

Promoting the Five Strengths During Prevention 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 five 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 Prevention Month this April to help strengthen all Wisconsin families promoting Five for Families in your community. Connect families with resources and information at www.FiveForFamilies.org and providing tools that families can use to take these small but meaningful steps to implement the Five 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 promote and educate families about the Five Strengths in your community. 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
- Prevention 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 Five Strengths during the month of April.

"Remember the 5 Strengths" Digital Flyer

Remember the 5 Strengths

1 Helping Kids Understand Feelings
Social & Emotional Competence of Children
A thumb's up is a way we show emotions.

2 Parenting as Children Grow
Knowledge of Parenting & Child Development
You are your child's first and most important teacher.

3 Connecting with Others
Social Connectedness
Like your middle finger, you shouldn't stand alone.

4 Building Inner Strength
Parental Resilience
Your fourth finger represents a commitment to caring for yourself.

5 Knowing How to Find Help
Concrete Support in Times of Need
Last, but not least, ask for the help you need.

Five for Families.org

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

"5 in 5 Challenge" Digital Tip-Sheet

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

Use Child Abuse & Neglect Prevention 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 alcohol-free during meals or family time Take a class or join a club online Reach out to the homeward 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 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 clinic 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've used again and down 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

Social Post Series for Facebook

1: April is...

2: Connect With Others

3: Build Inner Strength

4: Know How to Find Help

5: Parenting As Kids Grow

6: Help Kids Understand Feelings

Social Post Series for Instagram

1: April is...

2: Connect With Others

3: Build Inner Strength

4: Know How to Find Help

5: Parenting As Kids Grow

6: Help Kids Understand Feelings

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

Partner Promo Graphic

This April, build on your family's strengths

Learn the 5 Strengths for Child Abuse & Neglect Prevention Month

Five for Families.org [Get new ideas](#)

Outdoor Billboard



Outdoor Poster



Bus King



Prevention 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 Child Abuse and Neglect Prevention Month

[Community], Wisconsin—April is Child Abuse and Neglect Prevention 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 Child Abuse and Neglect Prevention 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. Child Abuse & Neglect Prevention 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 Child Abuse & Neglect Prevention 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

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:30 Produced Radio Spots



Featured New Materials to Help During Prevention Month

In addition to existing items within the Five for Families toolkit, the Prevention Board is providing new materials to further promote the Five 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 Prevention Month help families find what works for them. This digital tip-sheet provides a list of tips and suggestions for you to practice the Five 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 Five 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 Child Abuse & Neglect Prevention 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 FPO

240x440 FPO

180x360 FPO

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

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

300x550

This April, build on your family's strengths

Learn the 5 Strengths for Child Abuse & Neglect Prevention Month

Five for Families.org Get new ideas

240x440

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180x360

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Prevention Month Social Media Posts

You have the potential to increase awareness and engagement by being more active in social media spaces throughout Prevention 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 six Five for Families social media posts for use on your organizations owned channels. These posts include graphics and copy to promote the Five Strengths throughout Prevention 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

Facebook

1: April is...

Wisconsin Child Abuse and Neglect Prevention Board
April 1st - 30th 2018

April is Child Abuse & Neglect Prevention Month! Now's the perfect time to celebrate your family's strengths! Research shows there are 5 Strengths that help families weather difficulties and better care for one another. Find tips and ideas for building on your family's strengths at FiveforFamilies.org.

This April, Celebrate Your Strengths

2: Connect With Others

Wisconsin Child Abuse and Neglect Prevention Board
April 1st - 30th 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 Child Abuse & Neglect Prevention Month. It's one of the 5 Strengths that help make all families strong. Find more helpful ideas at FiveforFamilies.org.

This April, Connect With Others

3: Build Inner Strength

Wisconsin Child Abuse and Neglect Prevention Board
April 1st - 30th 2018

Take time to recharge and manage stress in healthy ways. It is an important part of caring for your whole family. This April, celebrate Child Abuse & Neglect Prevention Month by learning ways to build your inner strength. Find useful ideas and learn about the 5 Strengths that help families thrive at FiveforFamilies.org.

