

FRIENDS Peer Learning Call:

# **From Research to Practice: Creating Effective Public Awareness Campaigns**

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**September 11, 2024**



## How to Participate in Today's Discussion Session

Participant audio will be muted. Participants will be encouraged to unmute their lines to participate in discussion throughout the session.

We will also be monitoring questions through the Chat box and answering them at designated times during the discussion.

This session is being recorded and will be available for viewing once it has been archived. We will notify everyone by e-mail when it is available.



# Overview of today's PLC

1. FRIENDS resource, Building Resources for Effective Public Awareness Campaigns: A Toolkit for Practice
2. Contact TA coordinator for assistance
3. Two states, Missouri and Ohio
4. Children's Bureau updates



# FRIENDS new resource



SEARCH PORTAL LOGIN ACCESSIBILITY

About

CBCAP

Prevention

Parent Leadership

Evaluation

Resources

## Your Best Source for Information and Resources

in Primary Child Abuse Prevention

BROWSE TOPICS

MEDIA LIBRARY

- Collaboration Toolkit
- Effective Public Awareness Campaigns
- Guide to Storytelling
- Historical Trauma Among African Americans
- Listserve
- Media Library
- Navigating the Unknowns: Family Support Podcasts
- Neglect Toolkit
- Online Learning Center
- Sharing the Journey: Voices from the Field

<https://friendsnrc.org/friends-resources/building-resources-for-effective-public-awareness-campaigns-a-toolkit-for-practice/>



# Building Resources for Effective Public Awareness Campaigns: A Toolkit for Practice

The purpose of this toolkit is to assist Community Based Child Abuse Prevention (CBCAP) State Lead Agencies (SLAs) and their partners in developing effective public awareness campaigns using common approaches such as storytelling and promoting social norms to strengthen prevention initiatives that prevent child abuse and neglect. This toolkit does not include specific promotional materials, case studies, or sample letters that you may find in other public awareness campaign toolkits. This toolkit is about the process in developing an effective public awareness campaign. Each section includes information, specific process examples from CBCAP state leads, and links to resources. We hope you find this toolkit helpful in your work and look forward to your feedback, including suggestions, examples to be added, and information to make the toolkit more useful. If you have any questions or feedback, please contact [admin@friendsnrc.org](mailto:admin@friendsnrc.org)



Are Public Awareness Campaigns Effective?



Identify Partnerships



Determine Your Target Audience



Theoretical Models



Tailor the Message to the Target Audience



Multiple Communication Methods



Invest Time and Resources in Evaluation



Examples of Public Awareness Toolkits



# From Research to Practice

Throughout the toolkit, we highlight the following five key principles found to improve the effectiveness of a public awareness campaign:

- Partnerships,
- Target audience,
- Tailor the message,
- Multiple communication methods, and
- Evaluate your efforts.



# Primary audience for awareness campaign

There is no such thing as “the general public”, if you make one message to reach everyone, you probably won’t effectively reach anyone.



So how do you narrow the audience?



- Identification (Who is affected? Who can influence those affected?),
- Prioritization (Who is most at risk? Can we reach them? Can we persuade them? What resources are required to reach them? Is it feasible?),
- Actively involve parents in prioritizing the audience, and
- Consider if you have only one audience or a primary and secondary audience.



# Tailor the Message to the Audience

*Remember prevention is hard to understand as the concept can be abstract and requires us to believe something did not happen because something else occurred.*

## FrameWorks Recommendations:

1. Make the story or message one where we all have a stake and a role in outcomes that matter.
2. Locate the problem in social conditions or widely shared experiences, not within households or families.
3. Point out that children and youth are developing rapidly and explain how the experiences at each stage have an effect on what happens next...



Topics ▾ Events Create Your Communication Plan

Available in: [English](#) | [Spanish](#) | [Haitian Creole](#)

## Strategic Communication Planning Hub

Helping design communication strategies to advance your organization's policy, advocacy and programmatic goals.





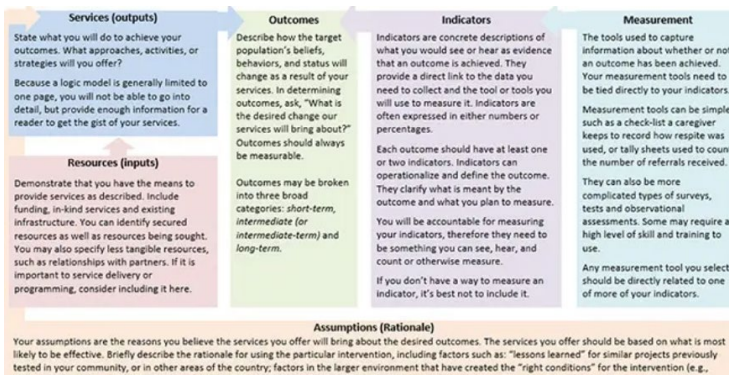
# Evaluation can reveal the impacts of the public awareness campaign and improve future campaigns

Clearly defined outcomes such as behavioral goals or desired rates of the behavior in the population help to identify appropriate evaluation measures.



