



THRIVING QUEENSLAND KIDS FRAMING INITIATIVE

A joint initiative of TQKP and Queensland Family and Child Commission
with advisory support provided by FrameWorks Institute

OUR THEORY OF CHANGE

If we:

bring together communicators, leaders, influencers, practitioners, organisations and sectors that impact Queensland children and young people,

learn together to communicate with effective, evidence-based frames and narratives,

support each other to implement framing best practice within our organisations, and

work together on initiatives and projects that advance our shared vision,

Then we:

build our workforce framing capabilities by sharing, creating and collating learnings and exemplars and supporting each other to be framing champions,

identify and support systems leaders who model effective and consistent strategic framing,

and amplify shared communication strategies to engage the public in messaging around children and young people.

This will result in:

positive shifts in how the public think and feel about what children and young people need to thrive, through the consistent use of effective frames, metaphors, and narratives about children and young people, embedded in contexts with public, practice and policy reach

So that:

over time, there is wide public support for the social change needed for all Queensland children and young people to thrive now and in their future no matter where they live.



Want to find out more?

- Visit the [Framing for Change Learning Hub](#) to explore a range of framing resources.
- To find out more or join the Framing Community of Practice, email Project Lead, Naomi Brown: naomi.brown@aracy.org.au

Thanks to our partners:

