

Promoting the 5 Strengths During Family Strengthening Month



Every family faces challenges, but also have strengths that they can draw upon during these difficult times. Helping families and communities build upon these strengths in 5 essential areas can help families feel more confident, less stressed, and better connected. The Five for Families campaign was developed to help increase knowledge of the Protective Factors Framework, by taking a strengths-based approach to child maltreatment prevention and family well-being.

Please join us during Family Strengthening Month this April to help strengthen all Wisconsin families by promoting Five for Families in your community. Connect families with resources and information at www.FiveForFamilies.org and provide tools that families can use to take these small but meaningful steps to implement the 5 Strengths into their daily life.

Five for Families Toolkit and Timing

The following toolkit provides a series of assets that you can use to help educate families in your community about the 5 Strengths. These turn-key materials are available for immediate use, and can be accessed and downloaded via the Google Drive link included in this email. The contents of this toolkit include:

- “Remember the 5 Strengths” Digital Flyer
- “5 in 5 Challenge” Digital Tip-Sheet
- Social Post Series for Facebook and Instagram
- Campaign Promo Website Graphics and Copy
- Family Strengthening Month Five for Families Press Release Template
- Billboards
- Print Ads/Posters
- :30 Produced Radio Spots
- :15 and :30 Broadcasters’ Live Read Scripts

Included in this toolkit are thought starters for how to use these materials, tips for placing these through traditional and digital channels, and a content calendar that you can use for consideration as you plan on promoting the 5 Strengths during the month of April.

"Remember the 5 Strengths" Digital Flyer

Remember the 5 Strengths

- Helping Kids Understand Feelings**
Social & Emotional Competence of Children
A thumb's up is a way we show emotions.
- Parenting as Children Grow**
Academic & Emotional Child Development
You are your child's first and most important teacher.
- Connecting with Others**
Social Connections
Like your middle finger, you shouldn't stand alone.
- Building Inner Strength**
Personal Resilience
Your fourth finger represents a commitment to caring for yourself.
- Knowing How to Find Help**
Community Support or Check it Out!
Last, but not least, ask for the help you need.

© 2018 Child Abuse and Neglect Prevention Board | Special thanks to the Michigan parents who created this content.

Five for Families.org

Print Ads/Posters

Learn what keeps your family strong.

There are 5 essential strengths that keep every family strong. Get to know them all at FiveforFamilies.org, and start building on your family's strengths today.

Five for Families.org

"5 in 5 Challenge" Digital Tip-Sheet

Build on your family's strengths
Try the 5 in 5 Challenge

Use Family Strengthening Month as an opportunity to focus on your family's strengths. Research shows there are 5 specific Strengths that help families weather difficulties, support their children's growth, and feel better connected. Focus on a different Strength every weekday using the checklists below. It's a simple way to try out new strength-building ideas and find out what needs your family's needs.

Meaningful Mondays	Toolbox Tuesdays	Recharge Wednesdays	Resourceful Thursdays	Feelings Fridays
<p>It's important to spend meaningful time with loved ones and reach out to others for acceptance, advice, and a helping hand. Try these ideas for Connecting with Others:</p> <ul style="list-style-type: none"> Go device-free during meals or family time Take a drive or join a club online Reach out to the homemaker or elderly Join or host a virtual game night Deliver dinner to a neighbor Volunteer in COVID-safe ways Send a text to an old friend Schedule a hangout with your friends File a good deed or single into your day 	<p>Adding new skills to your parenting toolbox helps you be prepared as your children change and grow. Try these ideas for Parenting As Children Grow:</p> <ul style="list-style-type: none"> Share your parenting joys and concerns with other parents Make time to connect one-on-one with your children Tap your pediatrician for advice Sign up for a virtual parenting class Get to know your child's friends Read a parenting website or blog Work together to reach a family goal Praise your child's good choices and positive behavior 	<p>Taking care of yourself is an important part of taking care of your family. Take time to relax, recharge, and reduce stress. Try these ideas for Building Inner Strength:</p> <ul style="list-style-type: none"> Take a bath Call a loved one who makes you laugh! Reflect on a challenge you've overcome Linking with a book, a movie, or music Stretch your muscles and breathe Get outside for awhile Breathe in slowly, count to 5, breathe out Spend a little time on a family hobby Enjoy eating a favorite treat Light a scented candle Play a video game 	<p>Having a strong support system made up of personal and community resources is essential for every family. Try these ideas for Knowing How to Find Help:</p> <ul style="list-style-type: none"> List 3 people you can always turn to Check out your local family resource center's services Practice by asking for help with a small thing Add the 211 helpline to your contacts Ask your circle for their recommendations Thank someone for their support Let a loved one know you're ready to help Get to know your neighbors or parents at school 	<p>Kids who learn how to understand and manage feelings become better at dealing with challenges and building healthy relationships. Try these ideas for Helping Kids Understand Feelings:</p> <ul style="list-style-type: none"> Read or tell a story about feelings Share an emotion you are feeling Talk about ways to express big emotions Think through a challenge out loud Encourage and praise kind behavior Do a task that takes cooperation Ask your child what they're feeling and why Teach a calming skill like counting to 5 or deep breathing

