



Welcome

to the Reframing Parenting Summit





Reframing Parenting

7 Ways to Win Hearts and Minds

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Why Think About Framing?

How Can We Reframe Parenting?

Why Think About Framing?

A Quick Recap

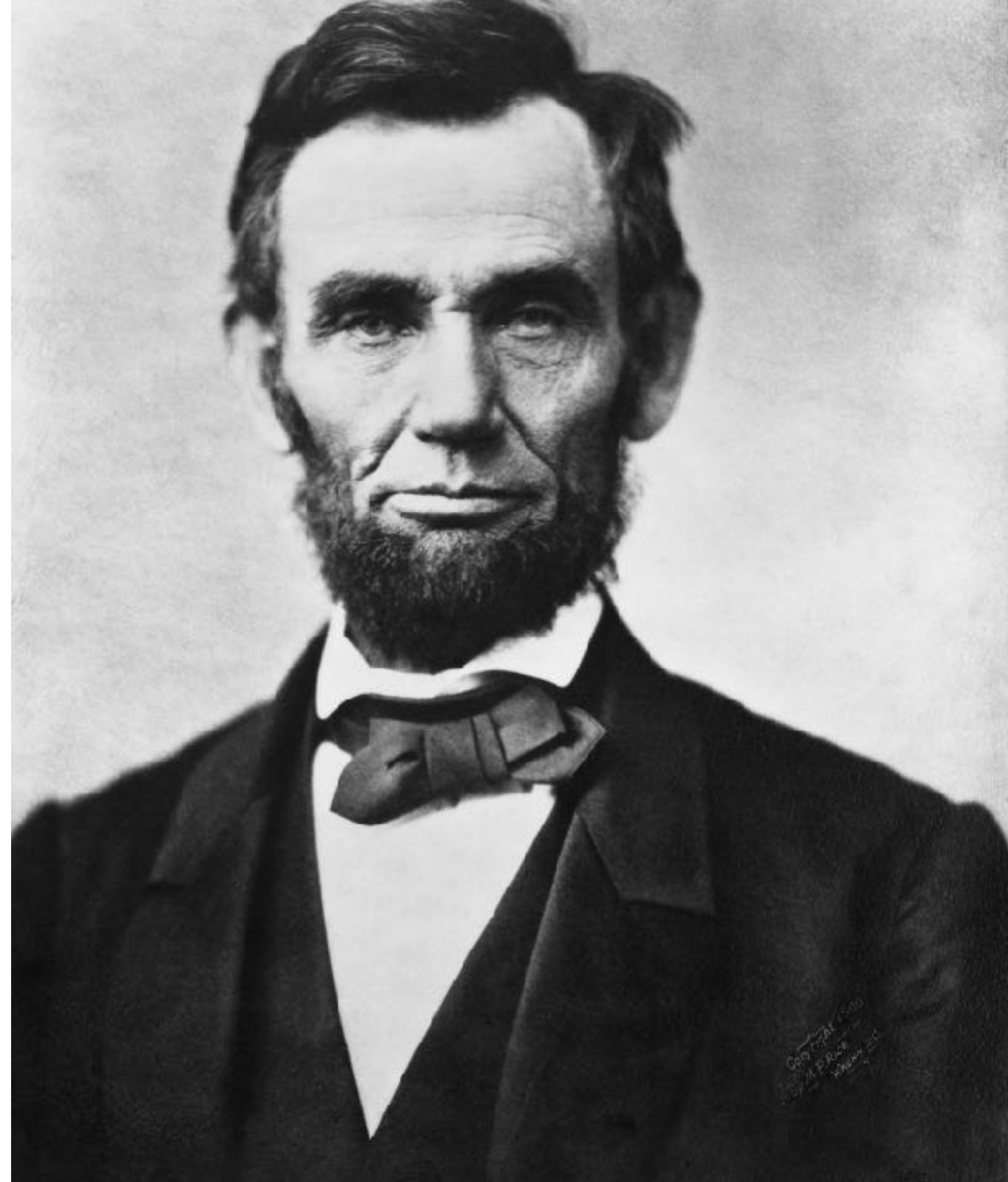
Because Understanding is Frame Dependent



Because Sustained Social Change
Requires Culture Change

“Public sentiment is everything. With it, nothing can fail; against it, nothing can succeed. Whoever molds public sentiment goes deeper than he who enacts statutes, or pronounces judicial decisions.”

