Terms of Reference

TQKP Community of Practice: Framing for Change – Children, Young people, and Families

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1. Overview

Thriving Queensland Kids Partnership (TQKP) is a systems change initiative instigated and hosted by ARACY (the Australian Research Alliance for Children and Youth) with Queensland partners who share a common vision and purpose: **to change the odds for Queensland children and young people to thrive.**

To achieve this, TQKP is positioned as a coalition and intermediary, to:

- bring people, organisations and sectors together
- use and share what we know and learn
- support leaders and catalysts, and
- facilitate collaborative action, innovation and development.

TQKP's focus is on facilitating systems work through practical initiatives that help 'weave systems together' and 'amplify the value and impact' of the service sector, community organisations, not-for-profit, philanthropy, universities, and government.

Using '**what and who we have, and what we know and learn',** we work to leverage available resources by partnering on specific initiatives, building capabilities, facilitating learning and adaptation, and distributing leadership wherever possible.

We believe that by working in this way, we can build better connections, capabilities and capacities in **six key areas that will contribute to whole-of-system change**: **concerted leadership, smarter investment, enabled caregivers and communities, integrated delivery and putting data, evidence and experience to work**.

This means an ecosystem better equipped and stewarded, and working together well, to reduce inequity and adversity, and improve opportunities, capabilities and outcomes for children and their families and communities, so all Queensland kids have a great start and journey in life.

2. Background to the Framing for Change Community of Practice

A Community of Practice (CoP) for Queensland-based child, youth, and family focused communications practitioners was established by Thriving Queensland Kids Partnership early in the COVID-19 pandemic with the aim of sharing COVID-related knowledge, insights, and best practice as the health crisis unfolded. During this time, a consistent approach to public health messaging emerged as critical to an effective state-wide pandemic response, and the CoP was designed to meet this need by bringing together leaders in communications from organisations working with children, young people and families across the state.

Participant feedback affirmed the value in meeting and sharing resources with peers from other organisations across Queensland, and the opportunity the group provided to identify areas for further collaboration between members.

In 2022, as the pandemic eased, participants expressed a desire to continue meeting regularly, and to expand the focus of the group beyond COVID-19 communications, to encompass broader communications for the target cohorts, including mental health.

3. Purpose

Moving forward, with a renewed and expanded focus within the context of TQKP's broader initiative, the Thriving Queensland Kids Framing Initiative, the *Community of Practice – Framing for Change - Children, Young people, and Families* will:

- strengthen and consolidate Queensland's child, family and youth-focused communications knowledge-base and generate new ideas

- promote learning and peer-support among child, youth and family-focused communications practitioners, communicators and service providers across the state

- build relationships and promote inter-service and cross-sectoral collaboration across Queensland

- propose, develop and test resources that demonstrate and promote best practice, evidence-based messaging for children, families and young people.

4. Scope of practice

Our scope of practice is evidence-based communication, drawing on reliable sources to develop and disseminate information in ways that demonstrate and support positive framing of child- and youth- related public messaging.

By adopting and promoting this approach to communications, we are contributing to long-term, collaborative efforts towards systemic change, particularly in relation to the language used in communicating with and about children, families and young people.

The principal Early Years framework endorsed by this CoP is the Core Story narrative, developed from extensive research by Telethon Kids with Frameworks Institute. Other key work includes the Parenting Research Centre's Reframing Parenting project, and the Reframing Children's Mental Health communications toolkit, developed with Emerging Minds, MCRI, and others.

These approaches are long-term, collaborative efforts which contribute to systemic change, particularly in relation to the language used in communicating with and about children, families and young people.

5. Who can join?

The TQKP Community of Practice – Framing for Change for Children, Young people, and Families is open to all communications practitioners and others engaged in work that involves communicating with and about children, families, young people and communities on matters related to health and wellbeing.

While the focus of TQKP's activities is Queensland, members of this group can be from any state or jurisdiction, as it is recognised that broadly sharing best practice and resources is beneficial to all.

