



Marketing & Messaging Overview

SFY 2026 – 27



CHILD ABUSE & NEGLECT
Prevention Board



Five for
Families™



Prevention Board Marketing Materials

The Wisconsin Child Abuse and Neglect Prevention Board created flexible marketing materials and toolkits to support families in every community across the state. These resources are designed to meet families where they are—recognizing that every family faces moments of uncertainty and stress, but no one should have to navigate those challenges alone. By providing practical tips, positive messages, and accessible education on a variety of parenting topics, the Prevention Board aims to celebrate each family’s unique strengths and ensure families have the support they need before problems grow.

Partners are encouraged to use and customize these materials to connect families with resources, build resilience, and foster strong relationships. Every family deserves to feel supported, valued, and empowered on their parenting journey—because when families are strong, communities thrive.

To learn more about the Prevention Board’s work and available resources, visit the following sites:

preventionboard.wi.gov

fiveforfamilies.org

celebrate-children.org

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Part I: Campaigns Overview

The Prevention Board has developed a healthy library of campaign materials and messages that can promote primary prevention and family strengthening all year long. Each initiative offers flexible, ready-made materials to help partners reach specific audiences with timely supportive messages.

Triple P (Positive Parenting Program)

Learn how to handle parenting's ups and downs.

Presenting free Triple P workshops from
[The Parenting Network of Madison]

Join our next Triple P workshop:

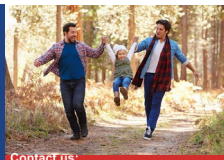
Pyramid Model for Social and Emotional Development
Monday, June 12th at 6pm

Presented by:
The Parenting Place – Madison
345 Gillette St, Ste 401
Madison, WI 53701



Triple P can help you:

- Understand the positive parenting basics
- Talk out everyday problems
- Gain insight into your child's behavior
- Learn some techniques to try at home
- Get expert, one-on-one advice

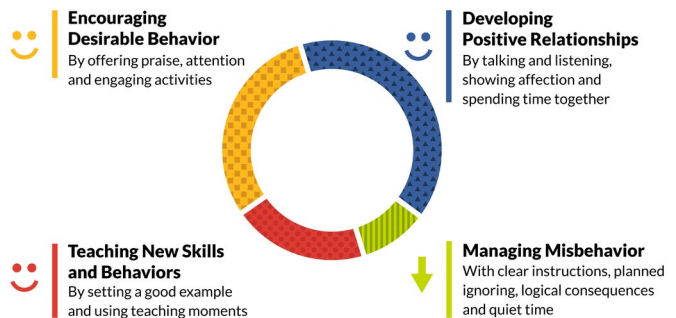


Contact us:
[608.712.6523]
[TripleP@TheParentingProject.com]
TheParentingProject.com



The Goal: more positive in your days.

Triple P is designed to help families spend more time learning and growing together, and less time dealing with stress and misbehavior. So your days can look more like this:



CAMPAIGN

Triple P gives parents practical tools to raise confident, healthy kids and build positive family relationships. Promote this program to empower families with proven strategies to prevent and manage common parenting challenges.

AUDIENCE

Parents and caregivers with children birth to 16 years old

[Learn More](#)

PRIMARY MESSAGE

Find an evidence-based parenting program that offers education to create supportive family environments.

SUMMARY OF MATERIALS

- Presentation graphics
- Flyer
- Brochure
- Website images

TIME OF YEAR

As needed

Celebrate Children's License Plate Campaign



CAMPAIGN

Celebrate Children makes it easy for everyone to show their support for Wisconsin's kids and families. By promoting and displaying the specialty plate, partners help raise vital funds to support statewide family-strengthening programs and ensure all children grow up safe and nurtured. Use this campaign toolkit to boost awareness and encourage your community to drive positive change.

AUDIENCE

Potential public and private partners of the Celebrate Children Foundation

[Learn More](#)

PRIMARY MESSAGE

Support the work of the Celebrate Children Foundation by ordering a promotional license plate.

SUMMARY OF MATERIALS

- Press release
- Social posts
- Poster
- Mailer
- Partner letter
- Bookmarks
- Brochure

TIME OF YEAR

Before Board meetings, fundraisers, or other partner events

Period of PURPLE Crying

Babies outgrow periods of intense crying, too!

UP TO SIX MONTHS



INTENSE CRYING IS NOT YOUR FAULT. AND IT'S NOT FOREVER.

