

# 2019 PROJECTS DRIVEN BY



## PROJECT: STRONG PARENTING

**Why it's important** – Everyone wants the best for their kids - no matter their situation. If parents are armed with great support, resources, tools and information, they are empowered to give their child a great start in life.

### Roadmap Alignment: All of the life course!

**Aim of the project** – To clarify the most valuable messages for parents at each stage of the life course through research, data and community engagement, and to localise message to ensure they are relevant to Logan parents. We will particularly focus on suburbs identified as priority suburbs (Woodridge, Eagleby, Marsden, Kingston, Crestmead, and Yarrabilba) and in groups which may need more support, such as young parents, the CALD community, Aboriginal and Torres Strait Islander community, and the disability community.

The Stronger Parenting Project will develop universal truths, broken down into targeted messaging for specific ages and stages and localised to specific pockets of the community. A suite of resources and tools and engagement will raise parents' awareness of the key things their child needs. This will evolve into a behaviour change campaign as this awareness grows. Some of the ways this will be delivered include online, via community gateways, schools, kindergartens and playgroups. Evaluation will be sought via feedback and impact of the tools.

**Partners involved** – Community gateways, ECECs, schools and government partners are the main parties involved in this project; however, all Logan Together partners can be invited to promote the Stronger Parenting messaging.

**Where we're at** – Stronger Parenting covers all of the life course, and as such, it intersects and incorporates current projects such as Backing Young Parents, Going To Kindy, Enrol for Prep and Community and Maternity Health Hubs. There is an immediate opportunity to support existing projects. However, the broad focus for the Stronger Parenting project at its outset will be the first three years of life, and from age 5 to 8 - as these are the areas not currently covered by existing Logan Together projects.

ON TRACK AT 6 YEARS



ON TRACK AT 5 YEARS



ON TRACK AT 3 YEARS



GOOD START IN LIFE



READY TO HAVE KIDS

