Each and Every Child Theory of Change Diagram - **Overview**

See diagram key on page 2

Initiative Activities

- Continuous training and development of Each and Every Child staff team in trauma responsive approach and practice
- Work intensively with early adopters to embed framing within their organisation/team to create exemplar content
- Deliver bespoke awareness sessions for organisations and the workforce to explore framing sessions
- Co-design a programme of awareness raising sessions for people with lived experience of care to explore framing recommendations
- Regular engagement and communication on framing, including sharing best practice, events and updates to create a community of framers
- Work with organisations and professionals to embed framing in their specific contexts

Organisational change

- Early adopters feel confident to share learning and to model framed langauge
- Early Adopters, and their staff, are ambassadors for framing across the wider sector
- Through early adopter examples and framing introductions, Framing is embedded in organisations across the sector and their communications reflect this
- Organisations are part of a community of framing across Scotland

Sector Workforce Change

- People feel confident about using framing techniques, advocating for framing within their organisation (and beyond) and challenging/supporting colleagues to reframe
- People think about language in their everyday conversations, not just workplace
- Workforce have increased understanding of framing and its impact, and have confidence to adjust and challenge language

Community change

- People with lived experience of care feel empowered to use techniques to tell their story without losing their agency
- People with lived experience of care feel safe, included, less alone, valued and listened, welcome and that their experiences (however diverse) are valid
- People with lived experience of care are empowered, equipped and have ownership of the framing techniques when telling their/a story, to be able to contribute to their desired impact.

All stakeholders are part of a community of framing across sector and can see how framing works in practice

All stakeholders can use framing effectively

Organisational Level Impact

- Widespread organisational change in langauge, communications and behaviour
- Organisations influencing others to use framing as standard
- Humanising of care and of the 'care system'

Workforce level Impact

- A critical mass of shared narrative is reached across the sector, and beyond - into media, culture and wider society

Community level Impact

- Public support for progressive change across the sector to support people with lived experience of care, at all levels.
- People with lived experience of care feel understood, supported and valued by society
- People with lived experience of care do not feel 'othered' within society

Shift in public attitudes towards people with lived experience of care and 'the care system'.
Reduction in stigma/ negative stereotypes.

