



## S2SW Webinar: Communicating about Injury and Violence Prevention Webinar #4 Using Framing to Improve Program Effectiveness in Child Abuse and Neglect Prevention

Presenters: Andrew Leone, Lynn Davey

*Audio will stream through your computer speakers at 2 PM. If you can't listen through your computer, please call: 866-835-7973*



# Meeting Orientation

- Ø If you are having any technical problems joining the webinar please contact the Adobe Connect at **1-800-416-7640**.
- Ø Type any additional questions into the Q&A box to the left of the slides.
- Ø This webinar will be recorded and archived and a copy of this session will be sent out to all registrants after the meeting.

# Using Framing to Improve Program Effectiveness in Child Abuse and Neglect Prevention

## Communicating about Injury and Violence Prevention Webinar #4

**Andrew Leone**

Assistant Director of  
Communications  
and Outreach



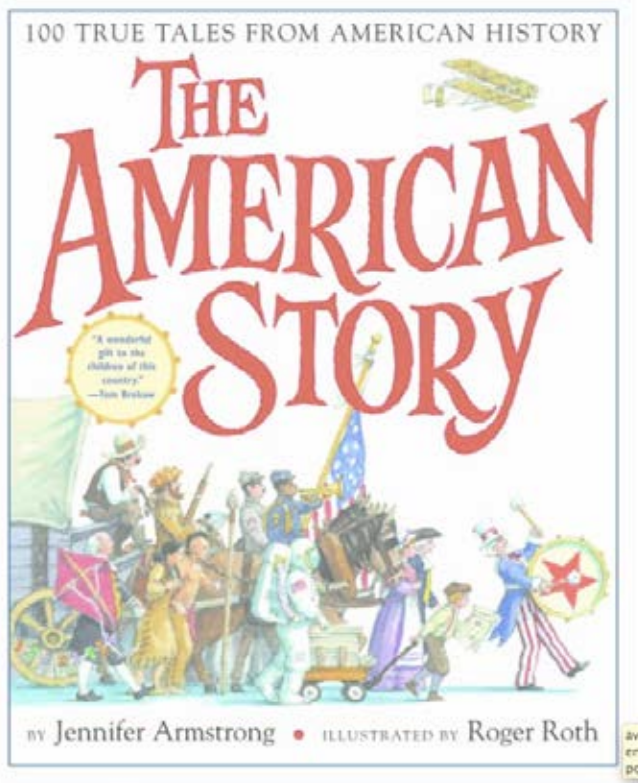
**Lynn Davey**  
Principal



# Why framing is important AND challenging:

- People are looking for meaning...
- But they don't have your expert knowledge...
- So they are likely to rely on dominant cultural narratives to make sense of issues...
- And news stories are framed in ways that that often reinforce dominant narratives in the culture.

The key American cultural narratives that can hijack frames about issues



America is a land of opportunity/level playing field for all

Individual responsibility is key to success

Fairness is proportional to effort  
*(i.e. it's fair if those who work harder have more)*

Government is broken;  
Government is a crutch for those who won't take responsibility

A frame is the way any communication is packaged



*Frames help us answer Why? What? How?  
Who?*

# Effective social issue frames answer:

- **Why** does this matter?
  - ...by appealing to **collective, not individualistic, values**
- **What's** the problem, **how** do we solve it, and **who** can solve it?
  - ...by telling a **causal story** that connects the dots from causes, consequences and solutions

# Other parts of the framing package

- **Tone** - Should be reasonable and solution oriented, and not suggest crisis.
- **Data** - Find the story you want to tell, and then select the data that will support it. Not the other way around.
- **Visuals** – Avoid using close-up pictures of individuals; put more context and community in the frame
- **Messengers** - Effective messengers are those who are seen as knowledgeable on the issue but don't have a vested interest in the solution being proposed



# Examples of Reframing from Children's Services Council of Broward County

## Before the CSC...

Four Grand Jury reports related to failings of the foster care system

Over-representation of minority youth in the Juvenile Justice system

Cutbacks in summer school programs for all children

Lack of summer and out of school time services for children with special needs

Community concern with rise in juvenile crime

## The Community Responded...

### ***"TAX DISTRICT DESERVES CONSIDERATION"***

Sun Sentinel [Broward Metro Edition] April 2, 2000

A bill working its way through Florida legislature would put the issue on the Sept. 5 primary ballot...

