



Communicating with parents

Communicating with families to encourage involvement in their child's learning is consistently associated with positive outcomes



Get to know your families and what works

Educators are best placed to understand the needs of the family. Knowing language backgrounds, family circumstances and preferences will help to create messages that are accessible and valuable. Be mindful about the needs of families who are from Culturally and Linguistically Diverse (CALD) backgrounds, or with children who may be experiencing vulnerability (e.g. disability, living out of home). Monitor the effectiveness of your communications and reach out to families who might need additional support or who don't respond to the current communication methods.



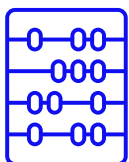
Be positive

Messages that are positive, that invite parents to engage, and that respond to parents' preferences are shown to be impactful and to build trust. Too many messages, no matter how positive, can be overwhelming, so carefully plan out the frequency of communication.



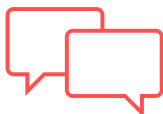
Personalise messages

Messages that are tailored to the family and provide information that is specific or relevant to their child will be more impactful than general communication. You may already have methods (such as the use of an app or platform) which allow you to do this efficiently and without adding to your workload.



Provide practical strategies

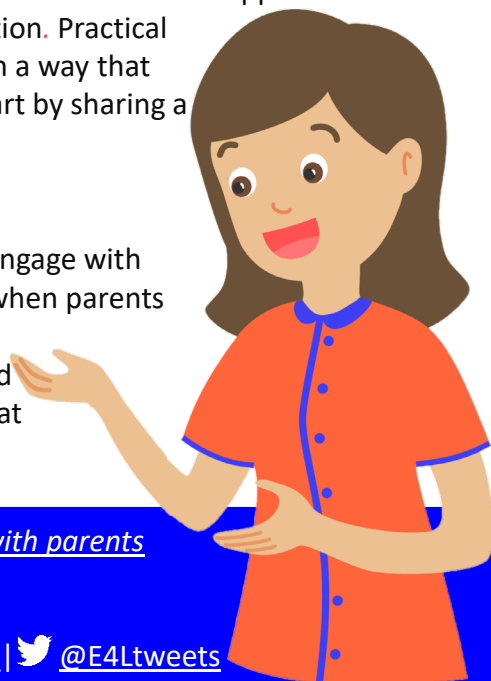
Messages to families of young children are received well when they include tips to support learning and development, and include social and emotional support – rather than feedback on progress, or other general information. Practical strategies enable parents to engage with their child in a way that develops both learning and relationships. Perhaps start by sharing a resource like 'Read with TRUST'.



Invite a two-way conversation

Communication that invites parents and families to engage with educators builds stronger relationships, particularly when parents are consulted on decisions.

Inviting parents to share ideas about what they would find helpful can provide you with concrete actions that meet the needs of families.



This resource is adapted from our Guidance Report: [Working with parents to support children's learning](#).