

July 2023 PLC:

Communicating to Strengthen Families:  
Do's and Don'ts of Effective Campaign Planning for  
Preventing Early Adversity

**July 12, 2023**



# Communicating to Strengthen Families

Do's and Don'ts of Effective Campaign Planning  
for Preventing Adversity

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# Topics & Activity

What We've Learned: Communications research into CAN primary prevention

Belonging for Hope: Campaign best practices in action

Uplifting Parent Voices & Leadership

## ***Questions***

Group Workshop: Make your own campaign

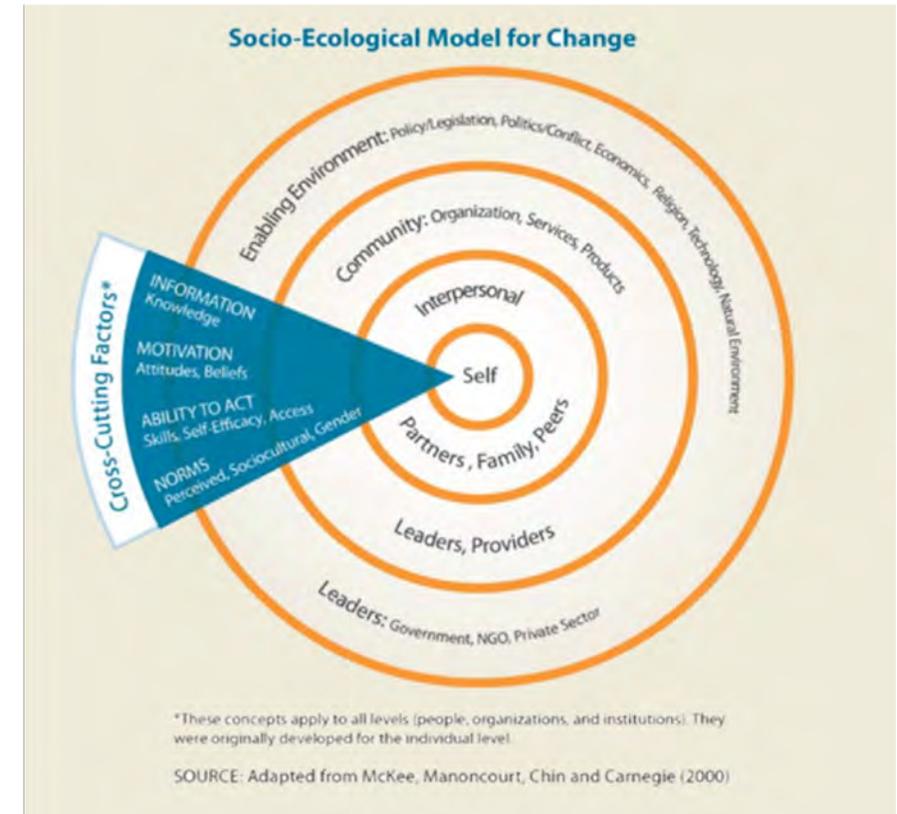
## ***Questions***

# What We've Learned

# Social Change for Child Well-Being

## What are social norms?

- Unwritten rules, beliefs, attitudes, and behaviors considered acceptable in a specific social group
- Govern the ways people behave in social situations and social roles
- Exist at every level of the social ecology
- Influence risk and protective factors
- Key to understanding social influence, standards, and levers of change
- Communications address cross-cutting factors:
  - *Providing information*
  - *Inspiring motivation*
  - *Increasing ability to act*
  - *Shifting norms*