Here's a tip! Use the boxes to keep track of your progress. Checkmark the ideas you'll use again and draw an X by those that didn't work for your family.

Five for Families Learn more about the 5 Strengths that keep every family strong at FiveforFamilies.org

Partner Promo Graphic

This April, build on your family's strengths

Learn the 5 Strengths for Family Strengthening Month

Five for Families.org Get new ideas

Social Post Series

1: 40 Years of Prevention Board

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

The Prevention Board is celebrating 40 years of service to families throughout Wisconsin. We've accomplished a lot together, and we're looking forward to doing more great work! Join the celebration and help make this Family Strengthening Month extra special by focusing on your family's 5 strengths. Find tips and ideas at FiveforFamilies.org.

Let's Celebrate 40 Years Together

2: April is...

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

April is Family Strengthening Month! Now is the perfect time to celebrate and build on your family's strengths with the 5 in 5 Challenge! Research shows there are 5 Strengths that help families weather difficulties and better care for one another. Learn more about the different strengths you can focus on each weekday at FiveforFamilies.org.

This April, Celebrate Your Strengths

3: Connect With Others

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Parents, kids, everyone. We all need people to share comfort, support, and a good laugh with. Focus on **Connecting with Others** this April, in honor of Family Strengthening Month. It's one of the 5 Strengths that helps keep all families strong. Try going device-free during meals this week or sending a text to an old friend. Find more helpful ideas at FiveforFamilies.org.

This April, Connect With Others

4: Room to Grow (New strengths)

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Family Strengthening Month is the perfect time to build new connections, try new activities, and grow your family's strengths. And you'll always find room to grow at your local Family Resource Center. Join a safe, welcoming space where all families can find resources and opportunities to learn and reach new strengths together. Visit FiveforFamilies.org to find a Family Resource Center near you.

This April, Reach New Strengths

5: Wear Blue Day

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Wear blue today to kick off Family Strengthening Month! It helps show your support for building stronger prevention efforts in Wisconsin. Simply snap a photo of yourself wearing blue and share it using [#WearBlue2022](https://www.instagram.com/FiveforFamilies). To find more ideas to build your strengths and show support this month, visit FiveforFamilies.org.

Today is Wear Blue Day!

6: Parenting As Kids Grow

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Kids change so much! So parents have to learn and adapt just as fast. Honor Family Strengthening Month by adding to your parenting toolkit throughout April. It can be as simple as sharing your experiences and concerns with other parents or taking a virtual parenting class. Go to FiveforFamilies.org to get more ideas for **Parenting As Children Grow** and learn about the 5 Strengths that make every family stronger.

This April, Grow As a Parent

7: Know How to Find Help

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Where do you turn when your family needs help? Family Strengthening Month inspires you to expand your support system of personal and community resources. Try asking your inner circle where they find support or check out a local family resource center. Learn more ways to help your family thrive and why **Knowing How to Find Help** is so important for your family at FiveforFamilies.org.