How much exposure to the campaign is needed before effects can be expected?

What strategies are we going to use to gather data?



Logic models are one way to organize answers to these questions.



# Let's hear from CBCAP State Leads on their effective public awareness campaigns



# OHIO CHILDREN'S TRUST FUND

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## Awareness Campaigns



**Department of  
Children & Youth**

Ohio Children's Trust Fund

# WHO WE ARE

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**Our Mission: To prevent child abuse and neglect through investing in strong communities, healthy families and safe children.**

- Serves as Ohio's Prevent Child Abuse America (PCAA) state chapter.
- Quasi-Governmental Agency housed within the Ohio Department of Children and Youth.
  - OCTF also reports to a 15-member Board including 4 members of the state legislature, 3 department directors and 8 public sector members appointed by the Governor.
- Ohio's Community Based Child Abuse Prevention (CBCAP) State Lead Agency.
- Administer grants and programs for primary and secondary child abuse and neglect prevention.
- In addition to statewide projects, supports eight Regional Child Abuse and Neglect Prevention Councils across the state that direct prevention services funding and programs at the local level.



# PAST AWARENESS CAMPAIGNS

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The “Be A Hero” Campaign launched in April of 2018. The campaign messaging communicated that all adults can be a hero to a child and prevent child abuse and neglect.



- Promoted resources, programs and supports funded by OCTF and April Child Abuse Prevention Month. Messaging used in March/April.
- Engaged millions of Ohioans on social media, TV, email, billboards, and public relations.
- Highlighted eight individuals, “Everyday Ohio Heroes,” each year for the work they did with children and families.
- The campaign was sunset after April 2023
  - Message confusion and fatigue
  - Tied to COVID – not all heroes were cap
  - Moving away from families needing a “hero” to save them.

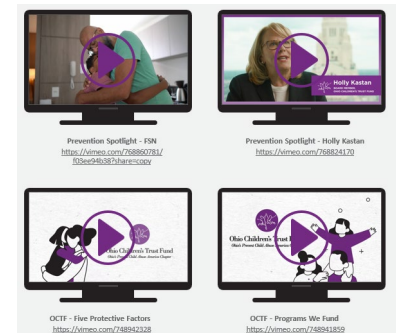
# PAST AWARENESS CAMPAIGNS

The “What You Do Next Matters” statewide campaign was developed to speak to parents and caregivers directly on an emotional, “real” level.



- Campaign was intended to deliver prevention messaging year-round, outside of March/April.
- Developed with the input of regional partners and stakeholders.
- Yielded over 5 million impressions.

OCTF also developed branded printed materials, prevention spotlight videos, and animated mission videos to help build awareness of our mission, vision and programming.



# STRATEGIC PLAN PRIORITY 2022-2027

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The strategic plan serves as a roadmap to utilize to ensure that child abuse and child neglect prevention efforts follow a holistic, strength-based approach to ensure that Ohio's children live in safe, stable, and nurturing families.

## **Strategic Plan Goal: Increase OCTF Visibility and Impact.**

- OCTF is viewed by partners and stakeholders as a key source for upstream supports for families, and families know how to access effective and non-stigmatizing services and supports funded by the Trust Fund.

# DEVELOPING MESSAGING

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Recognizing that it was time to sunset the Be A Hero campaign, OCTF conducted research, through a media/marketing contractor, to help inform future messaging strategies. Eight separate surveys were released during the summer of 2023 to the following stakeholder groups:

- OCTF Board
- OCTF Staff
- Regional Prevention Coordinators/Chairs
- Regional Prevention Council Members
- Service Providers/Grantees
- Sister Stage Agency/Association Partners
- State Communications Office/Governor's Communications Office
- Parents/Families

There were 195 responses received during the survey period.

***"If we are the resource for parents that we claim to be, we need to adjust the language about preventing child abuse and neglect. Many families are offended."***

*Having prevent child abuse in the messaging, "Motivates the general audience but could deter families seeking services; 'almost accusatory'."*





# Key Research Takeaways

Origo conducted a research exercise with internal stakeholders to inform our campaign strategy. A total of ten (10) respondents completed our survey, while the OCTF project team provided responses to key questions during live discussions. Below is a summary of key takeaways and relevant findings from our research and onboarding initiatives, helping to guide the development of our upcoming campaign strategies.

## Positivity is Paramount

- While prevention messaging should be present, positive and strength-based communications and calls-to-action should be the primary theme of the campaign.
- Statements and imagery conveying family support, growth, and success and the State of Ohio's role in supporting those outcomes should take the lead.

## Emphasize the Role of Caregivers

- While *Be A Hero* was an effective campaign, respondents identified that it focused heavily on non-parents/non-caregivers and their roles in the lives of children.
- This new campaign should speak to the power of families to positively impact the lives of children; when addressing non-caregivers and members of the public, it should be in the context of them supporting families and children.

## Ensure Layers of Diversity

- While ethnic/racial diversity is always a goal for State of Ohio communications, this campaign should also ensure representation of diverse family structures and geographic locations.
- Respondents warned against showing scenes or interactions exclusive to urban settings.
- Because family structure takes on many forms beyond the nuclear family - single parents, grandparents as caregivers, etc. - our campaign should reflect this reality.