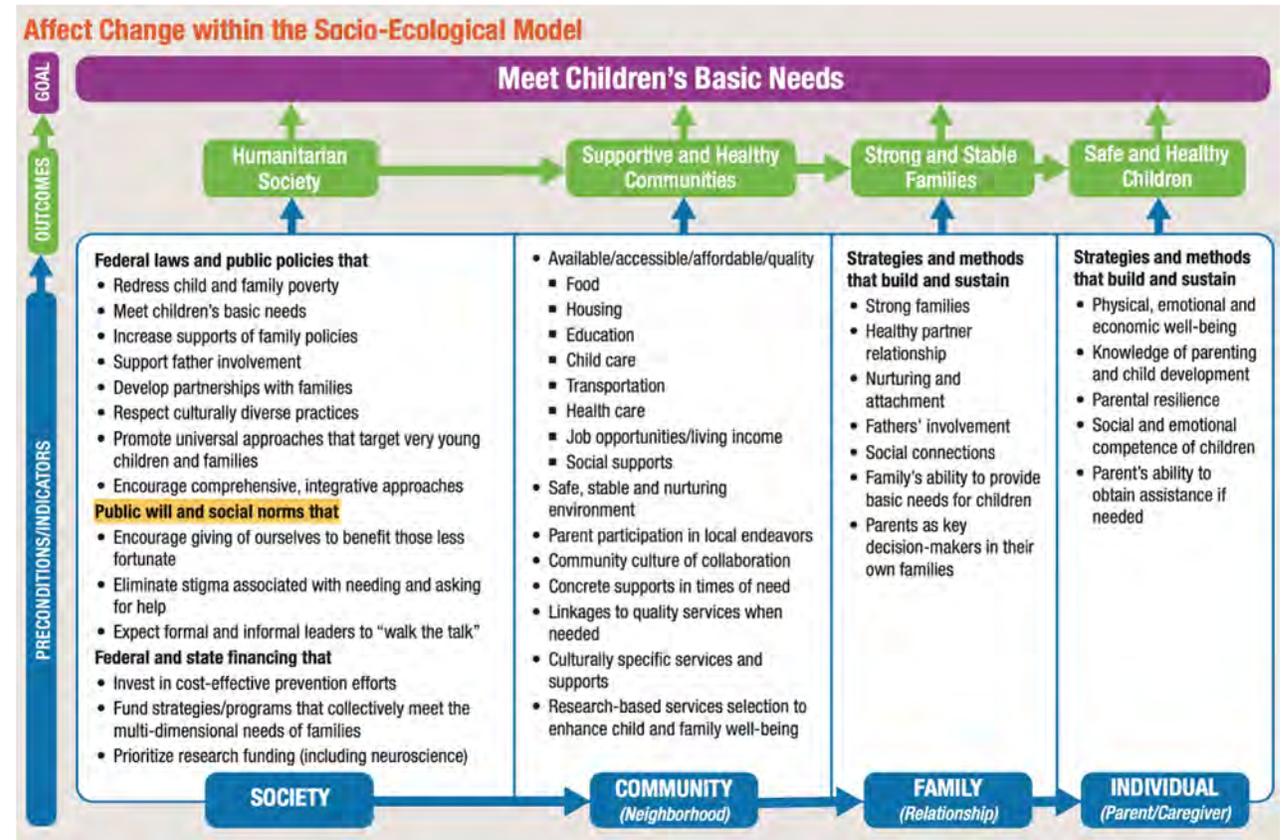
# Social Change for Child Well-Being

How do communications fit?

Communications can drive change at societal and state levels

and

help strengthen downstream efforts for support at community, family, and individual levels.



# Environmental Scan

## Method in Practice

### Why We Do It

- Gives insight into existing communication strategies and campaign messages
- Identifies barriers, facilitators, lessons learned, knowledge gaps
- Segments data by parents and broader community

### How We Do It

#### **Search engines & primary sources:**

Google Scholar, CDC, Frameworks Institute, etc.

#### **Sample terms:**

Parent support, positive parenting, parent help seeking, child abuse and/or neglect, all terms

#### **Analyze by:**

Info related to help-seeking barriers and facilitators, single- and multi-level strategies, framing and messaging, creative approach

# Barriers Communications Can Overcome

## **Knowledge, belief, and stigma create attitudes and norms around...**

- Lack of understanding of child development and adverse childhood experiences (ACEs)
- Lack of understanding of link between social / economic contributors or prior experiences of trauma with child abuse and neglect
- Cultural model that parenting is a personal, not social, responsibility
- Stigma around help-seeking: cultural model that social assistance cultivates dependency and moral weakness
- Belief that child abuse and neglect is inevitable and caused only by individuals