Excessive, inconsolable crying may be normal during a child's first few months. This is the *Period of PURPLE Crying*, and they'll outgrow it—just like they'll outgrow shoes, onesies, diapers, and more. This can be a challenging time for parents and cause a lot of stress and frustration. While it's hard for anyone to prepare for this period, you can learn what to expect and how to cope so your baby stays safe.

Visit www.PURPLEcrying.info to learn more about the *Period of PURPLE Crying*, get common sense tips, and find helpful resources for parents.

DISCLAIMER: If you are concerned about your baby's crying or think someone has hurt your baby, please call your doctor or clinic.

The Period of **PURPLE** Crying®

EVERY WEEK A WISCONSIN BABY SUFFERS FROM ABUSIVE HEAD TRAUMA. THE #1 TRIGGER—EXCESSIVE CRYING!

IMPACT	CONSEQUENCES	COPING
1,300 babies are injured every year	25% of babies DIE	Put your baby down in a safe place
Affects 50-70% of babies	80% of babies have long-term consequences	Step away and take a moment
		Ask for help from family or friends
		Check in with your pediatrician

During the Period of PURPLE Crying, babies cry—a lot! These periods of excessive, inconsolable crying can be stressful, but this is a normal stage of healthy development. With the right tools and support, parents and caregivers can have a plan in place to keep babies safe and prevent long-term consequences.

CHILD ABUSE & NEGLECT Prevention Board

Learn more at www.PURPLEcrying.info
If you are concerned about your baby's crying or think someone has hurt your baby, please contact your doctor or clinic.

Prolonged crying is normal.



The Period of **PURPLE** Crying®

CAMPAIGN

The Period of PURPLE Crying campaign helps parents understand that all babies go through a normal stage of increased crying, usually starting around two weeks and lasting until three to four months of age. By informing parents what to expect—such as crying that peaks, comes and goes unexpectedly, and sometimes resists soothing—the campaign reassures families that this phase is temporary and not a sign of something wrong. Sharing these resources encourages parents to find healthy ways to cope with stress during this time and reminds them that it's okay to take a break, helping keep babies safe from harm.

[Learn More](#)

AUDIENCE

Parents and caregivers with children birth to 16 years old

PRIMARY MESSAGE

Understand the normal period of crying that ALL babies go through and find healthy ways to cope with feelings during this time.

SUMMARY OF MATERIALS

- Infographic
- Poster
- Brochure
- Social posts

TIME OF YEAR

As needed

Five for Families Campaign



Take a break, families

Find ideas on building a stronger family at FiveforFamilies.org.



CAMPAIGN

Five for Families is a statewide awareness campaign that highlights the five key strengths every family can use to build resilience and thrive. The campaign reminds us that all families have ups and downs, and these practical tips are for everyone to navigate stress and support each other through life's challenges. Use these resources to empower families to grow stronger together.

AUDIENCE

Parents, caregivers, friends, neighbors, and community members

[Learn More](#)

PRIMARY MESSAGE

Learn the five essential strengths that help keep families strong.

SUMMARY OF MATERIALS

- Videos
- Poster
- Graphics
- Radio
- Social posts
- Curriculum
- Swag items

TIME OF YEAR

As needed

Family Strengthening Month

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 homebound 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 Fit a good hug or snuggle 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 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 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 10 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



This April, Celebrate Your Strengths

Five for Families.org

CAMPAIGN

Family Strengthening Month, held every April, spotlights the importance of building safe, nurturing environments for children. By promoting this campaign, you help unite your community around practical ways to support families, prevent child maltreatment, and help every child thrive. Use the toolkits, share positive messages, and encourage activities—every action helps families feel supported and empowered.

AUDIENCE

Parents, caregivers, friends, neighbors, and community members

[Learn More](#)

PRIMARY MESSAGE

Promote the national awareness month (April) to build stronger families.

SUMMARY OF MATERIALS

- Outdoor board
- Bus wrap
- Poster
- Flyer
- Fact sheet
- Social posts
- Web buttons

TIME OF YEAR

February – April

Random Acts of Connection

PLAY THE RANDOM ACTS OF CONNECTION GAME!

April is Family Strengthening Month, a perfect time to try out new ways to create in-person connections that boost your family's health and wellbeing. This simple game gives you fun, random ideas for connecting with the people in your lives — strengthening relationships along the way!

