

# A GUIDE TO WELL FRAMED CONTENT

## Shifting perceptions of children's palliative care (CPC)

### What is framing?

Framing means being **intentional** with how we present information: **what we say, how we say it, and when we say it.**

#### 1 Understand why people think the way they do.

People think in stories and jump to conclusions to fit new information into existing beliefs.

#### 2 Anticipate audience interpretation.

Consider how your message will be received and understood.

#### 3 Avoid unhelpful automatic thinking.

- Lead with correct information, not myths.
- Make messages clear and jargon-free.
- Tell a story using images, metaphors, and interesting anecdotes.

#### 4 Encourage open and constructive mindsets.

- Lead with tried-and-tested principles
- Show CPC at its best.
  - Show how children get to be children despite challenges.
  - Emphasise the quality and range of relationships in CPC.
  - Address death after highlighting what goes unseen.

#### 5 Reinforce effective messages over time.

Consistency shapes perceptions and drives long-term change.

## Quick check-list: Is your message well framed?



### Does this message anticipate how the audience will interpret it?

Example: If your audience is unfamiliar with CPC, does your message explain its full scope, beyond end-of-life care?



### Does it avoid reinforcing misconceptions?

Example: Instead of "CPC is not only for children at the end of life," say "CPC supports children at any stage of a serious illness."



### Is it free from jargon and clear in meaning?

Example: Instead of "holistic, multidisciplinary care," say "care that meets a child's medical, emotional, and social needs."



### Does it lead with CPC's positive impact and potential?

Example: Share a story of a child who, with CPC support, was able to attend school or celebrate a birthday with family.



### Will this message be reinforced consistently over time?

Example: Are you using the same core messages across different materials and conversations?



**CONTACT US**

Get in touch: [cpcprogramme@heard.org.uk](mailto:cpcprogramme@heard.org.uk)  
Visit our website: [www.heard.org.uk](http://www.heard.org.uk)



**'HEARD**