### ***"GIVE KIDS THE HELP THEY NEED"***

Sun Sentinel Aug. 25, 2000

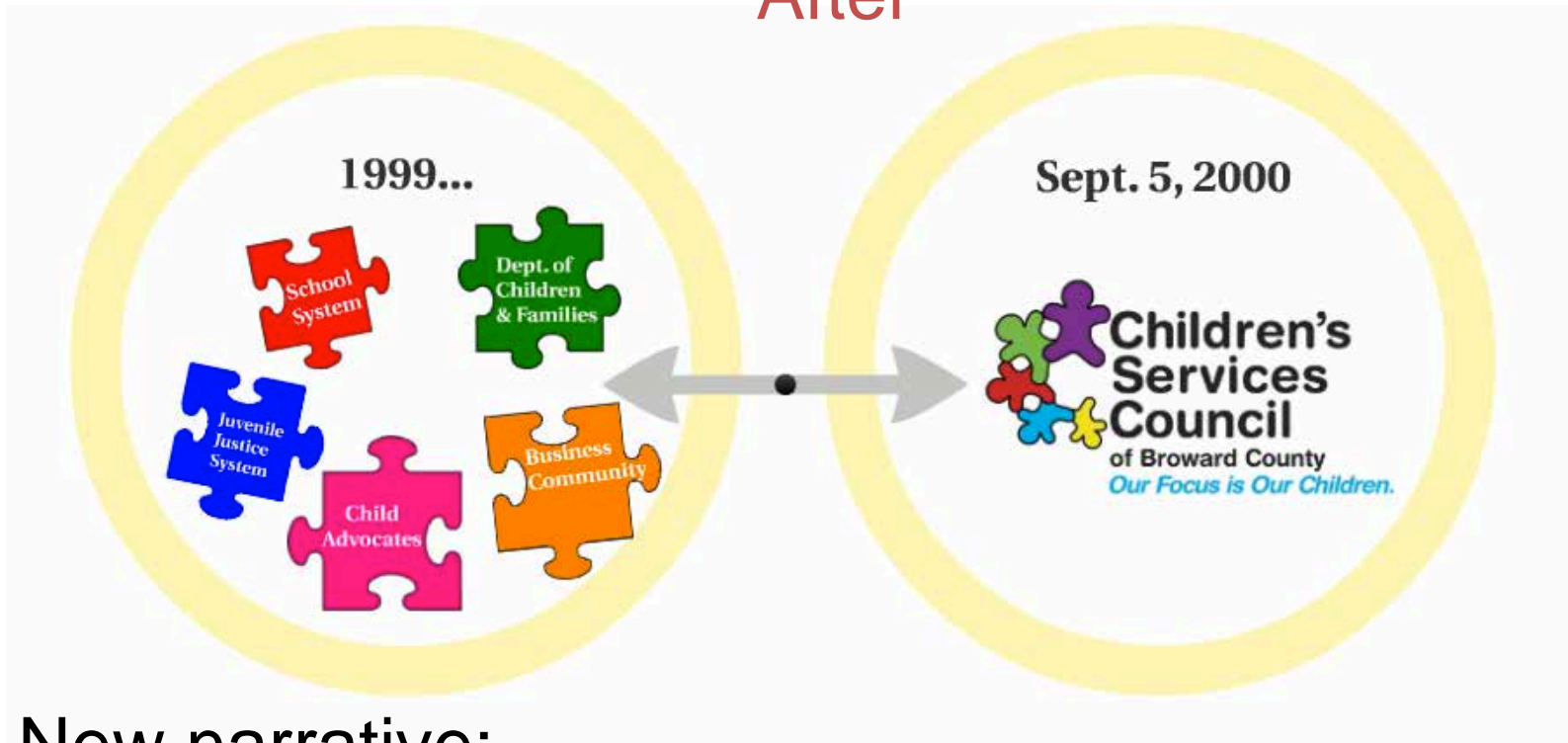
Children in our community must be our first priority. It is our responsibility to provide a healthy, safe and nurturing environment. This is within our power. On Sept. 5, county residents have the chance to help create a countywide special district...

