

## TRIPLE P

## COMMERCIALISATION STORIES

# PARTNERSHIP IMPROVES LIVES AROUND THE WORLD

The Triple P – Positive Parenting Program is changing the lives of children and families in 25 countries around the world.



### REACHING ALL CORNERS OF THE GLOBE

In Brighton and Hove, a group of Arabic-speaking women are discussing their families' lives. In particular, they talk about the problems they are having with some of their children.

The women share experiences, role play strategies to overcome issues, and assign themselves homework in a workbook in Arabic. It sounds simple enough, but these Group Triple P sessions are changing lives. Triple P Provider Kafa Atar, who works for Brighton and Hove's Ethnic Minority Achievement Service and runs the Group Triple P sessions, says that by helping parents encourage their children to be happy, make friends and do well at school, Triple P is helping to bridge a gap between two cultures.

"Our parenting style is very different," Kafa, originally from Iraq, says. "We are scared of English culture . . . One of the (Triple P) strategies is about praising children. This is very powerful. In our culture we don't praise children."

This scene, that has been played out in 25 countries around the world in 19 languages, including Farsi, Japanese and Mandarin, has only been made possible because of a unique partnership between The University of Queensland's Parenting and Family Support Centre (PFSC) and the Brisbane-based, privately owned publishing, training and dissemination company, Triple P International. UniQuest, the main commercialisation company of The University of Queensland, has been involved since the early days of Triple P's commercialisation, providing a mechanism for this important research to be made available to families across the globe.

### UQ'S RESEARCH EXCELLENCE TO EXCELLENCE PLUS WITH UNIQUEST

<b>UQ Research Strength:</b>	Psychology and Cognitive Science
<b>UQ Innovator(s):</b>	Professor Matt Sanders
<b>UQ Faculty or Institute:</b>	Faculty of Health and Behavioural Sciences
<b>UQ Research Outcome:</b>	Program to help parents confidently manage their children's behaviour, prevent problems developing and build strong, healthy relationships
<b>UniQuest IP Position:</b>	Trademark and copyright
<b>UniQuest Partnering:</b>	Packaged IP ready for licensing
<b>UniQuest Commercialisation:</b>	License IP to Triple P International

### WHAT IS TRIPLE P?

Developed by Professor Matt Sanders and a team of researchers at the PFSC, the Triple P – Positive Parenting Program is actually a system of parenting support that can be tailored to fit different families' needs. The idea is that families choose the level of support that's right for them. This allows Triple P to take a population-approach when it comes to supporting communities. Triple P founder, Professor Sanders, says that when attending a parenting program is seen by the community as not only normal, but desirable, then those families most in need of help will feel encouraged to access support. This is why the population approach was developed, to normalise and destigmatise help-seeking.

Triple P's population approach has developed over the past 30 years and draws on the pioneering work of original researchers such as Professor Sanders, director of the PFSC, Dr Karen Turner, Deputy Director of the PFSC, and Carol Markie-Dadds, who is now Head of Strategic Policy at Triple P International, as well as a large number of fellow researchers and students. The intervention approach has its origins in social learning theory developed in the 1960s and 1970s.

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Through Triple P, parents learn a range of strategies to choose from to suit their particular family situation. Parents develop skills and routines that help them raise happy and confident children, manage misbehaviour, set rules and encourage the type of behaviour that they appreciate. They also learn to hold realistic expectations about themselves and their children, while making sure to take care of themselves as parents.

Triple P's multi-level system of programs has been extended into a parallel system, Stepping Stones Triple P, for parents of children with disabilities. Both systems have been tried and tested in a number of culturally diverse populations. Triple P programs are available for families of children from birth to 16 and tackle a broad range of issues, including school bullying and childhood obesity.

### THE EVIDENCE SAYS IT WORKS

The latest international research shows that learning and practising positive parenting not only increases the wellbeing of children and parents, it also improves the health of communities. An independent evaluation of Triple P's population approach in the Irish Midlands, for example, found that across the population, parents and children experienced a range of health improvements after Triple P was made available free to parents of children aged up to eight. Typically, research shows that parents become more confident in their role, use more appropriate discipline, are less stressed and depressed, and couple relationships improve. Children become happier, less anxious, have better peer relationships, and children with conduct problems significantly improve.

More than 200 papers evaluating Triple P have been published around the world. Almost half of these are independent evaluations.

**“The program is a revolution by which ordinary families will have access to the best that the past 30 years of research on families can offer. The materials are outstanding, the program design is excellent and the science is superb. I recommend Triple P without reservation.”**

Professor Patrick McGrath,  
School of Psychology, Psychiatry and Biomedical Engineering,  
Dalhousie University, Canada

### THE UNIQUEST DIFFERENCE

In 2001, UniQuest, granted a worldwide dissemination licence to Triple P International. Royalty payments from Triple P International's publishing and dissemination of Triple P are made to UniQuest and are distributed back to the University's Faculty of Health and Behavioural Sciences, School of Psychology and Parenting and Family Support Centre to continue research and product development.

Rather than detracting from the research, the commercial partnership has led to a staggering increase in research opportunities and collaborations around the world. With the help of UniQuest, Triple P is now a commercially viable, global program with more than 62,000 trained professionals delivering the signature programs. To date Triple P has benefitted more than four million families globally.

### PARTNER WITH UNIQUEST

UniQuest is one of Australia's leading research commercialisation companies. It specialises in global technology transfer and facilitates access for all business sectors to the world class expertise, intellectual property and facilities at The University of Queensland, Australia.

### OUR TRACK RECORD

UniQuest enters into over 400 research contracts per year – many repeat clients from industry.

UniQuest has created over 70 companies from its intellectual property portfolio, and since 2000 UniQuest and its start ups have raised more than \$515 million to take university technologies to market. UQ technologies licensed by UniQuest – including UQ's cervical cancer vaccine technology and image correction technology in magnetic resonance imaging machines – have resulted in combined sales of final products in the order of \$11 billion net sales between 2007-2014.



**If you want to know more about this commercialisation story or other offerings from UniQuest, contact:**

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### THE TRIPLE P JOURNEY SO FAR

**Professor Matt Sanders**  
UQ School of Psychology and  
Creator of Triple P

- The Triple P – Positive Parenting Program provides a range of parenting strategies to improve children's and parents' lives
- It was developed originally from Professor Matt Sanders' 1979-1981 PhD studies at The University of Queensland
- Triple P courses provide a range of strategies for parenting babies to teenagers and family issues such as divorce and dealing with school bullying
- Triple P has been tested with thousands of families over more than 30 years
- Triple P was licensed to Triple P International Pty Ltd in 2001 to drive its internationalisation
- Triple P has been delivered in 19 languages across 25 countries by over 62,000 trained professionals