

Join the Talking Families Community

A Queensland Family and Child Commission initiative



Talking Families

Queensland Family and Child Commission



What is Talking Families?

Talking Families aims to embed ongoing messaging into parenting communities that **normalises the challenges of family life and the necessity of community support**. It aims to reduce stigma around seeking help with parenting while encouraging parents to support one another, and seek support, as required, from their schools and professional services.

Research conducted by the Queensland Family and Child Commission (QFCC) found that the anxiety around being judged negatively by others was a major barrier to parents seeking support with their family stressors. By reducing the stigma around seeking support, parents and carers will address their challenges early, preventing them from escalating, and preventing the need for secondary and tertiary intervention where possible. Talking Families seeks to reduce such stigma through Queensland schools and early childhood services. **It does this by providing schools and early childhood services with branded messaging, written-content and imagery for social media and newsletters, and events that normalise parenting challenges and the necessity of collective support.**

Talking Families **complements existing parents and community engagement frameworks within schools and early childhood services**. It leverages existing activities and opportunities to promote Talking Families messages and its ethos. By linking with school and services to existing frameworks and activities, Talking Families is a simple addition to any school or service. For schools, it supports the Parent and Community Engagement (PACE) framework. For services it supports the Collaborative partnerships with families and communities standard under the National Quality Standards (NQS).

To deliver the Talking Families initiative a school or service must demonstrate a commitment to promoting the Talking Families ethos of collective support and reducing stigma around seeking help in its parenting community. Further, it must implement the Talking Families messaging to increase connection between parents, the school or service, and the community.

Talking Families is purely early intervention messaging so, if intervention at a secondary or tertiary level is required, schools, services and community organisations should follow their existing policies, practices and requirements around child protection and child safety.

What's involved?

Talking Families



Family and Child Connect



School/Service

- Provides messaging and materials to support the school or service to promote of Talking Families and its ethos to the parenting community
 - Provides survey measurements of parent attitudes around asking for and receiving support
 - Engages with school or service to review and evolve the Talking Families initiative
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- Assess and provide ongoing advice around existing family and engagement practices
 - Support the implementation of Talking Families
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- Organise engagement activities or events that parents can attend
 - Publish and promote Talking Families messaging through online channels or newsletters
 - Distribute Talking Families promotional materials and resources

