



Family Thrive Action Guide

This guide can be used by individuals, organizations and communities to promote protective factors for all families and youth



Family Thrive Action Guide Index

The overarching goal of the Family Thrive framework is to achieve positive outcomes by mitigating risk and enhancing healthy development and well-being of children and youth. The guiding premises (page 7) provide the foundation for **Kentucky Strengthening Families** (KYSF) and **Kentucky Youth Thrive** (KYYT). This approach can be used in any setting serving families, youth and children typically without making huge changes in daily practice.

Programs and communities seeking to align their practice with KYSF/KYYT will find concrete action steps within this guide. Kentucky families and youth helped co-author the guide's content through one-on-one focus groups; however, we highly recommend you directly seek additional ideas from the families, youth and children you serve. Have them get creative with ideas that will help to incorporate the protective factors and lead the process.

This guide is a resource for both frameworks to promote protective factors for all families and youth, and it is divided into 10 color-coded sections as noted below:

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youth thrive

The resources mentioned in this guide contain products or services offered by outside sites or organizations sponsoring the sites. The reference to these resources does not constitute or imply the endorsement of such.

For more information and resources for Kentucky Strengthening Families and Youth Thrive, visit <http://bit.ly/kentuckystrengtheningfamilies>



What do we mean by ACEs?

Adverse Childhood Experience (ACE) is a research study conducted by the Centers for Disease Control and Prevention and Kaiser Permanente to look at how childhood events impact us over time. ACEs are a list of events that have been demonstrated to have lasting effects, both physically and emotionally. Some of these events may seem small, while others more severe, but all may impact us. The response to traumatic events and experiences vary among people, as trauma is individualized. Only an individual truly understands the full impact of an experience and how it affects his/her daily life.

Adverse Childhood Experiences can include:

- Emotional abuse
- Physical abuse
- Sexual abuse
- Physical neglect
- Emotional neglect
- Mother treated violently
- Household substance abuse
- Household mental illness
- Incarcerated household member
- Parental separation or divorce

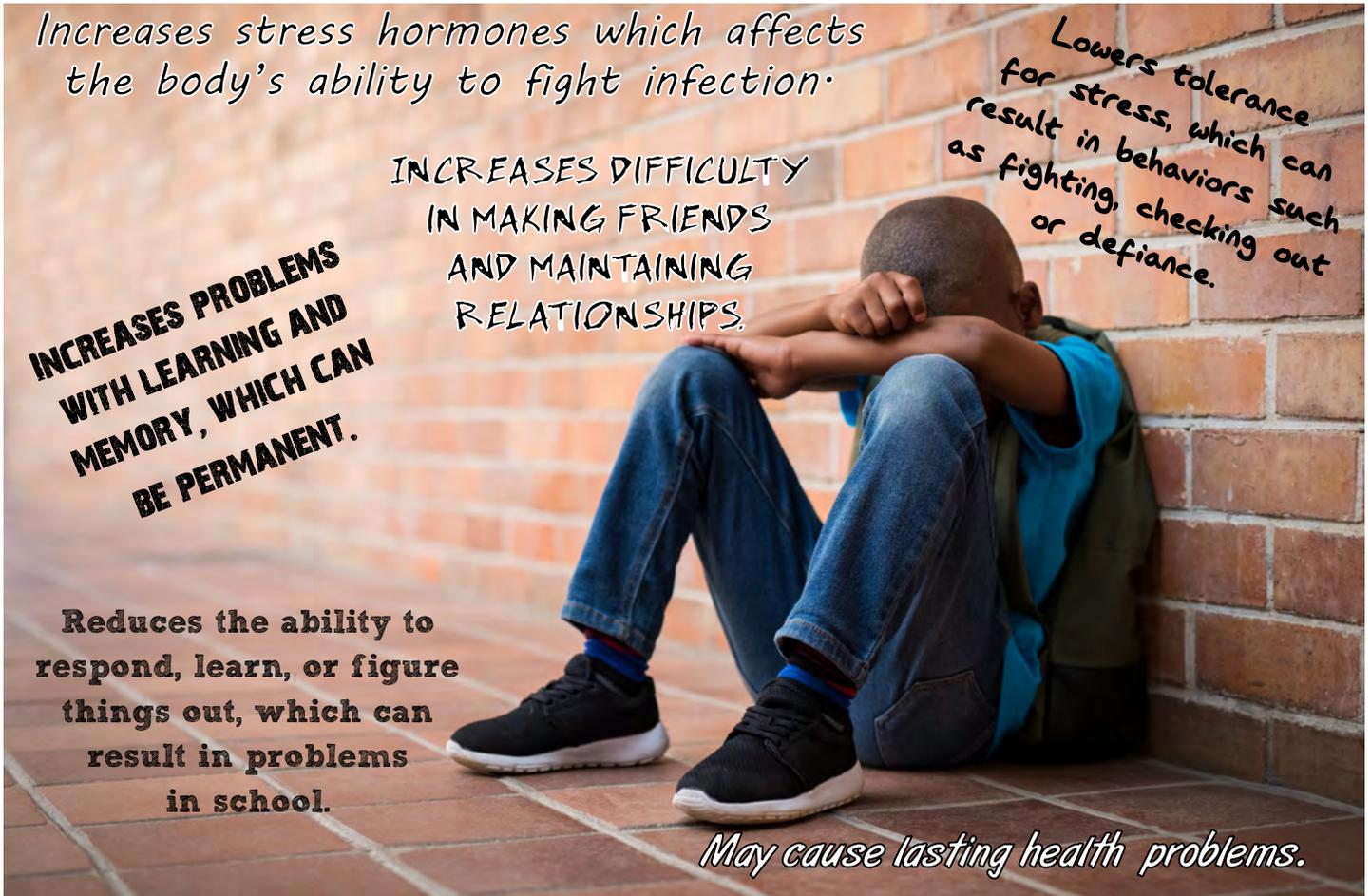
How can programs use this guide to help children?

Research about the lifelong impact of ACEs underscores the urgency of prevention activities to protect children from these and other early traumas. When children do experience trauma, understanding the impact of ACEs can lead to more trauma-informed interventions that help to mitigate negative outcomes. Many communities are now exploring how a focus on reducing ACEs can help prevent child maltreatment, produce healthier outcomes for children and families, and save costs down the road.

Source: **CSSP Protective Factor Action Sheets** www.cssp.org/reform/strengtheningfamilies. "Building Community and Hope 2018 Prevention Resource Guide" <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/> (June 2018).
Kentucky Department for Public Health Adverse Childhood Experiences Brief (December 2016).

How Do ACEs Affect Health?

Through stress. Frequent or prolonged exposure to ACEs can create toxic stress which can damage the developing brain of a child and affect overall health. This toxic stress may prevent a child from learning and from playing in a healthy way with other children. It can also result in long-term health problems.



A Survival Mode Response to toxic stress increases a child's heart rate, blood pressure, breathing and muscle tension. Their thinking brain is knocked offline. Self-protection is their priority. In other words:

"I can't hear you! I can't respond to you! I am just trying to be safe!"

Protective Factors Trump ACEs



The good news is protective factors can bring back health and hope!

According to the Center for Community Based Child Abuse Prevention (CBCAP), protective factors are conditions in families and communities that, when present, increase the health and well-being of children and families, and buffer against toxic stress related to ACEs. Protective factors are positive attributes that strengthen all families and that families themselves often want to build upon. Focusing on promoting protective factors rather than an approach that focuses on reducing risk factors (ACEs) may encourage parents to feel more comfortable seeking out extra support, help service providers develop positive relationships with families, and help families build and draw on natural support networks within their family and community (CBCAP, 2012).

All families experience times of stress, and research demonstrates that children grow and learn best in families who have the supports and skills to deal with those times. By supporting families and building their skills to cope with stressors, we can increase school readiness and reduce the likelihood abuse will occur in families. **Kentucky Strengthening Families** is using a nationally recognized strategy—Strengthening Families: A Protective Factors Framework – which is developed by the Center for the Study of Social Policy.

Prevalence of ACEs in Kentucky

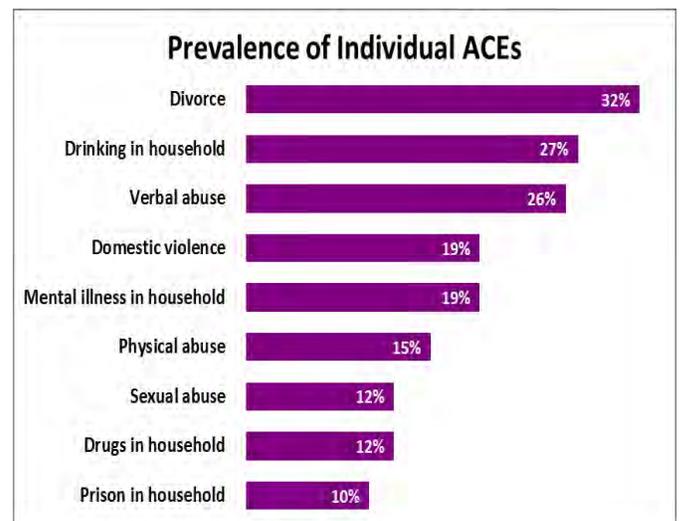


More than half (59%) of Kentucky residents have experienced at least one ACE. Of those that have experienced at least one ACE, 64% have experienced two or more ACEs.

Data from the Kentucky Behavioral Risk Factor Surveillance (KyBRFS) indicates that several Kentucky adults experienced various types of ACEs. Of those experiencing at least one ACE, 32% experienced divorce in the household; 27% experienced drinking (problem drinker or alcoholism) in the household; and 26% experienced verbal abuse. There appears to be an increase among certain behaviors/chronic conditions for those experiencing four or more ACEs compared to those experiencing no ACEs. Individuals who report having experienced five or more ACEs are at a much higher risk of having select risk behaviors and chronic conditions. Among those Kentuckians experiencing five or more ACEs compared to those with no ACEs, they are:

- Five times as likely to have an HIV test;
- Almost five times as likely to have depression;
- Over four times as likely to have poor mental health;
- Almost four times as likely to be a current smoker; and
- Almost two and a half times as likely to have asthma.

The data supports addressing ACEs by individuals, programs and communities. A better understanding of the adverse events experienced by an individual during childhood could provide insight into their physical and mental health status as an adult. All families experience times of stress, and research demonstrates that children grow and learn best in families who have the supports and skills to deal with those times. One program in Kentucky addressing ACEs is **Kentucky Strengthening Families**.





Strengthening Families and Youth

Kentucky Strengthening Families is a statewide initiative to improve healthy development and well-being of children, youth and families in their communities. The goal is for all agencies and communities to incorporate protective factors into how they work with families.

Vision

All Kentucky children are healthy, safe and prepared to succeed in school and in life through families that are resilient, supported and strengthened within their communities.

Mission

Kentucky is strengthening families by enhancing protective factors that reduce the impact of adversity and increase the well-being of children and families through family, community and state partnerships.

Protective Factors Framework

Kentucky’s Strengthening Families (KYSF) is a statewide initiative to improve outcomes for families, youth and children. Our goal is for all agencies and programs to incorporate protective factors, which are the opposite of risk factors, into how they work with families. Research suggests that families in all walks of life improve their chance for success and their ability to cope with stress when protective factors are present. KYSF is simply being intentional about what many families instinctively do.

FAMILY defined as any adult caring for a child:

- Biological parent
- Foster/adoptive parent
- Grandparent
- Other relative
- Self-defined family member
- Educator
- Child care provider
- Friend or neighbor

YOUTH defined as:

- *Youth and adolescent* refers to puberty through emerging adulthood
- *Young person and young people* refers to the whole range of development from birth through age 25-30
- *Transition age youth* refers to emerging adult and anyone younger than 30





Strengthening Families and Youth

The **Kentucky Strengthening Families (KYSF)** and **Kentucky Youth Thrive (KYT)** frameworks use the latest science to build protective factors that promote well-being in families and youth across the lifespan. KYSF focuses on families with young children (prenatal—elementary) and KYT focuses on youth (adolescent-transitional age youth/young adult). This illustration displays the continuum across the lifespan.



Kentucky Strengthening Families builds the foundation for ALL Kentucky children to be healthy, safe and prepared to succeed in school and in life through families that are resilient, supported and strengthened within their communities.



When children are young their early experiences are important. Families help children thrive by building protective factors as a pathway to children’s well-being.



