

## 2018 MilParent Power Messaging

The MilParent Power campaign is designed to help military families build their family readiness and resilience, while supporting them in efforts to up their parenting game with easy tips, reminders and resources. Military OneSource understands being an even better parent helps in both family life and military career. If you are interested in sharing MilParent Power resources for your community, please reference these messaging guidelines:

**AIM:** Strengthen and Support Parents and Families to Prevent Child Abuse and Neglect

**THEME:** Strong Communities Strengthen Families

**TAGLINE:** Strong Communities Strengthen Families: Be Informed, Be Attentive, Be Supportive

**KEY MESSAGES:**

- Be informed: Stay a step ahead, build your parenting skills
- Be attentive: Consistent care and supervision help kids thrive
- Be supportive: Caring words and small actions make a big difference

**TARGET AUDIENCES:** Young families, military leaders at all levels, community members

**IMAGES:** Use images that are positive, strength-based, supportive, diverse, timely (e.g., technology impact), and encourage community support (everyday heroes, caring adults) for children and families.

**SAMPLE MESSAGES:**

- Take good care of yourself — your health and well-being directly affect those you hold most dear.
- Protective factors are conditions in families and communities that, when present, increase the health and well-being of children and families. Learn about the protective factors to promote strength and resilience, help reduce stress and prevent abuse.
- Learning more about child development, resources and coping strategies will help you be the best parent you can be.
- Parenting isn't easy — and every parent needs help sometimes. Check out MilParent Power for information and support at every stage of your family's growth.
- You're not alone. You are part of a community of support and you can take advantage of MilParent Power resources to relieve stress and increase enjoyment of family life.
- Caring adults taking small actions for kids promote the quality of life in military communities.