## Consider Campaign Flexibility

- The main function of this campaign is to serve as a child abuse and neglect prevention campaign for the State of Ohio, but ideally this campaign should have flexible usage all year long and for years to come.
- In addition to explicit prevention messaging for April, the campaign should also be able to convey the breadth of family-strengthening support services that OCTF funds and promotes year-round, not only to parents and caregivers, but to community members and support professionals.

# NEW STATEWIDE AWARENESS CAMPAIGN

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In April 2024 the “**Ensure They Shine**” awareness campaign launched.

This campaign messages how parents, caregivers, and community members can help create positive childhood experiences and engage with the children in healthy ways.

- Removes the idea that families need “heroes”
- Strengths based messaging
- Less focus on OCTF branding
- Speaks directly to families and communities, including local service providers



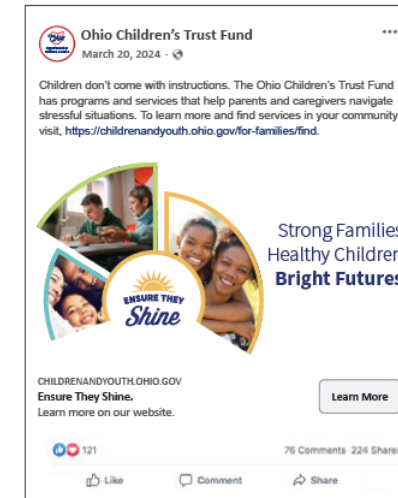
# STATEWIDE MESSAGING TACTICS

During April/May, OCTF runs statewide paid media. The diversity of Ohio (rural/metro) requires a variety of tactics. Images used also display diverse ethnicities and family structures.

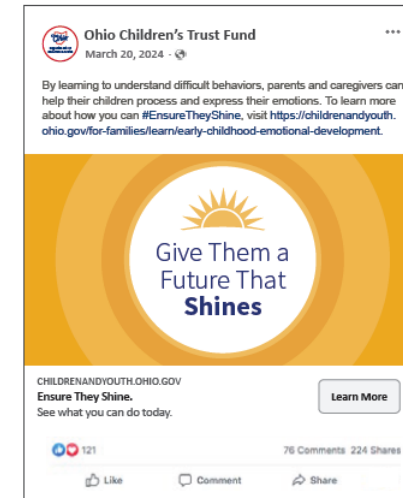
- Paid social media
- Digital display ads
- Native display ads
- Billboards



POST #1



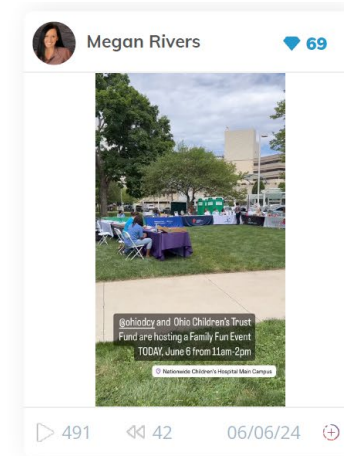
POST #2



# SOCIAL MEDIA INFLUENCERS

To promote family and community engagement, OCTF funded five family fun events across the state. These events were free to families and featured local resources, food trucks, and family friendly activities. Due to funding constraints attendance was limited so, pre-promotion was not conducted. During three of the events, a “mom-fluencer” attended and made social posts/reels promoting the Ensure They Shine campaign and the resources available through OCTF.

- Total of 20 posts
- 526 engagements
- Reach of over 19k
- 43% of those reached were 35-49 years of age
- 79% of those reached were women
- Over 23k in estimated marketing value



# REGIONALLY FOCUSED CAMPAIGN

The Family Support Through Primary Prevention Grant (FSPP) is a voluntary program which focuses on cross-sector collaboration, community engagement and elevation of parent and family voice.

## Target Audience:

- Parents/families in Guernsey and Washington counties.

## Goals:

- Normalize help-seeking behavior
- Increase utilization of local services

## Media Tactics:

- Paid media (tv, radio, social) in target counties
- Earned media (PR) statewide

Parents on the Parent and Family Advisory Council were key decision makers on selecting this campaign for these communities.



# STATEWIDE TRIPLE P

In 2022 Ohio launched the statewide Triple P website with free access to Level 4 standard programming. An awareness campaign was created to drive Ohio parents and caregivers to the website.