When children grow into adolescents, their own sense of self and experiences in family, peer, school and community contexts are very important. The protective factors promote well-being and ensure that youth receive the supports, opportunities and experience necessary to thrive as they transition to adulthood.



The vision of **Kentucky Youth Thrive** is to increase the likelihood that ALL youth, including those in systems, are supported in ways that advance healthy development and well-being and reduce the impact of negative life experiences.

Possible Activity: Questions to ask your agency or program about the continuum

1. How does your current practice build protective factors across the continuum?
2. What ways can you have a stronger two-generational approach?
3. How does your work support healthy transitions (pre-K to first grade; youth to parent)?
4. How can you assist youth in building protective factors that they will utilize as they transition into parents?

What Are Guiding Premises?

Families and young people are best supported by child and youth care practitioners who understand and recognize the importance of self-awareness and self-care in their own professional practice. These guiding premises are the foundation for **Kentucky Strengthening Families** (prenatal-elementary) and **Kentucky Youth Thrive** (adolescent-transition age youth). Use the “Taking Premises to Promises” activity in the Resources section (page 47) for an activity to incorporate the premises into your practice.

Premise #3

People are best supported by providers who understand that **attachments, connections and relationships** are a primary source of growth and learning. It is in relationships and through our use of relationships that we learn and grow.

Relationships

Premise #4

People are best supported by providers who understand the role of **race, racism and bias**, and the ways in which race, other identities, **privilege** and **power** shape families as well as service providers.

Race,
Privilege
& Power

Premise #2

People are best supported by service providers who focus on assets and use **strength-based, family and youth-driven** approaches. Being strength-based means we recognize the things that are going “well” and work to build on them.

Strength
Based

Premise #5

People are best supported by service providers who understand the need to use **trauma-informed** practice methods. Trauma response focuses on building resiliency.

Trauma
Informed

Premise #1

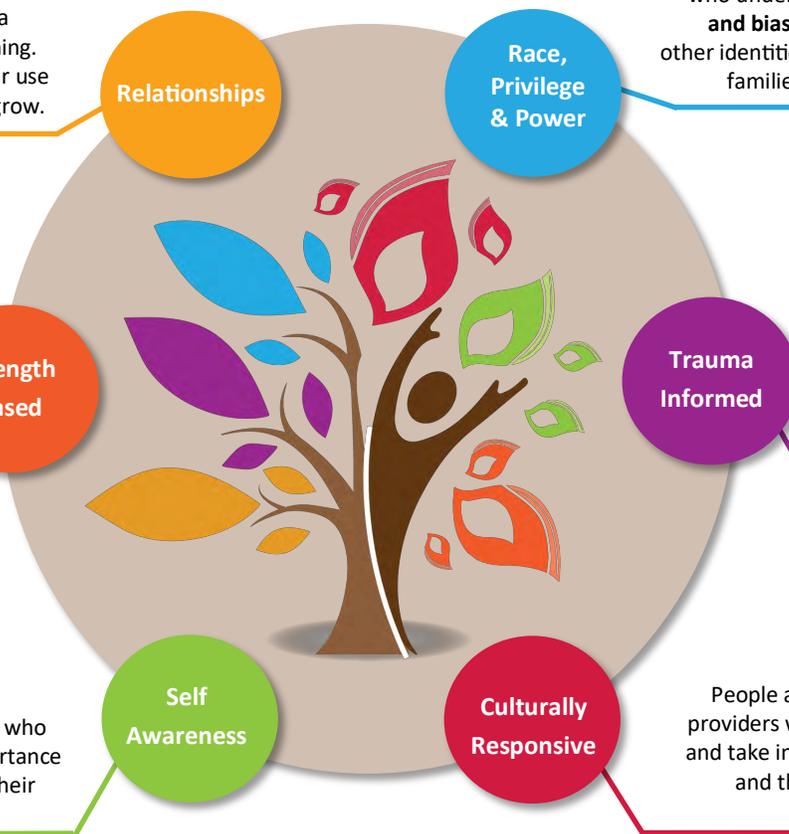
People are best supported by those who understand and recognize the importance of **self-awareness** and **self-care** in their own practice.

Self
Awareness

Premise #6

People are best supported by service providers who are **culturally responsive** and take into account their own culture and the **culture of the families and communities they serve**.

Culturally
Responsive



Possible Activity: Questions to ask your agency or program about each of the six premises

1. What ways do you agree with this premise?
2. What ways do you disagree with this premise?
3. How does your current practice support this premise?
4. What are examples of this premise in practice at your agency (what do you see, hear, feel in your agency)?
5. How could your work have a greater impact by adopting this premise?

Common Language

One of the goals for **Kentucky Strengthening Families (KYSF)** is for programs, agencies and communities to use a common language. Below are some key definitions and a shift in service language:

Definitions

- **Strength-Based:** Approaches concentrate on the inherent strengths of individuals, families, groups and organizations, deploying personal strengths to aid recovery and empowerment.
- **Family-Driven:** Families have a primary decision making role in the care of their own children as well as the policies and procedures governing care for all children in their community, state, tribe, territory and nation. Families serve at every level within all systems:
 - ◆ **Individual Level:** Setting goals for family/child and choosing services and supports for family/child.
 - ◆ **Program Level:** Designing and implementing programs and monitoring outcomes.
 - ◆ **System Level:** Participating on boards and helping to make decisions about how the agency will affect children and families.
- **Youth-Driven:** Youth-driven means that youth have a say in the programs that help them and that the needs and preferences of youth drive the policy and financing decisions that affect them.
- **Protective Factors:** Conditions or attributes of individuals, families and communities, or the larger society that reduce or eliminate risk and promote healthy development and well-being of children and families.
- **Risk Factors:** Something that increases risk or susceptibility.
- **Three Kinds of Stress:** It's important to distinguish among three kinds of responses to stress: positive, tolerable and toxic. As described below, these three terms refer to the stress response systems' effects on the body, not to the stressful event or experience itself:
 - ◆ **Positive Stress:** A normal and essential part of healthy development, characterized by brief increases in heart rate and mild elevations in hormone levels (i.e. studying for an exam, preparing for a meeting/presentation).
 - ◆ **Tolerable Stress:** Events which are hurtful/painful but are able to be worked through either by self-regulation/soothing, a caring individual or KYSF Protective Factors (i.e. death of a loved one, natural disaster, community crisis).
 - ◆ **Toxic Stress:** Events which occur often, or for long periods of time, that change our stress response system and/or brain development and functioning (i.e. Interpersonal violence, abuse, neglect).

Common Service Delivery Models	➔	A Strengthening Families Approach to Service
At Risk Families	➔	ALL Families
Risk Factors	➔	Protective Factors
Deficit-Based	➔	Strength-Based
Family Inadequacies	➔	Skill Building
Prevention	➔	Promotion of Strong Families and Healthy Development
"Here's what we have to offer you because this is what we	➔	"What can I do to support you?" "What do you need from me?"
"What's wrong?"	➔	"What's going well for you?"
"I can fix this for you"	➔	"You can do it - I can help."

Protective Factors

Kentucky Strengthening Families	Kentucky Youth Thrive
<p style="text-align: center;"><u>Parental Resilience</u> <i>Families bounce back</i></p> <p>Managing stress and getting through it when faced with challenges, adversity and trauma.</p>	<p style="text-align: center;"><u>Youth Resilience</u> <i>Youth bounce back when life gives them challenges</i></p> <p>Managing stress and functioning well when faced with stressors, challenges or adversity. The outcome is personal growth and positive change.</p>
<p style="text-align: center;"><u>Social Connections</u> <i>Families have friends they can count on</i></p> <p>Having positive relationships that provide emotional, informational and spiritual support.</p>	<p style="text-align: center;"><u>Social Connections</u> <i>Youth have genuine connections with others</i></p> <p>Having healthy and supportive relationships. Young people have opportunities in school, community and family for positive connections.</p>
<p style="text-align: center;"><u>Knowledge of Child Development</u> <i>Families learn how their children grow and develop</i></p> <p>Understanding child development and parenting strategies that advance physical, cognitive, language, social and emotional development.</p>	<p style="text-align: center;"><u>Knowledge of Adolescent Development</u> <i>Youth understand the science of their development</i></p> <p>Understanding one's behavior and stage of maturity both physically and mentally. Having an understanding of brain development and the impact trauma can have on the developing brain.</p>
<p style="text-align: center;"><u>Concrete Support in Times of Need</u> <i>Families get assistance to meet basic needs</i></p> <p>Access to resources that address a family's basic needs and minimize stress caused by challenges.</p>	<p style="text-align: center;"><u>Concrete Support in Times of Need</u> <i>Youth find resources and support in their community that helps them</i></p> <p>Having the opportunity for skill building through assistance. Young people feel supported in accessing resources and asking for help.</p>
<p style="text-align: center;"><u>Social and Emotional Competence of Children</u> <i>Families teach children how to have healthy relationships</i></p> <p>Family and child interactions that help children develop the ability to recognize, communicate and regulate their emotions.</p>	<p style="text-align: center;"><u>Cognitive and Social-Emotional Competence</u> <i>Youth know how to communicate their thoughts and feelings effectively</i></p> <p>Understanding the importance of asking for help and advocating for oneself; receiving quality services designed to preserve youth's dignity, providing opportunities for skill development; and promoting healthy development.</p>
<p style="text-align: center;"><u>Nurturing and Attachment</u> <i>Families ensure children feel loved and safe</i></p> <p>A child's early experience of being nurtured and developing a bond with a caring adult.</p>	<p style="text-align: center;"><u>Note: Youth Thrive Has Five Protective Factors</u></p> <p>Research shows that infants and toddlers who receive affection and nurturing from their families have the best chance of healthy development throughout their life.</p>

Implementing Protective Factors Frameworks



Implementing **Kentucky Strengthening Families (KYSF)** and/or **Kentucky Youth Thrive (KYYT)** frameworks involves more than changes to individual practice. Programs, policies and systems also must adapt in order to create capacity and support for individual workers to take on these frameworks. Here is a guide for implementation (NOTE: see the Marketing Section on page 34 or find resources at <http://bit.ly/kentuckystrengtheningfamilies>):

Step 1

Building Partnerships: When the community works together, families feel supported and are better able to care for their children. Incorporate the “KYSF Starter Kit PowerPoint” (online) or “6 Premises Activity” (page 7) into your next staff/stakeholder meeting.

Step 2

Planning and Research: This step is often overlooked but it is crucial. Utilize the “KYSF Across the Continuum” Training to understand how these frameworks support families across the lifespan. Complete the KYSF Readiness Checklist (pages 50-51) with your group.

Step 3

Developing Marketing Plan: A marketing plan provides a roadmap for the project and helps keeps you on track. This guide provides you with tools to get started. See the Marketing Section for more information (begins on page 34).

Step 4

Promoting Initiative: This step is the fun step but it also is important that you remain consistent with your promotion strategy. You may need to have different promotions to reach different groups. See pages 38-39 for strategies you can use.

Step 5

Hosting Events: Events are a great way to get interaction with families/youth and have them connect with each other. Consider hosting a Parent/Youth Café training for your partnership. See page 46 in the Resources section for more information.

Step 6

Evaluating Your Efforts: Your plan should be a living, breathing document that is revised if you find your efforts not working. The data from your evaluation can assist in making significant changes in your programs, policies and systems.

Let's get started learning more about the frameworks!!



What do we mean by Resilience?

Everyone experiences stress from time-to-time. Thus, resilience is a process that everyone needs in order to manage stressful situations and helps ensure that they and their families are on trajectory of healthy, positive outcomes.

Kentucky Strengthening Families	Kentucky Youth Thrive
<p><i>Parental Resilience: Families bounce back</i></p> <p>Managing stress and getting through it when faced with challenges, adversity and trauma.</p>	<p><i>Youth Resilience: Youth bounce back when life gives them challenges</i></p> <p>Managing stress and functioning well when faced with stressors, challenges or adversity. The outcome is personal growth and positive change.</p>
<p>For example, all families experience stress from time-to-time. Thus, parental resilience is a process that all parents need in order to effectively manage stressful situations. Numerous research studies show parents can be helped to manage their reactions to their own challenges with trauma, stress and adversity. Promoting healthy family relationships increases the healthy development of their children.</p>	<p>For example, a caring and supportive school environment can promote a sense of connection and belonging and help young people become more confident to learn. Young people are able to recognize and manage their own feelings and understand the feelings of others when they feel supported. Giving a young person positive feedback, encouragement and reassurance will lead to the development of a sense of purpose and allow them to set goals for the future.</p>

Source: **CSSP Protective Factor Action Sheets** www.cssp.org/reform/strengtheningfamilies. Sheets found at <http://www.cssp.org/young-children-their-families/strengtheningfamilies/practice> and "Building Community and Hope 2018 Prevention Resource Guide" <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/> (June 2018). Youth Thrive language can be found at <https://www.cssp.org/reform/child-welfare/youth-thrive/Youth-Thrive-PPF-definitions.pdf>



Parental Resilience

What it looks like for families:

- Families exhibit strength and flexibility to general life stress.
- Families identify themselves as hopeful, optimistic and confident.
- Families have strong problem solving skills.
- Families practice regular self care to keep stress from interfering with nurturing their child.

