

Let's get our words right:

How to craft messages that drive child abuse prevention

WEBINAR 2023



TURNING CONVERSATION INTO ACTION

Presenters:

- Nat Kendall-Taylor, CEO [FrameWorks Institute US](#)
- Annette Michaux, FrameWorks Institute and previous Director at the [Parenting Research Centre](#)
- Facilitator: Helen Fogarty, [NAPCAN](#)

In this webinar on **Friday 8 September 2023** the speakers discussed the importance of communications framing particularly when we are talking about social issues such as child maltreatment. It includes how changes to our words and their order can make a huge difference, and help to shift thinking:

- From fatalism to agency ('child abuse is preventable')
- From 'them/othering' to 'us' ('child abuse impacts the whole community')
- From individualism to collectivism ('the solutions lie in whole-of-community action')

The theme for National Child Protection Week (3 - 9 September 2023) was **Every child, in every community, needs a fair go. Where we start matters..**

The following sheet provides links to resources and topics that were mentioned in the above webinar, to help us **turn this conversation into action.**

Recordings & Resource Sheets for the National Child Protection Week 2023 webinars will all be available on the [NAPCAN website](#).



Let's hear from young people: What's missing from education on relationships, consent and sex?

Resources and links:

- [The Australian Child Maltreatment Study](#)
- The Frameworks Institute, '[Fast Frames](#)'
- For more information about [Asset Framing](#)
- Case Study - [Implementing Targeted Universalism](#)
- For more information about [Reframing Parenting](#)
- [Safe and Supported: National Framework for Protecting Australia's Children 2021 - 2031](#)
- The [Core Story for Early Childhood Development and Learning](#) to learn how to apply the recommendations into your work, along with the [eLearning](#)
- [Thriving Queensland Kids Partnership](#)
- The [Passing the Message Stick](#) research gives practical advice about the words and framing that we can use to help change the story on self-determination and justice for Aboriginal and Torres Strait Islander people.
- Support NAPCAN's call for a [National Summit to Prevent Child Maltreatment](#)

Social media tiles from the webinar are available on NAPCAN's [Facebook](#) or [Instagram](#)

For more information, contact:

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Thank you for your commitment to ensuring every child in every community has a fair go.