Abraham Lincoln

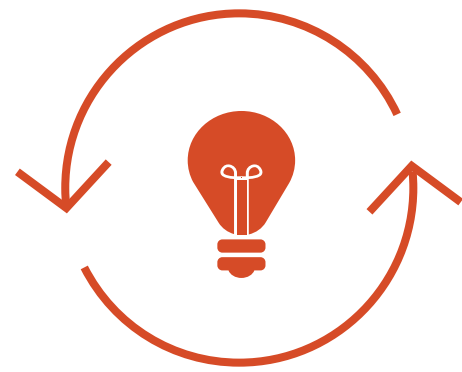




Communication



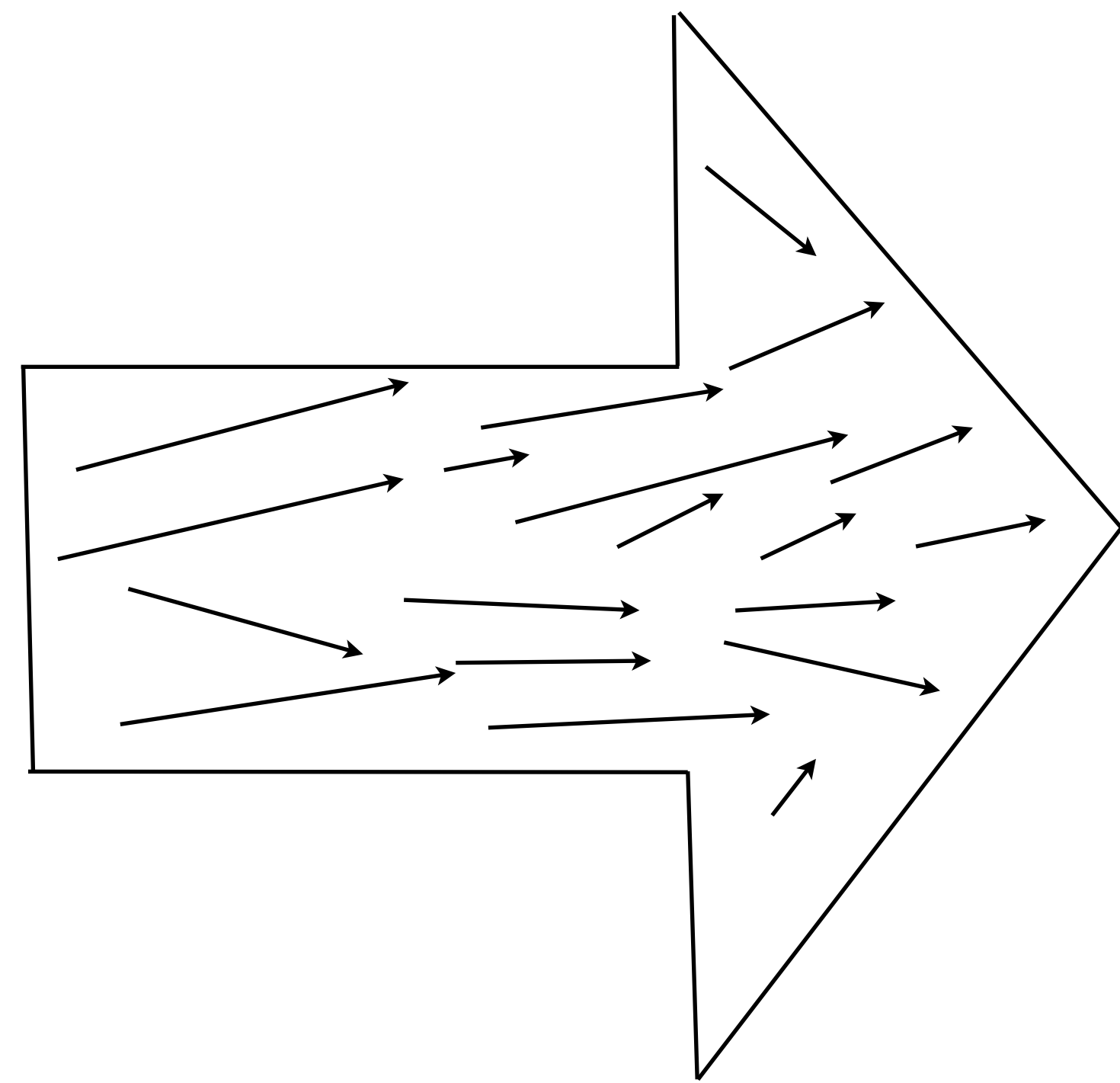
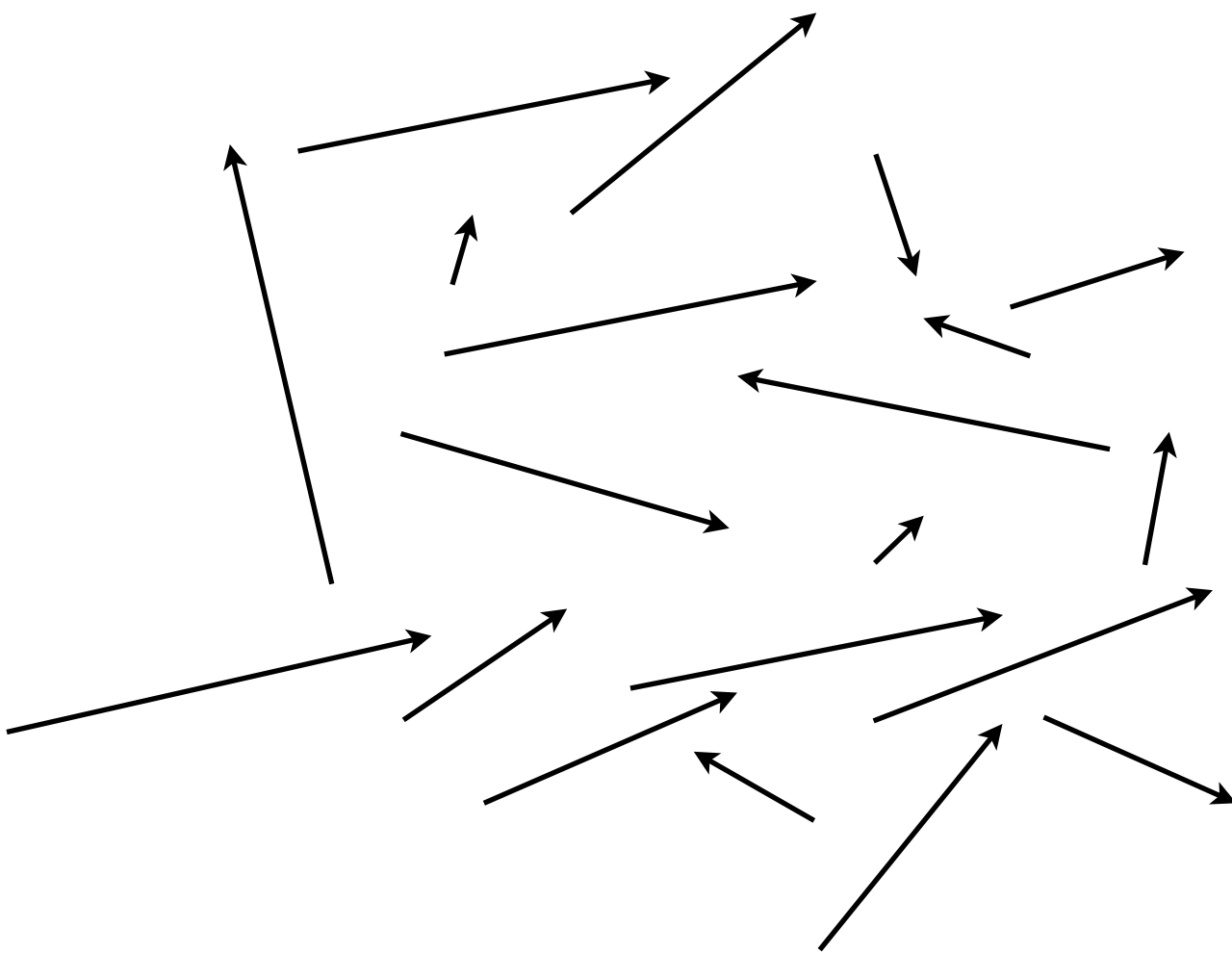
Discourse



Thinking



Policy



Because We Have a Problem

You Say...They Think

AAA



Expert/Advocate

BBB



Public



The great enemy of the truth is very often not the lie—deliberate, contrived and dishonest—but the myth—persistent, persuasive and unrealistic.

John F. Kennedy, Yale University Commencement June 11, 1962

Why Think About Framing?

How Can We Reframe Parenting?

7 Ways to Engage the Public & Open Minds about Parenting

More than 15,000
Australian Respondents

More than 15,000 Australian Respondents

Expert
Interviews

Cultural models
Interviews

Media and Field
Frame Analysis

Frame Design

On-the-Street
Interviews

Frame
Experiments

Persistence Trials

#1

Understand What You're Up Against & Get Strategic



You Say...They Think

AAA

CULTURE!

BBB



Expert/Advocate



Public

Individualism

Choice and Decisions
Information is Everything
Good Parenting= Caring
Good Parenting=Natural
One-Way Parenting
Infinite and Absolute Variation

Collectivism

Importance of Integration and Appropriateness

Determinism

Parenting Determines Parenting
Natural State = Trouble
Threat of Modernity
Communities in decline
Technology out of control
Too much coddling
Too many rules and laws
Too much science

Cultural Models of... **Parenting**

Government

Government as outside director (-)
Government as partner/resource (+)
Government as incapable (--)

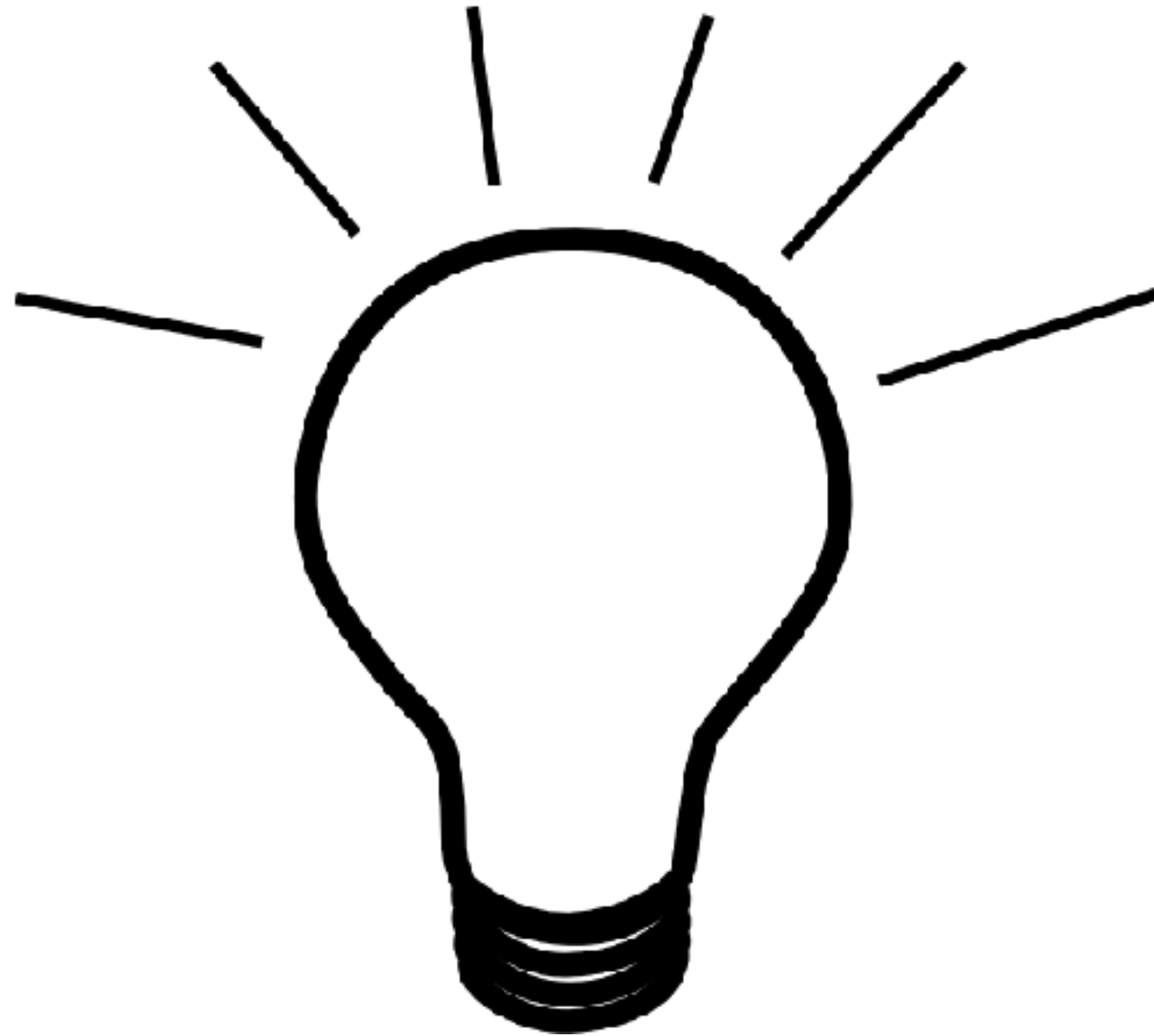
Gender

Men=Important
Women=Responsible (bad parenting/challenges)

Context

What Surrounds Us, Shapes Us
Protection Wall (context as potential danger)
Experience Filter (context as mixed-bag)