This April, Find New Supports

8: Build Inner Strength

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Take time to recharge and manage stress in healthy ways. This is an important part of caring for your whole family. This April, celebrate Family Strengthening Month by building your inner strength. You can start by spending time on your favorite hobby or simply unplugging with a good book. Find more useful ideas and learn about the 5 Strengths that help families thrive at FiveforFamilies.org.

This April, Build Inner Strength

9: Help Kids Understand Feelings

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Teaching children about their own and others' feelings helps them be more successful at school, have stronger friendships, and get along better at home. Why not focus on talking about feelings with your child during Family Strengthening Month? Find new ideas and resources to Help Kids Understand Feelings and learn more about the 5 Strengths that help every family thrive at FiveforFamilies.org.

This April, Talk about Feelings

10: Room to Grow (continuing learning)

Wisconsin Child Abuse and Neglect Prevention Board
April 14, 2018

Now that Family Strengthening Month is wrapping up, think about some of your favorite activities from the 5 in 5 Challenge. And the good news—strengthening your family doesn't have to end in April. All families have Room to Grow. For more opportunities to celebrate and build your family's strengths, check out a Family Resource Center near you!

Keep Building on What You've Learned

Outdoor Billboard



Outdoor Poster



Bus King



Family Strengthening Month Five for Families Press Release Template

FOR IMMEDIATE RELEASE

[Date]

YOUR LOGO

[Media Contact Name, Title]

[Phone Number/Email Address]

[Organization's Website]

HEADLINE

[Organization] Urges Small, Meaningful Acts During Family Strengthening Month

[Community], Wisconsin—April is Family Strengthening Month, and [Community]'s [Organization] is working hard to spread one important message throughout our community: We all have a role in ensuring every Wisconsin child grows up in a safe, nurturing, and stable environment. Strong, resilient families can provide just that, which is why [Organization] is partnering with Wisconsin's Child Abuse & Neglect Prevention Board throughout April. Together, they plan to educate families in [Community] and across the state about the 5 Strengths, or protective factors, that research tells us keep every family strong.

"Research has found that there are 5 characteristics or skills that all strong families share, and that every family should learn about to build upon their own strengths," says [Full Name, Organization's Job Title]. "Our program helps parents and families learn those skills and build on the strengths they already have by [Description of Relevant Programs and Services]."

Not sure what you can do? According to [Last Name], learning about the 5 Strengths—and honoring Family Strengthening Month—isn't just for moms and dads. Everyone can do their part to strengthen the families and neighborhood around them. "It takes the whole community to support children and families and prevent maltreatment," says [Last Name]. "One caring adult can make a huge difference in a child's life. There are so many small but meaningful actions you can take."

During the month of April (and beyond), [Organization] is encouraging [Community] community members to help strengthen children and families with small but significant actions, like:

BULLETS

- Visiting, volunteering, or supporting your local family resource center
- Spending quality time reading, playing, or talking with a kid in your life
- Hosting a family-friendly virtual event, like a story, game or movie night
- Giving a caregiver in your social circle a friendly ear or helping hand
- Getting to know the parents and families in your neighborhood
- Donating new or gently-used items to programs for children and families
- Supporting legislation and funding for family-focused programs in [Community]

There are even more ideas for building strong families at FiveForFamilies.org, an educational site, sponsored by the Wisconsin Child Abuse & Neglect Prevention Board, that shares information and resources about the 5 Strengths. In addition, [Organization] is planning to host a [Event Name or Description]. The event will feature [More Event Details], and attendees will learn [More Event Benefits]. "It should be a fun and educational experience for everyone," says [Last Name]. "We're excited to give [Community] this unique opportunity to learn more and do more on behalf of our kids."

WHAT: [Event Name]

WHEN: [Date and Time]

WHERE: [Web or Street Address]

FEATURING: [Speakers or Unique Activities/Benefits]

INQUIRIES: [Event-related Contact Info]

To learn more about building stronger [Community] families and for more ideas on how to get involved; visit:

BULLETS

[Organization]: [Organization's Website]

Prevent Child Abuse Wisconsin: preventchildabusewi.org

Department of Children and Families: dcf.wisconsin.gov

Child Abuse and Neglect Prevention Board: preventionboard.wi.gov

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:15 and :30 Broadcasters' Live Read Scripts

:30 Version 1

ANCR: Your child deserves a great childhood. Family Strengthening Month is the perfect time to celebrate strong Wisconsin families and grow your family strengths. Visit FiveforFamilies.org to learn about the 5 Strengths that help families support their children's growth, weather difficulties, and feel better connected. Small steps build strong families, like making time to read to your child, helping in your neighborhood, or getting together with friends. Find more strength-building tips for your family at FiveforFamilies.org.

