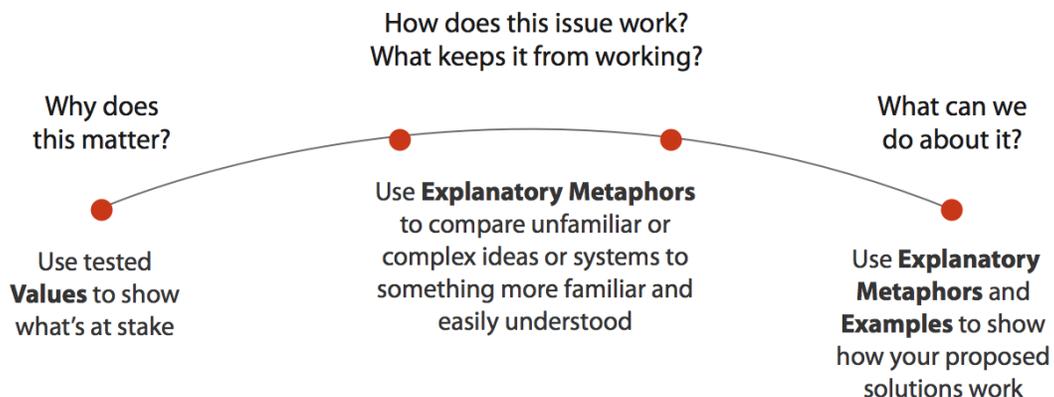


A new kind of storytelling

One way to think about the work of framing a Two Generation approach is that of moving away from storytelling that focuses on an individual family and instead bringing forward contexts, systems, and structures that support that family's health, well-being, and developmental outcomes. The details of the storytelling focuses on how exactly supports work and how they may be designed better and be made more widely accessible. Think of these as the main characters and "heroes" of your storytelling. Rather than focusing on individuals who "beat the odds" which can feed the public's dominant belief that willpower and personal choices are the main determinants of success, when talking about your work, emphasize what kind of skills and supports get developed and how these lead to better outcomes for families and kids, including details about exactly what makes an approach 2G. This kind of storytelling anticipates the questions that we know to be in the public mind about all social issues: *Why does this matter? How does it work? What can be done?*

A Well-Framed Story Arc:

Answering the public's big questions about social issues



The framing cues in the themes below come together to help you tell a complete story.

I. Why does this matter?

The value of *Human Potential* helps to communicate that everyone needs support and that human services benefit us all.

“When we support well-being, we make sure that everyone can reach their potential and fully contribute to our communities. In turn, maximizing potential helps our communities to thrive and remain vibrant.”

This tool for framing your work orients people to the collective, societal benefits. Supporting wellbeing is important for everyone, and it improves the economy because it brings shared benefits. Improving the ability of the next generation to engage and to contribute more fully is a shared good and a societal responsibility, not just something that directly benefits individual participants.

II. How Does it Work?

The *Constructing Wellbeing Metaphor*

How do we build well-being to make sure that everyone can reach their potential and fully contribute to our community? Just as one would turn to knowledgeable contractors, carpenters, and other specialists to build a house, our community relies on organizations whose purpose is to help build well-being. Work opportunities build a strong foundation and maintain this strength over time. The idea here: well-being is built. Just as building a strong house requires a variety of materials, building well-being requires community resources, social relationships, and opportunities to thrive. To build well-being in our community depends on many people working together, just as building a house does.

“When we support well-being, we make sure that everyone can reach their potential and fully contribute to our communities. In turn, maximizing potential helps our communities to thrive and remain vibrant.”

III. What Can We Do?

The idea of *Fairness Across Places*

An equitable distribution of resources and access to opportunities benefits us all because it allows us to maximize the potential of all. As a society, we have a strong cultural belief in fairness and ensuring fair access to opportunities for all. We can solve this problem and level the playing field by changing conditions to ensure that resources and opportunities are accessible across places. Our goal should be to ensure that region where everyone, no matter where they live, has a fair chance to reach their potential and become successful. It's responsible management to ensure fair and equitable distribution of resources across places.

This is how you can get across messages about “unsiloing” resources, “connecting parents of young children with supports to increase family success” and “helping families overcome barriers to success” but crucially, to achieve this communication goal, you must explain.

Examples close out the story:

Give examples featuring the details of your programming and exactly how these are designed to DO things. Mentoring is a good example of the need for examples. You say in your key messaging that mentoring is key. Why and how? Really describe it - what does it look like?

Also build out examples for things like: Building social capital, being systems and program oriented, having an element of prevention, helping the whole family voice and create opportunities— detailed explanation in the form of these examples reinforce the idea that all places should have the resources to support a fair chance.

Why this style of storytelling?

Messages that emphasize shared, collective benefits combat the sense of Individualism that is common across discussions about many issues studies by FrameWorks, including outcomes for families and communities. By moving from personal gain toward collective benefits, communicators broaden the understanding and recognition of why opportunities that support well-being (like housing, training, employment support i.e.) are so important. Once the conversation is about structures and systems (and not individuals) this leads to better understanding of how the pieces work together and how they might best be supported. We bring the public into seeing the need for supports advocated by experts.

The ideas and themes in this document are drawn from a few different bodies of research conducted by the FrameWorks Institute.

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