#2 Change the Big Idea





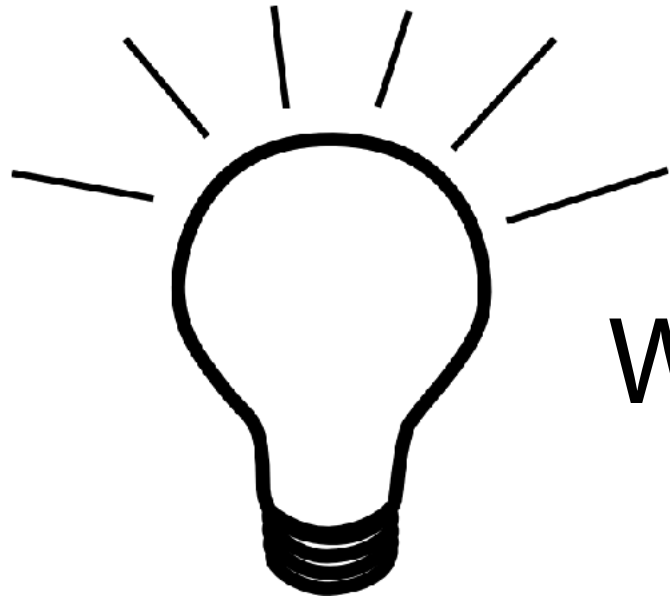
Effective Parenting

FROM



Child Development

TO



What does the reframe look like?

To raise healthy and
thriving children,
Australia's parents
need support.

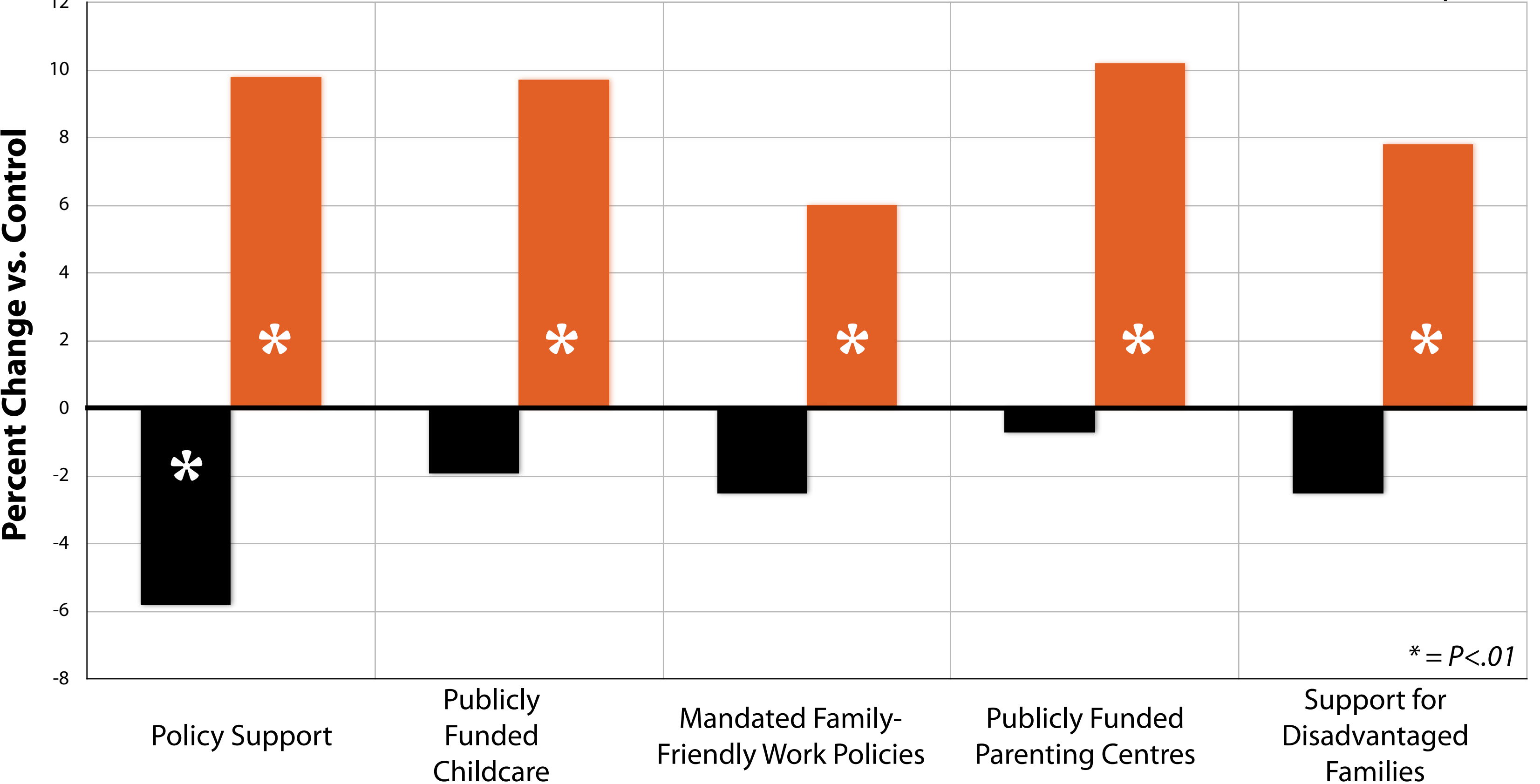
FROM

We need to invest in
programs that
support effective
parenting.

