



Five for FamiliesSM

Public Awareness Campaign Toolkit



CHILD ABUSE & NEGLECT
Prevention Board





ABOUT THE CAMPAIGN

Five for Families is a statewide public awareness campaign developed as a universal prevention strategy by the Wisconsin Child Abuse and Neglect Prevention Board. The primary goal of the campaign is to increase knowledge of the Protective Factors Framework, an evidence-informed, strengths-based approach to child maltreatment prevention and family well-being promotion created by the [Center for the Study of Social Policy](#).

While the target audiences for the Protective Factors Framework are family support professionals and policy makers, **Five for Families** translates this framework into everyday language for parents, caregivers, friends, neighbors and community members to message the 5 essential strengths that keep every family strong.

Five for Families language was developed in partnership with parents, caregivers and family support professionals. Listed below is the campaign language in relation to the original Protective Factors Framework.

5 Strengths	Protective Factors
Helping Kids Understand Feelings	Social and Emotional Competence of Children
Parenting as Children Grow	Knowledge of Parenting and Child Development
Connecting with Others	Social Connections
Building Inner Strength	Parental Resilience
Knowing How to Find Help	Concrete Supports in Times of Need

USING THE TOOLKIT TO CONNECT WITH LOCAL EFFORTS

This toolkit was created to support partner's efforts to include **Five for Families** language and materials in their existing outreach and communication efforts related to their work with families. Here are a few key ideas to help promote the **Five for Families** campaign, but we encourage you to be creative and think of the most effective strategies for your agency and community.

- Spread the word through presentations to work-related coalitions, professional networks and associations.
- Mention the campaign to family and friends
- Write a short call to action on your own organization's website or newsletter and include a link to [FiveforFamilies.org](https://www.fiveforfamilies.org)
- Utilize your organization's website, social media channels, newsletters
- Hang up or distribute the posters and rack cards in key locations around the community
 - Libraries
 - Community Centers
 - Coffee shops
 - Schools and PTA/PTO
 - Local festivals

MESSAGING GUIDANCE

Five for Families is a strengths-based campaign that provides information about the five essential strengths that keep all families strong. When promoting or integrating **Five for Families**, we would appreciate your help in keeping the messaging positive. The main message is the 5 Strengths benefit all families and the messaging should not:

- Target only families with identified risk factors
- Include maltreatment rates
- Be a directive to families
- Include language inferring that families are weak or unsafe without the 5 Strengths

When posting about the **Five for Families** campaign on social media, consider these guidelines to create a recognizable brand easily identified by families.

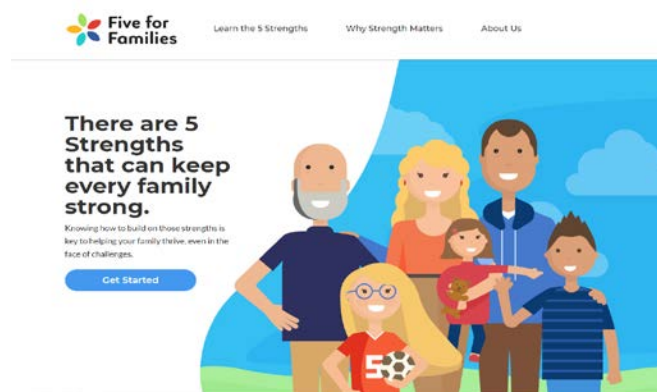
- Use the Five for Families images provided
- Direct followers to the campaign's homepage using this link: **FiveforFamilies.org**
- Increase the visibility of your post by liking and tagging the Child Abuse and Neglect Prevention Board (<https://www.facebook.com/preventionboard/>) and Celebrate Children Foundation Facebook (<https://www.facebook.com/celebratechildren/>) pages.

STATEWIDE CAMPAIGN ELEMENTS

Listed below are the multiple elements related to the **Five for Families** public awareness campaign, all of which are designed to encourage individuals to visit the campaign website, FiveforFamilies.org. The website includes information on each of the 5 Strengths and why strength matters, video testimonials from Wisconsin parents and grandparents, exercises that guide understanding and offer new ideas for building family strength, and a place to share what makes your family strong.

1. Campaign Website – FiveforFamilies.org

Available in English and Spanish



2. Poster – 8.5” x 11” and 11” x 17”

Available in English and Spanish*

Item number: FFPoster/FFPosterS (8.5x11) and FFPosterL/FFPosterLS (11x17)

Order at [Document Sales](#)



**Please contact the Prevention Board directly if you are interested in printing this poster with an alternate feature family.*

3. Hand Poster - 8.5" x 11", 11" x 17" and 18" x 24"

Available in English and Spanish

Item number: FFHand/FFHandS (8.5x11), FFHandL/FFHandLS (11x17),
FFHandXL/FFHandXLS (18x24)

Order at [Document Sales](#)



4. Rack Card – 3.5" x 8.5"

Now updated to include 7 families per pack. Available in English and Spanish

Item number: FFRckCrd/FFRckCrdS

Order at [Document Sales](#)

Learn the
5 Strengths
that keep families strong.

- Helping Kids Understand Feelings**
Showing your kids how to express and handle emotions.
- Parenting as Children Grow**
Learning skills to support your child's growth.
- Connecting with Others**
Building a network of people who care about you and your family.
- Building Inner Strength**
Staying flexible and calm during times of stress.
- Knowing How to Find Help**
Seeking support and accepting help in times of need.

To learn how to build on your family's strengths, visit:
Five for Families.org

(Front)



Learning how to build on your family's strengths can help you feel more confident, less stressed and better connected to your kids.

- The 5 Strengths encourage you to...
- Take small but significant steps
 - Involve your family and friends
 - Try new things as your needs change
 - Discover what works for your family

Five for Families.org

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(Samples of Backs)

4. Bookmarks – 2.75" x 8.5"

3 families per pack, double-sided English and Spanish

Item number: FFBkMks

Order at [Document Sales](#)



5. Five for Families Magnetic Clips - 2.0" W x 3.0" H x 1.5"

Item number: FFClips

Order at [Document Sales](#)



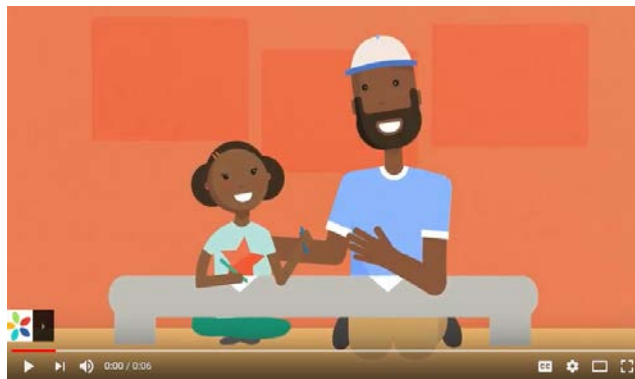
6. Five for Families Pen

Item number: FFPens

Order at [Document Sales](#)



7. Promotional Videos



:06 second spots

[Every Family Is Strong](#)

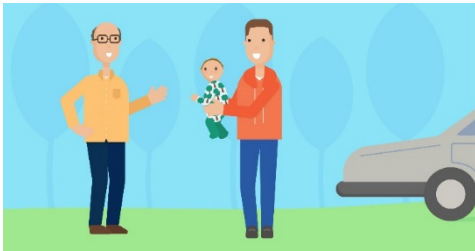
[Help Your Family Grow Stronger](#)

[Five to Thrive](#)

:30 second spot

[The Five Strengths](#)

8. Social Media Images



9. Website Widgets



300 x 550



240 x 440



180 x 360

Embed Widget Codes:

300 x 550 pixels code:

```
<a href="https://fiveforfamilies.org/" target="_blank"></a>
```

240 x 440 pixels code:

```
<a href="https://fiveforfamilies.org/" target="_blank"></a>
```

180 x 360 pixels code:

```
<a href="https://fiveforfamilies.org/" target="_blank"></a>
```

Instructions to add Five for Families Widget:

- a. Determine the appropriate widget size.
- b. Highlight the embed code for the selected size, then copy it into clipboard. On Windows, press Control + C. On Mac, press Command + C. Or, right click on your selection and choose 'Copy'.
- c. Widgets are embedded the same way as an image or video in most content management systems. Note: Every content management system is different, and this process can vary slightly.
- d. Paste the embed code snippet copied into the HTML viewer or text tab. Then click 'OK' or 'Save.' Do not paste it within another snippet of code, this will cause errors on the webpage.
- e. After step D is completed the Five for Families widget will be embedded on the website. Users will now be able to click the widget and be directed to the Five for Families website.