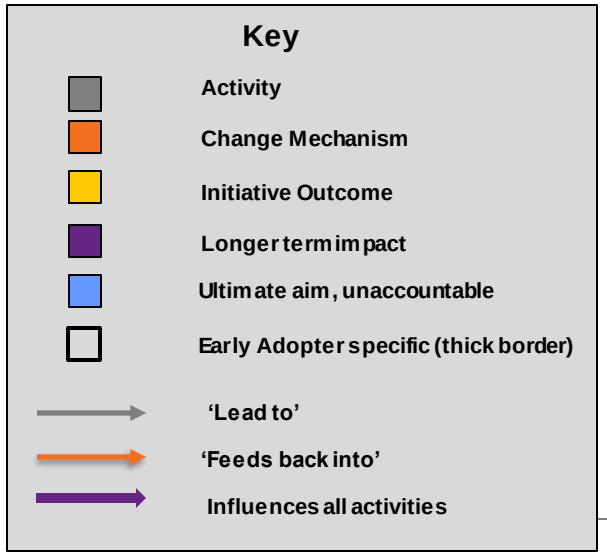
Detailed Theory of Change Diagrams

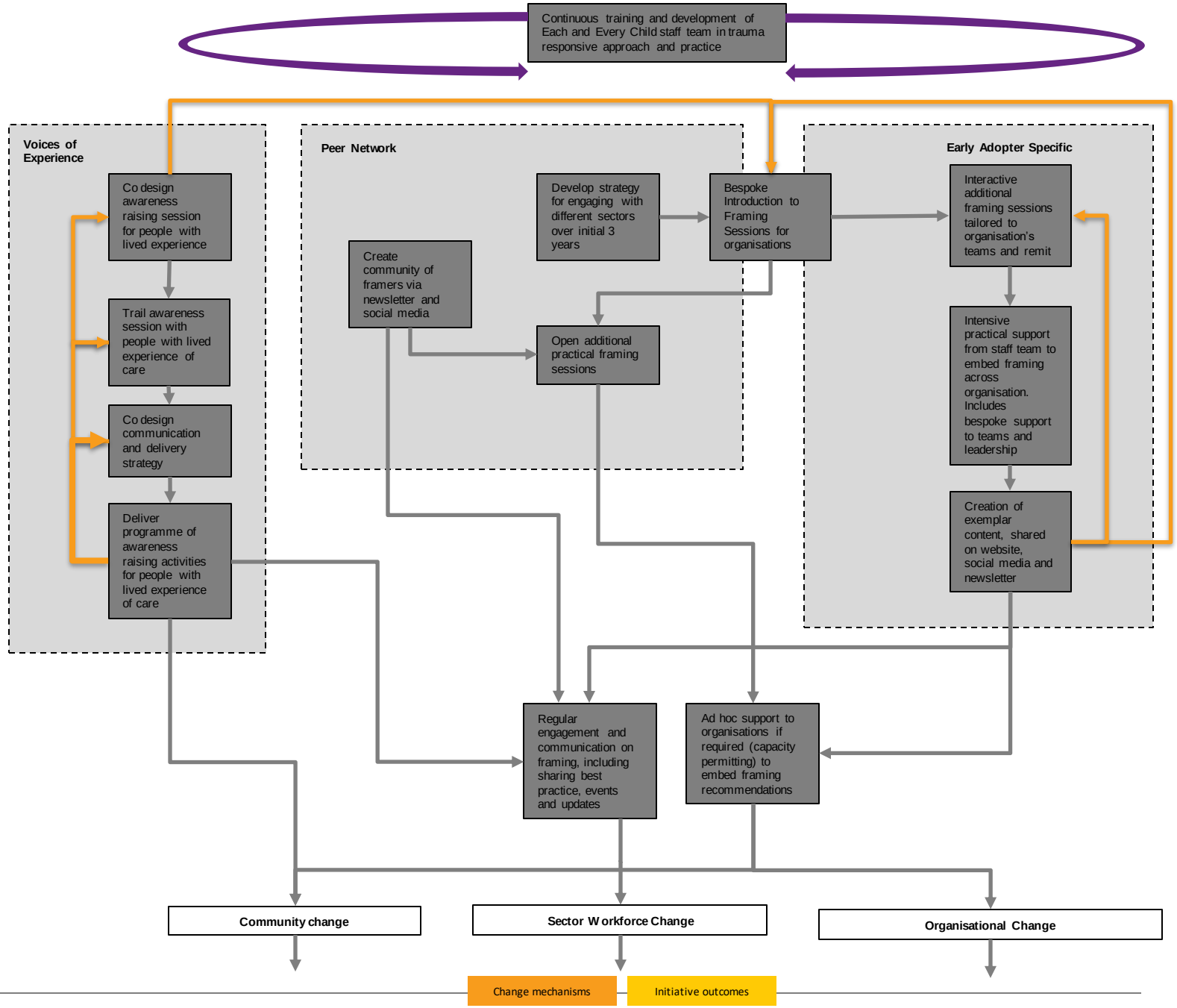
In the diagram on this page, you can see how Each and Every Child aims to work with organisations, the workforce and people with lived experience to support the use of the framing recommendations. By following the arrows, you can see how each activity leads to other work, and how the learning from the work will feedback into the whole initiative.

