

When talking about care experience...

Instead of

Try

Leading with the unique needs of children with care experience

Starting with what **all children need to thrive**

Only talking about harm caused by the care system

Talking about how our care system can - and should - support healthy development

Implying the care system is 'one-size-fits-all'

Explaining the range of support our care system can provide, using the **scaffolding** metaphor

Sharing shocking stories of individuals making bad choices

Explaining how external factors can lead to involvement with the care system, using the **navigating waters** metaphor

Leading with - or asserting - stigma

Explaining how stigma works - and why it happens

Focusing on resilient individuals who fight and overcome hardship alone

Placing individuals in context to show how everyone with experience of care can thrive

Talking about the vulnerability of children and young people with care experience

Reminding people that our **community ties** are stronger when children get the support they need

Focusing on the scale and financial costs of failings in the care system

Showing how changing the care system is not just necessary, but within reach

EACH AND EVERY CHILD

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