



East Midlands Reducing Parental Conflict Communications Campaign Toolkit

February 2026

Contents

Context and Rationale	2
What is Reducing Parental Conflict	2
Campaign Aim	3
Key Messages	3
Campaign Focus.....	4
Call to Action (CTA)	4
Assets and Materials	5
Downloading the Assets	5
Posters.....	6
Instagram (4x5)	6
Square Format Images	6
TV and Screen Assets	6
Questions and Comments	7
Acknowledgements.....	7

Context and Rationale

This communications campaign has been developed collaboratively by the East Midlands Reducing Parental Conflict (RPC) working group – made up of representatives from all 10 local authority areas in the region (“the RPC Working Group”) – to support partners to share consistent, evidence-informed messages about healthy parental communication and its importance for children’s wellbeing.

Across the region, schools, Early Help teams and Family Hubs consistently report that:

- Many parents do not realise that tension, arguments or unresolved conflict at home can affect children’s emotional wellbeing and behaviour in school
- Parents often believe that “we don’t argue in front of them” means there is no impact
- Most families want to improve communication, but need simple, accessible ideas delivered in a non-judgemental way

This campaign has been designed to offer exactly that: normalisation, reassurance, and small steps that improve family relationships and children’s mental health.

The campaign is intentionally aligned with:

- Children’s Mental Health Week (10–16 February)
- Valentine’s Day (14 February)
- The launch of bookings for the March East Midlands RPC Conference, including free online parent sessions

What is Reducing Parental Conflict

There is strong evidence that conflict between parents – whether they live together or are separated – can have a significant negative impact on children’s mental health, wellbeing, and long-term life chances. Not all conflict is harmful. Children can cope well with disagreements that are calm, short-lived and resolved. However, when conflict is frequent, intense, or poorly resolved, it can affect how safe children feel, how they manage their emotions, and how they behave at home and in school.

Parental conflict is distinct from domestic abuse and sits below the threshold of domestic abuse. It therefore requires a different response, focused on supporting parents and co-parents to communicate more calmly, respectfully and constructively, even during stressful or challenging moments. Small changes in how adults communicate can make a meaningful difference to children’s emotional security and wellbeing.

Campaign Aim

The aim of this targeted, high-impact regional communications campaign is to:

- Increase awareness of how Parental Conflict can affect children's wellbeing, behaviour and emotional security
- Promote simple, achievable communication behaviours that help children feel safe, supported and emotionally secure
- Advertise free online professional sessions as part of the March East Midlands RPC Conference
- Advertise free online parent sessions, offering a non-stigmatising and accessible entry point into support

A key call to action throughout the campaign directs both parents and professionals to the new regional website: <https://eastmidsrelationships.org>

The website provides:

- Information about parental conflict and healthy communication
- Registration links for March conference sessions

The website will continue to be developed over the coming months and will act as a regional repository for information, resources and recorded webinars.

Key Messages

The RPC Working Group have selected message that are universal, non-stigmatising, evidence information and applicable across education settings, family hubs and Voluntary and Community sector (VCS) organisations.

Assets, copy and template social media posts have been developed in line with the core principles of RPC programmes. Materials created sample warm colours, simple language and relatable visuals that emphasis teamwork, shared parenting and role modelling for children. A simple Call to Action (CTA) included to prompt parents and professionals alike to learn more.

Campaign Focus

Consistent line:

Frequent, intense, or poorly resolved arguments between parents and co-parents can affect children's wellbeing, behaviour, and sense of safety. Small changes in how you talk to each other make a big difference.

The campaign focuses on the following messages:

1. **This Valentine's Day, choose kind communication.**

Love is the warmth of our words, especially for children. Speaking with care and patience helps them feel secure, valued, and emotionally supported.

An alternative version of this message is available using the wording "Every day, choose kind communication". This can be used where a time-neutral message is preferred, or where Valentine's Day messaging may not feel appropriate for the local community.

2. **Little eyes learn from big feelings.**

Children behave in school the way they experience emotions at home. Calm, patience and kindness teach them how to cope with frustration, follow instructions and manage their feelings with others.

3. **Arguments happen. Repair matters more.**

What children take from disagreements is shaped by what follows. When adults pause, reconnect, and make things right, children learn that relationships can feel safe even after difficult moments.

4. **Life is tough. How we communicate matters.**

Every family feels stress at times. The words, tone, and patience you show during challenging moments help children feel secure, heard, and supported as they manage their own emotions.

5. **Your child needs two homes, not two sides.**

Even when parents live apart, calm and respectful communication helps children feel secure. Working together shows them they do not need to choose, or sit in the middle.

Call to Action (CTA)

We are using a two-step CTA structure that will be evaluated for accessibility and engagement. On all campaign graphics "Learn more" will direct parents and professionals to a regional landing page (hosted by the RPC Working Group). On the regional landing page at the very top, parents will see: "Take part in our free online parent session this March. Practical ideas. No judgement. Open to everyone." With a direct link to register. Below this, the page provides redirect buttons to each local area's Family Hubs RPC pages.

