

Making Kids A Major Public Priority: Changing the Narrative

December 5, 2023



Panelists



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Panelists



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MAKING CONNECTIONS VIA NARRATIVE

A strong narrative will connect the dots in a way that strengthens the connection between audience and issue:

- *Where do we want to go; what kind of society do we want?*
- *Where are we now?*
- *How did we get here?*
- *How do we get to where we want to go?*



CONFRONTING THE CULTURAL COMMON SENSE...

The “Common Sense” Around Hard Work Sustains Tension With Government:

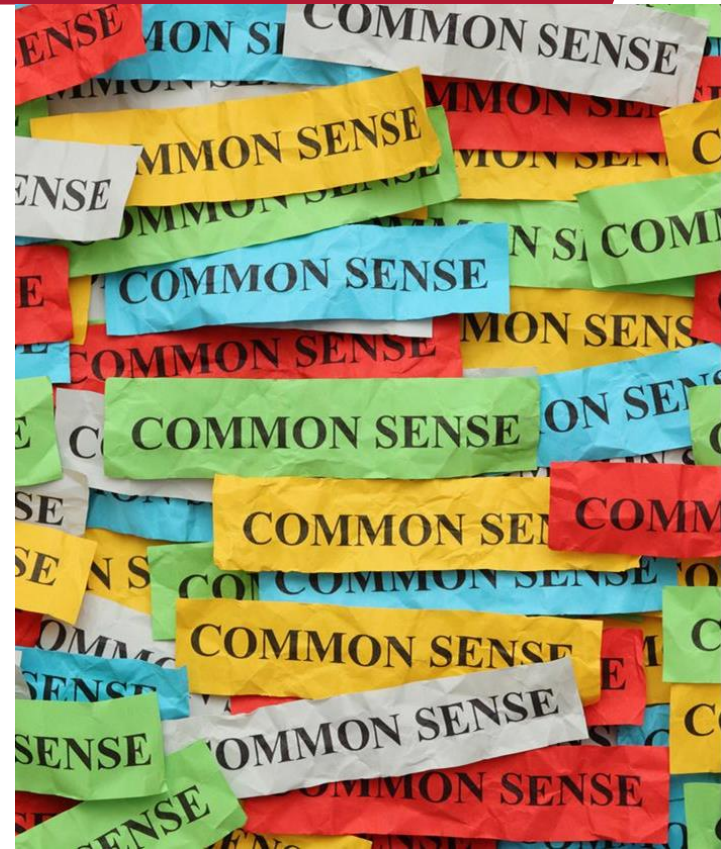
Your hard work can lead to success - good for you! - But don't let the government interfere with your success by meddling too much with the economy or in other aspects of your life.

Modern activists often rely on accurate, yet disempowering stories about struggle:

People are struggling because the wealthy use their influence to rig the system in their favor and refuse to pay their fair share. We need to fight back!

An unhelpful example of the CCS in education is one that resigns student success to a cause-effect relationship with “good” parenting:

If parents just read with their kids every day/night, then the children would be better at reading. The parents need to do better!



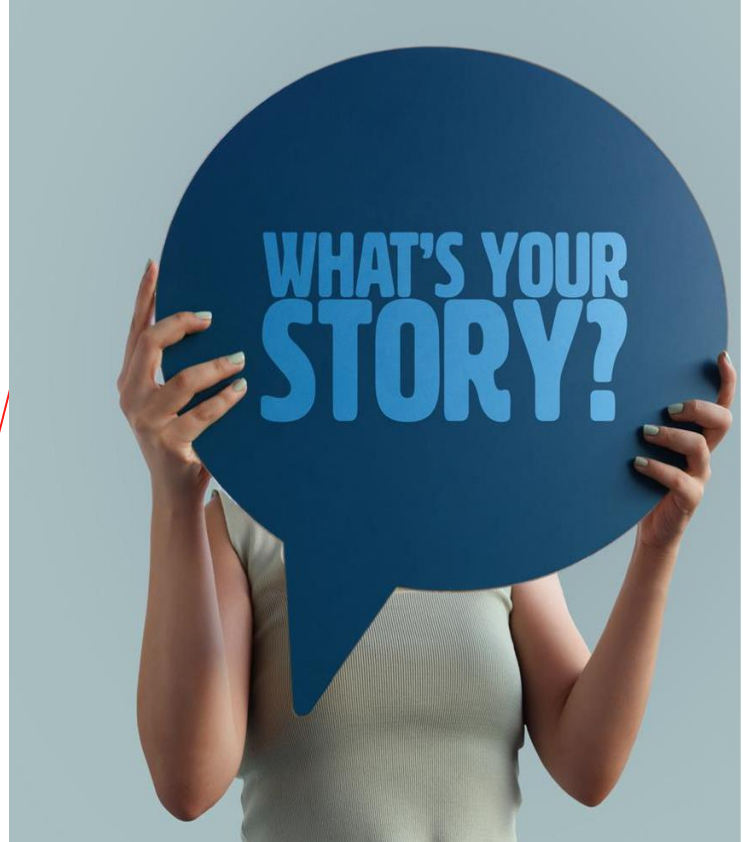
...THEN SHIFTING THE CULTURAL COMMON SENSE

Effective advocacy requires telling a story that is compelling and empowering for the target audience:

Past research demonstrates that leveraging our knowledge of brain architecture and early life experiences can help people navigate beyond the “family bubble” common sense trap and even imagine themselves as part of the solution to some of our nation’s educational challenges.