:30 Version 2

ANCR: Parents, kids, everyone. We all need to share comfort, support, and a good laugh with others. And right now, as families across Wisconsin find themselves dealing with new challenges, Connecting With Others has never been more important. In honor of Family Strengthening Month this April, find time to reach out. Talk, text, join in, volunteer! Learn more about Connecting with Others, and all of the 5 Strengths that keep every family strong, at FiveforFamilies.org.

:15 Version 1

ANCR: Family Strengthening Month is the perfect time to grow your family strengths. Visit FiveforFamilies.org to learn about the 5 Strengths that help families support their children's growth, weather difficulties, and feel better connected. Find tips, ideas, and more at FiveforFamilies.org.

:15 Version 2

ANCR: Celebrate your family's strengths during Family Strengthening Month. Learn more about the 5 Strengths that help families support their children's growth, weather difficulties, and feel better connected. Find strength-building tips, ideas, and more at FiveforFamilies.org.

:30 Produced Radio Spots



Featured New Materials to Help During Family Strengthening Month

In addition to existing items within the Five for Families toolkit, the Prevention Board is providing new materials to further promote the 5 Strengths and educate families. Below are a list of these new items as well as helpful ways that you can share these within your community.

This Family Strengthening Month help families find what works for them. This digital tip-sheet provides a list of tips and suggestions for you to practice the 5 Strengths every day of the week. From Meaningful Mondays through Feelings Fridays, families can identify activities, supports, and resources that work best for them. This digital sheet can be shared through social media, e-mail newsletters, or even included with “Remembering the 5 Strengths” flyer that is shared in Protective Factors training sessions.

Campaign Promo Website Graphic and Copy

A great way to show your support and connect your community with resources of the Five for Families campaign is to add to your website. Using the graphics and copy provided below, you can make a website button that can be placed on your homepage and help direct users to the Five for Families campaign website to learn more.

Every kid deserves a great childhood. How can you make a difference this April, during Family Strengthening Month? Learn the 5 Strengths that help every family when things get tough. Find strength-building tips, ideas, and more at FiveforFamilies.org.

How to add this button to your site?

1. Find what size works best for adding to your homepage. Either 330x500, 240x440, or 180x360 pixels.
2. Identify where you want this piece to be located.
3. Within your website content management system, copy and paste the following snippet of code into the area that you want to add this to your site.
4. Using the copy below, copy and paste this adjacent to the website graphic.
5. When complete, click Save and Publish, and this website graphic will now serve as a button to live on your website.

300x550

240x440

180x360

Build on your family's strengths
Try the 5 in 5 Challenge



Use Family Strengthening Month as an opportunity to focus on your family's strengths. Research shows there are 5 specific Strengths that help families weather difficulties, support their children's growth, and feel better connected. Focus on a different Strength every weekday using the checklists below. It's a simple way to try out new strength-building ideas and find out what meets your family's needs.

