days. And they should redirect that money back to me - I am struggling, too!	Government is Inefficient Dependency	<ul style="list-style-type: none"> • Tell 'solutions stories' - detailing promising approaches or explaining existing innovations - rather than using rhetorical appeals that may invoke a 'politics as usual' frame. • Instead of relying on a <i>Vulnerable Families</i> frame, position support for families as something that will benefit us all.
There is a persistent achievement gap between children from disadvantaged backgrounds and their peers.	That's not surprising. Some parents just don't value education - especially minority parents. But that's just the way it is.	Cultural values Separate Fates Winners and Losers	<ul style="list-style-type: none"> • Instead of appealing to <i>Fairness Between Groups</i>, use <i>Fairness Across Places</i> to focus attention on the structural aspects of inequity. • Use <i>Charging Stations</i> to substitute an explanation of systemic inequities in resources for the default assumption that poor outcomes are due to deficits in parenting or 'culture.'
Early learning is the first rung on the ladder to economic success. It puts children on the path to school readiness, and allows their parents to earn a steady paycheck.	That's why good parents find good child care for their little ones, and get on their way to their jobs.	Programs on Every Corner	<ul style="list-style-type: none"> • Instead of highlighting benefits to selected portions of the population (children and families), frame the collective benefits of early learning with <i>Shared Prosperity</i>.