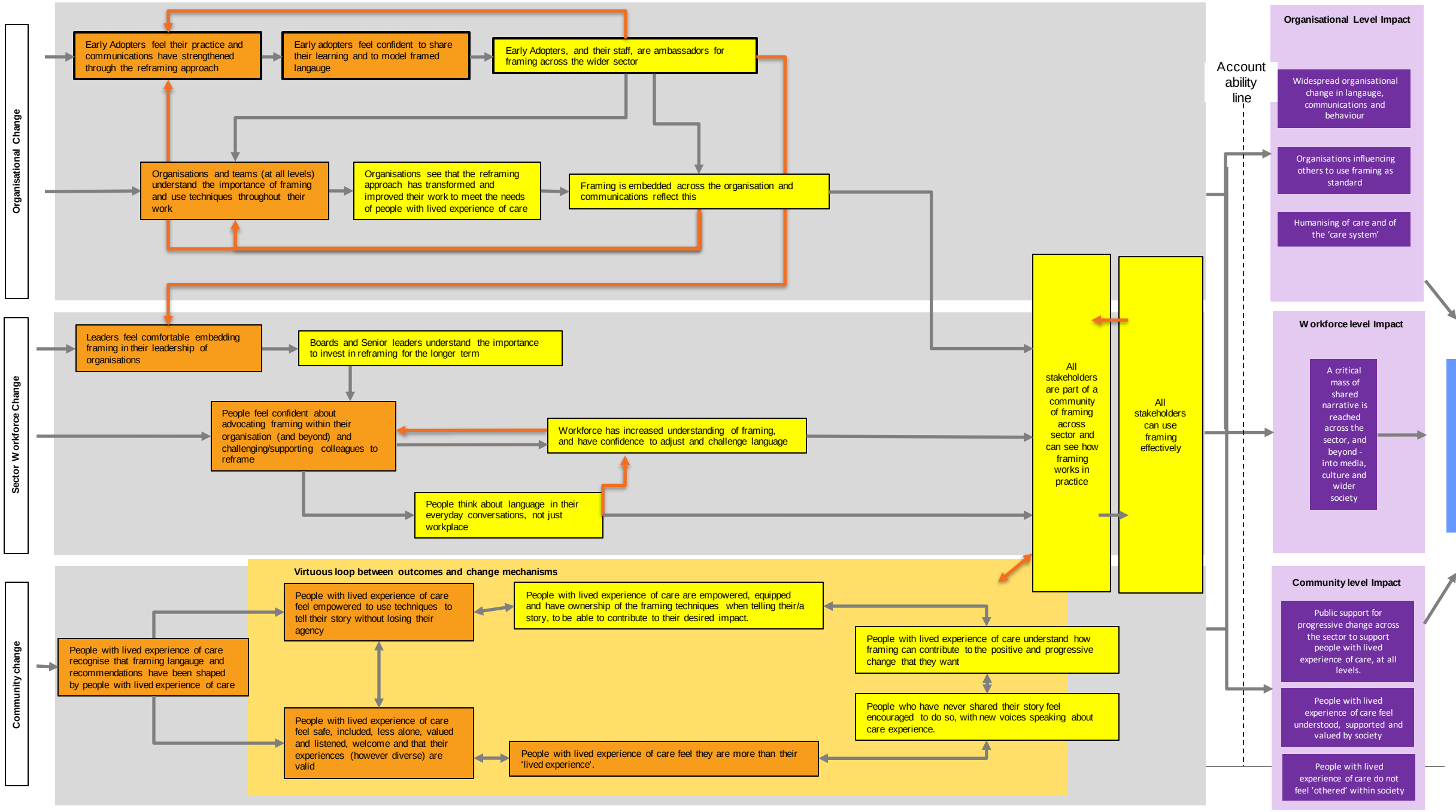
The diagram on the following page leads on from these activities. It describes how we hope each activity will influence change for the different areas of work and different settings. The 'change mechanism' describes how people will feel and behave during an activity which will then lead to the outcomes, which will then lead to longer term impacts. These will ultimately contribute to the aim of the initiative – to shift public attitudes.

The term 'virtuous cycle' means that each change mechanism/outcome influences and strengthens the others.

Each and Every Child is not accountable for the ultimate aim. What this means is that whilst we hope the activities will contribute to this, this work alone will not solely achieve this as it will be dependent on wider social and cultural changes.






Organisational Change
Early Adopters feel their practice and communications have strengthened through the reframing approach
Early adopters feel confident to share their learning and to model framed langauge
Early Adopters, and their staff, are ambassadors for framing across the wider sector
Organisations and teams (at all levels) understand the importance of framing and use techniques throughout their work
Organisations see that the reframing approach has transformed and improved their work to meet the needs of people with lived experience of care
Framing is embedded across the organisation and communications reflect this
Sector Workforce Change
Leaders feel comfortable embedding framing in their leadership of organisations
Boards and Senior leaders understand the importance to invest in reframing for the longer term
People feel confident about advocating framing within their organisation (and beyond) and challenging/supporting colleagues to reframe
Workforce has increased understanding of framing, and have confidence to adjust and challenge language
People think about language in their everyday conversations, not just workplace
Community change
People with lived experience of care recognise that framing langauge and recommendations have been shaped by people with lived experience of care
Virtuous loop between outcomes and change mechanisms
People with lived experience of care feel empowered to use techniques to tell their story without losing their agency
People with lived experience of care are empowered, equipped and have ownership of the framing techniques when telling their/a story, to be able to contribute to their desired impact.
People with lived experience of care understand how framing can contribute to the positive and progressive change that they want
People who have never shared their story feel encouraged to do so, with new voices speaking about care experience.
People with lived experience of care feel safe, included, less alone, valued and listened, welcome and that their experiences (however diverse) are valid
People with lived experience of care feel they are more than their 'lived experience'.
All stakeholders are part of a community of framing across sector and can see how framing works in practice
All stakeholders can use framing effectively
Account ability line
Organisational Level Impact
Widespread organisational change in langauge, communications and behaviour
Organisations influencing others to use framing as standard
Humanising of care and of the 'care system'
Workforce level Impact
A critical mass of shared narrative is reached across the sector, and beyond - into media, culture and wider society
Community level Impact
Public support for progressive change across the sector to support people with lived experience of care, at all levels.
People with lived experience of care feel understood, supported and valued by society
People with lived experience of care do not feel 'othered' within society
Shift in public attitudes towards people with lived experience care and 'the care system'. Reduction in stigma/ negative stereotypes.