Meaningful Mondays	Toolbox Tuesdays	Recharge Wednesdays	Resourceful Thursdays	Feelings Fridays
<p>It's important to spend meaningful time with loved ones and to reach out to others for acceptance, advice, and a helping hand. Try these ideas for Connecting with Others.</p> <ul style="list-style-type: none"> Go device-free during meals or family time Take a class or join a club online Reach out to the homeowner or elderly Join or host a virtual game night Offer dinner to a neighbor Volunteer in COVID-safe ways Send a text to an old friend Schedule a hangout with your friends Fit a goodie bag or struggle into your day 	<p>Adding new skills to your parenting toolbox helps you be prepared as your children change and grow. Try these ideas for Parenting As Children Grow: Growing Up.</p> <ul style="list-style-type: none"> Share your parenting joys and concerns with other parents Make time to connect one-on-one with your children Tap your pediatrician for advice Sign up for a virtual parenting class Get to know your child's friends Read a parenting website or blog Work together to reach a family goal Praise your child's good choices and positive behavior 	<p>Taking care of yourself is an important part of taking care of your family. Take time to relax, recharge, and reduce stress. Try these ideas for Building Inner Strength.</p> <ul style="list-style-type: none"> Take a bath Call a loved one who makes you laugh Reflect on a challenge you've overcome Unplug with a book, a movie, or music Stretch your muscles and exercise Get outside for awhile Breathe in slowly, count to 5, breathe out Spend a little time on a favorite hobby Enjoy eating a favorite treat Light a scented candle Play a video game 	<p>Having a strong support system makes you and your family more resilient. Practice these ideas for Knowing How to Find Help.</p> <ul style="list-style-type: none"> List 3 people you can always turn to Check out your local family resource center, libraries Practice asking for help with a small thing Add the 211 helpline to your contacts Ask your circle for their recommendations Thank someone for their support Let a loved one know you're ready to help Get to know your neighbors or parents at school 	<p>Kids who learn how to understand and manage feelings become better at dealing with challenges and building healthy relationships. Try these ideas for Helping Kids Understand Feelings.</p> <ul style="list-style-type: none"> Read or tell a story about feelings Share an emotion you are feeling Talk about ways to express big emotions Think through a challenge out loud Encourage and praise kind behavior Do a task that takes cooperation Ask your child what they're feeling and why Teach a calming skill like counting to five deep breathing

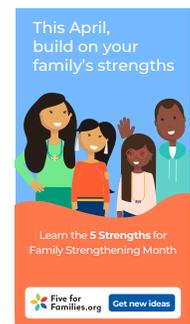
Here's a tip! Use the boxes to keep track of your progress. Checkmark the ideas you'll use again and draw an X by those that didn't work for your family.


 Learn more about the 5 Strengths that keep every family strong at FiveforFamilies.org

300x550



240x440



180x360



Family Strengthening Month Social Media Posts

You have the potential to increase awareness and engagement by being more active in social media spaces throughout Family Strengthening Month. Not every social space needs to be utilized, simply pick one or two and post frequently and do it well.

Included in this toolkit are a series of 10 Five for Families social media posts for use on your organizations owned channels. These posts include graphics and copy to promote the 5 Strengths throughout Family Strengthening Month.

These posts are customized for use on Facebook and Instagram, but can work on other platforms including Pinterest, Snapchat, and Twitter.

Some helpful tips to make these posts more engaging include:

- Consider posting once a week throughout the month of April (see content calendar below)
- Consider posting at the following times when social media usage is highest: 8:00AM, 12:00PM, 5:00PM
- Include the link to encourage the community to learn more at www.FiveforFamilies.org
- Always include the hashtag #FiveForFamilies
- Ask co-workers and community partners to like, comment, and share posts
- Encourage conversation by replying to all comments within the post

Social Posts

1: 40 Years of Prevention Board

2: April is...

3: Connect With Others

4: Room to Grow (New strengths)

5: Wear Blue Day

6: Parenting As Kids Grow

7: Know How to Find Help

8: Build Inner Strength

9: Help Kids Understand Feelings

10: Room to Grow (continue learning)

Family Strengthening Month Press Release Template

With the buzz around Family Strengthening Month rising in early April, it is recommended to utilize local media channels to increase awareness of the 5 Strengths and promote your own effort. Included in this toolkit is a customizable press release template that you can use to promote the 5 Strengths, provide educational materials, and promote any upcoming virtual events or initiatives that your organization is planning for the month of April.