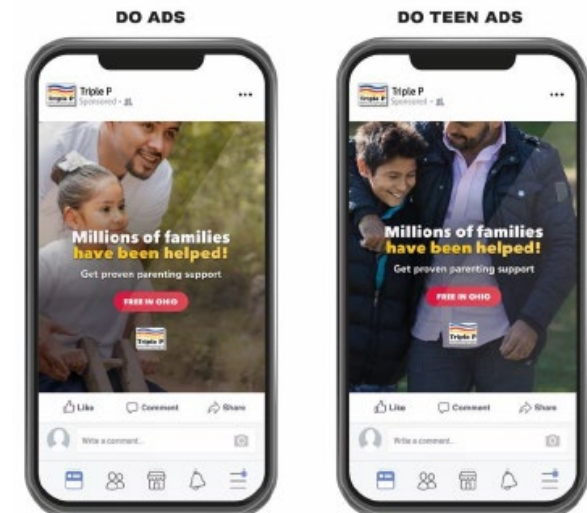
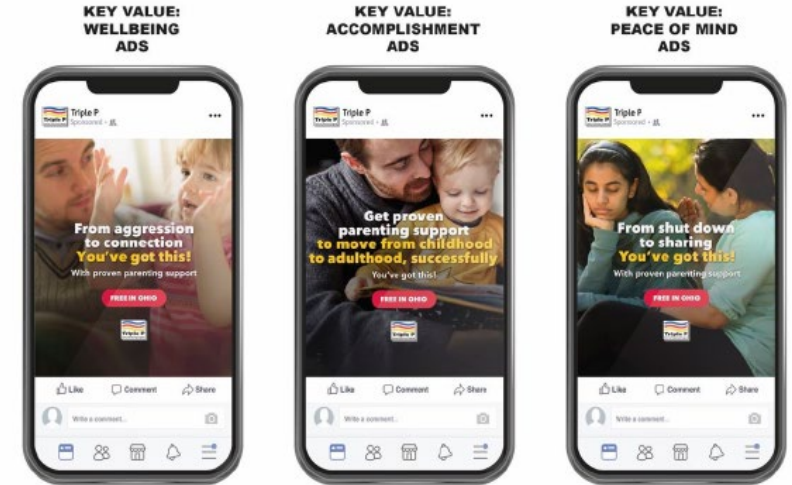
Parent focus groups were held to help inform the campaign messaging and imagery. The research resulted in several key values being identified.

## Key Values:

- Confident parenting
- Help kids manage challenges
- Support your child's learning

## Media Tactics:

- Meta Ads (Facebook, Instagram)
- Google Ads
- Public Service Announcement
- Email Marketing
- Earned Media (PR news stories)



# LESSONS LEARNED

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- Broad and tailored messaging
  - Create a campaign that allows for versatility and range in messaging
- Know the goal of the campaign
  - Information, Action, Both
- Communicate with stakeholders before, during and after development
  - Input from stakeholders can help identify issues or gaps prior to public release
- Different tactics can be used to reach various audiences or achieve different goals
  - Paid social media ads, influencers, PR
- Nothing lasts forever
  - Don't be afraid to end a campaign/messaging, even if it is successful



# THANK YOU

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[Renee.whitfield@childrenandyouth.ohio.gov](mailto:Renee.whitfield@childrenandyouth.ohio.gov)



**Department of  
Children & Youth**

Ohio Children's Trust Fund





**SOMETHING WE AGREE ON**

**PARENTING IS TOUGH**

**94%**  
of Missouri adults agree that there are **better ways to discipline a child than physical punishment.**

Learn strategies that could work for you at [SomethingWeAgreeOn.org](https://www.somethingweagreeon.org)

Children's Trust Fund  
Missouri's Foundation For Child Abuse Prevention  
Strong Families, Safe Kids

**SOMETHING WE AGREE ON**

**Children's Trust Fund**  
Missouri's Foundation For Child Abuse Prevention  
*Strong Families, Safe Kids*

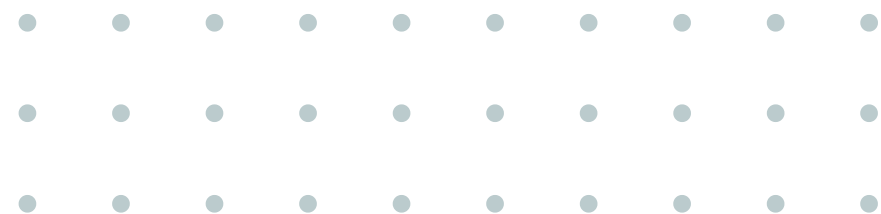
# Something We Agree On

*Corporal Punishment Prevention with a focus on preventing the escalation to abuse*