# Findings Into Parent Audiences

- Preference to seek help from **informal sources** vs. formal sources
- Difficult or poor **past experiences** with formal or institutional settings
- **Lack of trust** in those who may be in a position of authority and those who may be economically better off
- **Fear** that child may be removed from family if problem is identified
- **Lack of awareness** of relevant available services
- **Limited knowledge or ability** to recognize children's problem symptoms or behaviors
- Stigma around help-seeking may be reinforced by **pride, guilt, self-judgement, and/or perceived judgement**

# Findings Into Communications & Messaging

- **Few parent help-seeking campaigns exist** that are both current and promoted; even fewer are evaluated
- Campaigns reach parents and caregivers from **state or regional levels**
- Immediate message trend: **primary value of parenting**
- Secondary message trend: **value placed on healthy child development**
- Modest media campaigns about positive parenting can **achieve long-lasting recall**

# Best Practices for CAN Prevention Campaigns

- **Increase knowledge** about contributors across socioecological model to child abuse and neglect
- **Balance messaging:** personal vs. societal responsibility, issues vs. solutions; acknowledge resilience
- Use **positive frames** to avoid unintentionally reinforcing stigma
- Start with children and their needs, then widen frame beyond parenting to emphasize role of public in **ensuring healthy childhoods**
- Build off shared belief that **child well-being is essential for societal well-being**

Watch the PSA

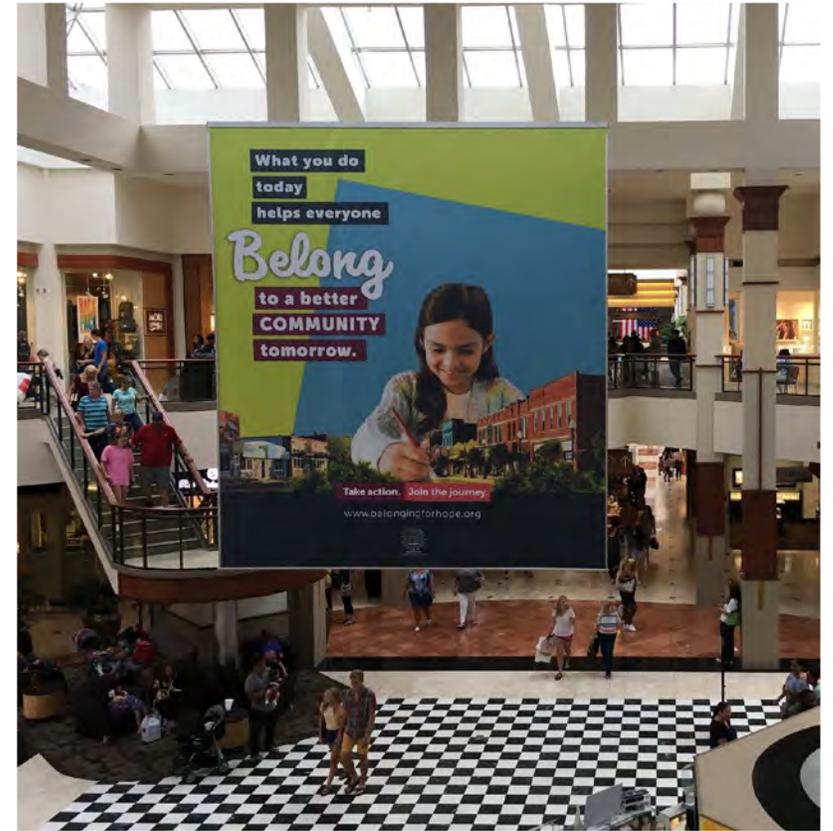


[www.belongingforhope.org/prevention-roles-actions](http://www.belongingforhope.org/prevention-roles-actions)

# Belonging for Hope Campaign

# Overview

- Social norms campaign for everyone in Georgia to take action to support strong families and healthy childhoods — and prevent child abuse and neglect
- Microsite with resources and assets for child- and family-serving professionals: [www.belongingforhope.org](http://www.belongingforhope.org)
- Paid targeted promotions in social media, YouTube, iHeartRadio, broadcast distribution, and out-of-home
- Umbrella for multiple sub-campaigns and resources