Tips for getting your press release picked up:

- Email or call local newspaper writers and TV stations announcing that it is Family Strengthening Month
- Briefly describe what the 5 Strengths are and why they are important for all families
- Complete the press release by including any community events or initiatives that you are planning for April (always invite them to attend the event, if possible)
- Offer to be a source for their article and provide your contact information

FOR IMMEDIATE RELEASE

[Date]

YOUR LOGO

[Media Contact Name, Title]

[Phone Number/Email Address]

[Organization's Website]

HEADLINE

[Organization] Urges Small, Meaningful Acts During Family Strengthening Month

[Community], Wisconsin—April is Family Strengthening Month, and [Community]'s [Organization] is working hard to spread one important message throughout our community: We all have a role in ensuring every Wisconsin child grows up in a safe, nurturing, and stable environment. Strong, resilient families can provide just that, which is why [Organization] is partnering with Wisconsin's Child Abuse & Neglect Prevention Board throughout April. Together, they plan to educate families in [Community] and across the state about the 5 Strengths, or protective factors, that research tells us keep every family strong.

"Research has found that there are 5 characteristics or skills that all strong families share, and that every family should learn about to build upon their own strengths," says [Full Name, Organization's Job Title]. "Our program helps parents and families learn those skills and build on the strengths they already have by [Description of Relevant Programs and Services]."

Not sure what you can do? According to [Last Name], learning about the 5 Strengths—and honoring Family Strengthening Month—isn't just for moms and dads. Everyone can do their part to strengthen the families and neighborhood around them. "It takes the whole community to support children and families and prevent maltreatment," says [Last Name]. "One caring adult can make a huge difference in a child's life. There are so many small but meaningful actions you can take."

During the month of April (and beyond), [Organization] is encouraging [Community] community members to help strengthen children and families with small but significant actions, like:

BULLETS

Visiting, volunteering, or supporting your local family resource center

Spending quality time reading, playing, or talking with a kid in your life

Hosting a family-friendly virtual event, like a story, game or movie night

Giving a caregiver in your social circle a friendly ear or helping hand

Getting to know the parents and families in your neighborhood

Donating new or gently-used items to programs for children and families

Supporting legislation and funding for family-focused programs in [Community]

There are even more ideas for building strong families at FiveForFamilies.org, an educational site, sponsored by the Wisconsin Child Abuse & Neglect Prevention Board, that shares information and resources about the 5 Strengths. In addition, [Organization] is planning to host a [Event Name or Description]. The event will feature [More Event Details], and attendees will learn [More Event Benefits]. "It should be a fun and educational experience for everyone," says [Last Name]. "We're excited to give [Community] this unique opportunity to learn more and do more on behalf of our kids."

WHAT: [Event Name]

WHEN: [Date and Time]

WHERE: [Web or Street Address]

FEATURING: [Speakers or Unique Activities/Benefits]

INQUIRIES: [Event-related Contact Info]

To learn more about building stronger [Community] families and for more ideas on how to get involved; visit:

BULLETS

[Organization]: [Organization's Website]

Prevent Child Abuse Wisconsin: preventchildabusewi.org

Department of Children and Families: dcf.wisconsin.gov

Child Abuse and Neglect Prevention Board: preventionboard.wi.gov

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:15 and :30 Broadcasters' Live Read Scripts

Similarly, to the press release, consider utilizing PSA placements through on-air live reads. Included in this toolkit are two 15 and 30-second live read scripts that can be used for radio and local news programs. These scripts focus on the announcement of Family Strengthening Month and tie in why the 5 Strengths are important for all families in the universal prevention of child abuse and maltreatment. On the next page, we include tips for getting PSA placements for these live read scripts as well as other promotional materials included within this toolkit.

:30 Version 1

ANCR: Your child deserves a great childhood. Family Strengthening Month is the perfect time to celebrate strong Wisconsin families and grow your family strengths. Visit FiveforFamilies.org to learn about the 5 Strengths that help families support their children's growth, weather difficulties, and feel better connected. Small steps build strong families, like making time to read to your child, helping in your neighborhood, or getting together with friends. Find more strength-building tips for your family at FiveforFamilies.org.

:30 Version 2

ANCR: Parents, kids, everyone. We all need to share comfort, support, and a good laugh with others. And right now, as families across Wisconsin find themselves dealing with new challenges, Connecting With Others has never been more important. In honor of Family Strengthening Month this April, find time to reach out. Talk, text, join in, volunteer! Learn more about Connecting With Others, and all of the 5 Strengths that keep every family strong, at FiveforFamilies.org.