Step 1: Close your eyes and point at the grid to the right to select a three-letter combination

Step 2: Got a three-letter combo? Great. Each letter represents a person, simple activity, or an act of connection. Put all 3 together and you've got a recipe for healthy relationships—and a strong family! Check each column in the table below to find your letters and see how you can create connection today.

A + F + M	D + F + N	E + F + N	B + H + K
B + J + M	A + F + O	E + H + L	C + F + L
C + G + O	E + G + K	D + J + O	A + I + M
D + J + L	B + G + N	A + G + K	C + I + O

Pro tip: Feel free to mix, match, and create your own random combinations!

Pick a Person	Choose an Activity	Add an Act of Connection
A Your kid	F Take a quick walk...	K ...while learning something new about them
B Your BFF	G Volunteer at school or faith community...	L ...while asking them about their favorite song
C Your neighbor	H Play a board game...	M ...while telling them 3 things you like about them
D A family member	I Pick up trash at a park or playground...	N ...while putting away your phone for 30 minutes
E A person you want to be your friend	J Write a thank-you note together...	O ...while asking for advice

Check out your local Family Resource Center for other great opportunities to stay connected all year long. Want more ideas for making strong connections? [Visit **fiveforfamilies.org**](https://www.visitfiveforfamilies.org)



CAMPAIGN

Random Acts of Connection encourages simple, everyday actions to build connections and reduce loneliness. Promoting these ideas helps families and communities foster stronger, healthier relationships, while research shows that even small acts of kindness and connection can boost well-being, increase happiness, and create a greater sense of belonging for everyone involved.

AUDIENCE

Parents, caregivers, friends, neighbors, and community members

PRIMARY MESSAGE

Share ideas to help build stronger in-person relationships.

SUMMARY OF MATERIALS

- Activity sheet
- Social posts
- Social cover image and frame

TIME OF YEAR

February – April

Note: materials can also be modified to be used in June for Loneliness Awareness Week.

[Learn More](#)

Room to Grow Campaign



CAMPAIGN

Room to Grow connects families with welcoming Family Resource Centers across the state, where they can access parenting support, child development resources, and build meaningful connections with other families. Use this toolkit to encourage families to find a nearby center for services that strengthen families and support healthy early development.

AUDIENCE

Parents and caregivers with children birth to 16 years old

[Learn More](#)

PRIMARY MESSAGE

Find a welcoming Family Resource Center in your area to find family strengthening services.

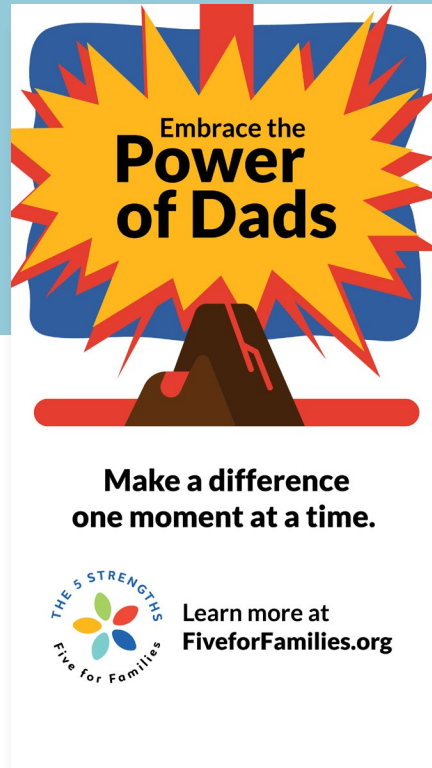
SUMMARY OF MATERIALS

- Outdoor boards
- Posters
- Social posts
- Video
- Resource library
- Web graphics
- Activity book

TIME OF YEAR

As needed

Embrace the Power of Dads



CAMPAIGN

Embrace the Power of Dads celebrates the important role fathers and father figures play in children's lives and healthy development. Sharing these messages motivates dads to get involved—whether through daily care, play, or support—because research shows that children with engaged fathers have better academic, social, and emotional outcomes. Use this campaign to encourage father involvement, strengthen family bonds, and build a more resilient community for every child.

[Learn More](#)

AUDIENCE

Parents and caregivers with children birth to 16 years old

PRIMARY MESSAGE

Learn about the unique impact dads can have when they are active and present in their kids' lives.