CoP participants can be from small, local resourced initiatives through to large initiatives involving community; multiple levels of government; business; and the community sector.

Young people, and practitioners at all organisational levels and from all sectors (including government, health, education, community services, industry and small businesses) are encouraged to join.

Members can recommend colleagues and new members can email TQKP@aracy.org.au to request to be added to the group.

6. What can we do together?

- share information, successes, skills and learnings from past and current initiatives
- create, experiment and document shared approaches and knowledge
- problem-solve and share advice
- identify, share and create a repository of resources & assets
- share upcoming events and professional development opportunities
- generate and coordinate collaborative projects
- collaborate on events and site visits
- build shared understandings and advocate collectively

Members of the CoP may participate in a variety of ways, with activities broadly falling into two categories: learning- and action- oriented. Examples of the activities proposed within each category are included in the diagram below. The Strategic Framing Initiative (SFI)/convening team composed of TQKP core staff will be responsible for scheduling, convening and collating the minutes of meetings, and facilitating work on projects jointly agreed by CoP members.
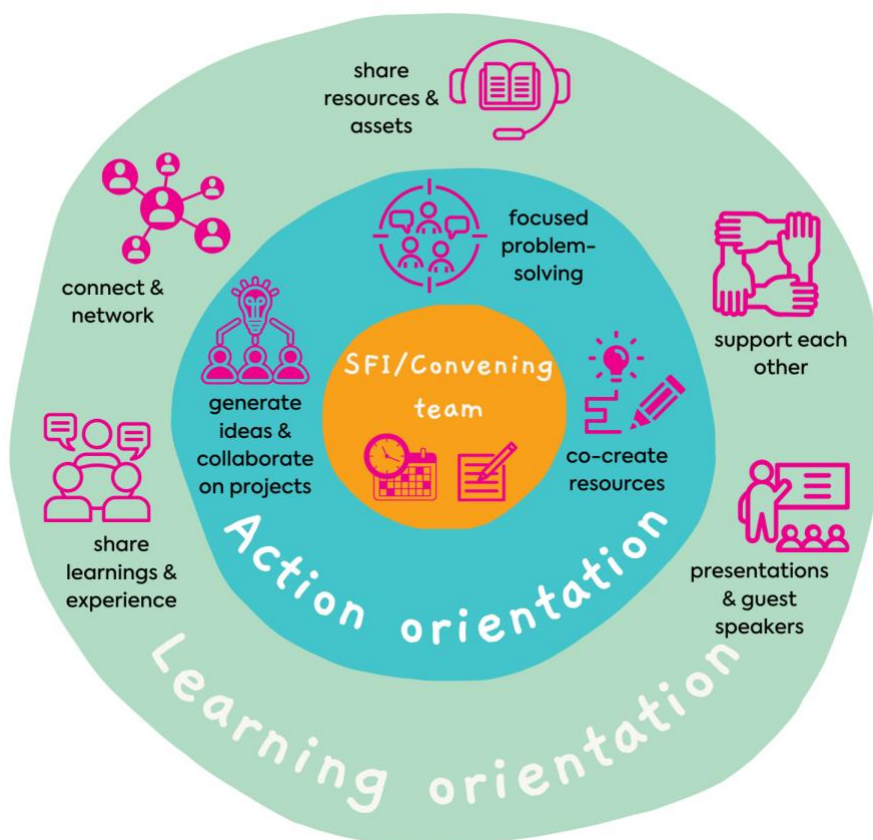
7. How do we communicate?

The *TQKP Community of Practice – Communications Framing for Children, Young people, and Families* will work together through:

- regular online meetings via Teams
- email updates
- direct contact between members (by joining, members agree to share email and/or phone contact details with the group and may opt out at any time)
- occasional face-to-face opportunities (state-wide and regional)
- a shared repository of resources pertaining to framing hosted on a digital platform, e.g. Microsoft Teams

Meetings will be convened and facilitated by a TQKP team member and held approximately once every six weeks throughout the year. Meetings will be one hour in duration and no cost will be involved. Members will be encouraged to present on topics of particular interest to the group, and guest presenters will be invited where possible. Technology and online platforms will be used for regular meetings to ensure those in rural and remote regions are included, with additional face-to-face opportunities offered occasionally. Every effort will be made to accommodate different abilities and accessibility needs.

