

Thriving Queensland Kids Partnership Framing Initiative: Evaluation Survey

Executive Summary

We acknowledge the Jagera and Turrbal people as the Traditional Custodians of the lands on which this work was completed. We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country. We extend our acknowledgement to the Traditional Custodians of the lands from which this document is read.

Research Team

Kelly D'cunha, The University of Queensland
Tanita Northcott, The University of Queensland
Katherine Cullerton, The University of Queensland

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Correspondence

*Katherine Cullerton, k.cullerton@uq.edu.au

Executive Summary

Thriving Queensland Kids Partnership (TQKP), launched in 2020 and hosted by Australian Research Alliance for Children and Youth (ARACY) initiative launched in 2020, is a movement of people and organisations taking action to improve the health and wellbeing of Queensland's children and young people. TQKP's Framing Initiative connects and supports partners to communicate effectively about – or frame – child development and wellbeing to shift public understandings and drive policy change.

This aim of this report is to evaluate the effectiveness of TQKP's Framing Initiative activities, training, resources, and implementation support based on online survey data collected from participants who attended TQKP strategic framing professional development activities including workshops, webinars, community of practice and or coaching sessions

Key findings

Survey data from 58 respondents indicate that:

- Overall, the TQKP Framing Initiative has successfully increased participants' confidence and use of framing strategies, embedding these practices across communication activities and fostering their adoption and dissemination within and beyond organisations.
- Participants attended many different TQKP framing initiative activities, with more than half reporting participation in internal or external professional development sessions (59%), in-person or online webinars or education sessions (57%), or the Framing for Change Learning Hub (53%).
- Over three quarters of participants feel confident in explaining the concept of framing (76%) and applying frames in the workplace (83%).
- Multiple framing strategies were rated as useful, particularly 'Ordering the message' (59%) and 'Reframing strategies for the early years' (59%).
- Participants reported using framing strategies consistently across all communication types, suggesting these approaches are becoming embedded in practice. Framing strategies were most frequently used in communications with and for practitioners (mean rating of 75 on a 0-100 scale, where 0 = rarely and 100 = regularly).
- Almost all participants (90%) reported a change in their communication thinking or practice since first engaging with TQKP, with many noting specific practice changes (77%).
- More than half (55%) the participants reported providing formal or informal framing training or guidance within their organisation. Just over a quarter (27%) provided training or guidance to others outside their organisation.

- The most frequently valued resources were: 'Toolkits and products' (58%), 'Access to collated information on the Framing Learning Hub' (50%), and 'Opportunity to learn from peers and share examples of well framed work' (42%) underscoring the importance of combining ready-made tools with in-person support to reinforce framing skills.

Recommendations

Opportunities to better support the use of framing strategies include:

- **Expand practical support:** build on TQKP's well-received training, materials, and in-person support by offering more targeted resources, tailored guidance and additional training.
- **Address capacity constraints:** Explore strategies to overcome the most commonly reported barrier - limited capacity, such as insufficient time to update collateral.
- **Offer review services:** Consider introducing an optional service to review and provide feedback on shared messaging and organisational materials to ensure alignment with recommended framing strategies.

Introduction

Children and young people thrive in environments that help them explore, connect, and be heard. The places they live, learn, and play—and the relationships and supports around them—shape their wellbeing and their futures. When these systems work well together, children, families, and communities are stronger. It's not fair that there are Queensland children missing out and this can harm their health and development.

The Thriving Queensland Kids Partnership (TQKP), launched in 2020 and hosted by the Australian Research Alliance for Children and Youth (ARACY), was created to strengthen these positive connections. TQKP brings together partners from across sectors to align effort, share knowledge, and build the conditions that enable every child and young person to thrive.

The Framing Initiative is one example of how TQKP connects with and supports partners to shift public understanding, generate helpful narratives and support for better policies, and engage the whole community in their work.

Background

What is framing?

Strategic Framing is the practice of considering how the words we choose can influence the outcomes we want to achieve. By applying a series of principles that have been tested and validated through research, we can learn to frame our communications for maximum effectiveness to achieve our shared goal of influencing positive change for every child and young person in Queensland.

Why is framing important?

Our words, images and stories are powerful tools that can build positive change. How we chose to frame what we say and how we say it can affect how people hear us, what they understand, and how they act. By using evidence based framing strategies, consistently and collaboratively, we can shift how the public- including decision-makers practitioners, parents and caregivers- understand and support 'what matters' and 'what works' for children.

The Framing Initiative

TQKP's Framing Initiative offers partners with the tools and support they need to use framing evidence to effectively and impactfully communicate about the early years and youth issues. Since 2020, TQKP has:

- Created a comprehensive online *Framing for Change Learning Hub* that brings together evidence, resources and Australian examples of framing practice- in one place;
- Co-developed strategic framing mini-toolkits and a framing checklist;
- Delivered in-person and online webinars to introduce framing to beginners;

Established a *Framing for Change Community of Practice* dedicated to learning about framing principles; and

- Established a *Framing Champions* (hence referred to as Champions) group of key executive leaders from 12 organisations in Queensland to build, a shared language and strengthen their advocacy for children and young people through coaching and implementation support.

Aim and Objectives

To evaluate the effectiveness of TQKP's Framing Initiative training and resources.

- (1) To understand the use of framing strategies in everyday communication about the early years and youth issues; and
- (2) To identify opportunities to better support the use of these strategies.

Final comments on TQKP

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“Thank you to everyone involved in this great initiative.”

“To remain connected, seek advice, and to continue to learn from and share my learnings about what works/doesn’t, with the group.”

“Nat Kendall-Taylor is the most engaging presenter I have ever heard, on any subject.”

“A huge thanks for making these resources, tools and support available a huge amount of energy time and effort have gone into their development and its very much appreciated.”

“Thank you for the opportunities to be part of the reframing initiative and ongoing community of practice as a reminder of our need for continuous improvement.”

“Love it!”

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