

Journey to a state of

Hope

Evidence shows combined efforts at the community level encourage strong families, healthy childhoods, and thriving neighborhoods. Also, actions that promote safe, stable, nurturing relationships and environments help prevent early adversity and promote resilience.

The Georgia Division of Family and Children Services Prevention and Community Support Section (PCS) has put everyone in the state on the path of prevention. PCS developed the Belonging for Hope campaign to help everyone understand they have a role to play in supporting healthy children and strong families.

Belonging for Hope has grown into an overarching initiative. It includes materials, resources, and unique sub-campaigns tailored for audiences and topics vital to the lifelong health and well-being of all children, young people, their families, and communities.



You're invited. Join the journey.

www.belongingforhope.org



APRIL 2019

- Launch Belonging for Hope Campaign and BelongingforHope.org
- Promotions reach and engage audiences living in counties with higher rates of substantiated cases of abuse and neglect.

MID TO LATE 2019

- Plan for Help for Georgia Parents campaign
- Environmental scan
- Initial focus groups with Parent Advisory Committee to discuss message themes
- Development of concepts
- Focus group testing with Parent Advisory Committee

2019

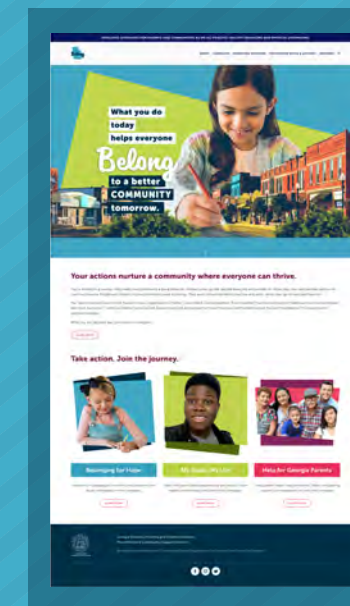
2018

EARLY 2018

- Formative research
- Concepts and materials testing
- Report and recommendations

MID TO LATE 2018

- Test and finalize campaign materials

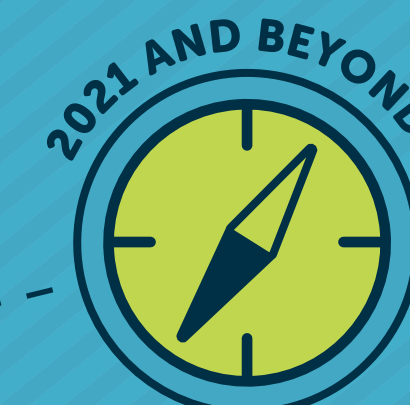
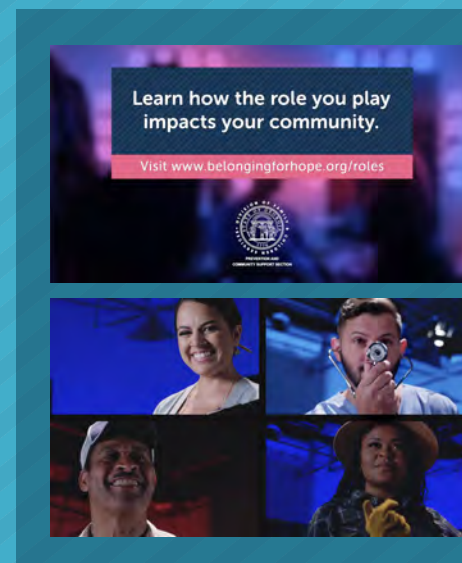


LATE 2020 TO 2021

- Roles and actions developed and webpage launched with initial plans for April 2020 promotions. This activity was placed on hold due to pandemic.
- Promotions reached parents and professionals by job category
- PSA filmed for roles and actions

APRIL 2021

- April promotions include:
 - Redesigned website
 - New resource: "Make Positive Experiences Last for Your Child"
- PSA promo
 - PSA promoted in social media, YouTube, and digital ads



LOOKING AHEAD

Promoting youth help-seeking in cosponsorship with Georgia Department of Public Health and organization partnerships.

2020

EARLY 2020

- Final help-seeking campaign messages and concept

SPRING 2020

- Plan for Covid-19 response PSA
- Interview organizations
- Story discovery
- Zoom recordings
- Video showcase launch August 2020
- New resource release: Successful Parenting During the Coronavirus Pandemic

APRIL 2020

- Finalize assets for parent help-seeking campaign
- Promotions increased calls to 1-800-CHILDREN Helpline



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