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NEW FRAMEWORKS INSTITUTE AND LEADING FOR KIDS REPORT DETAILS IMPACT OF MEDIA ON PUBLIC ACTION FOR KIDS

How children's issues are positioned and covered affects our perception of and collective responsibility for their health and well-being

WASHINGTON, D.C. and REDWOOD CITY, Calif. (November 4, 2021) — The [FrameWorks Institute](#) and [Leading for Kids](#) today released [How Are Children's Issues Portrayed in the News? A Media Content Analysis](#), the third report from their research project, [Building a New Narrative about Our Kids](#). Researchers analyzed a sample of 186 current and historical print news articles and identified framing strategies used to discuss children's issues. The report highlights seven findings that detail how children are portrayed in the media and the potential impact of these strategies on current public thinking. It also offers recommendations for elevating public discourse on—and action for—children's health and well-being.

“All stories are framed. These frames and the larger narratives that run through stories shape our collective mindsets about key issues and what needs to be done to address them,” said Nat Kendall-Taylor, CEO of the FrameWorks Institute. “When we look at children's issues, we cannot overstate the role that news media plays in influencing our thinking, and how we might create shifts in actions and engagement by shifting our frames.”

“How we talk about kids and how kids' issues are represented in the media are key to raising the visibility of kids issues and developing the public will to implement the solutions that can improve their lives,” said David Alexander, president of Leading for Kids. “Together with the strategic brief on cultural mindsets and report on how advocates talk about kids, we now have a comprehensive foundation from which to develop a new narrative to not only talk about, but take action for, kids in our country.”

Funded by the Robert Wood Johnson Foundation and the Children's Hospital Association, the FrameWorks Institute and Leading for Kids are developing a new narrative for how we think and talk about kids. Their project seeks to increase the salience of children's issues and build our collective responsibility to better address them. Today's publication follows [*How Are Advocates Talking about Children's Issues?*](#) (September 2021) and [*Why Aren't Kids a Policy Priority?*](#) (June 2021). The final phase of the project will create and test new effective narratives and framing strategies.

Download the report: [*How Are Children's Issues Portrayed in the News? A Media Content Analysis.*](#)

About FrameWorks Institute

The [**FrameWorks Institute**](#) is a nonprofit that helps mission-driven organizations build public will for progressive change. Since 1999, our work has helped to change the conversation on issues like child and adolescent development, climate change, health equity, public education, and structural racism – and sparked a more strategic approach to communications across the nonprofit sector. We use rigorous social science methods to develop communications techniques that build more accurate understandings, more productive attitudes, and more progressive policy preferences. We work with researchers, advocates, and practitioners to use this research to reposition social issues, change mindsets, and shift narratives. [@FrameWorksInst](#)

About Leading for Kids

Founded in 2018, [**Leading for Kids**](#) is committed to improving the health and well-being of children by creating a movement to change how we talk about kids, how we can invest wisely and productively in their futures, and how our decision makers can better protect their rights and reflect their voices. [@LeadingforKids](#).

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