Aligns with school or service's existing activities and initiatives

ZERO COST

Ready-made messaging and materials to reach your parent communities

The journey map



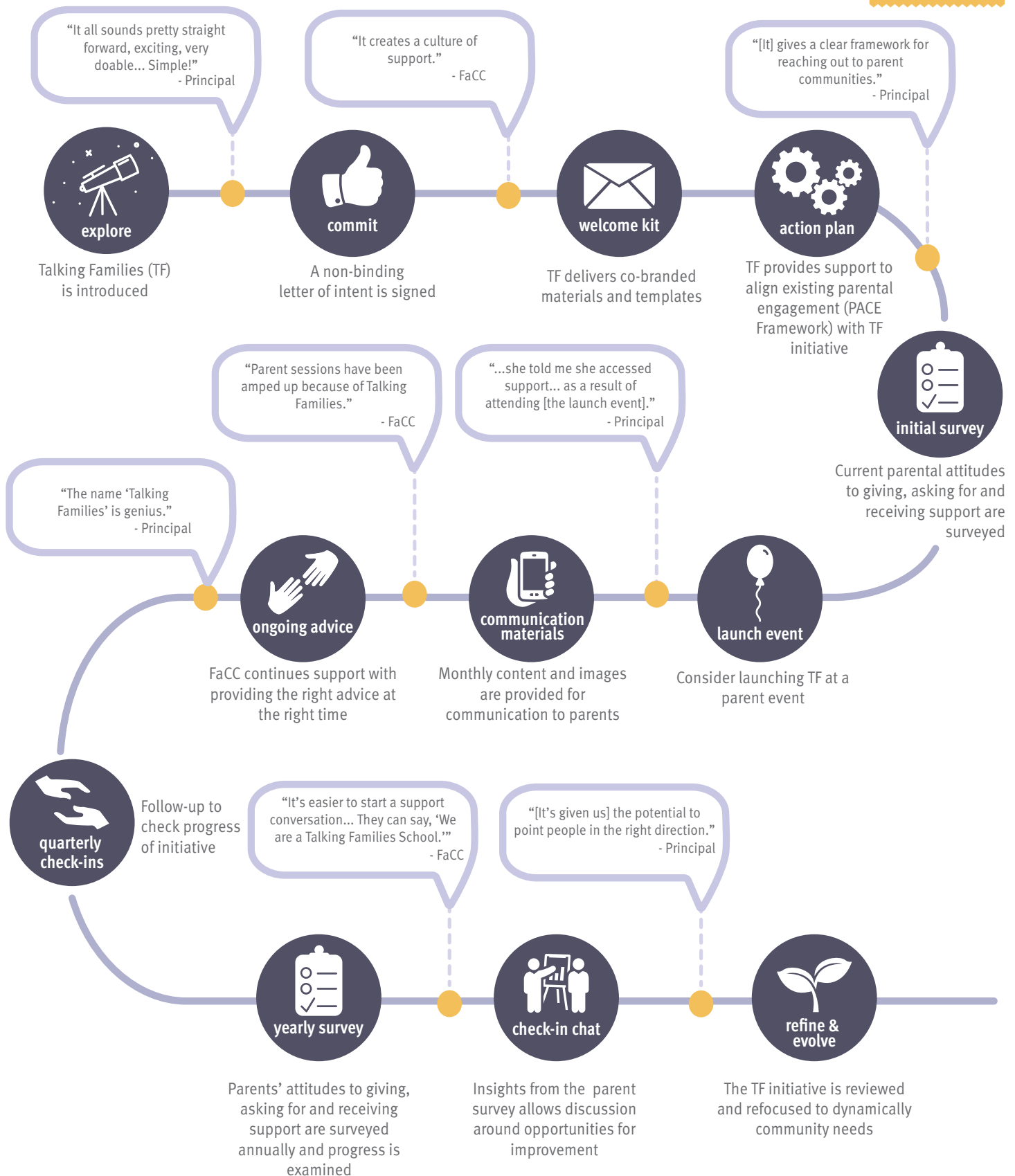
Nurture
parent
networks



Strengthen
support for
families



Establish
community
connections



Strength-based Messaging

Monthly written material

Each month we engage with a new topic around parenting. Previous topics have included building trust, living playfully, online safety, and connecting to culture. Topic themes are informed by research, media trends, our partnering school's interests and needs, and are driven by our aim to encourage parents to build their support network. Tone of voice is carefully structured to be casual, inclusive, and strength-based, to meet our diverse Queensland parenting communities. To accompany our written content, we design interactive resources for parents to use with their kids, alone, or with each other.

- EXAMPLE CONTENT -

KEEPING CONNECTED WHILE PARENTING

We've heard the saying, "Parenting means you're never alone... but it does get lonely".

With little ones crawling up and down our legs, and a kid in each ear – it can be hard to even get even a minute to think. Even when we're out and about, maybe doing the school run, or catching up with a mate in the park, these connections are often filled with distractions (like the kids singing, "Snack...Snack.... SNACK!")

But we know that being connected with family or friends is important not just for our kids but for the grown-ups too. Connection is good for our health, helps us build confidence and brings happiness to our lives.

So, [how do we stay connected](#) while we're managing our busy schedules? Where do we even begin if we're trying to reconnect with our mates? Especially if some of our relationships have changed since adding kids to the mix.

First, knowing [it's okay, and even normal for our circles to change](#) throughout life takes a lot of pressure off. It doesn't mean it's forever. If things are busy, spelling out to our mates that they mean a lot, but they have to be patient with us, is sometimes a necessary step. Communication is key.

And if you've moved to somewhere new, or lost touch with friends or relatives, [be patient with yourself](#). It takes time to build up social groups and support networks, especially as a busy parent. In the meantime, connecting with people in small ways can add a bit of cheer to your day. Simple things like giving the neighbour a wave, chatting to your local coffee shop owners, or making small talk with another parent at the park. Being open to different cultures, opinions, and ways of life can also enrich our lives and widen our network. If you get a bit nervous meeting new people, keep in mind that they often like us more than we realise!