Everyday actions for service providers:

- Honor each family's race, language, culture, history and approach to parenting.
- Encourage parents to manage stress effectively.
- Support families as decision-makers and help build decision-making and leadership skills.
- Involve families in decisions about their children and program.
- Help families understand how to buffer their child during stressful times.

Questions to ask families about Parental Resilience:

- Where does your strength come from?
- Describe how this strength helps you parent?
- What are your aspirations for yourself and family?
- How do you work through life stressors?
- In what ways does your partner, spouse or closest friend support you?
- How do you take care of yourself?



What it looks like for youth:

- Youth have a sense of independence and self-worth.
- Youth form and maintain positive, mutually respectful relationships with others.
- Youth are able to solve problems and make informed decisions.
- Youth are able to resist the effects of hardships.

Everyday actions for service providers:

- Promote the development of self-regulation, self-reflection, self-compassion and character.
- Foster a consistent relationship with a young person that offers compassion, promotes high expectations and encourages self-improvement.
- Provide opportunities for productive decision making and acceptable risks.
- Rehearse and model skills and behaviors associated with resiliency.

Questions to ask youth about Youth Resilience:

- What steps do you take to take control of your life?
- What do you do to keep yourself positive?
- How do you separate fears from reality?
- Where do you get your strength from?
- What do you do in your “me” time?
- How do you express yourself?



Parental Resilience Activities

- A. Use a ball to talk about stressors in a group setting. Have stressors on the ball and bounce it from person-to-person to answer how they might be able to bounce back from that situation. Facilitator would start and model.
- B. Create a large mural using sticky notes where parents and staff can share their own self-care strategies with each other. Once complete, compile the list and distribute to staff and parents.
- C. Help parents identify their unique character strengths and how they can use them when managing stress.
- D. Help parents recognize that parenting is stressful and brainstorm ways they can be proactive by planning for future stressful events.
- E. Host a Parent Café on the topic of “Taking Care of Yourself” where parents can share challenges and successes related to juggling self-care and parenting.



Highlight simple and fun “stress-busters” each month such as relaxation techniques while driving, exercises they can do before bed to unwind, or particular scents associated with relaxation such as lavender, etc.

Youth Resilience Activities



Create welcoming safe spaces with positive messaging for young people (ex. waiting rooms, restroom stalls, cafeteria lines).

- A. Provide opportunities for healthy eating and exercise routines.
- B. Offer outdoor opportunities for young people to explore and have some down time.
- C. Model resiliency by sharing coping strategies and talking through scenarios. Give personal experiences when possible.
- D. Create positive Social Media Campaigns that engage youth.
- E. Facilitate the creation of vision boards and bucket list type activities.



What do we mean by Social Connections?

Social Connections support parents and youth in multiple ways. Parents with a network of emotionally supportive friends, family and neighbors often find that it is easier to care for their children and themselves. As children grow older, positive friendships and support from peers provide another important source of social connection.

Kentucky Strengthening Families	Kentucky Youth Thrive
<p><i>Social Connections: Families have friends they can count on</i></p> <p>Having positive relationships that provide emotional, informational and spiritual support. They feel secure and confident that they have others with who they can share the joy, pain and uncertainties that come with the parenting role.</p>	<p><i>Social Connections: Youth have genuine connections with others</i></p> <p>Having healthy, sustained relationships with people, the community and a force greater than oneself that promote a sense of trust, belonging and feeling that s/he matters.</p>
<p>Families seek timely assistance from people they have learned to count on and they feel empowered to “give back” through satisfying, mutually beneficial relationships. Constructive and supportive social connections help buffer parents from stressors and support nurturing parenting behaviors that promote secure attachments in young children.</p>	<p>In their search for identity and direction, youth need to feel connected to someone or something in order to thrive. Young people need people, inside and outside of their family, who care about them.</p>

Source: **CSSP Protective Factor Action Sheets** www.cssp.org/reform/strengtheningfamilies. Sheets found at <http://www.cssp.org/young-children-their-families/strengtheningfamilies/practice> and **“Building Community and Hope 2018 Prevention Resource Guide”** <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/> (June 2018). **Youth Thrive language** can be found at <https://www.cssp.org/reform/child-welfare/youth-thrive/Youth-Thrive-PPF-definitions.pdf>



Social Connections

What it looks like for families:

- Families maintain multiple friendships and supportive relationships with others.
- Families feel respected and appreciated in their role as parent or primary caregiver.
- Families accept help from others and give help to others.
- Families establish connections and a sense of belonging with other families.

Everyday actions for service providers:

- Help families value, build, sustain and use social connections.
- Promote engagement in the community and participation in community activities.
- Work closely with family and parent advisory groups.
- Encourage opportunities for families to meet and network with one another.

Questions to ask families about Social Connections:

- Do you have friends or family members you are close to?
- Who do you specifically call on to help you every once in a while?
- Who can you count on to advise you on issues related to the kids, finances or transportation?
- Can you turn to your social network for help in times of need (for instance, when you need help with transportation, childcare or other resources)?
- What kinds of things do you like to do for fun or just to relax? Would you be interested in meeting some other parents who have similar interests?
- What kind of support would you need to get out for an evening?



What it looks like for youth:

- Youth have emotional support from a trusted individual.
- Youth are connected to others who offer affirmation, hope and encouragement.
- Youth know and feel that the people in their life care about them.
- Youth feel respected and appreciated.

Everyday actions for service providers:

- Support decision making and affirm good problem solving skills.
- Be alert to young people who are socially isolated and engage with them or connect them to others.
- Show care and empathy for young people in your daily interactions.
- Create safe spaces for young people to connect in schools and communities.

Questions to ask youth about Social Connections:

- What builds trust?
- What kinds of support do your friends offer you?
- What makes you feel comfortable in relationships?
- How do you know when someone really cares about you?
- What do you do to build relationships?
- How safe do you feel in social situations?



Social Connections Activities

- A. Learn parents' names and greet them by name every time you see them.
- B. Conduct initial visits with families at their convenience, choice of location, and with family members of their choosing.
- C. Set aside a welcome place for families to mingle. Provide coffee, snacks and other "perks." Offer a motivational quote and/or prompt of the week to guide conversation.
- D. Create opportunities for families to plan social events that reflect their interests or culture. Offer resources to eliminate barriers such as childcare and transportation.
- E. Use name tags when bringing families together and when possible, add fun facts to help parents break the ice. Ask parent leaders to host ice breaker activities or suggest creative ways to help parents interact.
- F. Show families an example of a completed "Eco Map" that identifies formal and informal supports. Highlight supports that are helpful to them and which ones are not helpful. Have families create their own "Eco Map."



Host a Parent Café with a theme related to juggling friendships while raising small children. Utilize Parent Café questions about building positive support networks.

Youth Examples

Social Connections Activities



Host youth events that include "get to know you" ice breaker activities.

- A. Connect youth to mentors or peer specialists with similar interests.
- B. Create opportunities for young people to meet in drop in centers, after school programs and support groups.
- C. Host Youth Cafés.
- D. Connect to youth by meeting in a place of their choosing and let them lead conversation topics.
- E. Plan a scavenger hunt that involves finding out about people rather than looking for items.



What do we mean by Knowledge of Development?

Parents who understand the usual course of child and adolescent development are more likely to be able to provide their children and young adults with respectful communication, consistent rules and expectations, developmentally appropriate limits and opportunities that promote independence.

Kentucky Strengthening Families	Kentucky Youth Thrive
<p><i>Knowledge of Development: Families learn how their children grow and develop</i></p> <p>Understanding child development and parenting strategies that advance physical, cognitive, language, social and emotional development.</p>	<p><i>Knowledge of Development: Youth understand the science of their development</i></p> <p>Understanding one's behavior and stage of maturity both physically and mentally. Having an understanding of brain development and the impact trauma can have on the developing brain.</p>
<p>All parents can benefit from increasing their knowledge and understanding of child development. Developing brains need proper nutrition, regularly scheduled periods of sleep, physical activity and a variety of stimulating experiences. What parents do and how they treat children is often a reflection of the way they were parented.</p>	<p>For example, having accurate information about changes in the body and brain, can provide guidance for a healthy transition to adulthood. When we know what to expect we can provide supports to help young people take positive risks and learn from their experiences. When young people have knowledge about their development, they can adjust and accept, their ever changing body.</p>



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Knowledge of Child Development

What it looks like for families:

- Families identify realistic expectations for their child's development.
- Families possess a commitment to lifelong learning.
- Families practice positive discipline techniques to effectively manage their child's behavior.
- Families recognize and respond appropriately to their child's specific developmental needs.

Everyday actions for service providers:

- Provide information and resources on parenting and child development.
- Encourage parents to observe, ask questions, explore parenting issues and try out new strategies.
- Share observations with parents about the child's strengths and the parents' strengths.
- Make parent information available in families' home language.

Questions to ask families about Knowledge of Child Development:

- What is your child's favorite thing to do?
- What do you like about being a parent?
- How and where did you learn about parenting?
- What has been the most helpful tool or resource to you as a parent?
- How do you continue to learn about parenting skills and your child's development?
- Are there things that worry you about your child's development or behavior?



What it looks like for youth:

- Youth gain independence from parents and other adults while maintain strong connections with them.
- Youth form a unique identity based on goals and plans for the future.
- Youth make decisions about sexual behavior.
- Youth understand one’s personal developmental history and needs.

Everyday actions for service providers:

- Promote independence with supportive connections.
- Appreciate and celebrate the unique characteristics of adolescents and young adults.
- Provide accurate information on sexual health.
- View adolescents in the context of what has happened to them and respond in a helpful and supportive way.

Questions to ask youth about Knowledge of Adolescent Development :

- Who taught you how to take care of yourself?
- What’s the funniest thing that has happened to you during the physical change from childhood to becoming an adult?
- How do you deal with the safety precautions associated with sex?
- What were some of the memorable experiences from your childhood?
- What good advice have you gotten from friends or family?
- What would you like to know more about your development?



Knowledge of Child Development Activities

- A. Highlight simple, fun parenting tips each month such as positive discipline techniques for the grocery store and going out to dinner. Connect why children exhibit these behaviors and the importance of teachable moments.
- B. Display materials the organization/program uses when working with their child so families can replicate the activity at home. For example, if a clinician/teacher uses old hats, aprons and purses for a dramatic play station create a sample with a description for families. Explain why dramatic play is important for child development and how the same center can be created at home.
- C. Encourage parents to see the world from their child’s point of view. For example, you might explore a room together on hands and knees, to help the parent understand how to childproof for their toddler.
- D. Play games to learn what children can typically do at different ages during family events. Family-friendly information about developmental milestones from two months to five years can be found on the CDC website at <http://www.cdc.gov/ncbddd/actearly/milestones/index.html>.



Use child development screeners.

Youth Examples

Knowledge of Adolescent Development Activities



Create safe learning environments so that students can participate in activities in a respectful way.

- A. Show or create informational videos or social media clips about development.
- B. Have young people journal or create art on the subject-My Life (unscripted).
- C. Collaborate with partners in the community to provide informative information on sexual health and brain development.
- D. Host a Youth Café with the theme of Adolescent Development. Have participants answer questions that have an emphasis on physical and mental development.
- E. Allow young people to co-present on topics relevant to adolescents and young adults so that young people are learning from their peers.



What do we mean by Concrete Supports?

When basic needs are met, families and youth have more time and energy to devote to their children’s safety and well-being. A child or youth’s healthy development may be at risk when families don’t have basic needs.

