Talking About Community Justice

Framing Toolkit

February 2022

COMMUNITY JUSTICE SCOTLAND

Welcome to the
Talking about community justice
Framing toolkit

What is framing?

Don't think of an elephant - what are you thinking of? The chances are you now have an image of an elephant in your head. Every word and every phrase evokes a frame.

Framing means using evidence to make deliberate choices in the words and images we use to talk about community justice. Choices about: what to explain and how we go about that. For our audience, these choices can lead to radically different ways of thinking.

Toolkit contents

- The importance of framing community justice
- The community justice narrative
- Capturing community justice

The importance of framing community justice

This framing toolkit is designed to help everyone working in the sector talk about community justice in a consistent, easy to understand way that gets across its benefits and value to all.

It's essential for communications about community justice to be consistent and clear because:

- It is often asked – what is community justice? This is usually answered differently, there is no cohesive community justice narrative that is widely shared.

- Research shows that the Scottish public have minimal awareness of the term community justice. Consequently, they have little understanding of what it is. Often it is a one-dimensional view, for example unpaid work initiatives such as litter picking.

- Unfortunately, information gaps and vacuums are often filled with myths, misperceptions and divided views. This toolkit enables us to shape a more positive, informed articulation of what community justice is all about.

- People won't support and evangelise about something they don't understand fully. To motivate support and advocacy for community justice, we must provide a compelling explanation of what it is, how it works and what it achieves.

This toolkit will help us to consistently convey a cohesive, positive and credible community justice narrative in an accessible and convincing way. An extended version of the toolkit, containing guidance on how to communicate, is located here: www.communityjustice.scot

The recommendations in this toolkit are based on extensive research, incorporating a review of existing research, in-depth interviews and workshops with experts in the field, as well as quantitative and qualitative public testing.

How can we frame community justice?

We can dislodge people's assumptions about community justice with a narrative framed to highlight the information that they want to know upfront: what it is, how it works and what it achieves. Like this:

Community justice is where people who have broken the law are held to account and supported to reconnect and contribute to their communities.