:15 Version 1

ANCR: Family Strengthening Month is the perfect time to grow your family strengths. Visit FiveforFamilies.org to learn about the 5 Strengths that help families support their children's growth, weather difficulties, and feel better connected. Find tips, ideas, and more at FiveforFamilies.org.

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Tips for Securing PSAs Through Traditional Media Channels

Radio/Out of Home/TV/Newspaper

In addition to the items featured above, there are a series of assets that can be used to promote the Five for Families campaign during Family Strengthening Month by using PSA placements. Given the impact of this awareness month, many media vendors offer free or heavily discounted rates for PSA spots. Utilizing relationships you may have with local media such as news, outdoor advertising, or radio, consider using the following materials to help raise awareness. These materials include:

- Billboards
- :30 produced radio spot
- :15 and :30 live read scripts
- Print Ad
- Press Release

Media partner KW2 can provide rep contacts where we have established contacts. Please email jskowron@kw2madison.com with any inquiries. Where there is no existing relationship, ask to speak with a local sales manager.

How to make the ask

Explain the goals and objectives of the Five for Families and Family Strengthening Month.

Emphasize the importance of these resources.

Ask about the station's rules about PSA advertising.

Ask the rep or local sales manager how your organization and the station can best partner together.

Share the radio spots, scripts, and billboards included in this toolkit.

Best practices

Answer emails and phone calls promptly (within 24 hours) if a station responds and expresses interest.

Provide materials in a way that makes it easy for the station, like sending scripts on letterhead, offering pre-produced spots, or recommending well-prepared interviewees.

Timing for production

Generally, allow at least 2 weeks for production.

Print Ads/Posters



Outdoor Poster



Outdoor Billboard



Content Calendar and Implementation Plan

The following calendar shows an example how you can shape your organization's promotional efforts throughout Family Strengthening Month. Providing posting schedules, follow-ups, and tips to leverage toolkit collateral into your efforts. Included in this toolkit is this sample content calendar that you can use to tailor your content needs and schedule.

Family Strengthening Month Sample Promotional Calendar

April 2023



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Post 1			Social Post 2	1
		Press Release Development & Submission			Family Strengthening Month Newsletter	
2	3 Social Post 3 Add website button Call local media stations			Social Post 4		8
9			Social Post 5		Workshop	15
			PSA Spots Run			
16		Social Post 6	Host Family Strengthening Month Event (media in attendance)	Social Post 7		22
23	Workshop		Social Post 8		Social Post 9	29
30	Social Post 10					

CURRENT DEADLINES			
DATE	TACTIC	TASK DESCRIPTION	NOTES
3/28	Social Post 1	40 Years of Prevention Board	
Week of 3/28	Press Release Development and Submission	Complete press release and submit to local media outlets	
3/31	Social Post 2	April is Family Strengthening Month	
3/31	Email Newsletter	Send out newsletter	Attach "Remembering the 5 Strengths" + "5 in 5 Challenge" PDFs
4/3	Social Post 3	Meaningful Monday	
4/3	Website Button	Add Five for Families website button to your homepage	
4/3	Call local media stations	Outreach to local TV and radio stations, as well as local newspapers and publications, to place PSA live reads	
4/6	Social Post 4	Room to Grow: Reach New Strengths	
4/7	Provide creative to stations	Live read scripts, billboards, print ads to local media partners for PSA placements, etc.	
Week of 4/10	PSA Spots Run	Live reads, newspaper ads, billboards, etc. running	
4/12	Social Post 5	Wear Blue Day	
4/14	Workshop	Parenting workshop	Provide "Remembering the 5 Strengths" + "5 in 5 Challenge" PDFs to participants
4/18	Social Post 6	Toolbox Tuesday	
4/19	Host Event	In-person event	Provide Five for Families information + promote upcoming workshop
4/20	Social Post 7	Resourceful Thursday	
4/24	Workshop	Parenting workshop	Follow up on "Remembering the 5 Strengths" + "5 in 5 Challenge" PDFs
4/26	Social Post 8	Recharge Wednesday	
4/28	Social Post 9	Feelings Friday	
5/1	Social Post 10	Room to Grow: Continue Learning	