

Investing for Prevention Symposium - 4 February 2025

Showcasing what we know works so Queensland children and young people can thrive

Our words matter

Our words, images and stories are powerful tools to build positive change for all Queensland children.

By using framing evidence, we can shift public understanding, generate helpful narratives and support for better policies, and engage the whole community in our work.

Through our Framing Initiative, Thriving Queensland Kids Partnership has been working, together with a group of Framing Champions and FrameWorks Institute to embed framing strategies and recommendations in Queensland. Below is a summary of some of the framing recommendations, with examples of how you can use these in your work.

Some quick framing reminders and helpful resources:

Order Matters (short article)

- Start with values - in Australia - child's health and learning; youth as a time of opportunity and potential; fairness; now and later framing
- Explain causes before mentioning effects
- Consider using an explanatory metaphor and case studies
- Offer effective solutions throughout combined with a sense of urgency to act
- Finish with a pragmatic vision for the future.



Reframing Youth Issues Mini-Toolkit

- Rebalance the discussion with opportunity, learning and potential
- Explain structural factors that lead to disparities and frame systems as designed and re designed by people
- Start with identity formation, social, emotional development – not the brain story
- Use community connections as a frame to widen the lens
- Counter otherism with pronouns - avoid they/them/those, use we/our, avoid vulnerable
- Go for urgent sense of the problem *with* efficacy and concrete solutions.



Reframing the Early Years Mini-Toolkit

- Use values early to connect with why these matter
 - Make it about learning and health
 - Flex fairness early



- Explain development, make context part of your story, use work and images
- Clearly define the problem using examples and strategic framing
- Lean into solutions - explain them, deploy data and use examples
- Use now and later framing
- Include parents and carers in solutions.

Mindsets and helpful frames

There are three unhelpful mindsets that we want to avoid triggering in our audiences. We need to:

1. **Widen the lens** to counterbalance ‘**individualism**’
2. **Balance urgency** with efficacy to counterbalance ‘**fatalism**’
3. **Highlight collectivism** to counterbalance ‘**otherism**’

Helpful frames about systems and government:

- “*Systems are designed by people and can be re-designed*” frame to counter the fatalistic mindset that the system is broken or too complex to fix.
- “*Government as a partner*” is a helpful mental model present in the Australian public. This helps to counter less helpful mental models around government.

Collaborative Messaging – ready to use

The Framing Champions have been working on some collaborative messaging that uses recommended framing strategies (as above) around universal needs and prevention for children and young people to thrive.

Feel free to use and weave these ideas and phrases in your work:

What children need in their early years to thrive

“Children thrive and develop in environments that allow them to explore, connect, and be heard. The time from conception to five years of age lays the foundation for health and well-being. As children grow, they engage with and respond to their surroundings, actively shaping and reshaping their environment through their interactions, building vital skills through back-and-forth interactions with the adults in their lives. Access to these enriching experiences is pivotal during this time.

Right now, not every child has access to the same opportunities or the supports they need, and this causes children to suffer. We can work together to support parents and provide environments that give them time and space to express themselves to help develop these abilities.

The places children live, learn and play, shape them. We can all help to build the foundations for children to thrive. Every family in every community benefit when we provide quality

health care; clean water, air and green spaces; nutritious food options; support for parents; and safe places to play and make friends.

Investing in neighbourhoods, prenatal support, playgroups, libraries, and < insert your area of interest/ advocacy > will positively impact children, families, and contribute to stronger, more vibrant communities across Queensland.”

Talking about parents: (in a way that widens the lens beyond the family bubble and avoids blame)

“Children develop and learn when the adults raising them are supported.

Raising children can be like navigating a sailboat. When waters get choppy, we all need lighthouses and safe harbour to guide and protect. The choppy waters are like the unbuffered stresses families face such as health problems, not having a stable home, racism, or financial stress. The lighthouses and safe harbours are like strong communities, advocacy and education services, the early intervention initiatives, high-quality childcare and parenting programs.

Children’s development is critical and healthy bodies and brains are built through everyday responsive back and forth relationships with parents and carers. Children thrive when we make sure their parents have what they need to support this all-important development.

Let’s design and redesign services and systems that allow families to navigate safely toward clearer horizons, so we all thrive.”

Listening to the experiences of everyone in the community

“The places children live, learn and play, shape them now and into the future. We can all help to build the foundations for children - and all of us - to thrive. Our communities can provide quality health care; clean water, air and green spaces; nutritious food options; support for parents; and safe places to play and make friends. When we do this in a way that listens to the experiences of everyone in the community - including our very youngest and their families - we see better outcomes for all of us, now and into the future.”

Messaging around young people

“All of us share the same fundamental needs - to belong, to have supportive relationships, and to know someone has our back. When we meet these needs, young people are able to thrive and contribute their unique strengths to their communities. What benefits young people ultimately benefits us all.

When systems fail due to uneven access to resources <for example ... give concrete examples to show what type of systems > the consequences hold young people back and ripple outward. We all have a role in ensuring every young person has consistent support and the chance to thrive. Creating equity and breaking down barriers isn't just about helping young people—it's about strengthening our whole community.

Investing now in building the strengths and resilience of young people ensures that all families and communities have access to the resources they need to thrive. When every young person feels connected and supported it creates lasting positive outcomes for all generations and communities."

For an expanded example of a well-framed Queensland case study - see the Framing Champions paper *Helping Young People Thrive: Understanding Needs, Disruptions, and Solutions* on the Framing for Change Learning Hub.



The Framing Initiative is jointly led by Thriving Queensland Kids Partnership and the Queensland Family and Child Commission in collaboration with the State Library Queensland, Children's Health Queensland, Department of Education, Raising Children Network, together with Queensland agencies and not-for-profit organisations.

The aim of the initiative is to shift how the public - including decision makers, practitioners, parents and caregivers - understand and support 'what matters' and 'what works' for children by enabling broad use of evidence-based framing.

Find out more about the Framing Initiative [here](#). Or to learn more about framing, visit the [Framing for Change Learning Hub](#), developed as a key resource of the Framing Initiative.