Kentucky Strengthening Families	Kentucky Youth Thrive
<p><i>Concrete Supports: Families get their basic needs met</i></p> <p>Access to resources that address a family’s basic needs and minimize stress caused by challenges.</p>	<p><i>Concrete Supports: Youth find resources and support in their community that helps them</i></p> <p>Understanding the importance of asking for help and advocating for oneself; receiving quality services designed to preserve youth's dignity; providing opportunities for skill development; and promoting healthy development (e.g., strengths-based, trauma-informed practice).</p>
<p>Assisting families to identify, find and receive concrete supports in times of need helps to ensure the basic necessities are met. A strengths-based approach helps families feel valued because they are acknowledged as knowledgeable and competent.</p>	<p>When young people feel supported in accessing resources and asking for help they can often overcome stressful situations easier. Assisting young people to communicate their needs allows them to feel more confident to seek out support. Stigma and embarrassment often prevents young people from reaching out to others.</p>

Source: **CSSP Protective Factor Action Sheets** www.cssp.org/reform/strengtheningfamilies. Sheets found at <http://www.cssp.org/young-children-their-families/strengtheningfamilies/practice> and **“Building Community and Hope 2018 Prevention Resource Guide”** <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/> (June 2018). **Youth Thrive language** can be found at <https://www.cssp.org/reform/child-welfare/youth-thrive/Youth-Thrive-PPF-definitions.pdf>



Concrete Supports in Times of Need

What it looks like for families:

- Families have the resources to meet their basic needs.
- Families feel safe in their community.
- Families know how to have information and connections to services in their community.
- Families feel supported and valued when reaching out for help.

Everyday actions for service providers:

- Respond immediately when families are in crises.
- Provide information and connections to services in the community.
- Help families to develop skills and tools they need to identify their needs and connect to supports.
- Build relationships with families so they feel comfortable sharing challenges.

Questions to ask families about Concrete Supports in Times of Need:

- What is your greatest need now? How have you dealt with the problem in the past?
- Did you successfully find help needed from local resources?
- What local resources or groups have you worked with in the past?
- How easy/difficult was it to access local resources?
- What has held you back from having access to services in the past?
- Who can you count on to help you with the kids, finances or transportation?



What it looks like for youth:

- Youth have trusting relationships with service providers, family, friends and community members, who are willing to help them with resources and who make them feel physically and emotionally safe.
- Youth are able to speak up for themselves and seek help when needed.
- Youth understand their rights as a young person and are able to navigate through service systems.
- Youth begin to identify and find the basic necessities everyone deserves to have in order to grow (healthy food, clean clothes, medical and mental health services).

Everyday actions for service providers:

- Build genuine, trusting relationships with the youth you serve.
- Educate young people on their rights and responsibilities.
- Share that it is okay to ask for help.
- Acknowledge and celebrate when young people successfully use critical thinking and problem solving skills.

Questions to ask youth about Concrete Supports in Times of Need:

- What do you need help with that is kind of hard to admit?
- Besides friends and family, who supports you and how do they make a difference?
- How bad does it have to be for you to ask for help?
- In your experience what are some good things that have come out of hard times?
- What makes a service provider really good?
- How do you stretch a dollar to make it last?



Concrete Supports Activities

- A. Encourage the parent to share any positive contacts they have had with community services to help build their confidence in being their own advocate for meeting family's basic needs.
- B. Listen to families in order to link services based on the family's wishes and their communicated needs. For example, if family is interested in housing assistance and your agency does not provide, do not dismiss this need but try to link them to the appropriate service.
- C. Learn about new providers before you refer or transition families to new services. Be sure to "talk-up" referrals so the transition is more personal.
- D. Explore whether there is any stigma associated with some services.
- E. Create a confidential and easy process for requesting help or supports. For example, have the payment drop-box double as the request for concrete support drop-box.



Offer opportunities for parents to share resources and supports with each other. For example, designate a bulletin board as a "Give & Get Board" where parents can ask questions or ask for a need (example child's coat) and other parents can respond.

Youth Examples

Concrete Supports Activities



Connect young people to peer mentors.

- A. Host a Reality Store® program in your school or community, to help all students learn basic skills in financial planning, goal setting, and decision making.
- B. Create a list of resources or items that you are available to help with and have young people select items they could benefit from.
- C. Have youth develop a vision board that includes strategies to reach goals.
- D. Research helpful apps and share them with youth.
- E. Be available to text or message instead of leaving voicemails or sending emails.



What do we mean by Social and Emotional Competence?

Parents support healthy social and emotional development in children when they model how to express and communicate emotions effectively, self-regulate and make friends. A child's social and emotional competence is crucial to sound relationships with family, adults and peers.

Kentucky Strengthening Families	Kentucky Youth Thrive
<p><i>Social and Emotional Competence: Families teach children how to have healthy relationships</i></p> <p>Family and child interactions help children develop the ability to recognize, communicate and regulate their emotions.</p>	<p><i>Cognitive and Social-Emotional Competence: Youth know how to communicate their thoughts and feelings effectively</i></p> <p>Acquire skills and attitudes that are essential for forming an independent identity and having a productive, responsible and satisfying adulthood (e.g., self-regulation, executive functioning and character strengths).</p>
<p>In recent years a growing body of research has demonstrated the strong link between young children's social-emotional competence and their cognitive development, language skills, mental health and school success. Numerous research studies show that a relationship with a consistent, caring and attuned adult who actively promotes the development of these dimensions is essential for healthy social-emotional outcomes in young children.</p>	<p>For example, the primary role of adolescents is that of a student. Within a nurturing and responsive family, school and community young people are afforded opportunities to explore their interests, gender, culture and spirituality. There are active forms of learning that involve practice and feedback.</p>

Source: **CSSP Protective Factor Action Sheets** www.cssp.org/reform/strengtheningfamilies. Sheets found at <http://www.cssp.org/young-children-their-families/strengtheningfamilies/practice> and **"Building Community and Hope 2018 Prevention Resource Guide"** <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/> (June 2018). **Youth Thrive language** can be found at <https://www.cssp.org/reform/child-welfare/youth-thrive/Youth-Thrive-PPF-definitions.pdf>



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Social and Emotional Competence

What it looks like for families:

- Families encourage and reinforce their child's positive social skills and set limits in a positive way.
- Families help their children manage and communicate their feelings.
- Families teach and encourage their child to solve problems in age-appropriate ways.
- Families provide regular routines for young children.

Everyday actions for service providers:

- Educate parents on how to encourage children to express feelings through words, artwork and expressive play.
- Help children develop a positive cultural identity and interact in a diverse society.
- Respond proactively when social or emotional development needs extra support.
- Create an environment in which children feel safe to express their emotions.

Questions to ask families about Social and Emotional Competence:

- How does your child know that you are expressing love and affection?
- How would you describe the situations when it is hard to deal with your child's emotions?
- Is home a safe environment for your child to express his/her emotions?
- How do you know when your child is happy, sad or hurt?
- How do you talk to your child about feelings? How do you comfort your child?
- Do you have clear expectations and limits (e.g., "People in our family don't hurt each other")?



What it looks like for youth:

- Youth exercise control over thinking and feelings.
- Youth stay on task even with distractions.
- Youth are able to follow instructions in order and to have a working memory while engaging in other activities.
- Youth take responsibility for one’s behavior and choices.

Everyday actions for service providers:

- Model healthy relationships.
- Tap into youth’s interests.
- Give youth access to new experiences that require critical thinking skills.
- Help youth think about morals and values.

Questions to ask youth about Cognitive and Social/Emotional Competence:

- What is the most important decision you have ever had to make and how did you decide?
- How do you stand for what you believe in?
- When do you respect yourself the most?
- How important is safety to you?
- How do you handle feeling vulnerable, embarrassed or ashamed?
- How do you respond to peer pressure?



Social and Emotional Competence Activities

Parent Examples

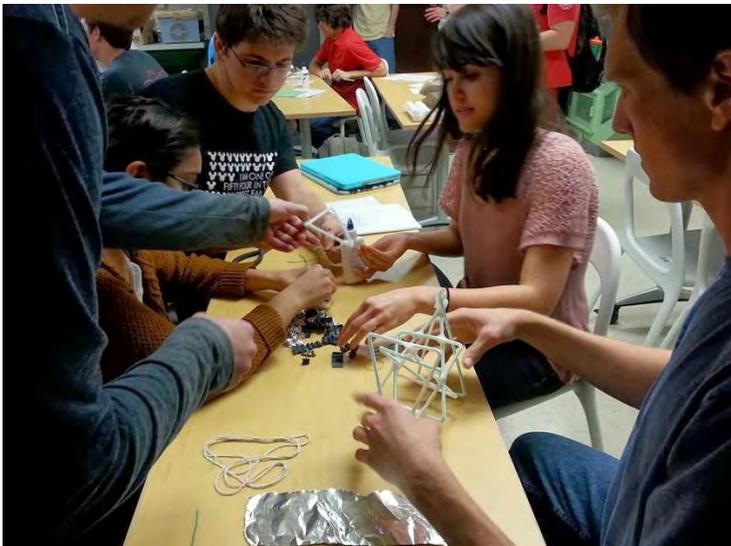
- A. Encourage and reinforce social skills such as saying thank you, taking turns and greeting others. Use role play with the child and parent to practice these skills.
- B. Teach families how to create an environment in which children can express their emotions by setting up a regular time for family meetings.
- C. Show how providers within your agency how to use visuals, social stories and other tools to help children understand and express emotion safely.
- D. Share ideas with families on social and emotional tools such as books, songs, and articles. National and Kentucky state resources are available at <http://www.kentuckycchc.org/posters-handouts-1/>
- E. Explain how some behaviors may seem extreme because the child feels overwhelmed and lacks the capacity to cope with the situation.



Offer 1 - 2 hour parent classes that focus on the difficulties of challenging behaviors and the importance of nurturing social/emotional development through positive and nurturing discipline techniques.

Youth Examples

Cognitive, Social/Emotional Competence Activities



Team cooperation construction activities, such as building a device to drop an egg and a tower out of toothpicks.

- A. Use adventure-based activities for conversation. An example is to write questions on a ball with a sharpie. Throw the ball and have the person who catches it answer the question.
- B. Offer team athletics that focus on training in good sportsmanship.
- C. Host community gardening activities that require following instructions and having a working memory.
- D. Utilize role models in your community to help young people explore handling peer pressure (example: big brother, big sister).
- E. Plan social events that allow young people to interact with their peers in a healthy positive way (example: project grad, project prom, advocacy events).
- F. Teach soft skills, such as manners, work place readiness and people skills.



What do we mean by Nurturing and Attachment?

Research shows that babies who receive affection and nurturing from their parents have the best chance of developing into children, teens and adults who are happy, healthy and possess individual-level protective factors, such as relational, self-regulation and problem solving skills.

Kentucky Strengthening Families

Nurturing and Attachment: Families ensure children feel loved and safe

A child's early experience of being nurtured and developing a bond with a caring adult.

Infant brains develop best when a few stable caregivers work to understand and meet the infant's need for love, affection and stimulation. A lack of contact or interaction with a caregiver can change the infant's body chemistry, resulting in a reduction in the growth hormones essential for brain and heart development. Furthermore, children who lack early emotional attachments will have a difficult time relating to peers.

Parents nurture their older children by making time to listen to them, being involved and interested in the child's school and other activities, staying aware of the child or teen's interests and friends, and being willing to advocate for the child when necessary.



Nurturing and Attachment

What it looks like for families:

- Families respond to their child with warmth and consistently build a strong and secure attachment.
- Families help their child to trust that their environments are safe.
- Families recognize and embrace their child's strengths and individuality.
- Families teach their child how to form and keep healthy relationships with others.

Everyday actions for service providers:

- Create family education and skill building opportunities that promote attachment.
- Model nurturing and consistent care to children and families.
- Support children and families by understanding the impact of loss or trauma and how to respond appropriately.

Questions to ask families about Nurturing and Attachment:

- How do you engage your child during everyday activities?
- How do you let children know you love them?
- What do you do when your child does something great?
- What do you do when the child's emotions become too difficult to deal with?
- When you spend time with your child? What do you like to do together?
- What unique personality traits do you and your child have in common?