TO

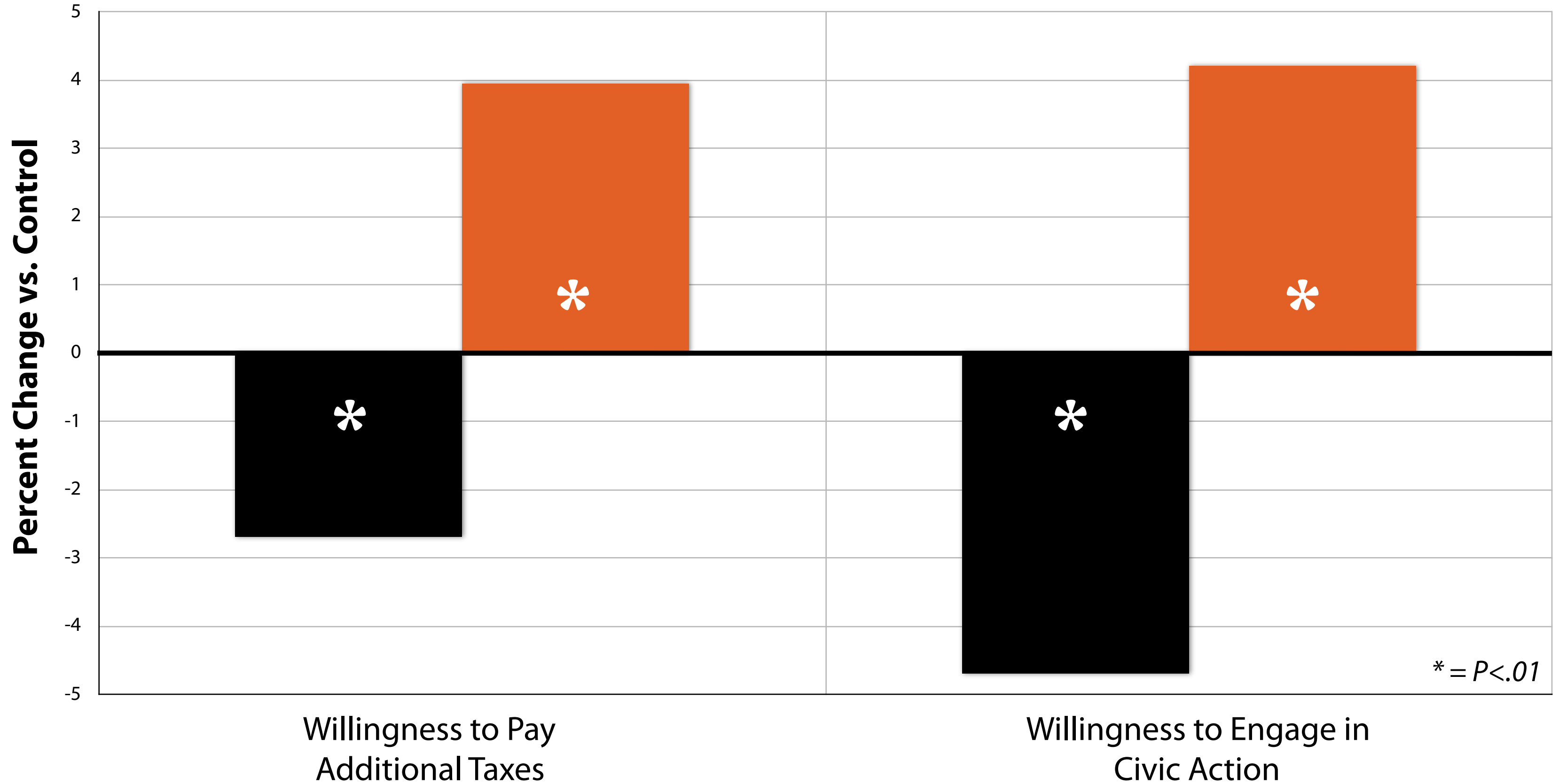
Attitudes and Policy Support

Effective Parenting
Child Development



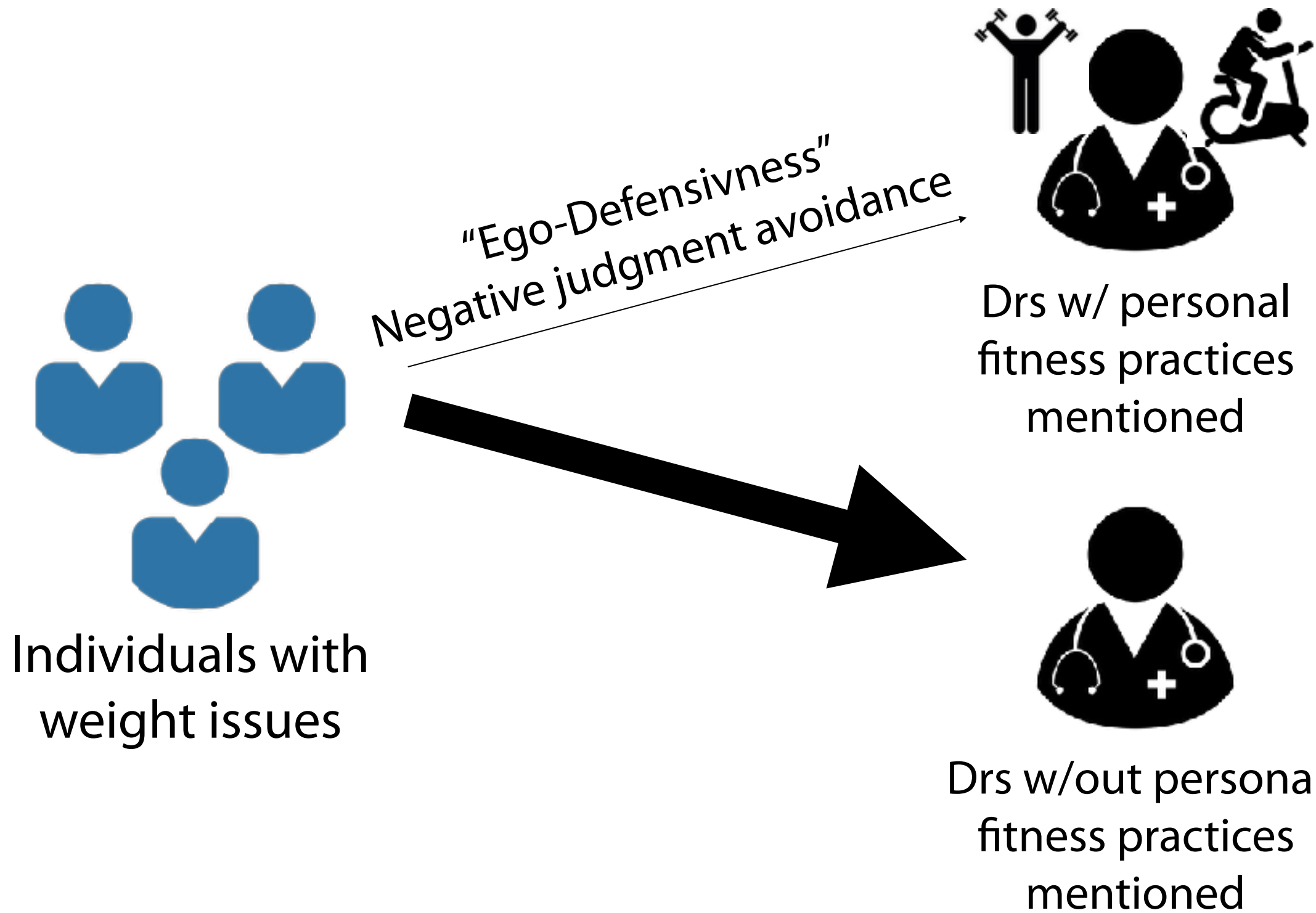
Behavior

Effective Parenting
Child Development



#3 Don't Inadvertently Judge or Evaluate





**We found same
phenomenon
on parenting...**

Less Obvious (but powerful) Judge-y-ness...
And How to Reframe It

Framed with *Good/Bad Parenting* & *List of Recs.*

Children look up to parents and family members and copy what they do. Some ways to be a good role model are to: be positive about life; talk about the good things in people; stay calm, even if you feel upset; deal with problems in the best way you can; admit when you have made mistakes; have a healthy lifestyle. Think about the messages you are giving if you use drugs, or are violent or racist.

Our children have what it takes to achieve great success in life. Good role models can help them get there!

Framed with **What Kids Need**

Children learn by interacting with those around them. They need caregivers who model positive behaviors and engage with them in productive ways. When parents and family members show children how they respond to a difficult situation, they can help children learn to respond to deal with challenges in productive ways. For example, when parents remain positive about life and talk about the good things in people, it can help children learn to have a positive outlook and manage emotions. When parents admit when they have made mistakes, children learn about self-reflection and awareness. Children look up to parents and family members and learn from what they do. When we realize this, we can help children learn and develop in positive ways!

Framed with *Good/Bad Parenting*

The sign of a good parent is not that you have enrolled your baby in every activity that is available in your local area. Being a good parent is about spending time with your baby.