1. CAMPAIGN DEVELOPMENT & ONSET

2. SWAO MINI-GRANTS & PARTNERSHIPS

3. TRACKING & EVALUATION



# TABLE OF CONTENTS

# CAMPAIGN DEVELOPMENT

## PARTNERSHIPS

*The Montana Institute*  
*Bucket Media*

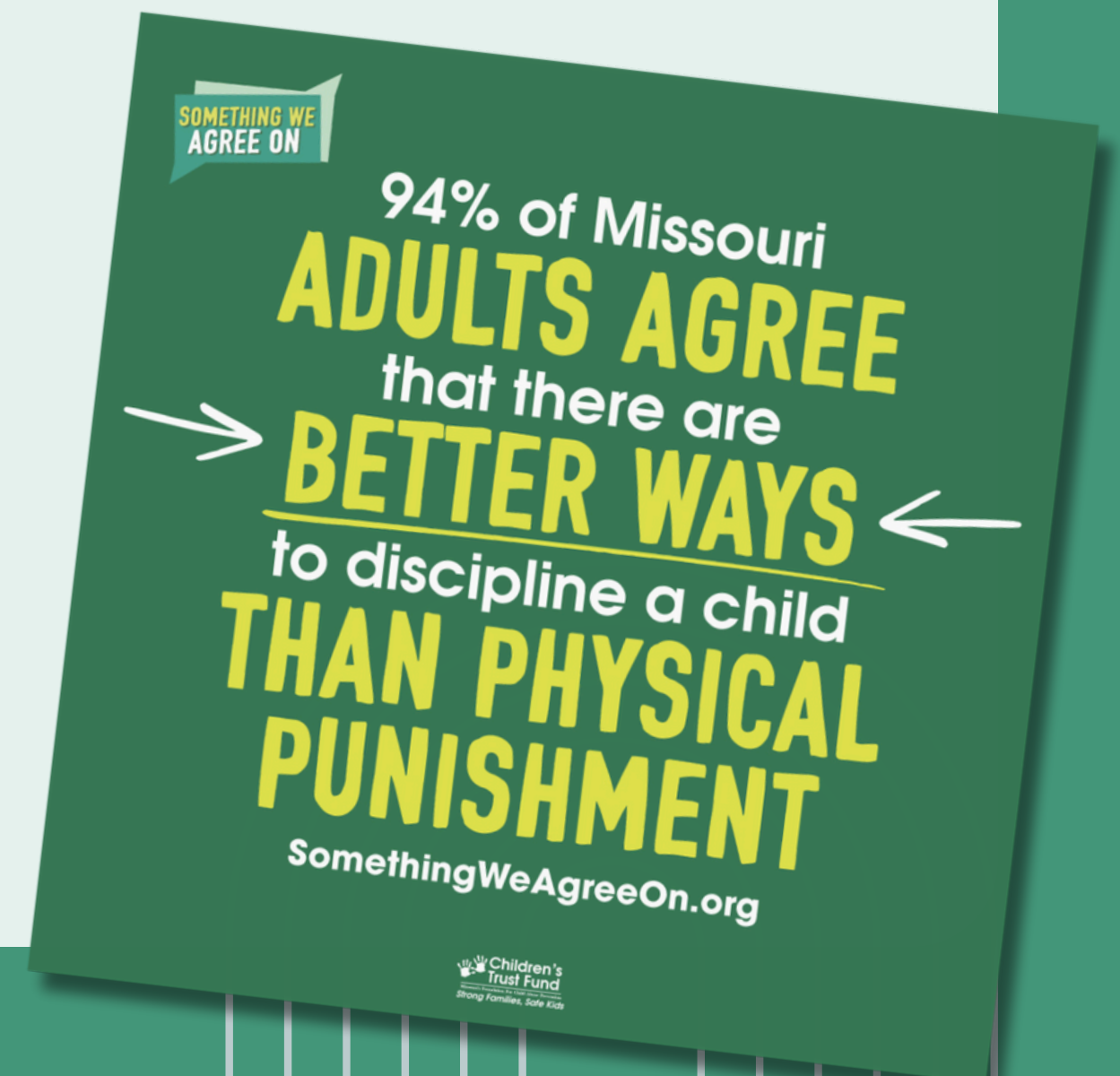


## POSITIVE COMMUNITY NORMS

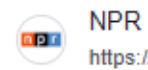
*Develop and survey the norm*  
*Build and market a campaign*

## MY ROLE

*Facilitation*  
*Focus Groups*  
*Continued Campaign & Website Development*



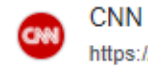
# MISSOURI LANDSCAPE



NPR  
<https://www.npr.org> > 2022/08/27 > missouri-school-di...

## A Missouri school district reinstated spanking if parents ...

Aug 27, 2022 — A school district in southwestern Missouri decided to bring back spanking as a form of discipline for students — if their parents agree ...



CNN  
<https://www.cnn.com> > 2022/08/25 > missouri-school-c...

## Missouri school district adopts opt-in corporal punishment ...

Aug 25, 2022 — The Cassville R-IV School District in Missouri will allow parents to opt in to their children receiving corporal punishment.



The New York Times  
<https://www.nytimes.com> > corporal-punishment-schools

## Paddling Makes a Comeback in a Missouri School District

Aug 27, 2022 — Corporal punishment will be used only with a parent's permission and "only when all other alternative means of discipline have failed, and then ...



The Guardian  
<https://www.theguardian.com> > us-news > aug > us-cor...

## Return of spanking in Missouri school district highlights a ...

Aug 31, 2022 — But more than 70,00 children in public schools were subjected to corporal punishment in the 2017-2018 school year, according to federal data.



Springfield News-Leader  
<https://www.news-leader.com> > education > 2024/02/14

## Springfield school board member urges return to corporal ...

Feb 14, 2024 — The Springfield district currently outlaws corporal punishment. Adopted in 2015...

