

DIGITAL DIALOGUE



# Asking for Help is a Sign of Strength

Changing Social Norms about Help Seeking as a Prevention Strategy



# Our Presenters



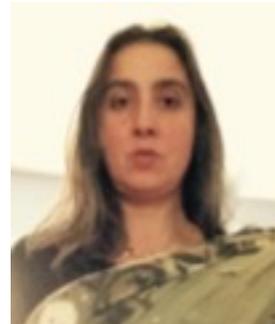
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Community  
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Lead, Knowledge and  
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Learning and  
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# The Prevention Mindset Institute: Embracing Prevention Across Systems



**FRIENDS National Center for CBCAP** is coordinating this initiative and is funded by the Children's Bureau within ACF, USDHHS. FRIENDS is the training and TA provider for Community-Based Child Abuse Prevention (CBCAP) grantees.



National Partners

Action **4** Child Protection

CHILDREN'S  
TRUST FUND  
**Alliance**™

CURATING COMMUNITY  
**ME**  
MINING FOR GOLD

 **PREVENTION  
INSTITUTE**



Parent Leaders



State Teams



Alabama



California



Ohio



South Carolina



Texas

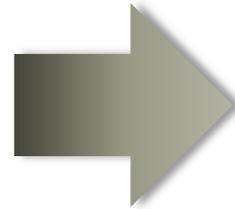


Wyoming

# What's the Work?

## Activities:

- Quarterly meetings – strategic conversations
- Quarterly newsletter - ideas and one question
- Individual TA available from national partners and TA staff
- Two-day Institute planned for all partners



## Outputs and Outcomes:

- Compiling lessons learned through states' work to share with other states
- A webpage with resources
- Bolster work of 6 states
- Meaningful contributions to diverse efforts to restructure CWS at local, state, and national level

## Two Themes:

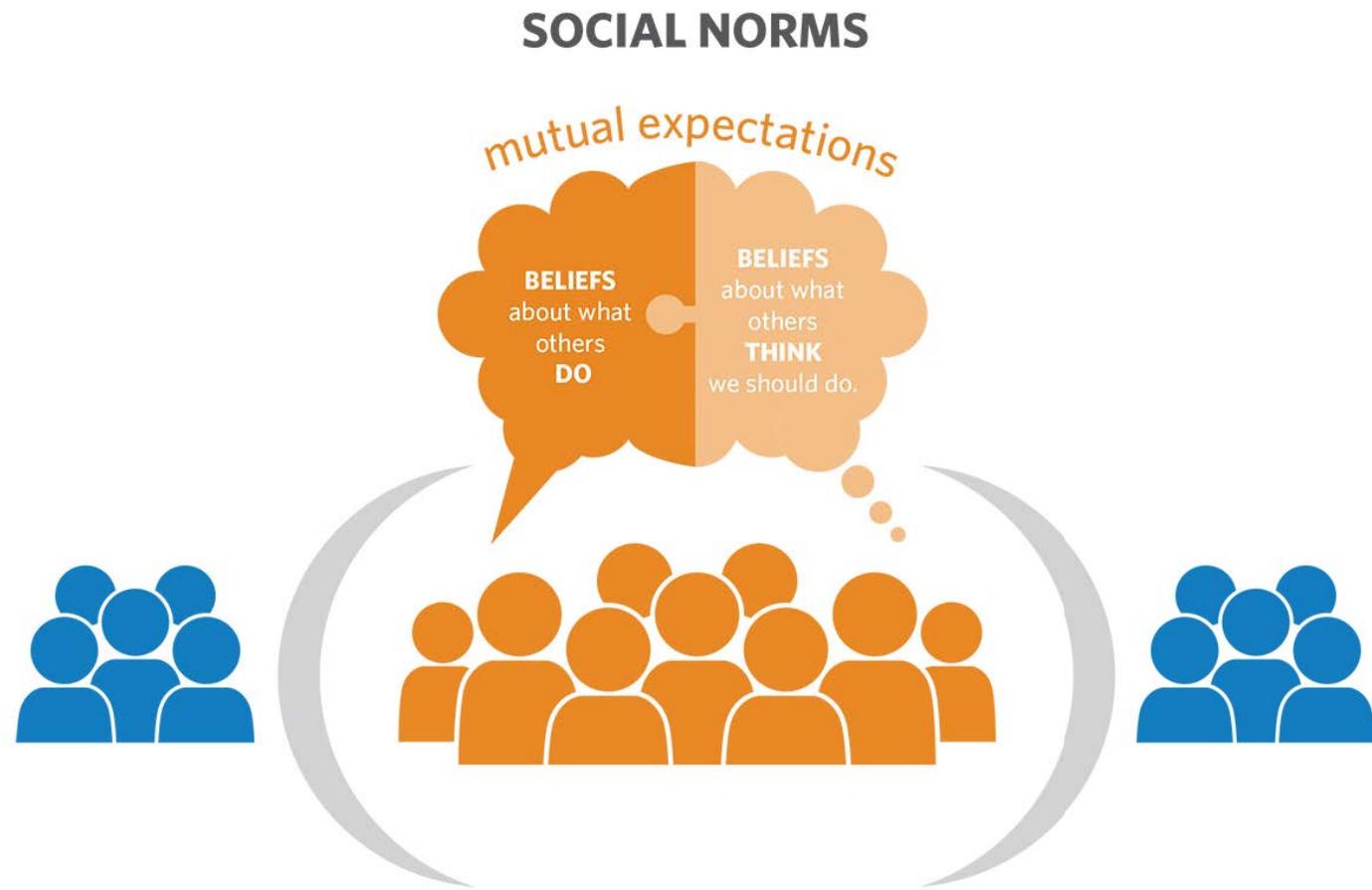
**1** How do our communities change the social norms around help-seeking as a prevention strategy?