And if you've already got a bunch of mates but find it hard to make time - [bite size connections are a lot easier](#) than big events. Asking a neighbour to drop by so we can take a snooze or a shower (heaven with a new-born!). Calling a mate for ten minutes during lunch when you've been out of touch. Or maybe it's about doing stuff with your mates that the kids will enjoy too - like a movie, or family-friendly cafes. Joining Dads group or Mums group with people who are flexible because they're juggling kids too. Or simply organising a chat over a cup of tea instead of a big outing. We all take a "time out" from parenting every now and again so, [leave the parent-guilt at home](#) and find new ways to connect with people that work for you.



WHERE DO FRIENDS FIT-IN?

WHEN KIDS ARE ON THE SCENE IT'S TOUGH TO JUGGLE PARENTING WITH HANGING-OUT WITH OUR MATES.

SCREENSHOT THIS FORM, FILL IT IN, AND POST! SO YOU CAN LET YOUR MATES KNOW THE BEST WAYS THEY CAN KEEP IN TOUCH. YOU MIGHT LIKE TO SEND THEM A BLANK COPY SO THEY CAN FILL OUT ONE TOO.

IT'S BEEN TOUGH TO HANG OUT LATELY BECAUSE:

THE EASIEST WAYS TO MEET-UP WITH ME ARE:

WHEN PARENTING FEELS CHAOTIC, YOU CAN HELP BY:

I HOPE WE STAY IN TOUCH BECAUSE:

- TEMPLATE BY TALKING FAMILIES -



Bite-sized written content

For distribution via social media, newsletters, or online channels

We provide schools, high schools and early childhood services with monthly content for distribution via social media, newsletters, or online channels. The messaging is tailored through market testing, and analysis of social media trends; however, we value continued feedback from our schools across Queensland so that content is regularly refined to resonate with diverse parent communities. We strategically incorporate humour to normalise everyday parenting challenges, balanced with messages of support, bystander messaging, and more serious parenting concerns. Schools are encouraged to tweak content as they see fit.



It's easy to focus on the health of a new bub – but here's a reminder to check-in on parents too – both their physical and emotional health. Ask them how they're going, and if there's anything you can do to lend a hand.

#talkingfamilieservice #newparents



For all our families starting kindy this week – it gets easier. We're a Talking Families service which means we support one another! So don't be afraid to reach out to staff and our wonderful community of parents.

#talkingfamilieservice #firstdayofkindy



Sometimes it's hard to feel confident with parenting. We're a Talking Families Service so remember you can talk to the staff, teachers, and other parents or give oneplace a search. We're here to support each other and figure it out together.

#talkingfamilieservice #oneplace



When you find Friday's lunchbox on a Monday

Happy Monday!!

#talkingfamilieschool #school lunch



Some ideas for helping each other out over the summer. What would you add?

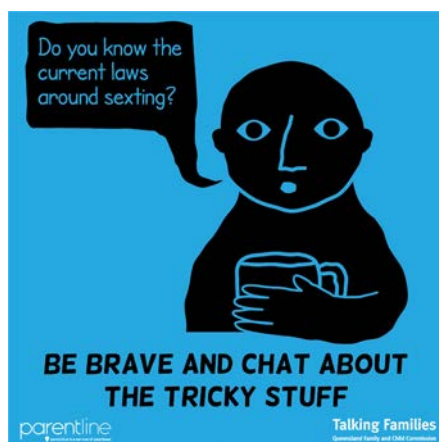
#talkingfamilieschool #parenting



WHEN YOU'RE FEELING SHY AT SCHOOL PICKUP

We all have those days! 🐱

#talkingfamilieschool



Chatting to staff or other parents can help you get a feel for how to talk about tricky stuff with your kids. Visit <https://www.qfcc.qld.gov.au/doiknowu/parents> for more info.

#talkingfamilieschool #doiknowu #onlinesafety



We want our school to be a safe place for parents to connect, feel welcome, and to know they belong. We're a Talking Families School – so if you ever need to chat about family life we are here to listen.

