

# Family friendly information

There are many different ways in which you can break down the research in order to reach out to parents.

## 1. Be clear and simple

The language most parents are used to is often very different from the language used by council staff, so keep this in mind when writing any information for parents. Too much information on a page can be overwhelming. One option is to give less information, but with clear links to further details e.g. on-line, by phone, or in person.

## 2. Avoid language that may stigmatise or single out families

Words like 'vulnerable' and 'disadvantaged' can often alienate parents and make them feel stigmatised. An alternative is to focus on the benefits that might indicate eligibility and overall level of household income.

## 3. Focus on the benefits

Talking about the benefit of the two year old offer for children is the best way to gain interest from parents. This can be done by highlighting the evidence about the impact of good quality education on children's development. Make sure that you say that this is achieved through play, as parents might be concerned that children are exposed to a pressured learning environment.

Family and Childcare Trust has created a leaflet on the benefits of the two year old offer using parent friendly language. If you are interested in buying the leaflet, please contact [lucyrh@familyandchildcaretrust.org](mailto:lucyrh@familyandchildcaretrust.org).

