

2019 MilParent Power Messaging

The Child Abuse Prevention Campaign aligns with National Child Abuse Prevention Month and recognizes the importance of families and communities working together to prevent child abuse and neglect and to promote the social and emotional well-being of children and families. During the month of April, and throughout the year, communities are encouraged to increase awareness and provide education and support to families through resources and strategies to prevent child abuse and neglect.

The MilParent Power platform will continue to serve as an enduring, year-round campaign to promote positive parenting for the larger military community. The MilParent Power campaign is designed to help military families strengthen their readiness and resilience, while supporting them in efforts to improve their parenting with easy tips, reminders and resources. This year's campaign will also help to increase awareness of relevant risk and protective factors and shed light to everyday actions that can put children at risk of accidental harm.

Military OneSource understands being the best parent possible helps in both family life and military career. If you are interested in sharing MilParent Power resources for your community and promoting meaningful actions toward shared community responsibility for the well-being of children, please reference these messaging guidelines:

THEME: MilParent Power

TAGLINE: Together, we keep kids healthy and safe.

PRIORITIES:

- Promote positive parenting; do not use “abuse” except to refer to the month
- Focus on everyday actions that can put children at risk of accidental harm
- Promote community shared responsibility for fostering healthy children

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

KEY MESSAGE: We all have a role to play in fostering healthy children.

SUPPORTING MESSAGES:

- Engage, improve your skills, take care of yourself and ask for help that is all around you. It's okay to ask for support.
- MilParent Power is here for you.
- Keep kids safe and supervised.
- Small but significant changes in everyday actions can build your family's strength.

- Knowing the importance of safe sleep and age appropriate discipline can help keep our community safe.
- Recognize when others are struggling and reach out to help and support others
 - For example, students with sudden lowered academic performance may be facing issues at home.
- If you see something that concerns you, contact the Family Advocacy Program.
- Together we support National Child Abuse Prevention Month in April.

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