Appendix 1. Guidelines for a good community of practice

The following guidelines provide a framework for how we, the Community of Practice members, work together.

Clarity of purpose

We have a shared purpose of coming together to share learnings, build shared understandings, and create opportunities for collaboration to promote positive change.

Regularity and structure

We meet regularly. There is enough informality in our processes to support trust building, and enough formality to create structure and productivity, for example by having clear agendas, topics for discussion, and opportunities to provide feedback. Our structures are flexible to the needs and interests of community members and the purpose of the engagement.

Authentic and active participation

Membership in the community requires a willingness by all to actively participate and contribute. Long-term commitment and consistent attendance - according to our personal capacity and interest - help to build authentic relationships.

A culture of learning

We learn through action and collaboration. We are prepared to workshop, problem-solve and brainstorm together. We actively share our learnings and our failings. We support each other to build our capacity. We translate theory into practice and build practice into theory. We work towards a shared understanding and methodology.

Safe space to share

We have agreements around privacy, confidentiality and conduct that support a safe space for sharing. We engage respectfully and non-judgmentally. We share knowledge, information and data openly and with generosity where we can.

Resourcing and facilitation

We have resources and infrastructure to sustain our joint activities. This includes each of us dedicating resources, in-kind support and time to participate and meet. It includes good facilitation and group support by dedicated role(s) to maintain commitment and motivation, bring out everyone's voices, and manage conflict. It also includes using a variety of platforms to engage.

Accessible and diverse

We welcome members to the community with a diverse range of backgrounds, skills and experience. We have a range of activities, means of communication and structures to support people participating at different levels, in different ways and in different places.

Appendix 2. Confidentiality

Commitment to sharing – We, the Community of Practice members, aim to share as much information and as many resources as possible. This needs to be balanced with protecting organisational information that might be confidential. If there is something you are unsure about being able to share, rather than not sharing, check to see what's possible. In some circumstances, you may wish to share only part of a resource or certain information with the Community of Practice.

Use of information and resources – To ensure Community of Practice participants can share with trust and confidence, there are limitations on how information and resources may be used. We use the information and resources we receive from the Community of Practice with the benefit of the wider Community of Practice in mind. Information must not be used to the detriment of any other Community of Practice member or any other party.

Re-sharing information and resources – For general information sharing, we operate using the [Chatham House Rule](). This means that you can share information and resources we receive from the Community of Practice outside of the Community of Practice, but you may not identify where you heard about the information or resource. In some cases, information and resources may be shared with appropriate attribution – for example, where a member shares their own resource or piece of information, and it is already attributed in the public domain; or where a member explicitly requests it be identified as coming from them.

Community members may also request that a piece of information or resource be kept completely confidential to the Community of Practice only.

Appendix 3. Conduct and complaints

- Community members are expected to engage respectfully and non-judgmentally, and to conduct themselves with integrity and professionalism.

- Discriminatory behaviour, harassment, or victimisation will not be tolerated by the Community of Practice. All defamatory, derogatory, abusive, profane, threatening, offensive, or illegal materials are strictly prohibited.

- False, inaccurate, or otherwise misleading information is not helpful. Be transparent about who you are and who you work for. Inappropriate or harmful use of information and resources or breaches of confidentiality will not be tolerated.

- Refrain from posting commercial messages. Community posts should not contain excessively promotional material, special offers, job postings or offers, product announcements, or solicitation for services.

Complaints about conduct will be managed by Thriving Queensland Kids Partnership and can be addressed to the TQKP Community of Practice project lead, convenor/facilitator, or any other TQKP staff or board member.

TQKP reserves the right to moderate and delete posts, and/or remove members from the community of practice where this code of conduct is violated.

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