## Missouri substantiated 10 claims of physical abuse at Agape in last four months

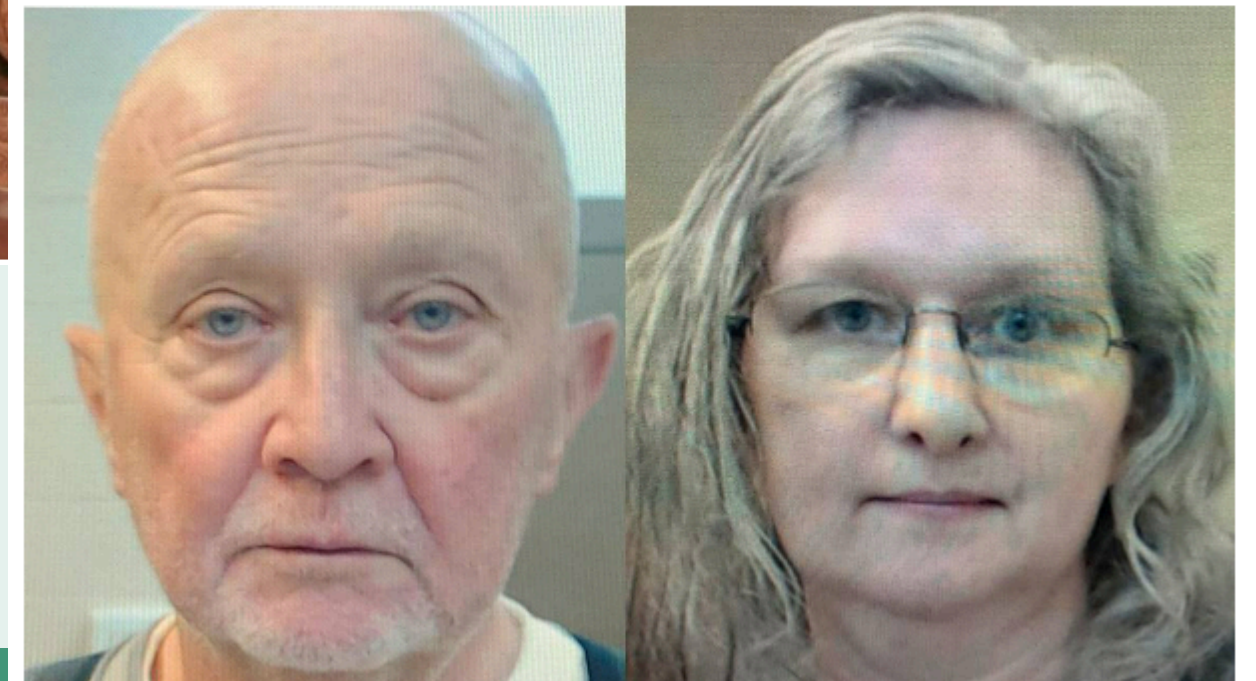
The Christian reform school in Stockton faces multiple lawsuits and a criminal probe involving allegations of physical and sexual abuse of students

BY: CLARA BATES - SEPTEMBER 6, 2022 3:30 PM



## Trial date set for former owners of Missouri girls' boarding school charged with abuse

BY JUDY L. THOMAS AND LAURA BAUER  
UPDATED JULY 13, 2022 12:38 PM



Boyd and Stephanie Householder, in a Cedar County jail photo. The Missouri attorney general filed 100 charges against the Circle of Hope owners, including some sexual abuse allegations. Cedar County jail