For babies, the best 'toy' is you. Hearing your voice (whether it's in song, reading or chatting about what you're doing when nappy changing), looking at your face and learning how to read your expressions or blowing raspberries on their tummy are all considered play in the eyes of a baby.

Be reassured that even though it may take some time to see the fruits of your labour, you are contributing an awful lot of foundation to your baby's brain.

Framed with **What Kids Need**

Early on, the experiences that children have, lay the foundation for their developing brain. And parents are an important part of this process.

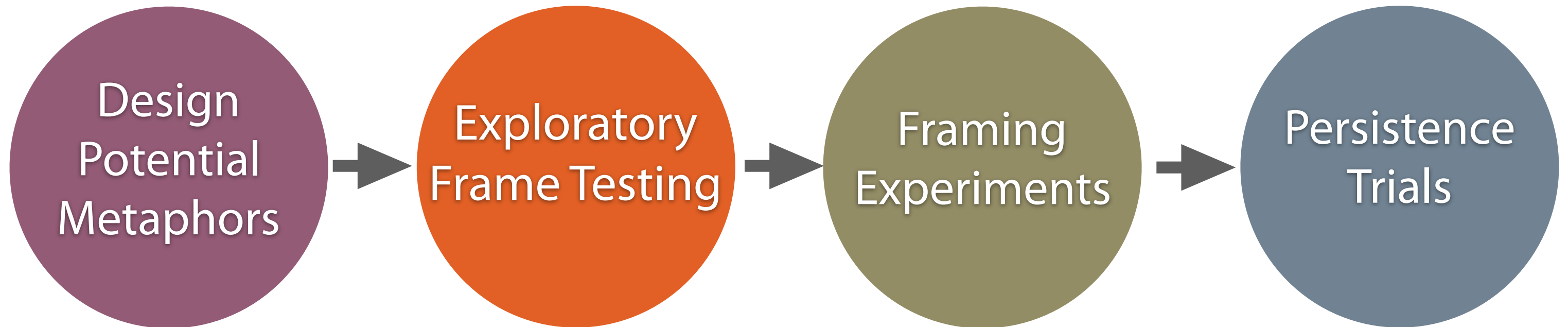
Hearing your voice (whether it's in song, reading or chatting about what you're doing when nappy changing), looking at your face and learning to read your expressions or blowing raspberries on their tummy are some great ways to interact with a child and help build their brain.

Even though it may take time to see the results of these efforts, the interactions between a caregiver and child build a stable foundation for their health, growth and learning.

#4 Use Metaphor to Provide a Mental Image that *Sticks* and *Shifts*



Testing Metaphors



Navigating



Raising children is like sailing on open water. Things like health problems, financial difficulty and stress can make the waters rough and hard for parents to navigate. But we can build lighthouses and safe harbours to guide and shelter parents during heavy storms by providing things like counselling services, high-quality child care, and assistance with housing. These things offer safety and protection during hard times and help all children thrive.

Main Frame: Help people see the role of *context* in parenting and open up *thinking about solutions*

3 Key Components

- *Raising children=navigating*
- *Challenges=rough waters*
- *Supports=lighthouses and harbours*

