



Reframing Child Rights

How we talk about children's rights matters

When children's rights – ranging from access to education, healthcare, stable homes and a voice in decisions – are met, this not only nurtures their health and development, but also supports families and builds resilient, thriving communities.

This is an important story.

So, let's make sure that we're telling the story in a way that resonates with community and decision-makers, invites action, and reflects the full humanity of children and young people.

Top tips for reframing children's rights

✓ Try this...

Talk about how rights support the **health and development** of all children.

Offer solutions early in your communication - concrete, causal, collective solutions as often as possible.

Explain what will happen and **how everyone benefits** when child rights are upheld.

Focus on **the story we want to tell** and put it on repeat.

Wherever possible, bring people together by mentioning that **rights are for everyone** - from the tiniest baby to our seniors - in every community.

Make it collective by always including examples about the role of communities, governments, and society.

Explain how the many **different rights are connected**. E.g. When we support families with stable homes, it improves children's health and education.

✗ Avoid this...

Only talking about rights as a way to stop bad things happening to children.

Talking about problems without solutions. Trying to 'scare' people into caring can backfire by triggering overwhelm and fatalism.

Simply asserting that upholding child rights creates benefits.

Rebutting myths; this tends to backfire because people remember what they hear.

Leaving children's rights out of conversations about human rights.

Just talking about individual rights or placing responsibility solely on parents or other adults associated with children like teachers.

Missing opportunities to show that rights are interconnected. Even when we are highlighting a particular right, it is useful to show how rights relate to all aspects of children's lives.

We have an important story to tell, including:

- Children in Australia are guaranteed the rights outlined in the United Nations Convention on the Rights of the Child.
- Child rights are human rights.
- Child rights provide a comprehensive framework for ensuring children and young people thrive, with a particular focus on equity and non-discrimination.
- Children's rights complement adults' rights.
- All children and young people have the same rights, but the ways in which they are expressed, experienced and ensured depends on a child's age and development.
- Children and young people's active participation in decision making is a right and leads to better outcomes.
- The rights of children facing discrimination and marginalisation are particularly precarious.
- Adults are accountable for upholding child rights, and governments have particular responsibilities.

Learn more about children's rights

54 reasons | www.54reasons.org.au

Australian Centre for Child Rights | www.centreforchildrights.org.au

Children's Rights Queensland | www.childrensrights.org.au

Learn more about framing

Learn more about how to use framing to create positive social change
www.tqkp.org.au/resources/framing-for-change-learning-hub

This resource is an adaptation of Reframing Child Rights: Core Ideas and Current Framing, developed by FrameWorks Institute and 54 reasons, in partnership with the Queensland Family and Child Commission.
Read more: www.54reasons.org.au/reframing-child-rights



It was developed for Children's Week 2025 to promote Article 42 of the United Nations Convention on the Rights of the Child: "Everyone should know about children's rights!"

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