SUMMARY OF MATERIALS

- Videos

TIME OF YEAR

May – July, with an emphasis around Father's Day

Catching Kids Doing Good



CAMPAIGN

Catching Kids Doing Good offers strategies to help families focus on and reinforce positive behaviors in children. Promote these resources to encourage recognition of kids' strengths and build a culture of encouragement and growth.

AUDIENCE

Parents and caregivers with children birth to 16 years old

[Learn More](#)

PRIMARY MESSAGE

Find strategies to focus on and reinforce positive behaviors from kids.

SUMMARY OF MATERIALS

- Videos
- Social posts

TIME OF YEAR

As needed

Back-to-School Resilience



**To Do's?
Don't
Forget
About You**



**Deal with
the Big
Things
They Feel**

CAMPAIGN

Back-to-School Resilience equips families with practical tips to help children manage transitions, stress, and new routines as the school year begins. Promoting these resources empowers parents to strengthen relationships, support emotional well-being, and build resilience—helping kids confidently handle academic, social, and emotional challenges for a successful school year.

[Learn More](#)

AUDIENCE

Parents and caregivers with children five to 16 years old

PRIMARY MESSAGE

Help kids navigate the back-to-school transition with resilience messages.

SUMMARY OF MATERIALS

- Social posts

TIME OF YEAR

August – September

Summer & Back-to-School Readiness



MY SUMMER GRAB BADGE

About Me

My Name Is _____
I Am _____ Years Old | I Will Be In _____ Grade
My fav place to play outside _____
My nearest playground is _____
My Library is _____
My neighbors' names are _____
My school buddies' names are _____

On My Own

10-Minute Action Hero
[PASTE STAMP HERE]
Can you find things around your home to keep you interested and busy for 10 minutes at a time — no more, no less? Set a timer if you like!

Eco-Art Masterpiece Maker
[PASTE STAMP HERE]
Dig into your recycling. What can you make out of the boxes, plastic containers and junk mail? What's the biggest thing you can build? What's the smallest?

Super Sing-Songmaker
[PASTE STAMP HERE]
Rewrite the lyrics to "Row, Row, Row Your Boat" for each person in your family, changing the "Row" to their favorite activity. Plan a performance for your next meal together!

Time Capsule Commander
[PASTE STAMP HERE]
Make a summer time capsule at the beginning of the season. Write yourself a letter with favorite school memories and put it in a box with a few favorite school supplies. Just before school starts, open it up!

At My Home

Leaf-and-Twig Artist
[PASTE STAMP HERE]
Collect twigs and leaves, then bring them home. Glue them onto paper to make a picture or portrait, adding details with markers and crayons.

X-Marks-the-Pun Hunter
[PASTE STAMP HERE]
Bring a friend and small toys that you wouldn't mind giving away with each of you splitting up to hide them throughout the park. Draw treasure maps, swap, and see who can find the most goodies.

In My Neighborhood

Flashback Five Reader
[PASTE STAMP HERE]
Ask a parent or older sibling (or the librarian) what was their favorite book as your age and check it out!

Jump-Climb-Shine Superstar
[PASTE STAMP HERE]
Plan an obstacle course that uses as many playground structures as possible, and challenge a buddy to follow you all the way through. Take turns being the leader!

Round Town Explorer
[PASTE STAMP HERE]
Do this quick scavenger hunt in the blocks around your home. Can you find:
• 3 things that are your favorite color
• 3 things that start with the same letter
• 3 things that are your favorite shape
• 3 things that are your favorite color
• 3 things that are your favorite shape
• 3 things that are your favorite color

At My Library

Surprise Summer Reader
[PASTE STAMP HERE]
Before going to the library, make paper bookmarks with friendly notes and colorful drawings. Then put them in favorite books as your age and check it out!

All-Around Champ
[PASTE STAMP HERE]
Find the highest/lowest/biggest spaces in your playground. Can you climb to the highest point? Hide under the lowest? Run as fast as you can from one end to the other — and then beat your time?

CAMPAIGN

Summer and Back-to-School Readiness motivates families to keep kids connected to friends and family—not just their devices—during summer break and the back-to-school transition. Promote these tips and ideas to help families build real-life connections, encourage healthy activities, and set kids up for a successful, engaged back-to-school season.

AUDIENCE

Parents and caregivers with children five to 16 years old

[Learn More](#)

PRIMARY MESSAGE

Get tips and ideas for keeping kids connected to friends and family—and not their devices—during summer break.