Will hear a good deal from Texas and Kentucky today and can share some thinking from other states as well.

**2** How do we arrive at a shared definition of prevention?

The term is widely used by primary and secondary preventionists and is now also used at the tertiary level, referencing changes led by FFSPA. All states and most organizations in our field are struggling with how to best convey our purposes.

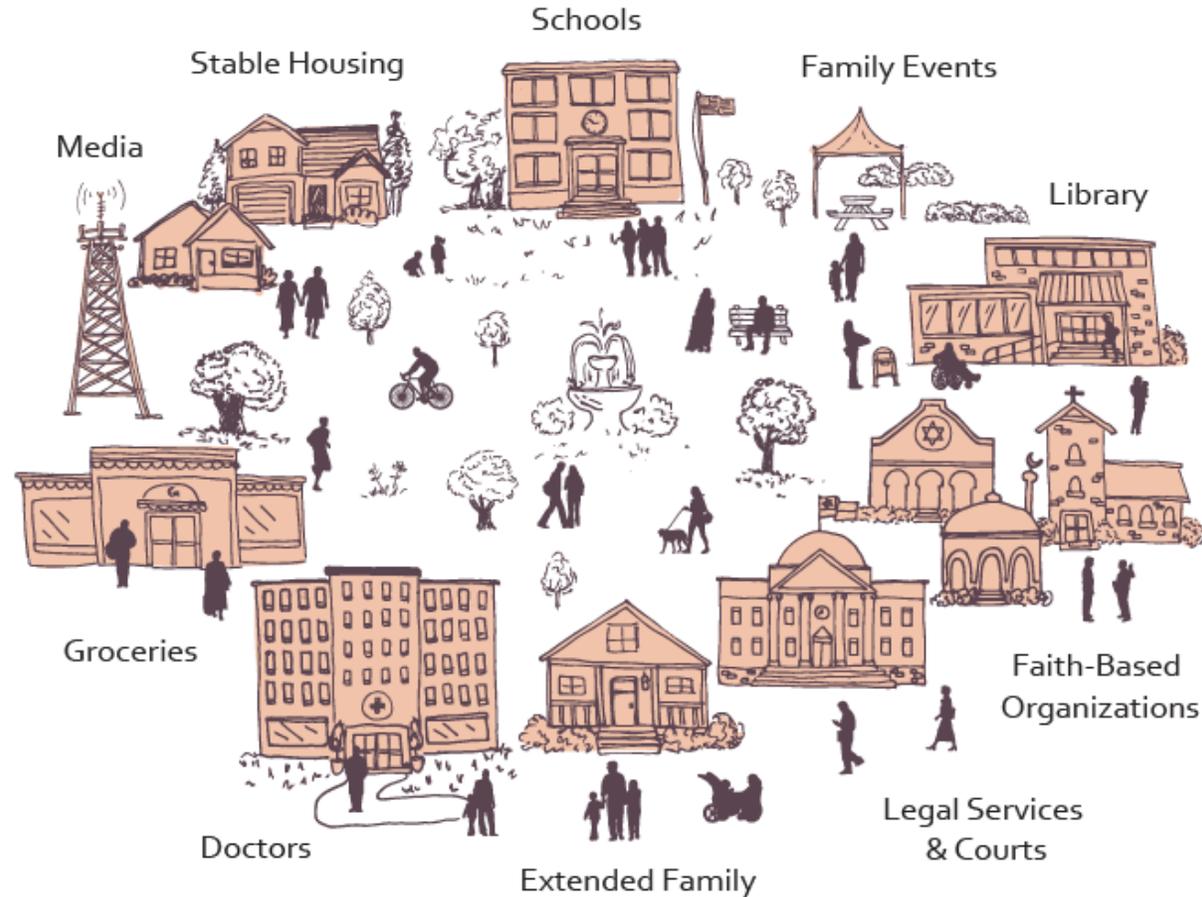
# Social Norms as a Tool for Change



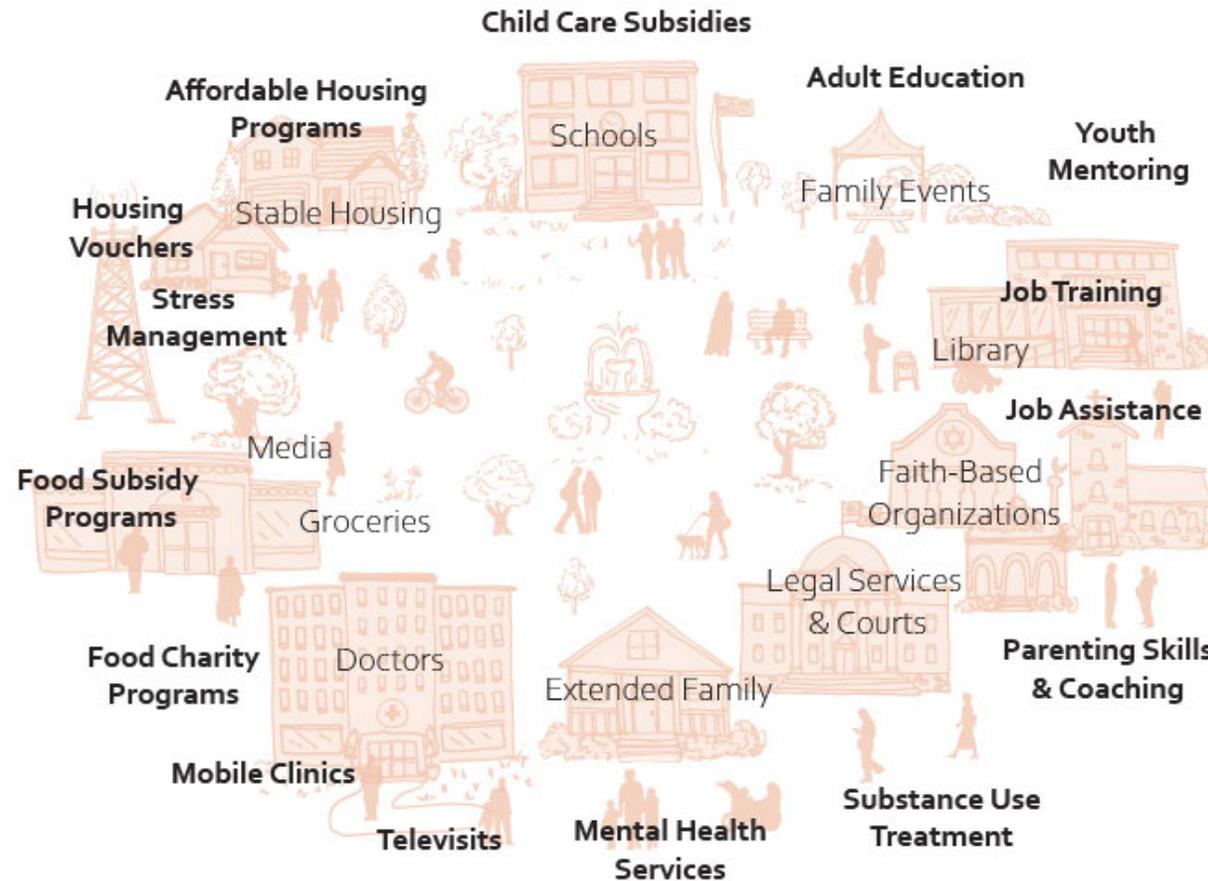
# Why Focus on Help Seeking

“Don't be afraid to ask questions. Don't be afraid to ask for help when you need it. I do that every day. Asking for help