Nurturing and Attachment Activities

- A. Have the parent make a list of everyday acts that lets the child know they are loved.
- B. Identify activities the parents and child can do together to build and strengthen emotional bond/attachment.
- C. Encourage a reward system that earns one-on-one time with family members instead of money or items. For example, instead of allowance for chores, the child can earn a special date with mom or dad to walk to the park, watch a movie or play toys.
- D. Help parents create a “no phone and no TV” policy for 1 - 2 hours each night. During this block of time, encourage parents to talk with their children, cook dinner together or help do nightly chores as a family.
- E. Ask parents to create family murals with family pictures and other magazine pictures that tell the story of their family. Allow children to share these murals and display in the classroom/ program where the children can see them often.
- F. Help the parent identify their child’s “nurturing network” which includes all important adults in a child’s life, including fathers, grandparents and extended family. Refer to this nurturing network when applicable and in ways that can support building other protective factors.



Teach new parents basic infant massage. Encourage parents to make eye contact and name each body part as they rub lotion on their baby.

NOTE: Youth Thrive Has Five Protective Factors

Research shows that infants and toddlers who receive affection and nurturing from their families have the best chance of healthy development throughout their life.

Six Steps to Create a Marketing Plan



Many nonprofit and governmental agencies struggle with using marketing effectively. The main reason is most agencies or programs have little money to spend on traditional marketing (television, radio or newspaper ads). Although these traditional marketing avenues can be utilized, you may find that other nontraditional marketing channels more successful. In this guide, we will give you some other strategies that may work for you.



Building Partnerships

When all members of the community work together as a whole, families feel supported and are better able to nurture and care for their children.

The first step of any marketing plan is to do an assessment of your organization and community. To be effective in building protective factors and supporting families and youth, you need to engage other organizations/programs in your community. All sectors of the community need to be aware of the importance of protective factors and understand how everyone can play a role in building these factors to support families, children and youth. Working together can be a great way to engage and support more families.

1) Determine your target audience

One of the biggest mistakes that we make as nonprofit/governmental agencies is to try to reach everyone. If your program only serves low income families with children under five, then you may have a narrow group and the same strategies (defined later) will most likely work. Your first decision that you need to make is to determine your target audience(s). By narrowing your target audience, you will make the rest of the process easier. REMEMBER: That it is easier to begin smaller and expand once you have your initiative going.

2) Conduct a scan of your community

Every community has multiple agencies serving families and resources to help families and youth. With small or no marketing budget, it is beneficial to pool resources to make a bigger impact. Additionally, your community may have a coalition of agencies that already work together on serving families or youth (i.e., Community Early Childhood Councils or Youth Councils) that would be a great place to start. You may want to see what other agencies/organizations that would be great partners to build stronger families and youth in your community: 1) Faith-based organizations; 2) Libraries; 3) Extension office; 4) Early childhood centers and schools; 5) After-school programs; 6) Courts; 7) Business leaders; 8) Elected officials; 9) medical community; 10) Policymakers; 11) Law enforcement; 12) Substance abuse treatment agencies; 13) Mental health professionals; 14) Domestic violence prevention advocates; or 15) Media.

3) Map your partners and what they can offer

As you work towards developing your marketing plan, knowing what other partners can offer will make it easier to develop a plan. For example: You want to sponsor a Parent Café (defined on page 46) with families in your agency but you don't have a meeting room or enough staff. Your local library could donate the space; a local youth group could help with babysitting; extension office could help provide healthy snacks; early childhood centers or schools can recruit families; and a women's group at a church can supply volunteers.



Planning and Research

This step is often overlooked but it is crucial to the success of your marketing plan.

Understanding your target audience's needs, wants, values and media usage will help you. **Kentucky Strengthening Families** has conducted research with families and youth to create the messages and tools. However, each community is different. You may need to conduct a short survey or research to see how your community or target group will respond. For instance, your community may have a local newspaper or radio station that everyone uses to get their community events or Wednesday nights are not good days for events because many people attend faith-based services. There also are communities that have success with marketing through local billboards or inserts in utility bills.

Since funds are limited, **Kentucky Strengthening Families** team utilizes its community partners to conduct research by creating a consistent survey or research strategies. Then we create the survey on a web-based survey site like Survey Monkey and distribute it through its partners. In addition, we utilize our partners to conduct short focus groups with existing meetings. Utilizing our partners gives us a broader reach and doesn't take too much staff time.



Develop a Marketing Plan

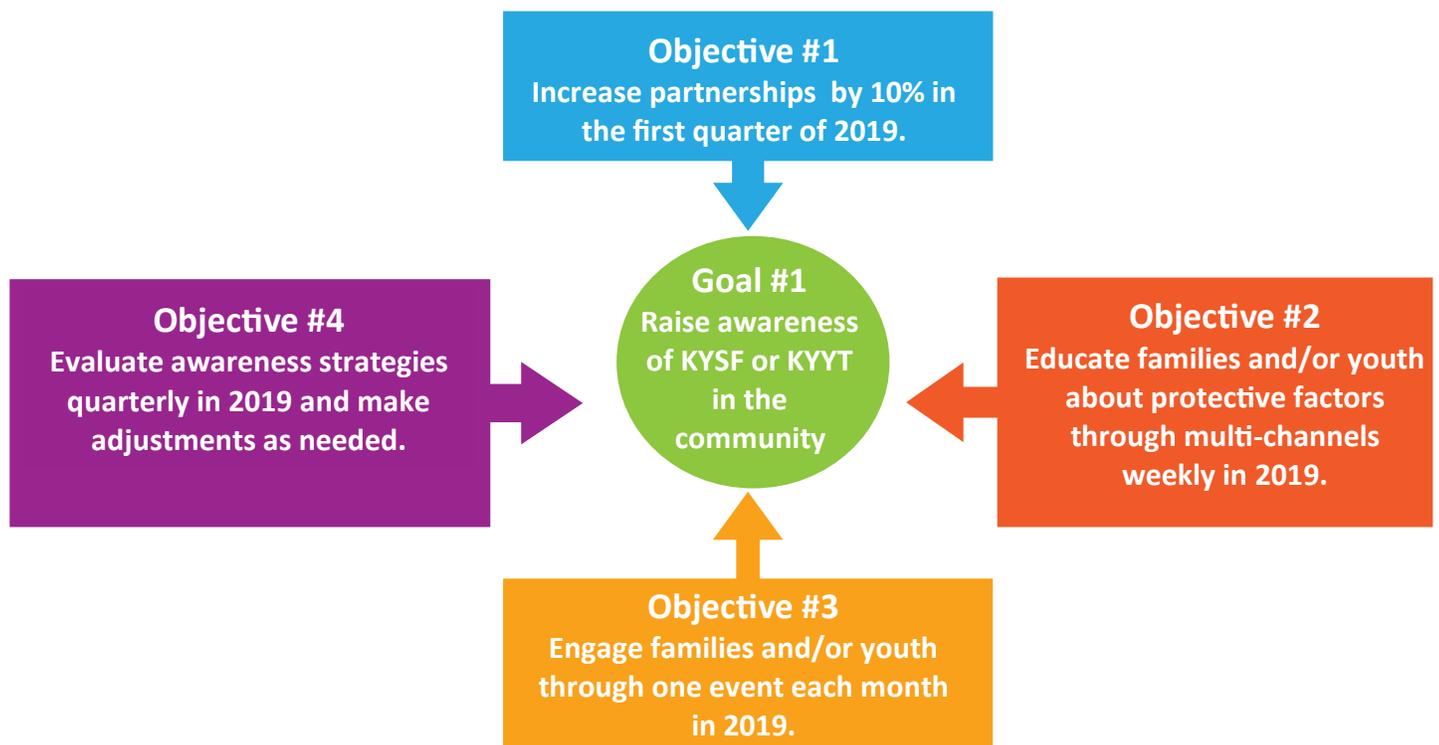
A marketing plan, as simple or complex as you want, provides a roadmap for everyone involved with the project and helps keep everyone on track.

Marketing is a tool that allows you to meet your target audiences where they are, physically and mentally. You can get the most out of your nonprofit marketing efforts by having a well-organized and strategic marketing plan. In this section, we will provide you with a few easy steps to develop a very basic marketing plan. If you want more information, please visit <https://images.template.net/wp-content/uploads/2015/10/01181352/create-a-non-profit-marketing-plan.pdf> for creating a marketing plan.

STEP 1: The first step in creating a marketing plan is to review the work that you have conducted in determining your target audience, community scan, partnership map and initial research. From this information, you will set goals to achieve with your **Kentucky Strengthening Families (KYSF)/Kentucky Youth Thrive (KYYT)** initiative. Goals are broad and general in intention. They are the purpose and are not measurable. In the example below, the goal is to “Increase awareness of KYSF/KYYT in the community.” For more information on SMART goals, see <https://www.smartsheet.com/>.

STEP 2: For each goal, you will create objectives that are specific, measurable and have a timeline. Objectives can be short- or long-term. For instance, the sample marketing plan has an objective to “Educate families and/or youth about protective factors through multi-channels.”

Sample KYSF/KYYT Marketing Plan



Sample KYSF/KYYT Marketing Plan

Educate families and/or youth about protective factors (PFs) through multi-channels weekly in 2019.

What Tactic	When	Why	Who	Budget	Evaluate
Social Media posts	Weekly (Mondays/Fridays)	Engage families/youth in learning more about PFs at their convenience	Administrative staff	Staff time	Number of hits, likes, shares
Newsletter articles	Monthly	Provide families/youth with detailed info on PFs or events	Program Director	Staff time	Survey
Information on bulletin board	Monthly	Display PF info on bulletin board as they enter building	Administrative staff	\$100	Survey
Staff review PFs cards (pages 55-60)	Monthly	Review the PF card and have them commit to one activity	Program staff	\$50	Survey

STEP 3: After you have developed your goals and objectives, you will create tactics to achieve these goals. In our example we will look at Objective #2 about educating families and/or youth. Tactics are the plan you establish to achieve your goals and objectives. In this step, you will define the following:

- What tactic will you use?
- When will those activities take place?
- Why is this important?
- Who will be responsible?
- Budget; how much do we plan to spend?
- How can we evaluate it?

In this step, you will want to engage your partners in helping achieve your objectives. In this example, your partners can use the same materials in their organizations. One of the goals for the statewide initiatives for both KYSF and KYYT is to raise awareness through common language across multi-sector agencies/programs.

STEP 4: Create a master marketing calendar to make it easier for everyone to ensure that you are meeting your tactical plan. Many agencies do not put their plan in a calendar. One agency printed a large calendar that they brought to each meeting to keep partners on track and celebrate its successes of items that were completed.

Educate families and/or youth about protective factors (PFs) through multi-channels weekly in 2019.

	January	February	March	April
	Parent/Youth Resilience	Social Connections	Knowledge of Development	Concrete Supports
Social Media posts	Ways to reduce stress	Share community events	Parenting tips and/or video clips about development	Resources & connection to services
Newsletter articles	Share strategies posted on board	Share community activities	Promote tools for child challenging behaviors; sexual health for youth	Spotlight new providers or services
Information on bulletin board	Participants post self-care strategies	Provide coffee & snacks at board for socializing	Display materials program uses with working with child/youth	Participants share resources available
Staff review PFs cards (KYSF)	Parental Resilience card	Social Connections card	Child Development card	Concrete Supports card



Promoting Initiative

This step is the fun step but it also is important that you remain consistent with your promotion strategy.

In this guide, we have given you lots of information and ideas to promote **Kentucky Strengthening Families** and **Kentucky Youth Thrive**. You will build on your research and the marketing plan that you have already created. It is important to know what the best avenues to reach your target audience is and focus your efforts in those avenues (You will learn this information in the Planning and Research Phase). Promotion isn't just your traditional media or social media outlets. It can be a grassroots of referrals or speaking at groups where parents or youth are already meeting.

Writing your messages: One of the foundational pieces of **Kentucky Strengthening Families/Kentucky Youth Thrive** is not to talk **to** the participants, but to talk **with** them. It is important to keep this key element in mind when you are writing your messages. Revisiting the Guiding Premises (page 7) would also be beneficial at this time to make sure that you are supporting people by writing your messages with the six premises in mind.

In the "7 Steps to Creating Your Best Nonprofit Marketing Plan Ever," the Network for Good suggests to refocus your nonprofit outreach by making sure your messages satisfy what they describe as CRAM: Connecting, Rewarding, Actionable, and Memorable (<https://images.template.net/wp-content/uploads/2015/10/01181352/create-a-non-profit-marketing-plan.pdf>):

1. **Connect to things your audience cares about.** Saving time, feeling good about themselves, feeling powerful, etc.
2. **Identify and offer a compelling reward for taking action.** Remember that good rewards are immediate, personal, credible, and reflective of your audience's values.
3. **Have a clear call to action.** Good actions are specific, feasible, and easy to visualize doing. They should measurably advance your mission.
4. **Make it memorable.** What makes something memorable? It's memorable if it's different, catchy, personal, tangible and desirable. These memorable elements should always be closely tied to your cause.

