



A Child Welfare Messaging Narrative

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May 2012

The messaging narrative below is designed to provide advocates with a simple, consistent, progressive, and situationally-flexible approach to talking about child welfare policy. Note that *Italic text is recommended as a substitute when responding to a child's death or serious injury.*

| When they ... | Our home base message is ... |
|---|--|
| Don't know what we're talking about | Family values means protecting and nurturing our children. When it comes to child abuse and neglect, that means ... <ol style="list-style-type: none">1. We've got to strengthen families, so we can prevent abuse or neglect whenever possible.2. And, when abuse or neglect happens, we must take swift but thoughtful actions that give kids the best possible chance to grow up in a safe, stable, loving, and supportive permanent home and build successful, independent adult lives. |
| Are focused on costs | Tough times are the most important times to protect kids |
| Want to hear solutions / Don't believe progress is possible | We know how to make progress – let's build on what works and fix what doesn't <i>/ We know how to prevent these tragedies – let's stop pointing fingers and start solving problems</i> |

Can start seeing a
payoff

Leadership is paying off, and things are getting better for our children & our state

1. With stronger kids, families, & communities
2. And, with swift and thoughtful action to help abuse and neglect victims

Want to finish the job

If we maintain our commitment, we can build a state that reflects our values, where all kids are safe and have a chance to reach their potential



The State Policy and Reform Center (SPARC) initiative is supported by the Annie E. Casey Foundation and the Jim Casey Youth Opportunities Initiative. We are grateful for their support in making this report possible.

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