Strategic way to redirect

- *Individualism*
- *Natural Parenting*
- *Fatalism*

#5 Order Is Everything



Lead with
“effective
parenting” or
advice

Parenting is Natural;
Parenting is Objective

**Blame parents
and/or reject
message**

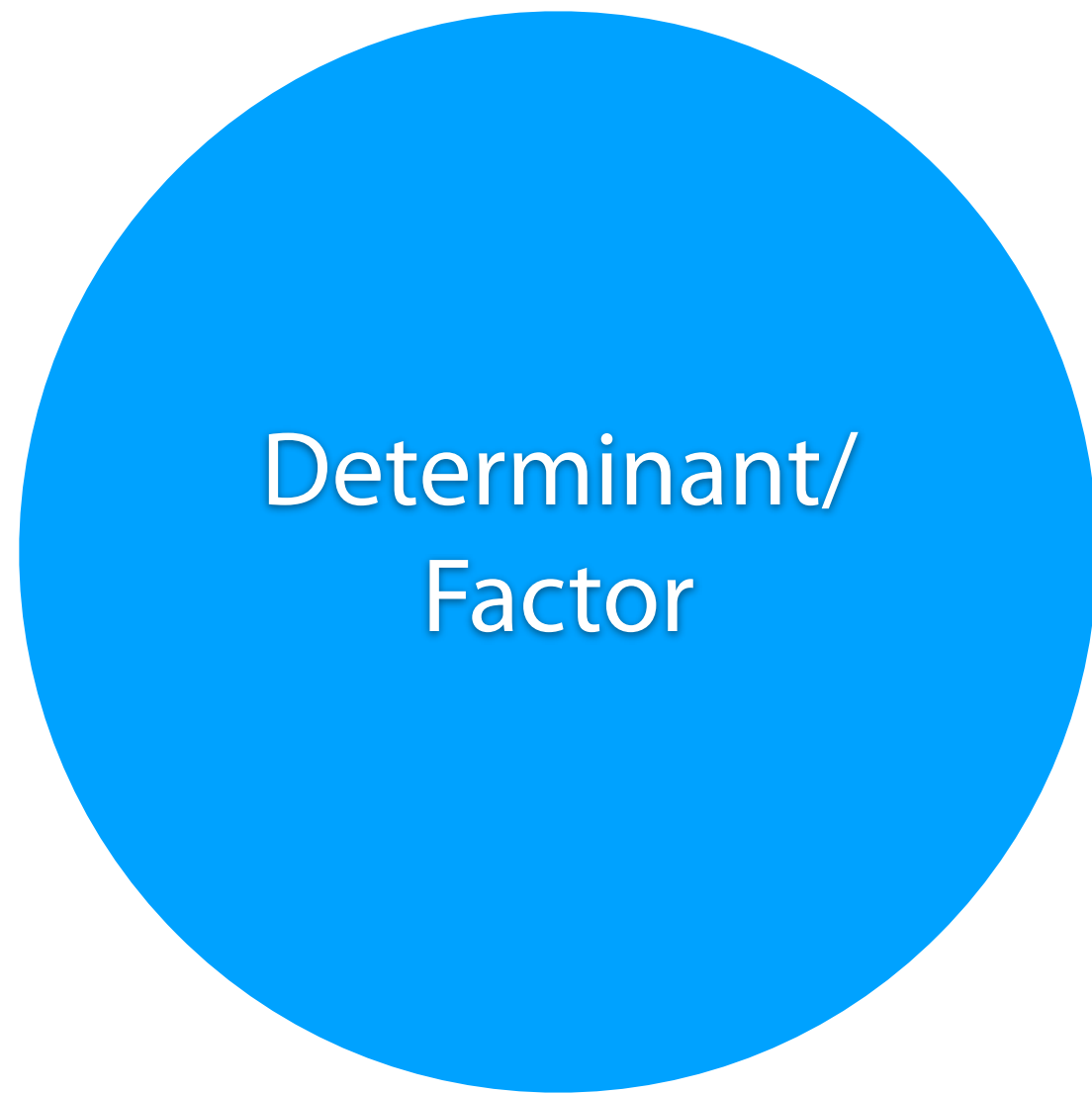
Establish wider
context, *then*
get into
parenting
practice

What Surround Us,
Shapes Us

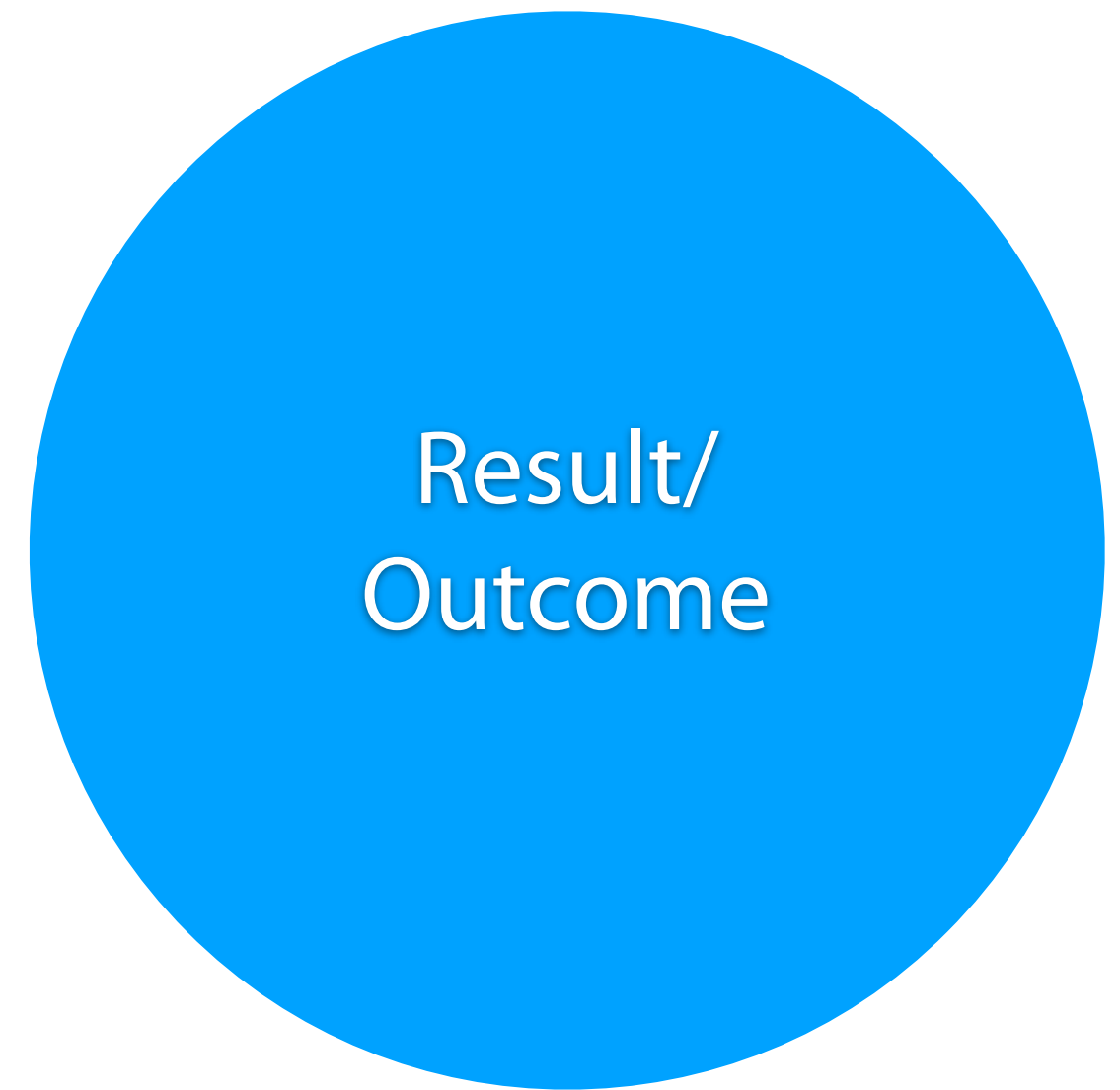
**Parenting is
contingent; need
for support**