Traditional Media: Traditional media includes television, radio and print. Some strategies for getting information distributed include: 1) **Press releases**; 2) **Letters to the editor**; 3) **Public service announcements**; and 4) **Radio or television interviews**. Traditional media is a great tool for getting the word out; publicizing an event to a general audience; and tell your story in more detail. Some tips in working with traditional media include:

- Get to know your local media representatives. See who covers family, children and youth issues in your local newspaper, radio and television stations. Invite them to learn more about your mission and join your group.
- Hold an editorial briefing on the protective factors and how community members can help families stay healthy and strong.
- Offer members of your community partnership as experts on family/youth health and protective factors.
- Use information in this guide as talking points, content for press releases or stories, and check out other resources on our website at bit.ly/kentuckystrengtheningfamilies.

Social Media: Social media are web-based tools that allow you to share messages and materials as well as to establish dialogue with your target audience(s). Some of the most popular social media tools include the following: 1) **Websites**; 2) **Social networking sites** (i.e. Facebook); 3) **Blogs and microblogs** (i.e. Twitter); 4) **Podcasts**; 5) **Photo- and video-sharing sites** (i.e. Instagram, YouTube); and 6) **Bookmarking sites** (i.e. Pinterest). Social media is used to engage in dialogue or get feedback; reach a more targeted, specific group; send out brief alerts that prompt stakeholders to take immediate action; and send out time-sensitive information. The following are some basic tips to get you started with using social media:

- Start by learning your agency/organization’s guidelines for social media use and learning how to use the different platforms.
- Keep messages brief. Use a more casual, conversational tone in your posts. Link to trusted sources only.
- Using social media requires commitment and consistency. Websites, Facebook pages and Twitter feeds need to be maintained with frequent updates that address your target audience’s needs, interests and concerns.
- Monitor and respond to comments frequently to create a more active, engaged community.
- Repost information from your partners so they gain wider exposure.
- Let your target audience know how to find you online by including this information on all your materials.

Which Social Media Platform is Right for Your Business?



FACEBOOK

- Facebook is still, far and away, the most popular social media platform
- It boasts 1.79 billion worldwide users
- 73% of the US adult population
- The most evenly-distributed demographics of any platform
- 1.66 billion mobile active users



PINTEREST

- Pinterest has, in the past year vaulted its way to the #3 spot as most popular social media platform
- 21% of all US adults using it.
- 84% of those users are female—which makes it the second most popular site by far for this demographic.



TWITTER

- Despite being arguably the second-most recognized platform out there, Twitter is fourth in usage
- 230 million monthly active users
- Delivers 1 billion unique visitors to websites via embedded links



LINKEDIN

- 414 million users
- 38% of internet users with an income of more than \$75k are on the platform
- 79% of LinkedIn users are aged 35 or older, making it the oldest platform in this list.
- The three dominant sectors on the platform are high



INSTAGRAM

- 400 million active users a month
- Instagram user base is skewed towards a younger demographic
- Instagram has a user engagement rate of 4.21% - far exceeding Facebook and Twitter
- 40 million photos are shared on Instagram everyday from a user based that is 75% outside the U.S.



SNAPCHAT

- 50% of new users are over the age of 25
- 85% of monthly U.S. users are between 13 and 34
- 30% of teens rank Snapchat as the most important social network
- 7 of 10 users are millennials
- 60% of college students say they'd purchase from a brand if sent a coupon on Snapchat



GOOGLE+

- Google+ users are 67% male
- The majority are in technical and engineering fields.
- The average age, somewhat surprisingly, is 28.
- Although the platform boasts 2.2 billion profiles, only 4 million or so are active

Source: <https://onthemaps.com/wp-content/uploads/2018/01/social-platforms.jpg>



Hosting Events

Events are a great way to get interaction with families/youth and have them connect with each other.

Kentucky Strengthening Families and **Kentucky Youth Thrive** partners have found the Parent/Youth Cafés as a great tool for engaging families/youth. The Parent Café program is a nationally recognized peer-to-peer learning process to keep children safe and families strong. Parents and caregivers create safe spaces to explore their strengths and learn from themselves and each other how to use the Strengthening Families protective factors with their loved ones.

Cafés are carefully-designed, structured discussions that use the principles of adult/youth learning and family support. They are highly sustainable with training reinforcement, institutional support, and a commitment to an approach that engages and affirms parents as leaders. Participants leave Parent/Youth Cafés feeling inspired, energized and excited to put into practice what they've learned.

The **Kentucky Strengthening Family** leadership has developed a training on how to conduct Parent/Youth Cafés. In addition, discussion cards are available to purchase for both families and youth. National resources for Café questions are available through Be Strong Families, a national partner of the Center for the Study of Social Policy. Resources for Café questions for both families and youth are available through Enrich Families, a regional partnership in Kentucky advancing the framework and implementing Cafés in their area. See page 48 for more information on Café training.

Strengthening Families Parent Café



bestrongfamilies.org

Strengthening Families and Youth Thrive Youth Café



To find these cards and other helpful resources, visit us at // enrichfamilies.org // Or call us at // (270) 556-7322

enrichfamilies.org



Evaluating Your Efforts

A marketing plan should be a living, breathing document that is revised if you find your efforts not working.

Evaluating your efforts is a vital part of your marketing plan. You should build an evaluation component into your plan and determine how often you are going to conduct evaluation. An evaluation doesn't have to be complex; however, reviewing your results on a regular basis helps you know if you are meeting your goals. Be sure to include these elements in your evaluation:

- **Timeline:** How often are you going to conduct your evaluation (monthly, quarterly, yearly)?
- **Metrics:** How are you going to measure your success? You can use website hits, subscriptions to your newsletter, or attendance to a program/event. You will choose the metrics based on what you want to accomplish in your marketing plan.
- **Evaluation:** Be sure to connect with your target audience to see how their knowledge and attitude have changed about **Kentucky Strengthening Families/Kentucky Youth Thrive** and did they make any changes in their lives to build in elements of the protective factors.

Educate families and/or youth about protective factors (PFs) through multi-channels weekly in 2019.				
	Timeline	Metrics	Evaluation	Changes
Social Media posts	Monthly	Number of hits on posts	Post a quick survey on your social media sight to see what articles/posts they would like to see	Adjust your post to the online survey results
Newsletter articles	Quarterly	Increase in subscriptions (if electronic, you can see number of hits after newsletter on your site)	Talk with recipients of your newsletter to see how you can increase your subscriptions	Hold a contest to increase subscriptions by referrals; Offer a small prize drawing to anyone that gives a referral
Information on bulletin board	Monthly	Put out a suggestion box and cards to get participants' feedback	See what suggestions they make on topics that interests them	Add a parent representative to the planning committee to pick topics for the board
Staff review PFs cards (KYSF)	Monthly	Number of participants that followed through with their commitments on the cards	Conduct pre-and post-test on participants' knowledge on PFs	Adapt the discussion between staff and participant to engage them more on their commitment cards

Summarizing the Marketing Plan

Marketing is a key component to the success of your **Kentucky Strengthening Families/Kentucky Youth Thrive** initiatives. A comprehensive plan keeps you on track and helps you know what is working.



Building Partnerships: Communities have a great influence in the lives of families and youth. By building partnerships, you can help you leverage resources, build more supportive communities and build strong families and youth.



Planning and Research: It is important to analyze your past outreach to discover what you do well and how you can be reach your target audience. Remember that you may need to segment your audiences and tailor your messages and/or outreach based on the research you conducted. Test...Test...Test...your messages with your target audience and adapt based on the research.



Developing Marketing Plan: In your plan, make sure that you do cross-channel promotion so you appeal to a wider ranch of your target audience. You may use email, online social media platforms, traditional media and events. Be sure that all your online outreach and presences enable two-way conversation with your supporters, fans and nonfans.



Promoting Initiative: It's important to appeal to your audience's values with messages that are connecting, rewarding, actionable and memorable. Don't just engage with them...inspire them to make the changes to create stronger families and youth. Also make it easy for your audience to find you by putting your online presence or contact information on all materials.



Hosting Events: Don't forget to engage your audiences on a personal level. The Parent/Youth Cafés are excellent opportunities to explore their strengths, learn about protective factors and create strategies from their own experiences. Events that are already occurring is a great opportunity to recruit new participants, spread the word about your initiative and engage people on a personal level.



Evaluating Your Efforts: Be sure to measure your messaging and strategies to make sure that you are achieving your goals. And remember that it's okay to tweak them if they aren't working!!! What you learn through your evaluation can be the start of your new marketing plan.

Image Consistency Guidelines

The *Kentucky Strengthening Families Image Consistency Guidelines* have been developed to assist partners in aligning communication related to **Kentucky Strengthening Families**. This ensures a consistent message, brand and formatting are maintained. By utilizing consistent materials and graphics, the awareness of **Kentucky Strengthening Families/ Kentucky Youth Thrive** can be heightened across the Commonwealth.

Kentucky Strengthening Families/Kentucky Youth Thrive images are used to brand the initiative; therefore they **must** be used consistently to protect the brand’s integrity. **All** materials that are developed to promote the **Kentucky Strengthening Families** initiative must include one of the official **Kentucky Strengthening Families** graphics. These images should always be produced from the graphics provided by **Kentucky Strengthening Families**. It must always consist of all of its necessary elements, in their originally designed format, unless otherwise provided/approved by **Kentucky Strengthening Families** Operations Team.

Communicating Protective Factors

Kentucky has adopted the following six protective factors which also includes family-friendly definitions beside each protective factor. When communicating the protective factors with families, please include the definitions listed below. You can also find other suggestions of what each protective factor and everyday actions for families on the KYSF brochure which can be found at bit.ly/kentuckystrengtheningfamilies.

Protective Factor	Kentucky Strengthening Families	Kentucky Youth Thrive
Parental and Youth Resilience	Families bounce back	Youth bounce back when life gives them challenges
Social Connections	Families have friends they can count on	Youth have genuine connections with others
Knowledge of Child and Adolescent Development	Families learn how their children grow and develop	Youth understand the science of their development
Concrete Supports in Times of Need	Families get assistance to meet basic needs	Youth find resources and support in their community that helps them
Social and Emotional Competence	Families teach children how to have healthy relationships	Youth know how to communicate their thoughts and feelings effectively
Nurturing and Attachment	Families ensure children feel loved and safe	NOTE: Youth Thrive has five protective factors

KYSF and Combined KYSF/KYT Trees: Identification

The **Kentucky Strengthening Families** tree and combined tree images are central to representing the framework. It **must** be used consistently to protect the brand’s integrity. **All** materials that are developed to promote services related to the protective factors should include the full tree image. The logo should always be produced from the graphics provided by **Kentucky Strengthening Families**. It must always consist of all of its necessary elements, in their originally designed format.

Acknowledgement for use of KYSF/KYYT Images

- Any promotional materials should include the following statement:
- Kentucky Strengthening Families is funded by the Governor’s Office for Early Childhood (GOEC) through the Race to the Top - Early Learning Challenge Grant and the Kentucky Department for Public Health through the Early Childhood Comprehensive Systems Grant Program.
- Materials should also include the following website for more information:
<http://bit.ly/kentuckystrengtheningfamilies>. KYSF images are service marked and should include the service mark (SM) emblem.

Official Color Palette

The approved signature colors for the **Kentucky Strengthening Families** and **Kentucky Youth Thrive** brands are listed here. These colors should be used as needed to brand the initiative in communication materials such as presentations and flyers.