Communicators should be eager to identify and explore narratives that bring ideas together across issue siloes:

We’ve found that narratives framing government as an actor charged with empowering people to reach their full potential help audiences make connections about government’s role in strengthening the economy while advancing racial equity. This may be a promising narrative direction for advocates in the education space as well



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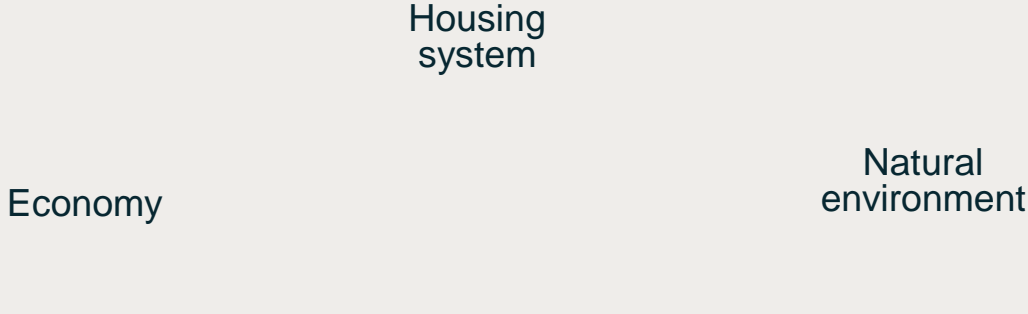
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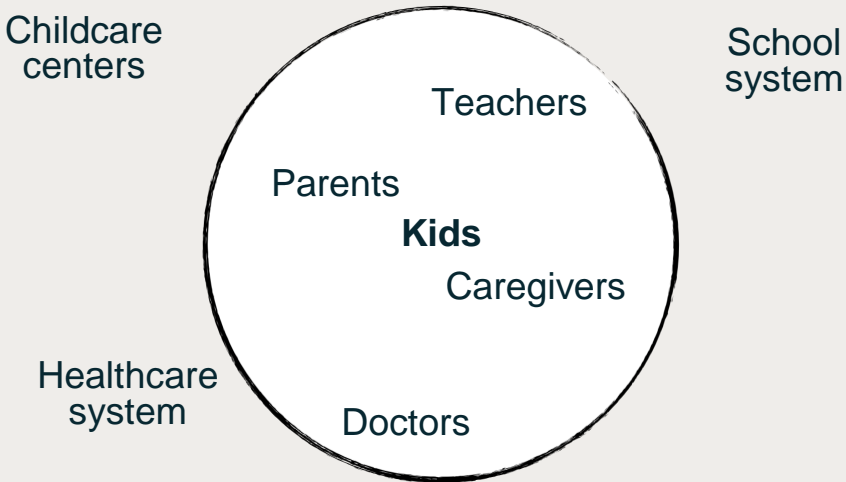
People are thinking more systemically about social issues...

But that systemic thinking typically doesn't extend to kids and families.

The Centrality of Care



The Circle of Care





Shifting the Narrative to Prioritize Children

Helping people understand that childhood issues are part of the broader social ecosystem.

Talking about children and education as a fundamental equalizer.

Sharing the science: early childhood development sets the stage for the rest of a child's life. Our systems and policies need to support that, across sectors and industries.

Legislative advocacy

- **\$50 million for facilities infrastructure (2023)**
 - Plus, \$5 million to establish technical assistance to support providers in accessing the fund.
 - The Oregon legislature also allocated \$17 million directly to early childhood facilities projects in addition to the fund.
- **\$100 million investment in early literacy, including \$10 million for 0-5 literacy strategies (2023)**

Research, data collection & analysis



Amplify data through channels



Bring together coalition of partners
(Oregon's Early Childhood Coalition)



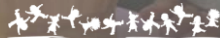
Advocate at the state level



—

We can't change the circumstances in a child's life, but we can change how we interact with children.

We can shift narratives and perspectives by bringing more people to the table, and making clear connections between how early childhood issues are a foundational part of our social fabric, and our policies need to reflect that.



Children's
Institute

Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars:

CRUCIBLE OF PRACTICE SALON

Community Messaging to Build Awareness About Early Childhood Programs
Tuesday, December 12, 12:30–2:00 p.m. ET/9:30 a.m.–12:00 p.m. PT

LEARNING LOSS RECOVERY CHALLENGE

Stalled Learning Recovery and Bright Spots from 2023
Tuesday, December 12, 3:00-4:30 pm ET/12–1:30 p.m. PT

LEARNING LOSS RECOVERY CHALLENGE

REBROADCAST - Building Parent Power: Fostering a Movement of Informed Learning Agents
Tuesday, December 19, 3:00-4:30 pm ET/12–1:30 p.m. PT

LEARNING LOSS RECOVERY CHALLENGE

REBROADCAST - The Urgent Need for Effective Child Care and ECE Policy
Co-sponsored by Early Learning Nation
Tuesday, December 26, 3:00-4:30 pm ET/12–1:30 p.m. PT

Join us!

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