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**NEW RESEARCH: HOW WE TALK ABOUT KIDS IMPACTS PUBLIC
SUPPORT OF PROGRAMS AIMED AT IMPROVING THEIR LIVES**

*Report from The FrameWorks Institute and Leading for Kids Shows that Current Messaging Is
Not as Effective as Advocates Believe and Offers Recommendations for Change*

WASHINGTON, D.C. and REDWOOD CITY, Calif. (September 8, 2021) — The [FrameWorks Institute](#) and [Leading for Kids](#) today released the second report from their research project, [Building a New Narrative about Our Kids](#). Funded by the Robert Wood Johnson Foundation and the Children’s Hospital Association, the project seeks to develop a new narrative for how we think and talk about kids, with the goal of increasing the salience of children’s issues and building our collective responsibility to better address them.

“The U.S. has countless advocates for children, but if we are honest with ourselves, we must realize that our advocacy messages have not been fully effective in creating the broad public support for programs that we know would improve the lives of kids,” said David Alexander, president of Leading for Kids. “We cannot begin to shift public thinking through framing and narrative efforts without understanding how advocates currently frame children’s issues.”

The current research identifies the frames and narratives child advocates currently use to communicate about children’s issues and explores how these narratives influence public thinking and solutions support. The research identifies key opportunities to change the frames we use when we talk about kids issues and offers key recommendations that advocates can use to effectively influence public thinking and demand the changes necessary to better support children and young people.

Today's publication follows the May 2021 report [*Why Aren't Kids a Policy Priority?*](#), which explores people's deep assumptions and implicit understandings that contribute to the lack of prioritizing children in our public policy. A third report will be released later this year that analyzes current and historical framing of children's issues in the news media. The final phase of the project will create and test new effective narratives and framing strategies.

"We now have another critical piece to use in developing an overarching narrative to shape how we talk, think, and act on behalf of children," said Nat Kendall-Taylor, CEO of the *FrameWorks Institute*. "By understanding current narratives, we can see framing opportunities and challenges and develop frames that expand public thinking, and impact actions and policies."

Download a copy of the report: [*How Are Advocates Talking about Children's Issues? An Analysis of Field Communications.*](#)

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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