isn't a sign of weakness, it's a sign of strength. It shows you have the courage to admit when you don't know something, and to learn something new.” —Barack Obama

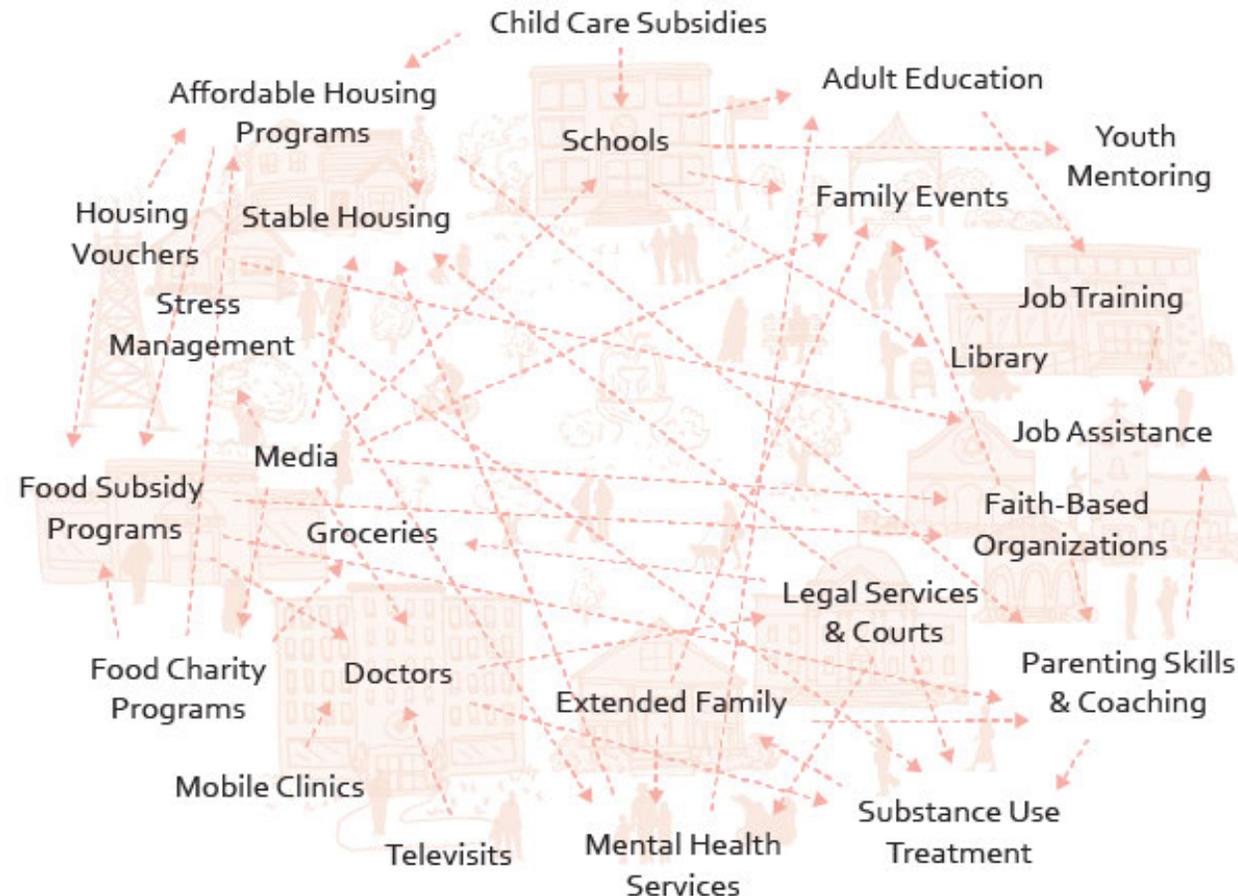
We all benefit from community support. A community functioning in a strong and healthy way is all that many families need to succeed.