# Best Practice 1

## Use positive frames to avoid unintentionally reinforcing stigma

- Positive frames are better able to mobilize support and motivate collective participation
- Negative frames risk triggering beliefs about groups coping with disadvantages and/or reinforce sense of determinism and fatalism



# Best Practice 2

## Start with children and their needs

- **Create** mobilizing premise to build on shared value of protecting children
- Widen frame beyond parenting to avoid traps of individualism, reinforcing “family bubble”
- Avoid unintentionally refocusing emphasis on parents, contributing to stigmatizing beliefs about “bad” parents that minimize support for prevention efforts and policies



Help make your community a place where all children grow up safe, people have jobs and provide for those they love, and families receive the care they deserve.

**Where everyone knows they belong.**

# Best Practice 3

## **Build off shared belief that child well-being is essential for societal well-being**

- Use existing values as a foundation; don't waste time, space, and energy convincing what they believe
- Links campaign goals with broader benefits for communities
- Links campaign goals with societal role and collective interest in positive outcomes

People and children in your community want to belong. They want connection where they live and work, where they go to learn and have fun. You have a role and your actions have an impact, especially on children. Close friend. Caring neighbor. Kind coworker. Your role and actions make your community stronger and more nurturing — where all children grow up safe, people have jobs and provide for those they love, and families receive the care they deserve. It's a place where everyone belongs. What you do, day after day, gives hope for everyone.

# Roles & Actions

Reinforces campaign with new resources and promotional products

Tailors the social norms approach for unique audiences

- Roles and actions: website resource and PSA
  - *Loving Parent*
  - *Supportive Friend*
  - *Caring Neighbor*
  - *Kind Coworker*
  - *Model Mentor*
  - *Empathetic Educator*
  - *Aware Young Person*
  - *Nurturing Faith Community*
  - *Trusted Business Leader*
  - *Connected Parent Leader*

## How Can You Help Everyone Belong?

The unique actions you take can nurture a community where everyone can thrive. Make your community stronger and more nurturing — where all children grow up safe, people have jobs and provide for those they love, and families receive the care they deserve. It's a place where everyone belongs.

Please modify your actions during the Coronavirus outbreak. You can practice physical distancing by keeping at least six feet from people and gathering in groups of less than 10. You can still support your community and protect your health and everyone else's at the same time.

## Find Your Role and Actions.



### ACTIONS:

- Learn about [healthy child development](#)
- [Ask for help](#) when needed
- Reach out to your personal support network to give and get support
- Practice self-care
- Strengthen [connections, resilience, and factors](#) that strengthen your family
- Ensure [babies sleep on their backs](#) in their own space
- [Foster a child](#)
- Support youth in ways that promote healthy development and well-being



### ACTIONS:

- Check in on your parent friends and be the one they reach out to
- Be a good listener and [give support](#)
- Offer to babysit for a parent's needed night out
- Be a role model or mentor for your friends' children



### ACTIONS:

- Get to know families where you live — both adults and children
- Reduce isolation by hosting a neighborhood family event
- Watch out for each other
- Provide dinner or do yard work for a neighbor in need
- Offer transportation when needed
- Support your neighborhood schools

# **Uplifting Parent Voices & Leadership**

# Journey to a State of

# H O P E

You're invited. Join the journey. [www.belongingforhope.org](http://www.belongingforhope.org)

2018

## EARLY 2018

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

## MID TO LATE 2018

- Test and finalize campaign materials



2019

## APRIL 2019

- Launch Belonging for Hope Campaign and [BelongingforHope.org](http://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 Parent Help-Seeking campaign
- Environmental scan around healthy relationship behaviors among youth
- Initial focus groups with Parent Advisory Committee to discuss message themes
- Development of concepts
- Focus groups to gain insight into "what does a healthy relationship look like to me?"
- Formative research related to youth help-seeking behaviors

2020

## EARLY 2020

- Final Parent 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
- Launched #MyGoalsMyLife video PSA and social media campaign