### ***"VOTE YES FOR TAXING DISTRICT PROGRAMS WOULD HELP COUNTY'S YOUNGSTERS"***

Sun Sentinel [Broward Metro Edition] Aug. 30, 2000



After



## New narrative:

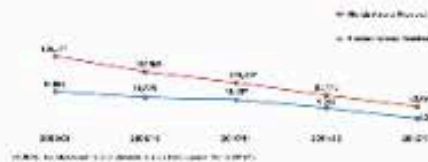
\*Efforts to improve child and family well being in Broward County had long suffered from both a fragmented system of care and an under-reliance on prevention.\* Broward CSC was created to improve the collective impact of programs that serve children and families by addressing these structural flaws. Broward CSC functions as the central coordinator of all child and family prevention services, and provides the leadership, advocacy and professional resources necessary to improve the system's capacity to meet the needs of children and families.

# Prevention: Feels Good and It Pays

## Youth Diversion

\$1,647 annual cost per youth for CSC Delinquency Diversion

NUMBER OF JUVENILE REFERRALS AGES 10 TO 17



\$49,000 average annual cost of bed at Broward Regional Detention Center (2011-12)

"ALL THINGS CONSIDERED, I AM GRATEFUL FOR THE OPPORTUNITY MY LIFE COULD HAVE BEEN IN ONE OF TWO DIRECTIONS. ONE WAS STARTING OR CONTINUING TOWARD A ONE-STAR RATED STATE MENTAL HOSPITAL. I WILL REARRANGE THE REST OF MY LIFE TO TRY AND DO BETTER FOR MYSELF."  
- NEW BAY STATEMENT



After

## Prevention: It Pays

\$1,647 annual cost per  
youth for CSC  
Delinquency Diversion

\$120,500 average annual cost  
of bed at Broward Regional  
Detention Center (2011-12)