Strong communities work to address the hard obstacles families can face by helping families find solutions or by working together as a community to remove the obstacle.



Strong communities do not just have solutions for families, they have connected resources and solutions that are responsive to changing needs of families.



What barriers do  
parents face  
when trying to  
get help?



# Re-imagining Our Public Outreach Campaign



- Started with a Tertiary prevention message
- The tone still implies a rescue
- While we shifted to more positive advertisements, there was still a sense that you were doing something wrong



- Matched how parents were searching
- Parents want more in-depth advice that is realistic
- Longer articles, written by/with experts
- New articles added monthly

# The Best Gift You Can Give Is Time.

We are here to help you find that balance.



TWEENS & TEENS



KIDS



PARENTS

GetParentingTips.com

# GetParentingTips.com



Raising a family is one of the biggest jobs parents can face. We have topics that can help with understanding child development, keeping your kids healthy, tackling discipline, and ensuring you are in the know on how to keep your kids safe.

## Popular Topics



### Development

A child's first five years of development are critical.



### Health

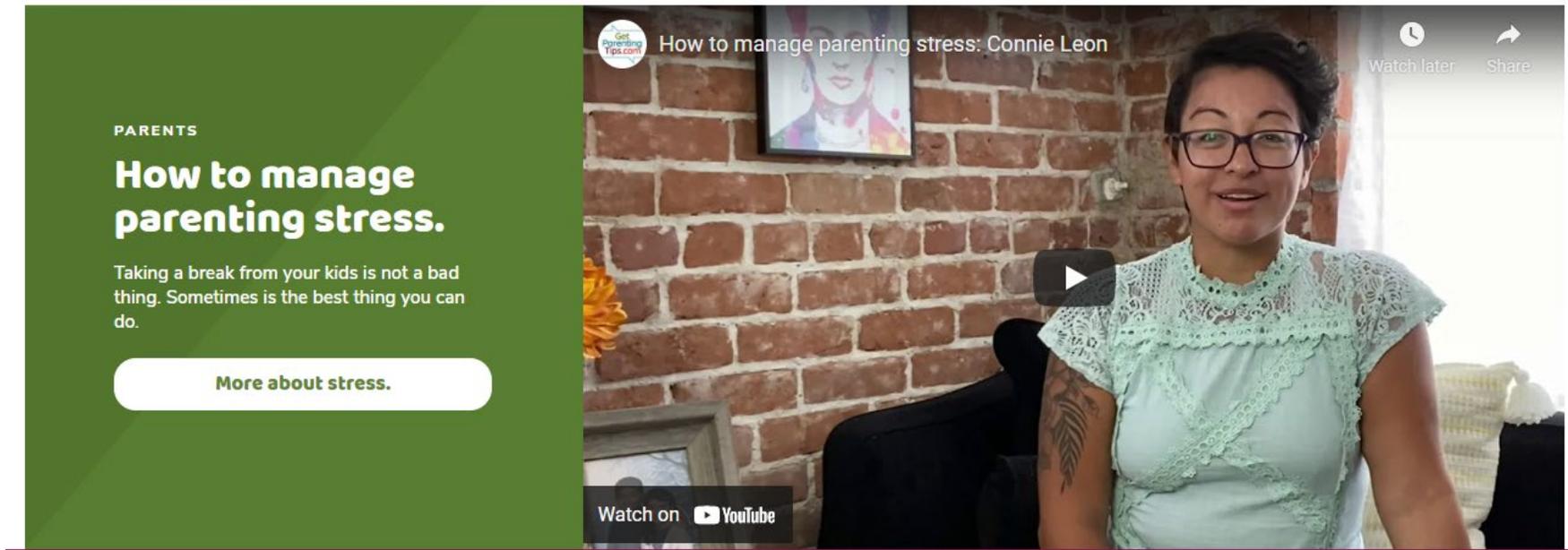
Teach your child healthy habits.



### Discipline

When kids act out it can be tough, but the key is to remain calm and consistent.

# GetParentingTips.com



**PARENTS**

## How to manage parenting stress.

Taking a break from your kids is not a bad thing. Sometimes is the best thing you can do.

[More about stress.](#)

How to manage parenting stress: Connie Leon

Watch later Share

Watch on  YouTube

# Online Support for Families

## Common Parenting Challenges

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**BABIES**

### **Making a Family Calendar**

Making a daily schedule for babies can keep your whole family on track.



**TODDLERS**

### **Handling Toddler Tantrums**

Losing your cool over toddler tantrums? We have mom-tested tips to help.



**TWEENS & TEENS**

### **Setting Boundaries for Teen Behavior**

Ten tips to stop rude teen behavior like backtalking, slamming doors, and more.

# Online Support for Families

## Find Local Support

These services are offered by local agencies under contract to the [Prevention and Early Intervention](#) division of the Texas Department of Family & Protective Services. These programs offer services to parents and children to strengthen families and prevent child abuse and neglect. To learn more more about our programs, [visit our website](#).

 ▼

**WATER SAFETY**

### Keep water activities fun and safe for all

Some of the best family memories involve time near the water. No matter where you are, water can be fun if you pay attention and be safe.

[More about Water Safety](#)

*Don't ask parents what they need.  
Ask them how you can help.*

# Lived Experience To Guide Our Approach



# Bright Spots

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We invite our participants to share success stories about work you or others are doing that you think can really impact the norms around help seeking.