SUMMARY OF MATERIALS

- Activity sheet
- Social posts
- Tip sheets

TIME OF YEAR

June – August



Part II: Messaging & Marketing Roadmap

The Prevention Board has many great marketing materials that can be shared all year long. An easy way to keep content steady and amplify reach is to promote similar organizations and other fun holidays and events. The following yearlong calendar includes examples of when to plan out posts—many of these can be planned weeks in advance and scheduled for posting, so you can set it early. Partners are encouraged to follow this schedule to ensure that materials are shared and utilized as often as possible.

Quarter 1: January – March

THEME: *Reset, Engage, and Build Resilience*

FEATURED CAMPAIGNS

- Catching Kids Doing Good (Positive behavior recognition)
- Room to Grow (Promote Family Resource Centers)
- Random Acts of Connection (Social connection and belonging)
- Five for Families (Protective factors awareness)
- Family Strengthening Month – Promo Build-Up

KEY OBSERVANCES

- January – National Mentoring Month, New Year’s Resolutions
- February – National Parent Leadership Month, Make a Friend Day (Feb 1)
- March – Social Work Month, Let’s Laugh Day (Mar 19)

CONTENT FOCUS

- Social Posts – Ready-to-schedule messages from toolkit
- Printable Flyers – For schools, clinics, libraries
- Newsletter Copy – Promote Room to Grow and community resources
- Infographics & PSAs – Support Five for Families campaign

PARTNER TIPS

- Use January to post low-lift “reset” messages (positive behaviors, local FRC reminders)
- Launch Random Acts of Connection in February to build toward April momentum
- Share stories or staff quotes during Social Work Month to humanize prevention efforts



QUARTER 1: January – March Template

THEME: *Reset, Engage, and Build Resilience*

Week	Campaign Focus	Channel	Content Type	Scheduled Date	Notes / Customization
W1 Jan	Catching Kids Doing Good	Facebook, Poster	Social Post, Flyer		Highlight back-to-routine behaviors
W2 Jan	Room to Grow	Instagram, Email	Graphic, Email Copy		Promote local FRC location or program
W3 Jan	Five for Families – Protective Factor #1	Facebook, Newsletter	Tip List, Article		Focus on Parental Resilience
W4 Jan	Random Acts of Connection (teaser)	Poster, Flyer	Print Material		Share at libraries, schools
W1 Feb	Random Acts of Connection launch	Facebook, Video	Reel or Short Video	Feb 1	Tie to “Make a Friend Day”
W2 Feb	Five for Families – Protective Factor #2	Email, Website	Blog post, Banner		Focus on Social Connections
W3 Feb	Family Strengthening Month preview	Facebook, Poster	Save the Date, Flyer		Tease April events
W4 Feb	Parent Leadership Highlight	Newsletter, Social	Story Post		Interview or spotlight a local parent leader
W1 Mar	Five for Families – Strength #3	Radio, Social	PSA, Quote Card		Tie to Social Work Month
W2 Mar	Room to Grow	Email, Flyer	Invite to Event		Include activity sheet handout
W3 Mar	Let’s Laugh Day Post	Facebook, Instagram	Uplifting Message	Mar 19	Use humor or joy-based connection message
W4 Mar	Family Strengthening Month promo	Social, Poster	Countdown Post		Final push before April

Quarter 2: April – June

THEME: Awareness, Appreciation, and Routines

FEATURED CAMPAIGNS

- Family Strengthening Month (April)
- Five for Families (Core strengths promotion)
- Triple P Parenting (Evidence-based parenting programs)
- Period of PURPLE Crying (Early parenting stress)
- Embrace the Power of Dads (Father engagement)
- Summer & Back-to-School Readiness – Early Prep

KEY OBSERVANCES

- April – Family Strengthening Month, Public Health Week, Week of the Young Child. Apr 5-11)
- May – Foster Care Month, Children’s Mental Health Awareness Day
- June – Global Day of Parents (Jun 1), National Children’s Day (Jun 9), Loneliness Awareness Week (Jun 9-15)

CONTENT FOCUS

- Outdoor Boards & Posters – Public spaces and FRCs
- Activity Sheets – Family engagement during Strengthening Month
- Videos – For PURPLE Crying and Dads campaign
- Testimonials – Caregiver stories in newsletters or social