**FREE Tax Preparation**



# **EITC**

## **FY 2012-13 Performance**

5,355 completed tax returns

IRS confirmed EITC returns in Broward have increased by over \$475M since 2002

43 staff positions funded

70 volunteers engaged

After



## **EARNED INCOME TAX CREDIT**

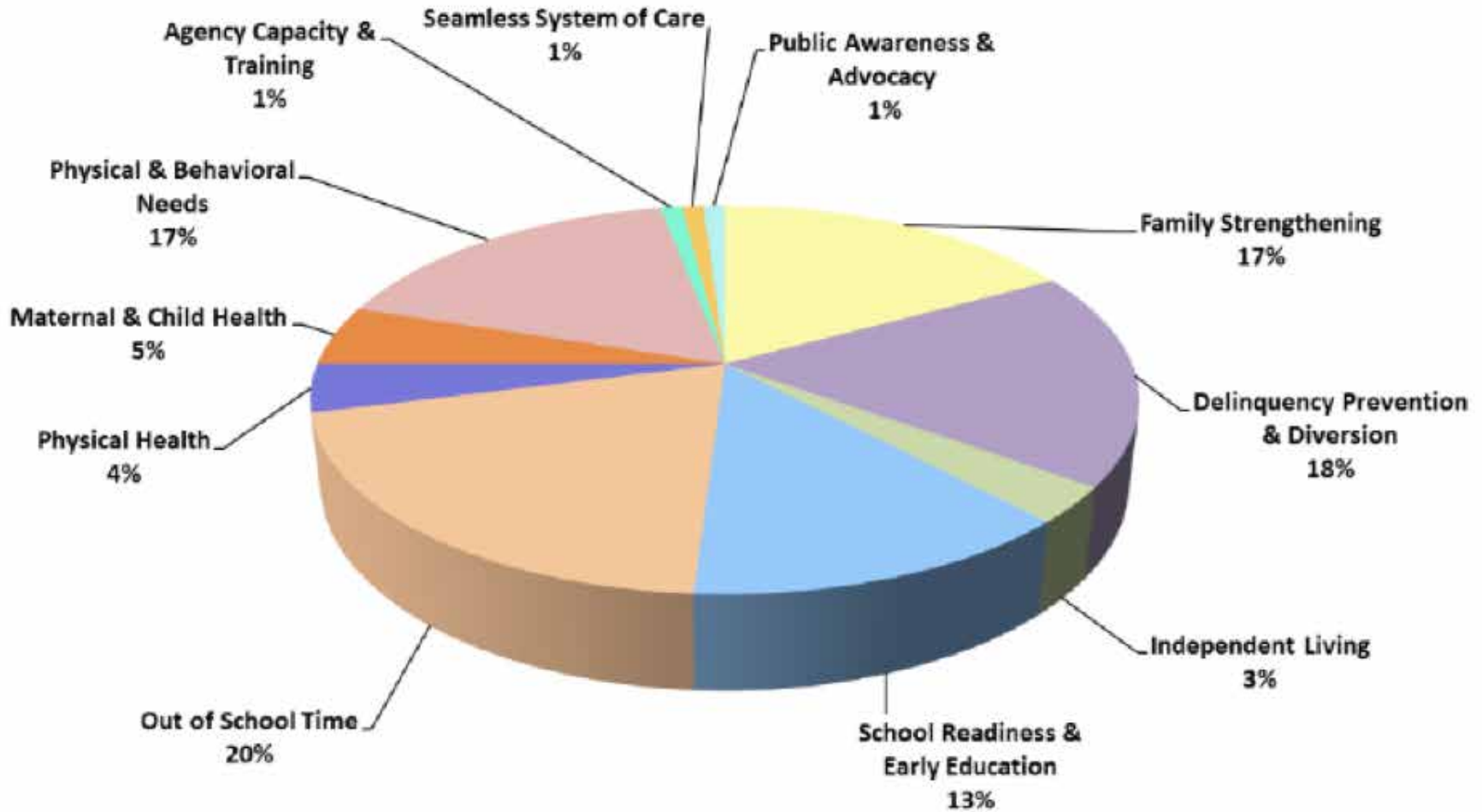
FY 2012-13 Performance

**\$540 million additional in pockets of Broward  
County Residents since 2002**

(IRS confirmed)