10. Sample Press Release or Newsletter Article

Five for Families Campaign to Strengthen Wisconsin Families

The Wisconsin Child Abuse and Neglect Prevention Board is launching the Five for Families campaign that features an interactive website, www.FiveforFamilies.org, to spread the word about the five essential strengths that keep every family strong.

The Five Strengths were identified by the Center for the Study of Social Policy, a national child and family public policy and research organization, as part of their Strengthening Families Protective Factors Framework™. Learning how to build on the Five Strengths can help parents feel more confident, less stressed and better connected to their kids.

The Five Strengths are:

- Helping Kids Understand Feelings
- Parenting as Children Grow
- Connecting with Others
- Building Inner Strength
- Knowing How to Find Help

“All families benefit from the Five Strengths. When these factors are present, research tells us that they support the optimal development of children and reduce the likelihood of child abuse and neglect,” states Child Abuse and Neglect Prevention Board’s Executive Director, [**NAME OF EXECUTIVE DIRECTOR**].

At the website, www.FiveforFamilies.org, parents can access information and everyday ideas to help identify and build upon their family strengths. The site features interviews with Wisconsin parents and grandparents sharing their understanding of the Five Strengths and how focusing on these strengths has benefitted their families. The website highlights the role extended family, friends, neighbors and the broader community play in building strength.

Parents, caregivers and professionals working with families were key partners in developing Five for Families. “The Five Strengths help me focus on the positives within families,” states [**NAME, TITLE AND ORGANIZATION**]. “FiveforFamilies.org is a resource for strengths-based information and strategies that I can share with families to help them discover how they are strong and how to build on their strengths.”

The vision of the Wisconsin Child Abuse and Neglect Prevention Board is that every child in Wisconsin grows up in a safe, stable and nurturing environment. For over thirty years, the Board has advocated for policy changes needed for state programs, statutes, policies and budgets to strengthen families, reduce child abuse and neglect, and improve coordination among state agencies providing prevention services.

If you would like more information about the Five for Families campaign or programs offered at [**ORGANIZATION**], please contact [**NAME, PHONE NUMBER AND EMAIL**]

LIMITED PAID MEDIA CAMPAIGN ELEMENTS

To launch the first year of **Five for Families**, the Prevention Board utilized paid media to increase the reach of the campaign in a limited number of communities. If your organization has available funding or access to no-cost media placement in your community and would like to use the materials below, please contact preventionboard@wi.gov for more information.

11. Print Ads – 6.5” x 9.5” and 7.0” x 9.0”



12. Cinema Video Ads – :30 Spot



13. Billboards – 14’x48’, 10’5”x 22’8” and 7’6” X 20”



14. Bus Wrap: 30” x 144”



BRANDING GUIDELINES



Logos Usage

- Always use the full-color logo against a white background
- Always use the appropriate version of the logo (print vs. web)
- Don't use a black and white version of the logo if possible
- Don't use the logo in any other color combination than identified in this document
- Don't stretch, rotate, or distort the logo
- Don't use the logo at less than 100% opacity or tints/screens of color
- Don't change the typography next to the logo mark
- Don't rotate the **Five for Families** mark. The red and blue colors should always be next to the **Five for Families** name or associated content
- If the logo will be blown up large-scale, please send printer the svg logo file to ensure crispness

When the **Five for Families** logo shares space with local, county, state or national partners, balance the logos within the space and use sufficient white space between and around the logos.



Questions

Please contact us at PreventionBoard@wi.gov with any questions.

**Thank you for helping spread the word about
Five for Families!**