PARTNER TIPS

- Promote “5 in 5” Challenge in April with daily posts or printables
- Honor caregivers in May via social shoutouts and thank-you content
- Use June to preview summer parenting tips (reduce screen time, reconnect routines)



QUARTER 2: April – June Template

THEME: Awareness, Appreciation, and Routines

Week	Campaign Focus	Channel	Content Type	Scheduled Date	Notes / Customization
W1 Apr	Family Strengthening Month Launch	Social, Posters	5-in-5 Graphic		Start weekday strength challenge
W2 Apr	Five for Families – Strength #4	Facebook, Story	Personal Story		Share a caregiver support system example
W3 Apr	Volunteer Week	Instagram, Newsletter	Thank You Graphic		Shout out to FRC volunteers
W4 Apr	Triple P Parenting	Email, Flyer	Service Promotion		Invite families to a program
W1 May	Celebrate Caregivers	Social, Video	Testimonial or Photo		Recognize mental load and strengths of caregivers
W2 May	PURPLE Crying Awareness	Clinic, Email	Flyer or Factsheet		Target for pediatric providers
W3 May	Power of Dads – Teaser	Poster, Email	Father’s Day Promo		Include a quote from a local dad
W4 May	Family Month Begins	Facebook	Kickoff Post		Call for shared family photos
W1 Jun	Dads Campaign Launch	Social, Blog	Video or Tips Post		Father’s Day momentum
W2 Jun	Summer Readiness Begins	Newsletter, School	Activity Sheet		Promote outdoor play + screen break
W3 Jun	Room to Grow	Website, Social	Resource Highlight		Map or directory of centers
W4 Jun	End-of-School Reflections	Email, Social	“Wins of the Year” Post		Prompt parents to reflect on growth

Quarter 3: July – September

THEME: *Connection, Resilience, and School Transitions*

FEATURED CAMPAIGNS

- Summer & Back-to-School Readiness
- Back-to-School Resilience
- Room to Grow
- Five for Families (repost/refresh)
- Triple P (reengage caregivers)

KEY OBSERVANCES

- July – Parents' Day (4th Sunday), National Play Outside Day (1st Saturday)
- August – Coloring Book Day (Aug 2), Nonprofit Day (Aug 17)
- September – Literacy Day (Sept 8), Community Service Day (Sept 21), National Diaper Need Awareness Week

CONTENT FOCUS

- Social Posts & Tip Cards – Back-to-school preparation, emotional readiness
- Activity Sheets – “My Summer Badge” and screen-free engagement
- Fact Sheets – Emotional regulation, sleep routines, connection ideas

PARTNER TIPS

- Use July to highlight connections built over summer via Room to Grow
- Share downloadable school prep sheets in early August
- Post resilience-themed reminders and checklists in early September



MAKE A BACK-TO-SCHOOL TIME CAPSULE

Help your child write themselves a letter and hide it in a box with a few fav school supplies. Then open the box together just before school starts!



QUARTER 3: July – September Template

THEME: *Connection, Resilience, and School Transitions*

Week	Campaign Focus	Channel	Content Type	Scheduled Date	Notes / Customization
W1 Jul	Summer Connections – Room to Grow	Poster, Social	Drop-In Promo		Invite to community center or event
W2 Jul	Five for Families – Midyear Boost	Email, Blog	Tip Summary		Share success or personal check-in
W3 Jul	Parents’ Day Prep	Instagram, Flyer	Shareable Graphic	Jul 28	Promote intergenerational activity ideas
W4 Jul	Summer Readiness Continues	Social, Flyer	Connection Tips		Focus on face-to-face over digital
W1 Aug	Back-to-School Resilience – Start	Facebook, Email	Countdown Message		Shift to school-focused language
W2 Aug	Activity Sheets – Transitions	Schools, FRCs	Print Handouts		Share “My Summer Badge” tools
W3 Aug	Nonprofit Day – Visibility	Facebook, LinkedIn	Org Highlight	Aug 17	Celebrate your center’s impact
W4 Aug	Triple P Refresher	Social, Website	Re-engagement Post		Encourage program sign-ups
W1 Sep	Literacy Day Tie-in	Email, Poster	Reading Promotion	Sep 8	Books that build emotional regulation
W2 Sep	Catching Kids Doing Good	School Newsletter	“Caught Being Kind” Column		Reinforce positive behavior as school starts
W3 Sep	Room to Grow	Social, Directory	Reminder Post		Point families to the nearest FRC
W4 Sep	Family Wins Recap	Instagram, Email	Story Series		Showcase quotes/photos from parents