5,355 volunteer completed tax returns

# CSC's Areas of Funding FY 2012-13

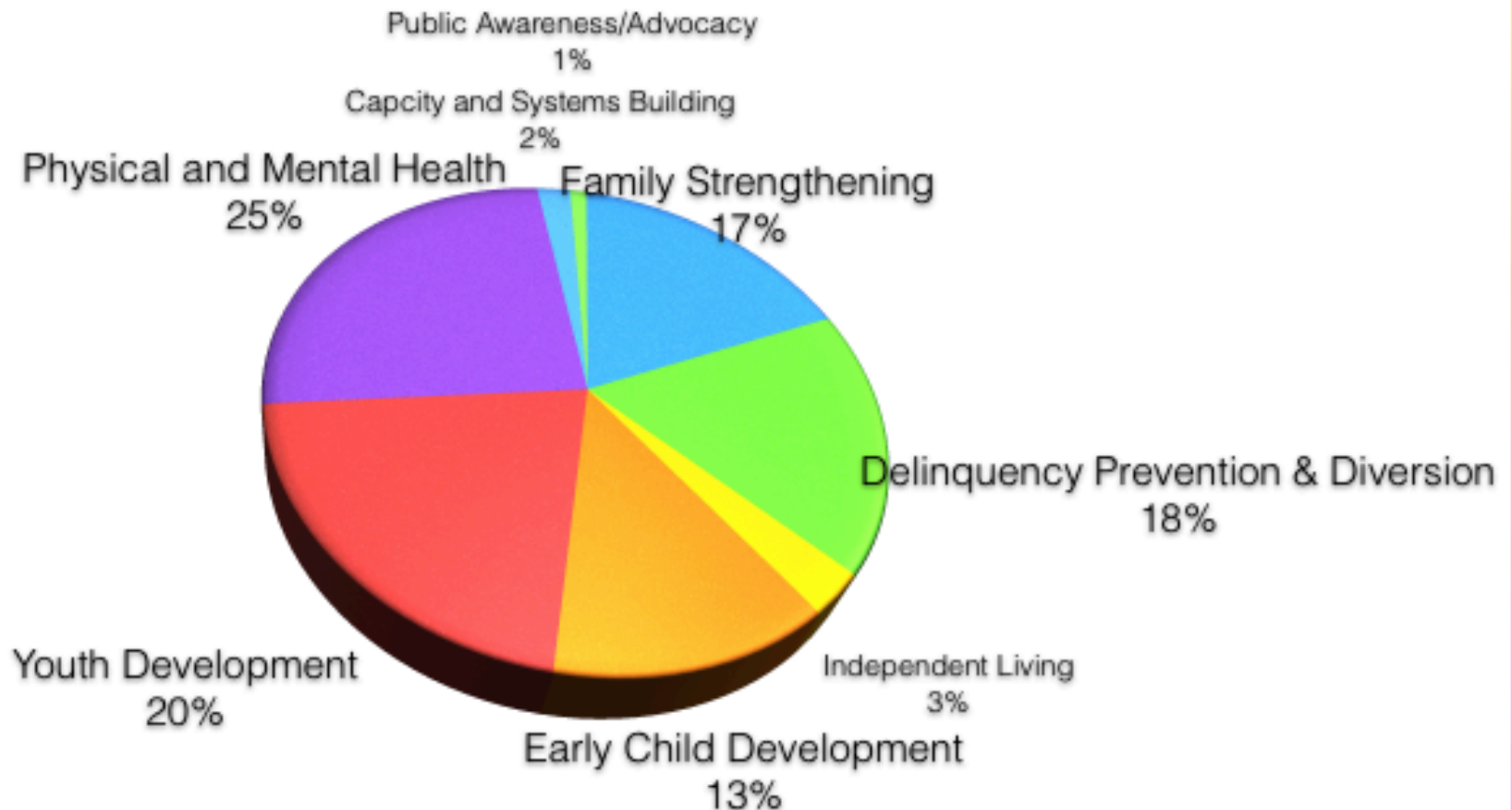




# After



## What do we support? The whole child/From cradle to career (FY2012-13 funding)



# Framing a Community-based campaign. Case Study – Broward AWARE



# What's unique about Broward AWARE

1. Frames prevention of abuse and neglect as Collective responsibility
2. Solutions are prominent
3. Strategic community partnerships
4. Other relevant injury prevention issues wrapped in to this campaign (safe sleeping, Water Smart)



“Today is not about one entity. It’s about what we can do, what you can do, what I can do to make sure our kids are protected.” *Broward County Sheriff, Scott Israel*







[www.watersmartbroward.org](http://www.watersmartbroward.org)

# CRIBS 4 KIDS

## Cribs for Kids

provides Graco Pack-n-Play cribs and education to families in need of a safe sleeping environment for their baby.



Healthy Mothers, Healthy Babies Coalition of Broward County, Inc. is a 501 (c)3 dedicated to reducing infant deaths by strengthening families through a comprehensive approach to prenatal care, parenting, education and support services in Broward County since 1987.



# ST-STOP THE TRAFFICK

Press Conference & Charity Walk





# Final Thoughts

- It is very important to get the public dimensions into the frame on child abuse and neglect prevention
- But framing isn't just about language, it's about strategies for a campaign
- Broward AWARE is a terrific example of how to both DO and FRAME a collective approach and community wide responsibility for prevention.

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Questions?



# Evaluation

<https://www.surveymonkey.com/r/FVB25GV>