This April, Build Inner Strength

4: Know How to Find Help

Wisconsin Child Abuse and Neglect Prevention Board
April 1st - 30th 2018

Where do you turn when your family needs help? Let Child Abuse & Neglect Prevention Month inspire you to expand your support system of personal and community resources. Learn about the 5 Strengths that help families thrive and why Knowing How to Find Help is so important for your family at FiveforFamilies.org.

In Friendships In Communities In Families

This April, Find New Supports

5: Parenting As Kids Grow

Wisconsin Child Abuse and Neglect Prevention Board
April 1st - 30th 2018

Kids change so much! So parents have to learn and adapt just as fast. Honor Child Abuse & Neglect Prevention Month by adding to your parenting toolkit throughout the month of April. Go to FiveforFamilies.org to get new ideas for Parenting As Children Grow and learn about the 5 Strengths that make every family stronger.

This April, Grow As a Parent

6: Help Kids Understand Feelings

Wisconsin Child Abuse and Neglect Prevention Board
April 1st - 30th 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 Child Abuse & Neglect Prevention 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

Instagram

1: April is...

Wisconsin Child Abuse and Neglect Prevention Board

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This April, Talk about Feelings

Prevention Month Press Release Template

With the buzz around Prevention Month rising in early April, it is recommended to utilize local media channels to increase awareness of the Five Strengths and promote your own effort. Included in this toolkit is a customizable press release template that you can use to promote the Five 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 Prevention Month
- Briefly describe what the Five 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 Child Abuse and Neglect Prevention Month

[Community], Wisconsin—April is Child Abuse and Neglect Prevention 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 Child Abuse and Neglect Prevention 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."

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BULLETS

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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

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

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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 Prevention Month and tie in why the Five 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. Child Abuse & Neglect Prevention 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

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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 Prevention 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 Child Abuse Prevention 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 Prevention 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.

2021 Prevention Month Sample Promotional Calendar



April 2021

SUN	MON	TUES	WED	THURS	FRI	SAT
				1 Social Post 1 Submit PR to Stations	2 Prevention Month Email Newsletter	3
4	5 Add website button Call local tv + radio stations	6	7 Social Post 2	8	9 Provide creative to station	10 Prevention Month Event
11	12	13 Social Post 3	14 Workshop	15	16	17
	PSA Spot Runs	PSA Spot Runs	PSA Spot Runs	PSA Spot Runs	PSA Spot Runs	
18	19 Social Post 4	20	21 Prevention Month Event Media in attendance	22	23 Social Post 5	24
	PSA Spot Runs	PSA Spot Runs				
25	26	27	28 Workshop	29 Social Post 6	30	

CURRENT DEADLINES			
DATE	TACTIC	TASK DESCRIPTION	NOTES
4/1/2021	Social Post 1	April is Prevention Month Social Post	Post 12:00PM - Facebook
4/1/2021	Press Release Submission	Complete press release and submit to local media outlets	
4/2/2021	Email Newsletter	Send out Newsletter attaching Remembering the Five Strengths and Challenge PDFs	Send to parent/caregiver and partners
4/5/2021	Website Button	Add Five for Families website button to homepage	
4/5/2021	Call Local Media Outlets	Outreach to local TV and Radio stations to place PSA live reads.	Consider billboard vendors
4/7/2021	Social Post 2	Connecting with Others Social Post.	Post 5:00PM - Instagram
4/9/2021	Provide Creative to Local Media Outlets	Live read scripts, billboards, print ads to local media partners for PSA placement.	
4/10/2021	Prevention Month Event	Virtual event, sending Five Strengths Challenge and Remembering the Five Strengths PDFs	
4/21-4/20	PSA Placements Run	Live reads, newspaper ads, billboards running	
4/13/2021	Social Post 3	Building Inner Strength Social Post	Post 8:00AM - Facebook
4/14/2021	Parent Workshop	Provide PDF collateral for participants	Remembering the Five Strengths + Five in Five Challenge
4/19/2021	Social Post 4	Know How To Find Help Social Post	Post 12:00PM - Instagram
4/21/2021	Prevention Month Event	Provide FFF information and PDF collateral. Promote upcoming workshop.	
4/23/2021	Social Post 5	Parenting As Kids Grow Social Post	Post 5:00PM - Facebook
4/28/2021	Workshop	Parenting workshop FFF and PDF collateral to share.	
4/29/2021	Social Post 6	Help Kids Understand Feelings Social Post	Post 8:00AM - Instagram