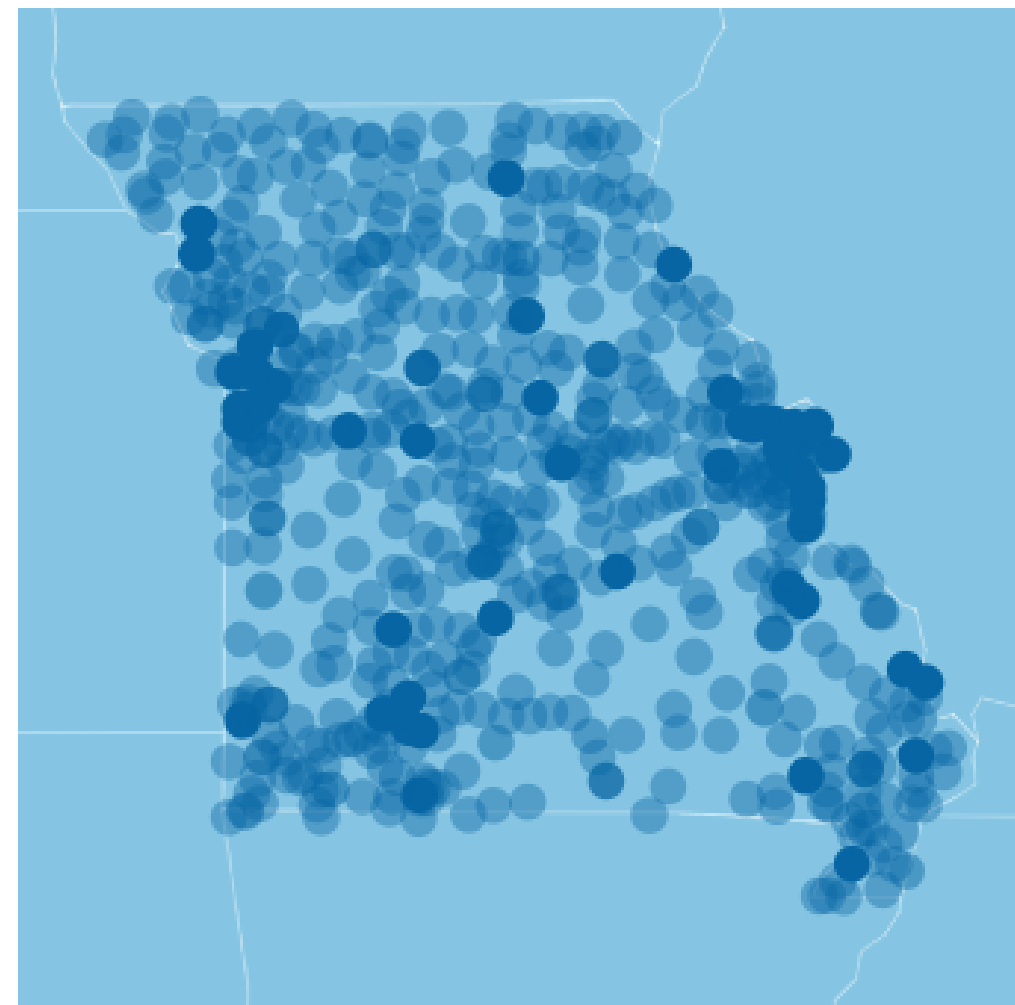
## CLICKS

46,207 unique video clicks



# 5,867,295

## IMPRESSIONS



## ENGAGEMENT

278,941 engagements including reactions, comments and shares

**Jon Klenke**

I believe in a lot of sports and corporal punishment !! Keep them busy and respectful !!

7w Like Reply Hide



↳ View all 2 replies

**Kristy Strahan**

Corporal punishment works when used with love and correctly! Spanking when needed works!

