Pragmatism

Even the smallest pieces of communications real estate can be used to reframe the public’s understanding of the juvenile justice system. These sample Tweets model how to fit the frame recommendations into bite-sized messaging.

1

Sample Profile
@SampleProfile

#detention doesn’t help kids’ healthy development outcomes, but #commonsense community-based alternatives DO: http://samplelink

RETWEETS 34  FAVORITES 14

2

Sample Profile
@SampleProfile

Let’s use common sense to fix the #juvenilejustice system w/ feasible solutions to race-based diffs in how we treat youth: http://samplelink

RETWEETS 34  FAVORITES 14
Brain Architecture

Brains=built, experiences=building materials. #solitaryconfinement deprives kids of experiences they need to build healthy brains.

RETWEETS 34  FAVORITES 14

Justice Maze

The #CJ maze traps too many kids; safer communities = fewer paths in for youth, more routes to age-appropriate programs: http://samplelink

RETWEETS 34  FAVORITES 14
Justice Gears

Our #JJ system is like a bike stuck using only 1 gear (detention gear). That’s not effective. Here are some solutions: http://samplelink

Retweets: 34  
Favorites: 14

Resilience Scale

Youth outcomes=a scale, & we want scale to tip positive for ALL children. How can remodeling #juvenilejustice system help? http://samplelink

Retweets: 34  
Favorites: 14
On youth outcomes scale, #detention=HUGE negative factor w/ bad results; let’s offload it & help tip kids’ scales positive. #juvenilejustice

Like level floors make tables functional, #juvenilejustice must support youth #mentalhealth, not make it wobble. How? http://samplelink

Executive function= brain’s air traffic control for decision-making & priorities. Youth need support building ATC & #detention doesn't help.
“Air traffic control” brain function doesn’t fully develop until youth in mid-20s. #juvenilejustice system must take this into account