Where it is safe to do so, people who commit certain crimes receive community-based sentences. This can include treatment for underlying issues such as drug or alcohol addiction, unpaid work, fines and compensation or restrictions of liberty such as electronic tagging and curfews.
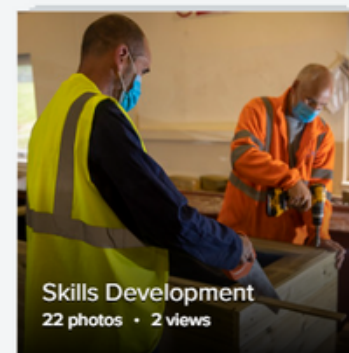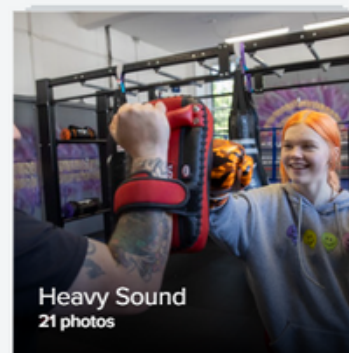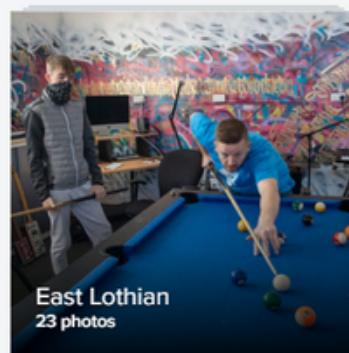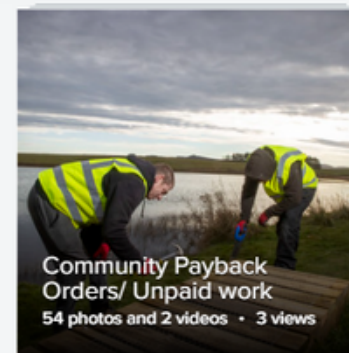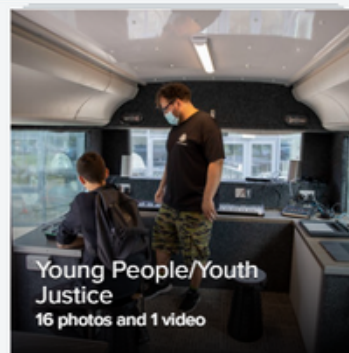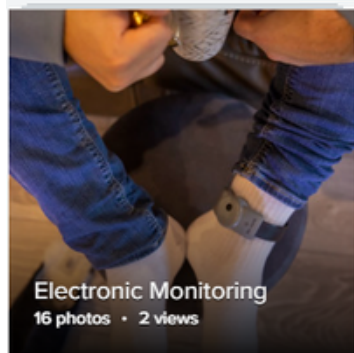
The evidence shows community justice can help people stop breaking the law again leading to fewer victims and safer communities.
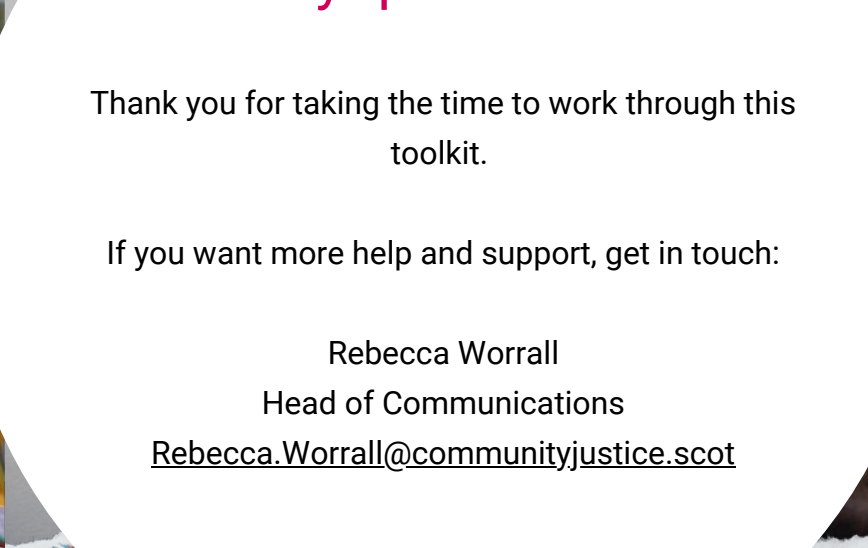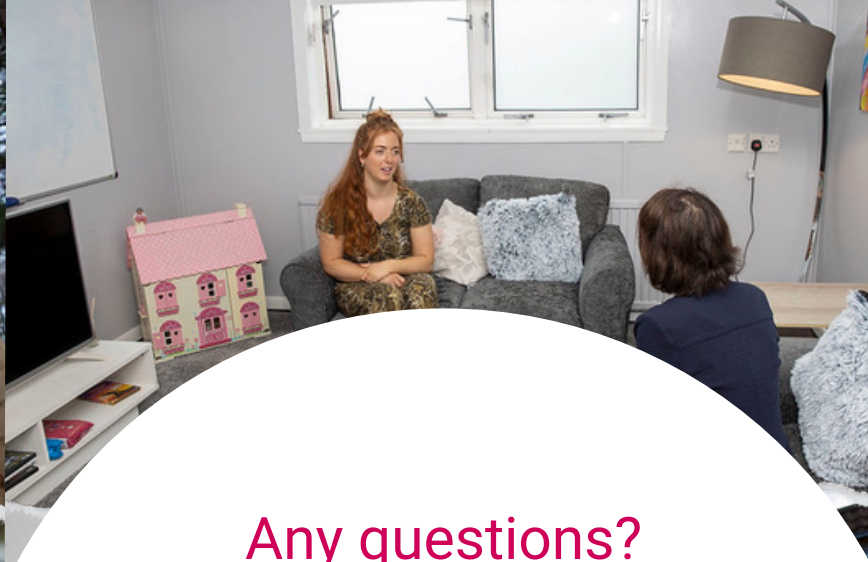
Capturing community justice

All photos used in this document were taken as part of a project to build an image bank which captures the reality of community justice across Scotland.

This national photo library contains real-life images of justice in the community including recovery and rehabilitation, unpaid work, community intervention projects and electronic monitoring. The images are free to download via Flickr for use in local area communications such as reports, marketing collateral, presentations, research etc.

Visit Community Justice Scotland's Flickr page to view full albums and photo descriptions.

Electronic Monitoring
16 photos · 2 views

Young People/Youth Justice
16 photos and 1 video

Prevention and early intervention
33 photos

Community Payback Orders/ Unpaid work
54 photos and 2 videos · 3 views

Community Reach and Inclusion Bus
12 photos

East Lothian
23 photos

Heavy Sound
21 photos

Skills Development
22 photos · 2 views

Any questions?

Thank you for taking the time to work through this toolkit.

If you want more help and support, get in touch:

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