Quarter 4: October – December

THEME: *Emotional Wellness, Gratitude, and Reflection*

FEATURED CAMPAIGNS

- Back-to-School Resilience – Wrap-Up
- Period of PURPLE Crying (Second push)
- Triple P (Reinvite families for program participation)
- Celebrate Children's License Plate (Support funding)
- Catching Kids Doing Good (Reflection + praise)

KEY OBSERVANCES

- October – Bullying Prevention Month, Make a Difference Day (4th Saturday)
- November – Adoption Month, Family Week (Week of Thanksgiving)
- December – Year-End Reflections, Giving Season

CONTENT FOCUS

- Thank-You Campaigns – Posts and videos recognizing staff, volunteers, families
- Success Stories – Local wins and family achievements
- Donation/Support Messaging – Celebrate Children license plate toolkit
- Printable Gratitude Activities – Kids and caregivers

PARTNER TIPS

- Use October to center emotional wellbeing (e.g. PURPLE Crying, resilience tools)
- Activate storytelling in November—user stories, staff reflections
- In December, highlight year-end impact, “small wins,” and look ahead to 2026



QUARTER 4: October – December Template

THEME: *Emotional Wellness, Gratitude, and Reflection*

Week	Campaign Focus	Channel	Content Type	Scheduled Date	Notes / Customization
W1 Oct	PURPLE Crying Awareness – Fall Push	Clinics, Social	Factsheet, Social		Reinforce coping tips
W2 Oct	Bullying Prevention Month	School, Facebook	Quote Card, Tip List		Focus on empathy and positive peer interactions
W3 Oct	Make a Difference Day	Instagram, Video	Volunteer Highlight	4th Saturday	Short reel or slideshow
W4 Oct	Five for Families Wrap-Up	Email, Poster	Summary or Download		End-of-year strengths reflection
W1 Nov	Celebrate Children Plate Push	Social, Email	Call to Action Post		Emphasize statewide impact
W2 Nov	Family Literacy Day	Facebook, Library	Reading Graphic	Nov 1	Booklist or read-aloud promotion
W3 Nov	Family Week	Social, Video	Family Story Feature	Thanksgiving week	Showcase togetherness + gratitude
W4 Nov	Triple P – End-of-Year Outreach	Newsletter, Poster	Enrollment Reminder		Plan for January cohort
W1 Dec	Gratitude Campaign Launch	Instagram, Poster	Thank You Graphics		Staff, families, volunteers
W2 Dec	Year-End Wins	Email, Slideshow	Impact Summary		Highlight numbers and quotes
W3 Dec	Story Round-Up	Social	“Top Moments of 2026”		Carousel or slideshow
W4 Dec	Holiday Break Connection Reminders	Social, Flyer	Repost Connection Tips		Schedule for quiet period



Part III: Follow & Share

Another great way to promote the work of the Prevention Board in an organic way is to reshare content from similar organizations. The Prevention Board follows a great list of 200 organizations on Facebook, both locally and nationally. Re-posting and tagging those organizations' content and events is a simple and effective way to build a larger reach. When those organizations' followers see the Prevention Board interacting, they may be more inclined to follow along as well—plus, the Prevention Board does not need to be generating original graphics and posts.

Strengthen Families All Year Long

The Wisconsin Child Abuse and Neglect Prevention Board supports partners, families, and communities with actionable, year-round tools and campaigns. Stay connected to maximize your impact, access the latest materials, and coordinate effectively with statewide efforts.

STAY CONNECTED

Follow us on Facebook: @preventionboard—Get campaign updates, social assets, and spotlight stories.

Subscribe to our Newsletter: Be first to receive quarterly campaign previews, toolkit updates, and partner success stories.

SIGN UP HERE

Watch and Share: Visit our YouTube channel for campaign walkthroughs, parent videos, and messaging demos.

PARTNER WITH US

- Request campaign support, training, or technical assistance.
- Submit photos or stories from your local implementation.
- Ask for co-branded templates, alternative formats, or additional translations.
- Collaborate with us on future content development, ensure materials reflect your community's voice and needs.
- For additional questions contact our Communication staff at lamia.kosovic@wisconsin.gov

Together, we build stronger, safer, more connected families—across every county, every community, all year long.

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