Assets and Materials

A range of digital and print assets has been developed to support this campaign and enable partners to share messages in ways that best suit their local context and audiences. The asset pack includes:

- Posters for print and display
- Digital posters for websites and newsletters
- Instagram assets (4x5)
- Square-format images suitable for Facebook and other social platforms
- TV and screen assets (16x9) for use on noticeboards, waiting room screens and reception displays

Partners are encouraged to pick and choose the messages and formats that feel most relevant to their service, community and setting, and to share these across February (and beyond where appropriate).

Suggested social media posts are provided to support consistent messaging. These can be adapted to suit local tone and audience; however, partners are asked to:

- Use non-judgemental, inclusive language in line with the campaign principles
- Include the relevant campaign image when posting
- Always link to the regional website as the Call to Action: <https://eastmidsrelationships.org>

This ensures parents and professionals can easily access further information and details about free online sessions and other support.

Downloading the Assets

Images shown within this toolkit are compressed samples for preview purposes only. To download the full-resolution files for use, please use the download links provided below or shared separately by RPC leads / coordinators.

Web link: <https://eastmidsrelationships.org/communications-campaign>

Dropbox link: <https://www.dropbox.com/scl/fo/pr4zc4433jn9gu8iw5kr7/AD1-XJyGF-nzR7HQcfr7-eY?rlkey=8jj2ro2s7omfbp1dag5xu2pcu&dl=0>

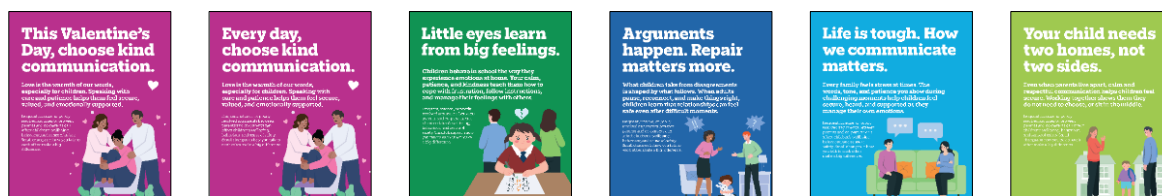
OneDrive link: https://billsonconsultingltd0-my.sharepoint.com/:f/g/personal/adam_billsonconsultingltd0_onmicrosoft.com/IgCYp7Ayjl4yS7V66QcVzzqFAaIA98cJ5P3v8PgFypamr2l?e=GBbgxw

Posters



PNG poster files are provided for digital use only (e.g. websites, social media, screens and email newsletters). PDF poster files are supplied for professional printing and include 3mm bleed and crop marks. Printed copies of the posters have been shared with local authority RPC Coordinators and can be requested directly where required.

Instagram (4x5)



Suggested social media post: Frequent, intense, or poorly resolved arguments between parents and co-parents can affect children's wellbeing, behaviour, and sense of safety. Small changes in how you talk to each other make a big difference. If you'd like to learn more, visit: <https://eastmidsrelationships.org>.

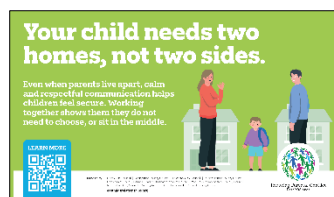
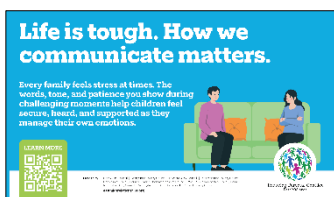
Square Format Images



Suggested social media post: Frequent, intense, or poorly resolved arguments between parents and co-parents can affect children's wellbeing, behaviour, and sense of safety. Small changes in how you talk to each other make a big difference. If you'd like to learn more, visit: <https://eastmidsrelationships.org>.

TV and Screen Assets





Questions and Comments

For any questions or comments regarding this campaign or the accompanying materials, please contact Adam Billson at adam@billsonconsultingltd.com.

Acknowledgements

Campaign messages and Toolkit were developed by:

- Adam Billson, Billson Consulting Ltd | adam@billsonconsultingltd.com

Campaign design by:

- Zoe Toseland | hello@zoetoseland.co.uk

The Reducing Parental Conflict (RPC) programme is funded by the **Department for Work and Pensions (DWP)**. We acknowledge and thank the DWP for its continued investment in supporting children's wellbeing through improved parental communication and relationships.

This campaign has been developed with the support and collaboration of the **10 local authority areas across the East Midlands**, including:

- Derby City Council
- Derbyshire County Council
- Leicester City Council
- Leicestershire County Council
- Lincolnshire County Council
- North Northamptonshire Council
- West Northamptonshire Council
- Nottingham City Council
- Nottinghamshire County Council
- Rutland County Council

We recognise and thank RPC leads, coordinators, and the wider children's, family and early help workforce across the region whose day-to-day practice delivers the Reducing Parental Conflict programme and supports families to build healthier relationships.