Kentucky Strengthening Families

KENTUCKY STRENGTHENING FAMILIESSM



Kentucky Youth Thrive



Combined logos



Café logos



Branding Colors

	<p>PANTONE: 638U</p> <p>CMYK: C: 71, M: 17, Y: 0, K: 0</p> <p>RGB: R: 39, G: 168, B: 224</p> <p>HEX: #27ABE0</p>	
	<p>PANTONE: 382U</p> <p>CMYK: C: 50, M: 0, Y: 99, K: 0</p> <p>RGB: R: 141, G: 198, B: 63</p> <p>HEX: #8DC63F</p>	
	<p>PANTONE: 123U</p> <p>CMYK: C: 0, M: 42, Y: 99, K: 0</p> <p>RGB: R: 249, G: 161, B: 27</p> <p>HEX: #F9A11B</p>	
	<p>PANTONE: 185U</p> <p>CMYK: C: 12, M: 100, Y: 75, K: 2</p> <p>RGB: R: 208, G: 26, B: 64</p> <p>HEX: #D01A40</p>	
	<p>PANTONE: Orange 021U</p> <p>CMYK: C: 0, M: 80, Y: 95, K: 0</p> <p>RGB: R: 240, G: 90, B: 40</p> <p>HEX: #F05A28</p>	
	<p>PANTONE: 253U</p> <p>CMYK: C: 47, M: 99, Y: 1, K: 0</p> <p>RGB: R: 152, G: 37, B: 142</p> <p>HEX: #98258E</p>	
	<p>PANTONE: 725U</p> <p>CMYK: C: 36, M: 60, Y: 81, K: 24</p> <p>RGB: R: 138, G: 93, B: 59</p> <p>HEX: #8A5D38</p>	



In the Resources section, you will find examples of tools developed for individuals, organizations and communities to promote protective factors and the frameworks. These resources are samples that you can find online at bit.ly/kentuckystrengtheningfamilies. (NOTE: Some resources are in the process of being developed and may not be available online. Please contact Kentucky Strengthening Families (KYSF) at kysf@ky.gov for more information).

You can find some tools to help you get started with implementation like the Readiness Checklist, KYSF Level of Involvement, KYSF Theory of Change and Example of Evaluation Plan. You will also find some samples of marketing materials that are available.

The Rack Cards were developed for each protective factor and should be printed front/back on cardstock to use with families. On the back of the card, families can select one of more strategies to implement for each protective factor. At this point, the Rack Cards are available for KYSF. Check the website for other tools as they are developed.

Protective factor poster examples are included for **Kentucky Strengthening Families** and **Kentucky Youth Thrive**.



Protective Factor Café Training

The experiential and highly interactive training will prepare parents, youth and providers to convene and conduct cafes and serve as table hosts at cafes. The training will engage parents and youth, build protective factors, and promote deep individual self-reflection and peer-to-peer learning. The **Kentucky Strengthening Family** leadership has developed a training on how to conduct Protective Factor Cafés.

What you will learn:

- The basic structure and elements of the World Café
- The anatomy of a Protective Factor Café
- How to create ambiance conducive to maximize the effectiveness of the café process
- How to build on the parent café experience to enhance programming for parents and youth



In addition, discussion cards are available to purchase for both families and youth. Please contact Kentucky Department for Public Health by phone at 502-564-3756 ext. 4371 for information on training dates and ordering cafe cards.



Taking Premises to Promises

Families and young people are best supported by child and youth care practitioners who understand and recognize the importance of self-awareness and self-care in their own professional practice. These guiding premises (page 7) are the foundation for **KYSF** (prenatal-elementary) and **Kentucky Youth Thrive** (adolescent-transition age youth).

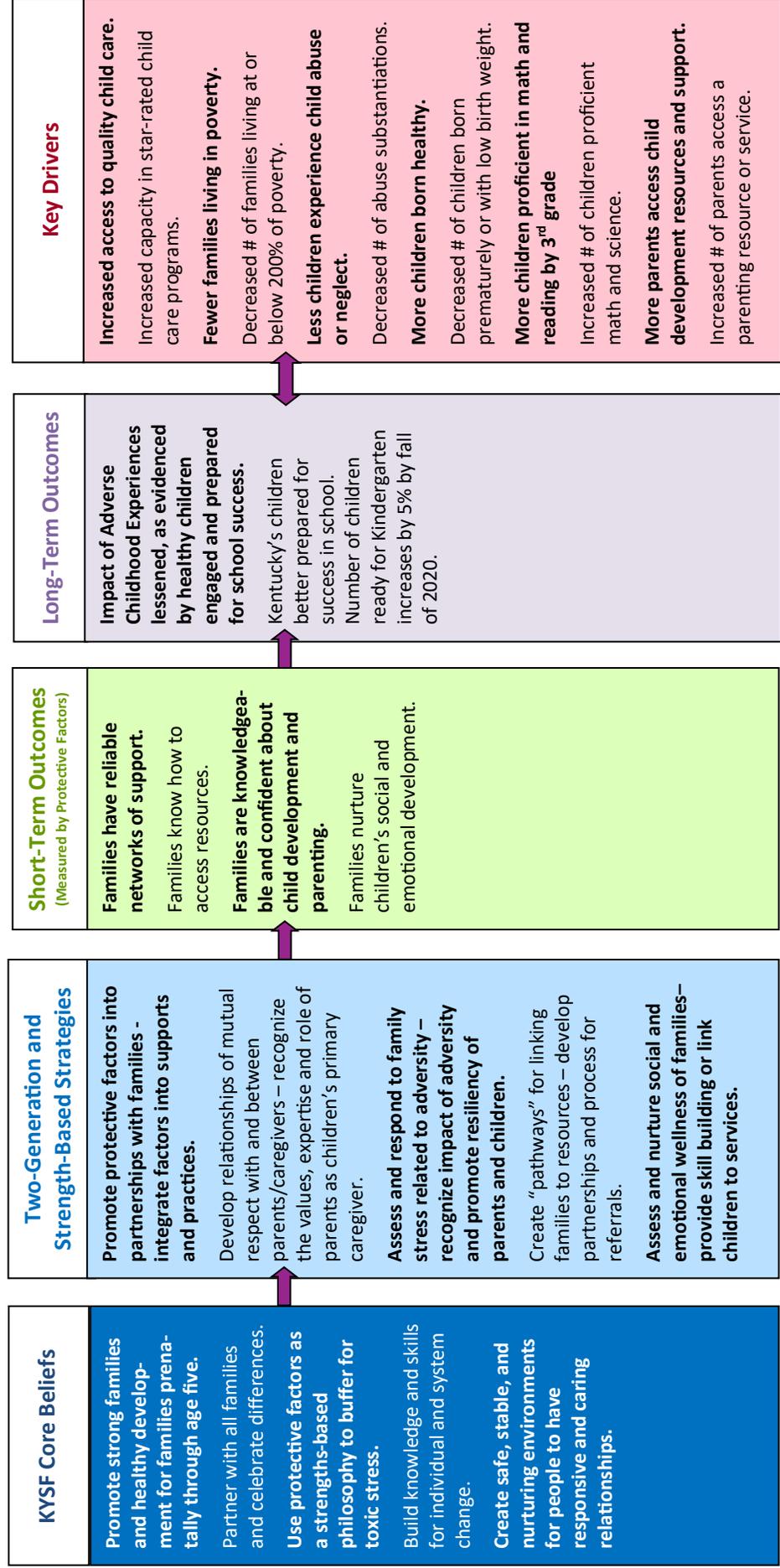
What can you do to take the Guiding Premises to Promises?

Premises	Description	Premise to Promise...what can you do?
Premise #1 Self-Awareness	People are best supported by those who understand and recognize the importance of self-awareness and self-care in their own practice.	
Premise #2 Strength Based	People are best supported by service providers who focus on assets and use strength-based, family and youth-driven approaches. Being strength-based means we recognize the things that are going “well” and work to build on them.	
Premise #3 Relationships	People are best supported by providers who understand that attachments, connections and relationships are a primary source of growth and learning. It is in relationships and through our use of relationships that we learn and grow.	
Premise #4 Race, Privilege, & Power	People are best supported by providers who understand the role of race, racism and bias , and the ways in which race, other identities, privilege and power shape families as well as service providers.	
Premise #5 Trauma Informed	People are best supported by service providers who understand the need to use trauma-informed practice methods. Trauma response focuses on building resiliency.	
Premise #6 Culturally Responsive	People are best supported by service providers who are culturally responsive and take into account their own culture and the culture of the families and communities they serve .	

KYSF Theory of Change



It is the premise of Kentucky’s Strengthening Families (KYSF) that we develop pathways to child and family well-being by promoting Protective Factors (PF) for families. 2015 data shows that 59% of Kentucky families experienced at least one adverse childhood experience (measure of family stress), with over half of those families reporting two or more adverse experiences. By implementing two-generation and strength-based strategies, organizations support and nurture PF for families. This practice results in resilient and responsive parents/caregivers who are able to lessen the negative impact of childhood stress and support the development and early learning of their young children. KYSF recognizes Nurturing and Attachment as a sixth PF. In response to the five core beliefs below, KYSF believes that families’ ensuring their children feel loved and safe is critical. KYSF focuses on buffering toxic stress and Adverse Childhood Experiences, which requires that families and providers understand the importance of a loving, nurturing bond between child and caregiver.



Example Evaluation Plan:

Short-Term Outcomes are measured through the Protective Factors Survey. Each of the four outcomes aligns with a functioning area captured on the survey. Data will be collected annually from pilot groups representing various systems across Kentucky. Results will help determine:

- The percentage of Kentucky families that report improved access to resources and use of practices that support their protective factors;
- The impact KYSF supports and resources has had on organizations' success in improving results for families.

Long-Term Outcomes are measured by the percent of children considered “ready” based upon meeting benchmarks in the five areas screened on the Brigance Kindergarten Screen. This tool considers children’s development in five areas: physical, academic, language, self-help, and social emotional. Baseline data in 2015 indicated readiness for 50% of children in physical, 36% in academic and cognitive; 72% in language, 54% in self-help, and 78% in social emotional development areas.

Drivers: Kindergarten readiness – per KYSF – is inclusive of the health and wellness of young children and their families. To measure the impact of the protective factors on the long-term goal of children being ready for school, additional drivers pertaining to family wellness are monitored. These drivers align with wellness indicators currently collected in Kentucky through various systems. This change model theorizes with the intentional promotion of protective factors that family stress decreases and the following wellness indicators improve:

Driver	Wellness Indicator	2015 Data	2016 Data	2017 Target	2018 Target
More children have access to quality child care	Increased capacity in more star-rated child care programs	87,372	131,327	150,000	160,000
Fewer children are living in poverty	Decreased # of families living at 200% of poverty	174,490 53.1%	174,762 53.3%	53%	52.5%
Less children experience child abuse or neglect	Decreased # of child abuse substantiations for children 0-17	17,917 1.8%	19,132 1.9%	1.7%	1.5%
More children are born healthy	Decreased # of children born with a low birth weight	4,818 8.9%	4,666 8.7%	8.3%	8%
	Decreased # of preterm babies	5,981 11.1%	6,089 11.1%	10.8%	10.5%
More children are proficient in math and reading by 3 rd grade	Increased #s of children proficient in math and science	45.8% math 54.1% reading	47.6% math 54.3% reading	49% math reading	50% math 55% reading
More parents access child development resources and support	Increased # of parents access a parenting resource or service	Data determined locally could include participation in a home visitation program (i.e. HANDS) or number of parents attending/completing a parenting series (i.e. Born Learning, parent cafés etc.).			

Note: 2015 and 2016 data taken from statewide early childhood profile produced by the Governor’s Office of Early Childhood using data from KLDS. Wellness indicators and data can be updated to reflect your own region or community-based data.

Kentucky Strengthening Families Organization Readiness Checklist



The **Kentucky Strengthening Families** (KYSF) Readiness Checklist is a decision-making tool for organizations or programs that want to implement the KYSF and/or **Kentucky Youth Thrive** protective factors framework into their partnerships with families and youth. It is intended to highlight the values and structures that are beneficial to a successful introduction of this strength-based approach.

The checklist is intended to provide reflective feedback, so it is recommended that staff at various levels of your organization complete and share their responses. When completing this checklist the term “parent” refers to the child’s primary caregivers (bio parent, legal guardian, grandparent etc.) and the term youth refers to adolescent through transition age youth. The final score is a recommendation only.

Value #1	Protective Factors are supported for families.	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4
Readiness Indicators	Staff are aware of the challenges or stresses families/youth face.					
	Staff see the importance of families/youth remaining hopeful and focus on ways to alleviate family/youth stress.					
	Families served could benefit from opportunities to build a social network of support.					
	Staff are aware of the needs of families/youth and seeks to connect families/youth to community resources.					
	Staff value their role in accessing and ensuring connection of families/youth to resources and supports.					
	Staff promote children and youth’s social and emotional competence.					
	Staff provide practical strategies to parents/youth.					
	Staff value a strength-based approach when working with families/youth.					
Value #2	Parents are respected for their wisdom and experience. They are recognized as experts for their family.	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4
Readiness Indicators	Organization actively seeks parent/youth input on decision-making.					
	Organization offers a broad range of opportunities for parents/youth to be involved in services.					
	Family/youth events are well attended.					
	Organization removes barriers so that parents/youth are more likely to participate in family/youth events.					
	Staff see parents/youth as having good intentions and recognizes parents/youth may need support in enhancing their skills as a parent or self-advocate.					