#6 Show Don't Tell: Explain Development

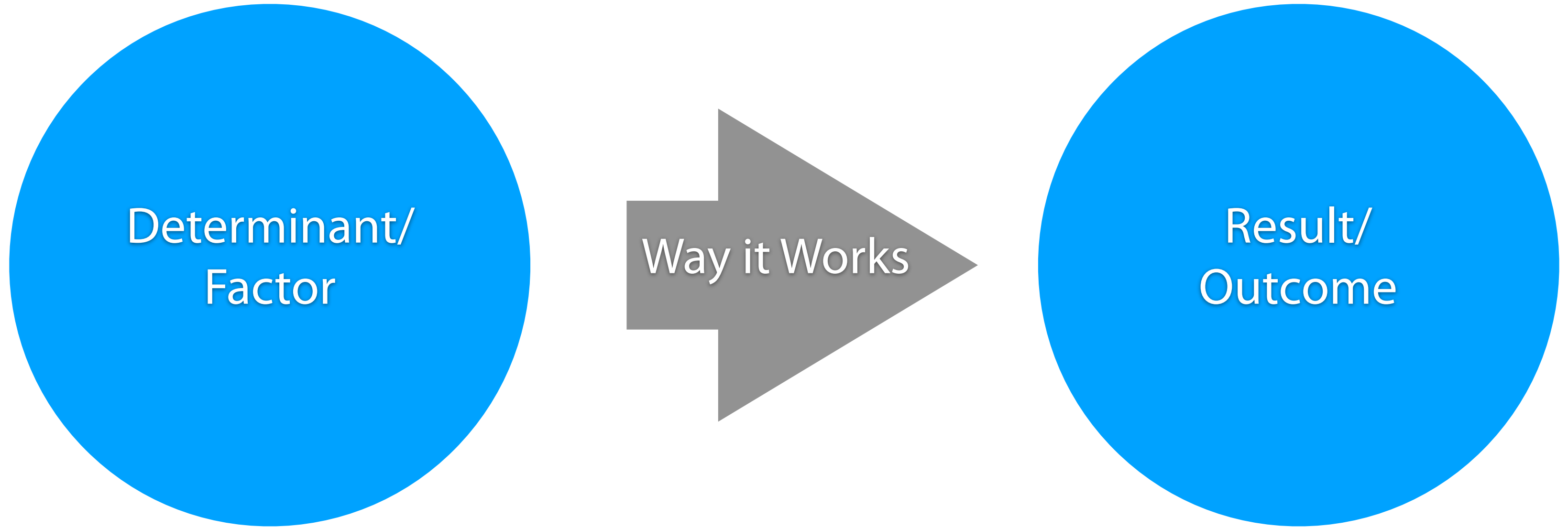




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Not sure what to do or support



**Support Solutions and
Motivated to Act**

Way it Works



Brain Architecture



The story to tell

The basic architecture of the brain is constructed through an ongoing process that begins before birth and continues into adulthood.

Moves thinking:

- What happens early is important and influences how things work latter on
- Development requires quality materials—interactions and supports that parents help provide
- It's an active process

Serve and Return



The story to tell

Brains are built through back-and-forth interaction. Healthy development happens when young children “serve” through babbling, gestures, or words, and adults “return” by getting in sync with the child.

Moves thinking:

- Interaction drives development
- By getting in sync with kids, parents can support positive development
- The kinds of things that might get in the way and the need to address them

#7

Tell a Story



A New Master Narrative

Support Child Development by Supporting Parents

How does it work and
what threatens it?

What do
we need
do?

Why does this
matter?

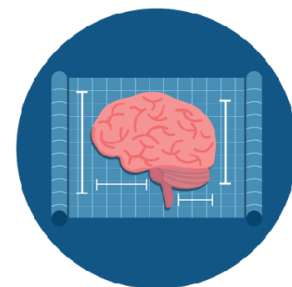


The BIG Idea:

This about the **health & development of kids** & how to help parents supporting this development



Navigation Metaphor:
Navigation is essential
Waters can get rough
Success = skills + supports



Parents shape development
(**Brain Architecture + Serve and Return**)



Give parents what they need so kids get what they need by building skills and contexts



1

Understand what you're up against and **get strategic**



2

Set the BIG IDEA:
Child Development



3

Don't judge; avoid
evaluation



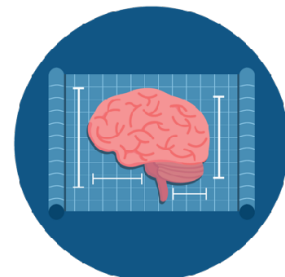
4

Provide a mental image that sticks: **Navigation Metaphor**



5

Order is everything



6

Show don't tell:
**explain principles of
development**



7

Tell a new master narrative

A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.

Richard Rorty



The partners

