<table>
<thead>
<tr>
<th>You Say...</th>
<th>They Think...</th>
<th>What’s Triggered in Their Minds?</th>
<th>What Helps?</th>
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</thead>
</table>
| Quality child care programs can provide early identification of potential cognitive, emotional, and physical development problems and lead to appropriate interventions. | Children are over-medicalised these days. Babies will develop naturally if we just let them be -- there's no need to treat them like adults. | Threat of Modernity Aging Up Young Children = Undeveloped | • Use the Value of Return on Investment to begin a conversation about the role early childhood development plays in determining the readiness of Australia's future citizens and leaders.  
• Use the Explanatory Metaphor Developmental Amplifier to explain the relationship between developmental processes and quality child care programs. |
| We need child care programs that will allow more women to return to the nation's workforce. | Spending those early years with your children is more important than working. Parents must balance their children’s needs with their family’s financial requirements. | Family Bubble Child Care = Babysitting Mum at Home Is Best | • Use the tested Value of Gender Equity/Women’s Workforce Preparation to prime a discussion about how investing in child care programs can allow women to contribute to the workforce economy, which helps the entire country.  
• Use the Metaphor Weaving Skills Ropes to explain development processes and how children can benefit by attending well-designed child care programs that focus on social, emotional, and cognitive skills -- the three main strands of development -- to ensure their successful development outcomes. |
| The early years in a child’s life are critical to brain development. Inadequate development support and resources can lead to lifelong problems in school, work, and life. | Every kid is different, and there are some who just won’t be as successful as others. The best we can do as adults is to keep them safe, give them love, and hope for good outcomes. | Child Care = Safety Genes Are Set in Stone Clusters of Difference | • Use the tested Value Return on Investment/Collective Prosperity to redirect thinking to a collective, shared responsibility to make sure all children have access to the resources they need for healthy development.  
• Use the tested Metaphors Toxic Stress and Levelness to explain how external and biological factors can interact to affect a child’s functioning and why early interventions are important. |
| Our current ECEC system is outdated, cumbersome, and costly, and it no longer meets the needs of the population. We need to streamline our policies and programs so that children get the care they need. | We need more programs and policies, not fewer! The government should focus on expanding access for working parents; reducing the programming available to them may compromise our children’s wellbeing. | Quantity over Quality Crisis | • Use the Value of Innovation to reorient public thinking away from crisis thinking and toward a sense of optimism that feasible solutions for updating the system can be implemented.  
• Use the Metaphor Developmental Amplifier to talk about how the quality of child development centres and the programs they offer is more important than the quantity of programs available. |