

### **Journey to a State of Hope Poster Presentation**

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. The campaigns included are meant to belong to all providers in Georgia to share widely and spread the message of hope.

Components include:

Campaign microsite and campaign materials, [Belonging for Hope](#). Formative research and concept and materials testing supported development of [campaign materials](#). The campaign was launched during CAP Month 2019 and promoted through paid social media content, geotargeted by:

- Phase 1: Three counties with the highest rates of child abuse and neglect, three counties with the lowest rates of child abuse and neglect, State of Hope communities, Metro Atlanta
- Phase 2: All of Georgia

The Georgia Essentials for Childhood Committee strategic plan goals included developing a [Parent Help-Seeking](#) campaign. Formative research and concept testing was conducted with the Parent Advisory Committee. The campaign was developed and launched during CAP Month 2020 with a call to action to reach out to Prevent Child Abuse Georgia's 1-800-CHILDREN Helpline. Paid and organic social media content targeted parents of children ages 0-21. The campaign resulted in increased calls to the helpline.

The PCS team was inspired by the stories of partners and grantees as they had to adapt service provision during the Covid-19 pandemic. To highlight a few of these communities, and inspire others, a [Covid-19 Response PSA](#) was developed. This included organizational overviews, story discovery, and creative video editing from Zoom interviews. The PSA was released in August 2020.

The development of [Roles and Actions](#) was originally planned to launch during CAP Month 2020. With the need to socially distance during Covid-19, and the added stressors on families needing resources during this time, the decision was made to pause the launch until CAP Month 2021. This also allowed time to include development and filming of an energetic, engaging Roles and Actions PSA.

Georgia PCS continues to seek progressive and unique ways to support all Georgians. Current projects include:

- In partnership with the Georgia Department of Public Health, development of a youth help-seeking campaign. The purpose of this PSA is to promote help-seeking and normalize actions to reach out for support among Black male youth in Georgia. Proposed launch is August 2021.
- In partnership with Prevent Child Abuse Georgia, development of a Parent Support mobile site. The purpose of this site is to offer informative, interactive content and materials to parents and encourage support through the 1-800-CHILDREN Helpline. Proposed launch in fall 2021.