6 SHIFTS NEEDED TO REINVEST IN FAMILIES

Calling on schools, organizations, and networks to recognize and engage with families as important actors and full partners in nurturing key character strengths and supporting children’s success in school and life.

1. LISTEN FIRST

Listen first to families rather than just developing and sending messages that don’t resonate or motivate.

2. FOCUS

Focus on building relationships with families, rather than only providing programs.

3. HIGHLIGHT STRENGTHS

Highlight families’ strengths, even amid challenges, rather than adopting and designing approaches based on negative stereotypes.

4. ENCOURAGE

Encourage families to experiment with new practices that fit their lives, rather than giving them expert advice on what they need to do.

5. EMPHASIZE

Emphasize parenting as a relationship more than a set of techniques.

6. BROADEN COALITIONS

Broaden coalitions focused on young people’s success to actively engage families as a focal point for strengthening developmental relationships.

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