



# What is Triple P?

## **Formal Description - One Liner**

The Triple P – Positive Parenting Program is an internationally-recognized program that gives parents the skills they need to build strong family relationships, manage misbehavior and prevent problems happening in the first place.

## **Formal Description - 100 Words**

The Triple P – Positive Parenting Program is one of the world’s most effective parenting programs. It gives parents the skills they need to raise confident, healthy children and teenagers, and to build stronger family relationships. It also helps parents manage misbehavior and prevent problems occurring in the first place.

With more than 30 years of ongoing research, Triple P has been scientifically trialed with thousands of families around the world and been found to work – regardless of culture, country or individual situation. Triple P has helped more than six million children and their families in more than 20 countries around the world.

## **Formal Description - 200 Words**

The Triple P – Positive Parenting Program is one of the world’s most effective parenting programs. It is one of the few based on evidence from ongoing scientific research, with more than 230 trials and studies around the world showing it works – regardless of a family’s culture, country or situation.

Triple P works by giving parents the skills to raise confident, healthy children and teenagers, and to build stronger family relationships. It also helps parents manage misbehavior and prevent problems occurring in the first place.

But it doesn’t tell people how to parent. Rather, it gives them simple and practical strategies they can adapt to suit their own values, beliefs and needs. Triple P is also different because it is not “one-size-fits-all”. It’s a system that offers increasing levels of support to meet parents’ different needs. So parents can choose anything from one-off public seminars or self-help books to more detailed group courses or individual sessions.

Triple P is now used in more than 20 countries including the USA, England, Scotland, Ireland, Wales, Canada, Australia, New Zealand, Belgium, Sweden, Germany, Japan, Iran, Hong Kong, Singapore, the Netherlands, Curacao, Switzerland and Romania. It has been translated into 18 languages.

## **Informal Description (Second Person) - 110 Words**

When you become a parent you’re expected to be an instant expert. But all parents struggle from time to time – and that’s where the Triple P – Positive Parenting Program can help. Triple P is a world-acclaimed program that gives you the skills you need to manage misbehavior and prevent problems from happening in the first place.

From toddler tantrums to a teenager’s defiance, from bedtime dramas to outright disobedience, Triple P helps you sort through the issues that affect families everywhere. And you can be confident that Triple P works. It has more than 30 years’ ongoing scientific research to back it up and is now used in more than 20 countries around the world.

### **Informal Description (Second Person) - 200 Words**

When you're a parent, everyone has advice. But with so many conflicting opinions around, how do you know what's best and what works? The Triple P – Positive Parenting Program is a world-acclaimed parenting program that gives you the skills to manage misbehavior and prevent problems from happening in the first place.

From toddler tantrums to a teenager's defiance, from bedtime dramas to outright disobedience, Triple P helps you work through the issues that affect families everywhere. To understand how Triple P works, think of it as a toolbox of ideas. You choose the tools you want to make your family life better. You can adapt Triple P's ideas to suit your culture, beliefs and personal situation, using them to build better relationships with your child, solve problems, become a more confident mom or dad – and give your child the best start to life.

Another great benefit of the Triple P program is that it only gives you the amount of help you really need. So you can choose anything from a one-off seminar to detailed group courses or personal support. And you can be confident that Triple P works. It has more than 30 years' ongoing scientific research to back it up and is now used in more than 20 countries around the world.

### **Informal Description (Third Person) - 110 Words**

Some of the most common parenting problems have very simple solutions – and now, the Triple P – Positive Parenting Program is here to share those solutions. Triple P is a world-acclaimed program that gives parents skills to raise confident, healthy children, manage misbehavior and prevent problems from happening in the first place.

From toddler tantrums to a teenager's defiance, from bedtime dramas to outright disobedience, Triple P helps parents sort through the big and small issues of family life. And the really good news is that Triple P does work. It's got more than 30 years of ongoing scientific research to back it up and is now used in more than 20 countries.

### **Informal Description (Third Person) - 200 Words**

Many of the most common parenting problems have very simple solutions – and now, the Triple P – Positive Parenting Program is here to share those solutions with parents. From toddler tantrums to a teenager's defiance, from bedtime dramas to outright disobedience, Triple P helps parents sort through the issues that affect families everywhere.

Triple P is an internationally-recognized program that gives parents the skills they need to raise confident and healthy children, manage misbehavior and prevent problems happening in the first place. Triple P works like a toolbox of great ideas. Parents choose the tools they need for their own situation – allowing them to create better relationships with their children, solve problems and become a more confident parent.

Also, Triple P gives parents just the right amount of help they need, offering everything from one-off seminars and brief one-on-one sessions with a practitioner to detailed group courses and longer-term personal support. And the really good news is that Triple P does work. It's got more than 30 years of ongoing scientific research to back it up, with studies showing it helps families regardless of their culture, beliefs or personal situation. In fact, Triple P has helped more than six million children and their families in more than 20 countries around the world.