#talkingfamilieschool #youbelong



Our school has parents and kids from all over the world, which means we all love different food! What were some of your lunch time favourites growing up?

#talkingfamilieschool #lunchesaroundtheworld

ECCE

Primary

Secondary

Promoting oneplace

Queensland's community services directory

oneplace is our online search directory of government and non-government community services. It was created to help Queenslanders easily find local support. There are more than 53,000 services listed in **oneplace** offering services for parenting, domestic and family violence, legal, mental health and counselling, housing, financial issues, and food assistance.

We regularly promote **oneplace** across our Talking Families schools, accompanied with messaging that encourages parents to utilise the supports.



Australia is about mateship – we give each other a hand when things are tough. If you need a hand, but not sure where to turn try www.oneplace.org.au

#talkingfamilies #oneplace



Needing support with food supplies is one of the most commonly searched needs on oneplace.org.au. Have you ever wondered what happens when you ask for a hand with food? Some places provide you with a food parcel, or access to their mobile community pantries. Others might help you out with budgeting and to think through long-term plans.

#talkingfamilies #oneplace



Queenslanders have had a trying time with natural disasters, but there is support out there.

Visit www.oneplace.org.au

#talkingfamilies #oneplace

Launching the initiative

Celebrating parents through a Talking Families launch

To promote becoming a Talking Families School or Service we join you in hosting a launch event. This event can coincide with existing parent engagement events the school has planned, with important dates throughout the year such as Children's Week, welcome to a new school year, or as a Talking Families specific event. These events are tailored to meet the needs of the school, often including engaging activities for kids, and local support-services stalls. Television or newspaper crews are also invited to attend if the school or service would like their involvement. It is often a great promotion of the school or service's community.

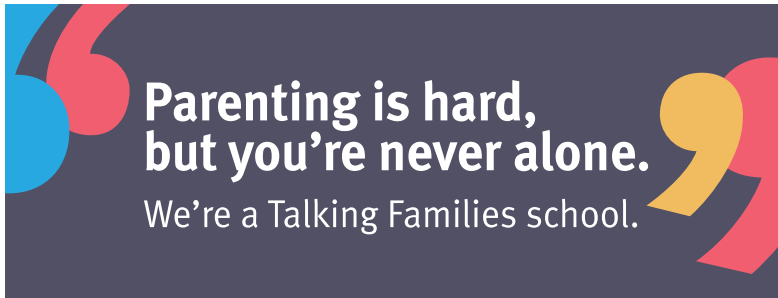


Collateral

Co-branded collateral for Talking Families schools and services

As part of our commitment to you, we prepare an on-boarding kit to help establish the program in your school or service. The kit includes creative materials for your school/service to use and supporting documents such as an action plan and a baseline survey to help establish and measure the program in your school.

- EXAMPLE COLLATERAL -



Decal stickers 105mm x 297mm



School or
service logo
here

Talking Families
Queensland Family and Child Commission

Co-branded corflute



Postcards and wallet cards

Children thrive
when parents are
supported.

We're a Talking
Families service.

School or service
logo here

www.talkingfamilies.qld.gov.au
www.familychildconnect.org.au

Talking Families
Queensland Family and Child Commission

family and child connect

Co-branded pull-up banner

For more information, or to get involved contact:

talkingfamilies@qfcc.qld.gov.au

www.talkingfamilies.qld.gov.au

facebook.com/talkingfamiliesqld

www.oneplace.org.au

Talking Families is a Queensland **Family and Child** Commission initiative:

www.qfcc.qld.gov.au

Some of our Talking Families Schools and Services across Queensland:

Berrinba East State School	C&R Cowling-Scaife	Kath Dickson Family Day Care Centre	Victoria Park State School
Bohlevale State School	Dakabin State High School	Kingston State School	Watson Road State School
Bucasia State School	Fitzgerald State School	Marburg State School	Wolvi State School
Chancellor State College	Garbutt State School	Sparrow Early Learning Sippy Downs	Woodridge State School
C&K Cloncurry	Helping Hands Chancellor	Tullawong State School	Wulguru State School

