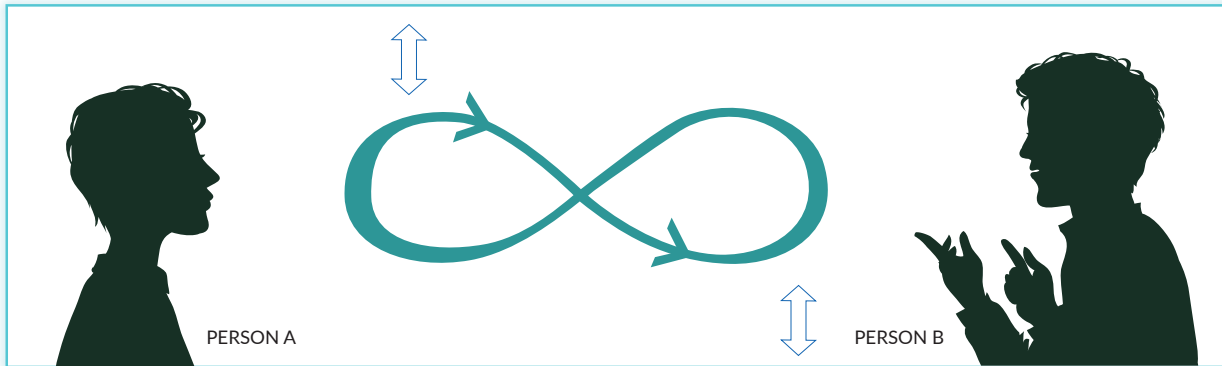


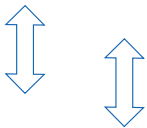
Communication Basics



To most effectively use media-based resources, such as Triple P Stay Positive materials, to reach goals like destigmatizing the need for parenting support and accelerating the uptake of positive parenting strategies beyond direct services, we must first understand how these elements interact.



"Person A" and "Person B" represent the individuals interacting about parenting topics. They may be two parents from different families, or other stakeholders interested in community parenting practices and norms.



The double-sided arrows

between the outer context box and the interaction symbolize the mutual influence of interaction and context. With every interaction, the context is influenced--just as the context influences every interaction.

For example, seeing and hearing positive parenting messages in the community, whether on informational materials, radio or television, or from champions at community events, may have a positive influence on the interactions parents and other stakeholders are having about parenting support in the community.



The infinity symbol

represents the continuous, transactional quality of interpersonal communication within the context of parenting conversations. It includes the stories, strategies, and information that parents might share with each other or with key community connectors.



The outer box

represents the context within which the communication is occurring. This refers to all types of contextual influences, including the communication channel, the relationship between Person A & B, cultural influences, family dynamics, community norms and understandings around parenting practices and challenges.

The strategic use and placement of Triple P Stay Positive media strategies can help create a context that is welcoming of positive parenting techniques. Identifying and placing positive parenting messages with key community organizations and individual champions may accelerate the dissemination of positive parenting information.