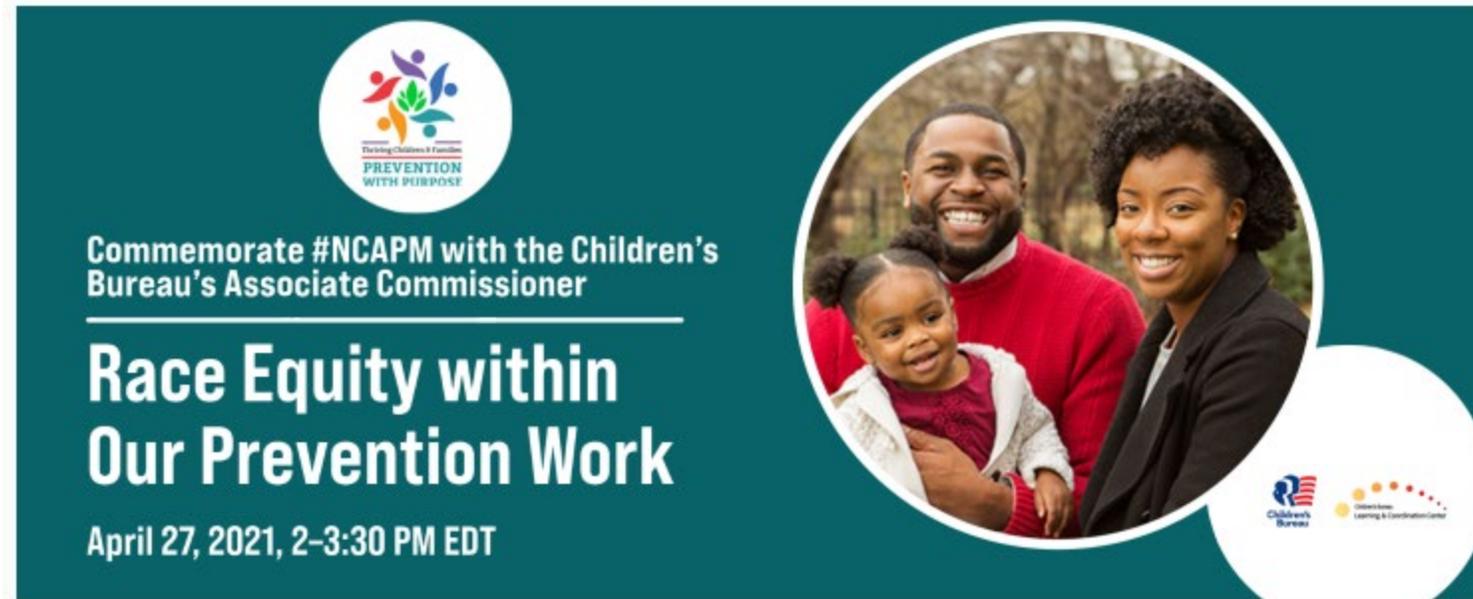


# Resources

- Prevention Mindset Institute, FRIENDS National Center for CBCAP  
<https://friendsnrc.org/cbcap/prevention-mindset-institute/>
- GetParentingTips.com, Texas Department of Family and Protective Services  
<https://getparentingtips.com/>
- Find Help with a Personal Situation, Child Welfare Information Gateway  
<https://www.childwelfare.gov/aboutus/find-help/>
- Changing norms and transforming cultures, The Montana Institute  
<https://www.montanainstitute.com/>
- WE CAN, CBLCC – social media messages targeted toward parents and families; adapt with your organization’s message.  
<https://cblcc.acf.hhs.gov/shareable-media/we-can/>



# Join us on April 27!



The banner features a dark teal background. On the left, there is a circular logo for 'PREVENTION WITH PURPOSE' with the tagline 'The Living Children & Families'. Below this, the text reads 'Commemorate #NCAPM with the Children's Bureau's Associate Commissioner'. The main title 'Race Equity within Our Prevention Work' is prominently displayed in white. Below the title, the date and time 'April 27, 2021, 2-3:30 PM EDT' are listed. On the right side, there is a circular photograph of a smiling Black family (father, mother, and young child). In the bottom right corner, there are logos for the 'Children's Bureau' and the 'Children's Bureau Learning & Coordination Center'.

Register:

[https://kauffmaninc.adobeconnect.com/ncapmapril272021/event/event\\_info.html](https://kauffmaninc.adobeconnect.com/ncapmapril272021/event/event_info.html)



# Discussion

Please type your questions into the chat box.

# Thank You!

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[cblcc.acf.hhs.gov](http://cblcc.acf.hhs.gov)