## APRIL 2020

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

2021

## 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
- Focus groups around youth help-seeking behaviors

## APRIL 2021

- April promotions include: 1) Redesigned website and 2) new resource: "Make Positive Experiences Last for Your Child"
- PSA promo: 1) PSA promoted in social media, YouTube, and digital ads and 2) Roles and Actions PSA promo

## FALL 2021

- Relaunched MyGoalsMyLife for back-to-school

2022

## SEPTEMBER 2021

- Launched Be Real during Suicide Prevention Awareness Month
- Finalized Be Real discussion guide

## EARLY 2022

- Video PSA highlighting work of the Georgia Family Support Network
- Video series of the Georgia Parent Advisory Council including individual videos and a montage linking back to [BelongingforHope.org](http://BelongingforHope.org)
- Video PSA related to Be Real and Roles and Actions: The Confess Project

2023 AND BEYOND

## LOOKING AHEAD

- Parent Support Mobile Website
- Parent Perspectives Video Series

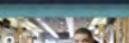
Be Real

Be real about what you're going through.

Talk with someone you trust.



Watch the video!



Georgia Department of Human Services  
Division of Family & Children Services

BANYAN

# Help for Georgia Parents Campaign

- Informed by Georgia Parent Advisory Council, organized by Georgia Division of Family and Children Services
- Help-seeking campaign goals
  - *Normalize the need to seek help with parenting struggles,*
  - *Motivate individuals to reach out for help, and*
  - *Encourage others to offer support.*

# Help for Georgia Parents Campaign

**CONNECT NOW**

*Just a Reminder...*

- Get your car out of the car
- Take kids to school
- Check homework
- Ask for the help you need**
- Pay phone bill
- Neighborhood potluck
- PTA meeting

**YOU GOT THIS**

Every parent needs help sometimes. Make sure getting support is on your list.

Ask for support, referrals, and services when you need them. When your needs are at the top of your list, your family will take note.

Get support for you and your family where you live in Georgia. Talk with a trained person who knows and cares.

**Call 1-800-CHILDREN**  
(1-800-244-5373)

1-800-CHILDREN is a free helpline for parenting support and information for all Georgians.

**MON – FRI, 8 a.m. – 6 p.m.**  
Se Habla Español

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# Meet Eileen Graham

- Member, Georgia PAC
- Founder, Egraham & Associates

**Questions?**

# Make Your Own Campaign Activity | 10 - 15 minutes

## Work with others to design a campaign framework!

- **Complete fill-in-the-blanks** associated with each CAP communications best practice at the top of the page.
- Take the answers from the fill-in-the-blanks and **transfer them to the box at the bottom of the page.**
- You now have your own campaign framework!
- Be ready to **share your campaign ideas** with the larger group.

*Have extra time? Discuss your campaign ideas, or come up with another!*

## MY CAMPAIGN FRAMEWORK

*[Your New Sentence for 5]*

Children need \_\_\_\_\_ .

*[Your Answer for 3]*

We can help by \_\_\_\_\_ and by

*[Your Answer for 4a]*

being a part of a society that \_\_\_\_\_ .

*[Your Answer for 4b]*

**Check out a full campaign that applies these best practices in Georgia: [belongingforhope.org](https://belongingforhope.org)**

**Questions?**

# Thank You!

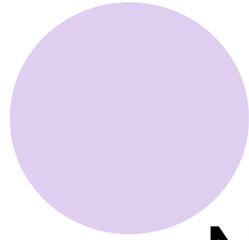
## CONTACT INFORMATION

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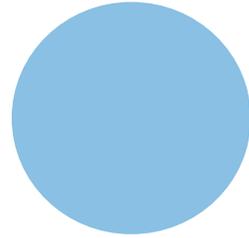
# Children's Bureau Updates



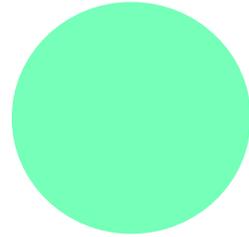
**SAVE  
THE  
DATE**



New State Lead Community of Practice



Tuesday, July 18, 2023



**Prevention is the Focus**