4w Like Reply Hide



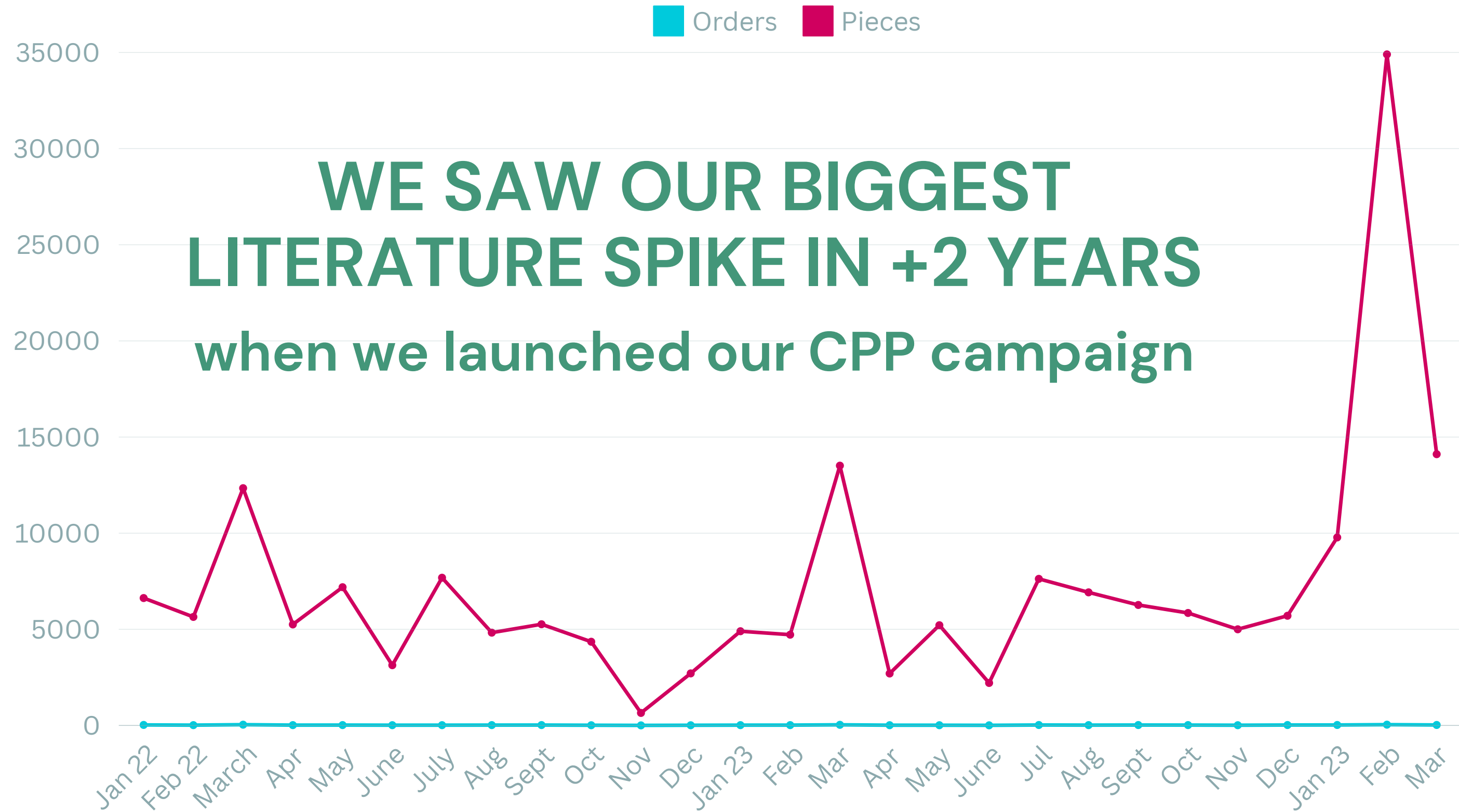
**Jenni Hills**

Hitting your kid is lazy parenting. If they are old enough to understand why you're hitting them, they are old enough to have a consequence related to the action.

9w Like Reply Hide



# WE SAW OUR BIGGEST LITERATURE SPIKE IN +2 YEARS when we launched our CPP campaign



# SWAO Mini-Grants

**SOMETHING WE AGREE ON**

## SO IS BEING A KID

**PARENTING IS TOUGH**

But, remember...

- Accidents will happen. Progress isn't always a straight line.
- Children WILL test boundaries. It's how they learn.
- Sometimes, we over-estimate what little ones can understand.
- We'll never have all the answers. Just be there and listen.
- What might seem trivial to us might mean the world to our children.
- Behaviors that feel challenging to us are a kid's way of saying they're tired, hungry, scared, over-stimulated, uncomfortable or, even, excited!

Strategies that could work for you at [SomethingWeAgreeOn.org](http://SomethingWeAgreeOn.org)



[SomethingWeAgreeOn.org](http://SomethingWeAgreeOn.org)

**86% OF PARENTS TALK TO THEIR KIDS ABOUT PERSONAL BOUNDARIES.**

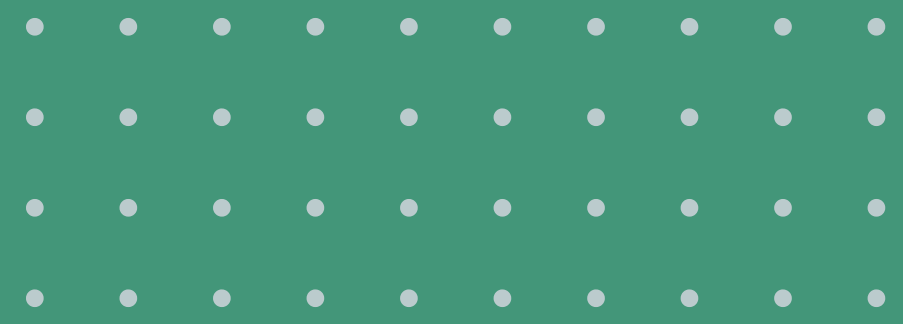
**KEEP KIDS SAFE**

**24/7 MISSOURI CHILD ABUSE & NEGLECT HOTLINE 1-800-392-3738**

**DRURY HOTELS.**

**free 5:30 KICKBACK\***

TRAVEL happy

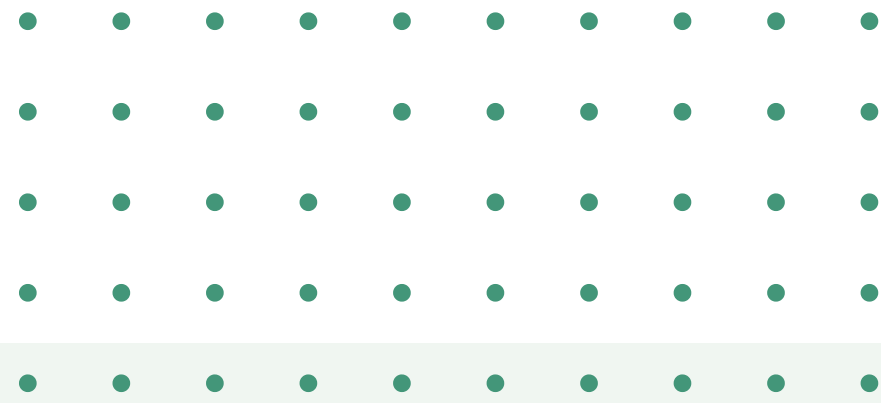


# P.E. Partnerships

- YMCAs
- Missouri AAP
- Children's Hospitals
- Foster Care Resource Centers







# Thank you!

*Bryanna (Bry) Barber*

*Bryanna.Barber@oa.mo.gov*

*Public Relations Specialist | Missouri Children's Trust Fund*

[SomethingWeAgreeOn.org](http://SomethingWeAgreeOn.org)



# QUESTIONS



# Children's Bureau Updates

## Opportunity to Provide Feedback

Please take a moment to scan the QR code and fill out our short evaluation.

Your participation in the evaluation will help us to improve our future Peer Learning Calls.



SCAN ME