	Staff very rarely make critical statements about parents/youth.					
	Staff do not focus only on parent/youth weaknesses or deficits.					
	Staff are aware of the needs and desires of families/youth.					
Value #3	Organization is positioned to start a new initiative. Staff are willing to make the protective factors visible in their work.	Strongly Disagree 0	Disagree 1	Neutral 2	Agree 3	Strongly Agree 4
Readiness Indicators	Staff like to do new and different things to help families/youth.					
	Organization's partnerships increase its capacity to serve diverse families/youth and their multiple needs.					
	Organization has had minimal change over the past year.					
	Organization's mission statement and goals are known throughout the organization.					
	Leadership and key staff positions have been stable for at least the past year.					
	Leadership and key staff value family/youth wellness and see the promotion of wellness as part of their core work.					
	Organization has adequate time and resources to take on a new initiative.					
	Organization values innovation and is comfortable with trying diverse solutions.					

Survey Scoring: For each *Value* count the number of responses for each rating (strongly disagree to strongly agree) and multiply by points assigned in the table below. Add across each *Value* line to arrive at a total for that *Value*. Combine total for all three *values* to arrive at grand total out of a possible 96 pts.

<i>Value</i>	Strongly Agree (4 points)	Agree (3 points)	Neutral (2 points)	Disagree (1 point)	Strongly Disagree (0 points)	Possible Points	Total
1						32	
2						32	
3						32	
Grand total						96	

Recommendations:

- Score of 96 to 60: Organization has foundation in place for successful implementation of SF.
- Score of 59 – 36: Explore gaps to be addressed prior to implementing Strengthening Families. Ensure necessary support from leaders and key staff. Review value with lowest score and identify structures or practices that would increase this score.
- Score of 35 or below: May need to focus first on organizational stability or staff's family engagement practices prior to implementing Strengthening Families.

Kentucky Strengthening Families: Level of Involvement



To engage various systems across Kentucky into the Strengthening Families framework, KYSF offers various levels of involvement to organizations representing these systems.

This enables organizations to choose the level of involvement in Kentucky Strengthening Families based upon their current priorities, resources and needs. It also allows for organizations within similar systems to collaborate and share resources.

Leadership Level
<p>Organization or individual is committed to advancing SF at a state-wide level.</p> <p>Some examples of participation at the Organizational Level are:</p> <ul style="list-style-type: none"> • Is responsible for setting and monitoring strategic priorities for KYSF. • Serves as a member of the leadership council. • Participates in a KYSF work group. • Offers organizational resources to state-wide endeavors/efforts. • Promotes protective factors throughout the state.

Partner Level
<p>Organization or own values and practices align with SF protective factors framework.</p> <p>Some examples of participation at the Partner Level are:</p> <ul style="list-style-type: none"> • Participates in a KYSF learning community. • Has resources dedicated to implementing SF protective factors framework in their organizations or in their partnerships with families. • Is willing to participate in SF pilots and collect data for state-wide efforts. • May serve on the leadership council. • May have staff trained as SF trainers. • Promotes protective factors regionally. • Promotes system of care/trauma informed care framework.

Advocate Level
<p>Organization or own values align with SF protective factors framework.</p> <p>Some examples of participation at the Associate Level are:</p> <ul style="list-style-type: none"> • Has participated in Protective Factors training. • Is up-to-date on happenings with KYSF. • Encourages conversations and activities that support protective factors for families.

Sample Rack Card for Kentucky Strengthening Families



Parental Resilience

Families bounce back

Managing stress and getting through it when faced with challenges, adversity and trauma.

Being a parent can be a very rewarding and joyful experience. But being a parent can also have its share of stress. Parenting stress is caused by the pressures (stressors) that are placed on parents personally and in relation to their child. Some of these stressors can be:

- Typical events and life changes (e.g., moving to a new city or not being able to soothe a crying baby).
- Unexpected events (e.g., losing a job or discovering your child has a medical problem).
- Individual factors (e.g., substance abuse or traumatic experiences).
- Social factors (e.g., relationship problems or feelings of loneliness and isolation).
- Community, societal or environmental-conditions (e.g., persistent poverty, racism or a natural disaster).

All families experience stress from time-to-time.

Having resilience is a process that helps you effectively manage stressful situations.



For more information, visit <http://bit.ly/kentuckystrengtheningfamilies>

Parental Resilience

What can you do?

Stress is your body's reaction to situations that challenge you. You CAN work through the tough times and become resilient. As you think about how you handle stress start by answering the questions below:

- Where does your strength come from?
- How does this strength help you parent?
- How do you work through life stressors?
- In what ways does your partner, spouse or closest friend support you?
- How do you take care of yourself?



Commitment Card

Make the commitment today to work toward reducing stress. Here are some ideas....

- Pick a self-care strategy that helps you relax and take time for yourself each day.
- Identify what makes you stressed and a way to address this stress.
- Talk with a spouse, friend or family member about your stress.
- Find support that you need to assist you with your stressor.

Sample Rack Card for Kentucky Strengthening Families



Social Connections

Families have friends they can count on

Having positive relationships that provide emotional, informational and spiritual support.

It is important to have people in your life that you are connected to and feel supported by. When you are able to share joy, pain and uncertainties with a trusted connection, it can help support you in your parenting role. Some social connections can be:

- Family
- Friends
- Community members
- Service providers
- Support groups
- Social media

Having a sense of belonging and maintaining multiple supportive relationships can really provide strength in your parenting.



For more information, visit <http://bit.ly/kentuckystrengtheningfamilies>

Social Connections

What can you do?

Call on others when you need someone to talk to. Accept invitations family events, reunions, parties and community gatherings, where you can meet new people. As you think about your supportive connections explore them more by answering the questions below:

- Do you have friends or family members you are close to?
- Who do you specifically call when you need help?
- How do you make new friends?
- Who gives you helpful advice related to parenting?
- How do you take care of yourself?



Commitment Card

Make the commitment today to connect to others. Here are some ideas...

- Join a parenting or support group.
- Identify your supportive relationships and connect with them more.
- Let the people in your life know how important they are to you.
- Accept help from others and give help to others.
- Find support that you need to assist you with your stressor.

Sample Rack Card for Kentucky Strengthening Families



Knowledge of Child Development

Families learn how their children grow and develop

Understanding child development and parenting strategies that advance their physical, cognitive, language, social and emotional development.

Having knowledge about usual development can help provide opportunities for parents to stimulate learning and exploration for their child. Some benefits to having this information can be:

- Recognizing realistic expectations.
- Responding when there is a developmental need or concern.
- Learning about your child's likes and interests.
- Providing teachable moments for learning.
- Being able to provide information to your child's pediatrician and other service providers.



For more information, visit <http://bit.ly/kentuckystrengtheningfamilies>

Knowledge of Child Development

What can you do?

Having good information about your child's development can reduce the frustration of knowing what is developmentally appropriate or not for their age. Some questions to think about regarding your child's learning:

- What is your child's favorite thing to do?
- How did you get good information about parenting?
- What or who has been the most helpful resource to you?
- How do you continue to learn about parenting skills?



Commitment Card

Make this commitment today to encourage your child's healthy development. Here are some ideas...

- Talk to your doctor about specific concerns you may have.
- Seek out a good guide that shows you development in months or years.
- Spend special time with your child in uninterrupted play.
- Encourage your child to try new things while balancing expectations with encouragement.

Sample Rack Card for Kentucky Strengthening Families



Concrete Supports

Families get their basic needs met

Having access to resources that address basic needs and minimize stress.

Having what we need in order to pay bills, have transportation and take care of basic needs like healthcare, housing and food can really help relieve stress while parenting. Having people or resources that support you with these needs can offer you feelings such as:

- Feeling safe in your community.
- Feeling supported and valued when reaching out for help.
- Feeling confident that you can succeed.
- Feeling prepared in times of challenges.
- Feeling reassured that you are capable.

All of us need help from time to time and knowing where or who to turn to can make a big difference. Being able to seek support can help us overcome the tough situations sooner.



For more information, visit <http://bit.ly/kentuckystrengtheningfamilies>

Concrete Supports

What can you do?

Knowing who your supports and resources are is critical to being able to locate help when it is needed. Feeling confident to ask for help and reach out to others is important when seeking out resources. As you think about the times you have needed assistance ask yourself these questions:

- What do you need help with that is hard to admit?
- What is your greatest need now?
- What local resources have been helpful to you in times of need?
- Who can you count on to help you with your children?
- How bad does it have to get before you reach out for help?



Commitment Card

Make the commitment today to work toward identifying supports. Here are some ideas....

- Look for a local directory of resources in your area either online or in the community.
- Ask for help before you normally would.
- Plan ahead and see out resources to help you reach your goals.
- Build a relationship with a trusted community resource that can help you with a variety of services and supports.

Sample Rack Card for Kentucky Strengthening Families



Social and Emotional Competence of Children

Families teach their children how to have healthy relationships

Family and child interactions that help children develop the ability to recognize, communicate and regulate their emotions.

There is a strong link between young children being able to recognize and express their emotions appropriately and their development of more critical thinking skills later on in life. Modeling healthy relationships and expressing feelings helps model how we would like to see children interact with others. As you think about how you model feelings and relationships, here are some examples:

- Encouraging positive social skills and setting limits in a positive way.
- Helping children manage and express their feelings (give them words like frustrated, angry, bored etc.).
- Encouraging them to problem solve and helping them to feel successful in doing so.
- Providing regular routines that are familiar and make sense.
- Create a safe environment where they feel free to express their emotions.



For more information, visit <http://bit.ly/kentuckystrengtheningfamilies>

Social and Emotional Competence of Children

What can you do?

It is important for us to think about how we are modeling in our interactions each day. Our children are constantly looking to us for safety and security.

Children learn how to manage emotions and relationships by watching us. As you think about how your family expresses feelings and handles relationships answer these questions:

- How does your child know that you are expressing love and affection?
- Is home a safe environment for your child to express his/her emotions?
- How do you know when your child is happy, sad or hurt?
- How do you talk to your child about feelings?
- How do you comfort your child when they need you?



Commitment Card

Make the commitment today to work toward positive interactions and modeling for your children. Here are some ideas....

- Treat each family member with respect.
- Encourage positive behaviors with praise and acknowledgements.
- Ask your child how they are feeling each day.
- Introduce new feeling words to describe situations.
- Express love and affection for other people and animals.

Sample Rack Card for Kentucky Strengthening Families



Nurturing and Attachment

Families ensure children feel loved and safe.

A child's early experience of being nurtured and developing an attachment and bond with a caring adult.

When a baby is born it is an important time for the parent and child. Bonding and attachment happens early on and sets a foundation for how the child perceives the world in which they will live in. Babies and children who have healthy strong attachments to caregivers consider the world safe and predictable. This sense of security helps them to take on life's challenges. Some of the ways you can bond with your child include:

- Making eye contact and talking to them on a regular basis no matter their age.
- Holding, rocking and providing gentle touch to them to let them know you are a source of comfort.
- Recognizing their strengths and celebrating with encouragement and praise.
- Praise them for being.
- Providing nurturing responses and consistent care.

All children need to feel love and acceptance. Belonging to a family is as essential as basic needs like housing, food and clothing. When children feel loved and safe they will trust and respond well to others.



For more information, visit <http://bit.ly/kentuckystrengtheningfamilies>

Nurturing and Attachment

What can you do?

When you think about the ways you connect with your child what feelings come to mind? Are they warm feelings of comfort and joy? As you think about how your relationship with your child is developing answer some of these questions:

- How do you engage with your child everyday?
- How do you show love and affection to your child?
- What unique personality traits does your child have?
- What are some ways you describe your feelings about your child?
- What do you do when you wake your child up in the morning?



Commitment Card

Make the commitment today to work towards bonding with your child. Here are some ideas...

- Tell your child you love them several times a day.
- Spend some alone time one-on-one with your child.
- Hold, rock and comfort your child.
- Use positive messaging during transition times like morning and bedtime routines.

Sample Poster for Kentucky Strengthening Families

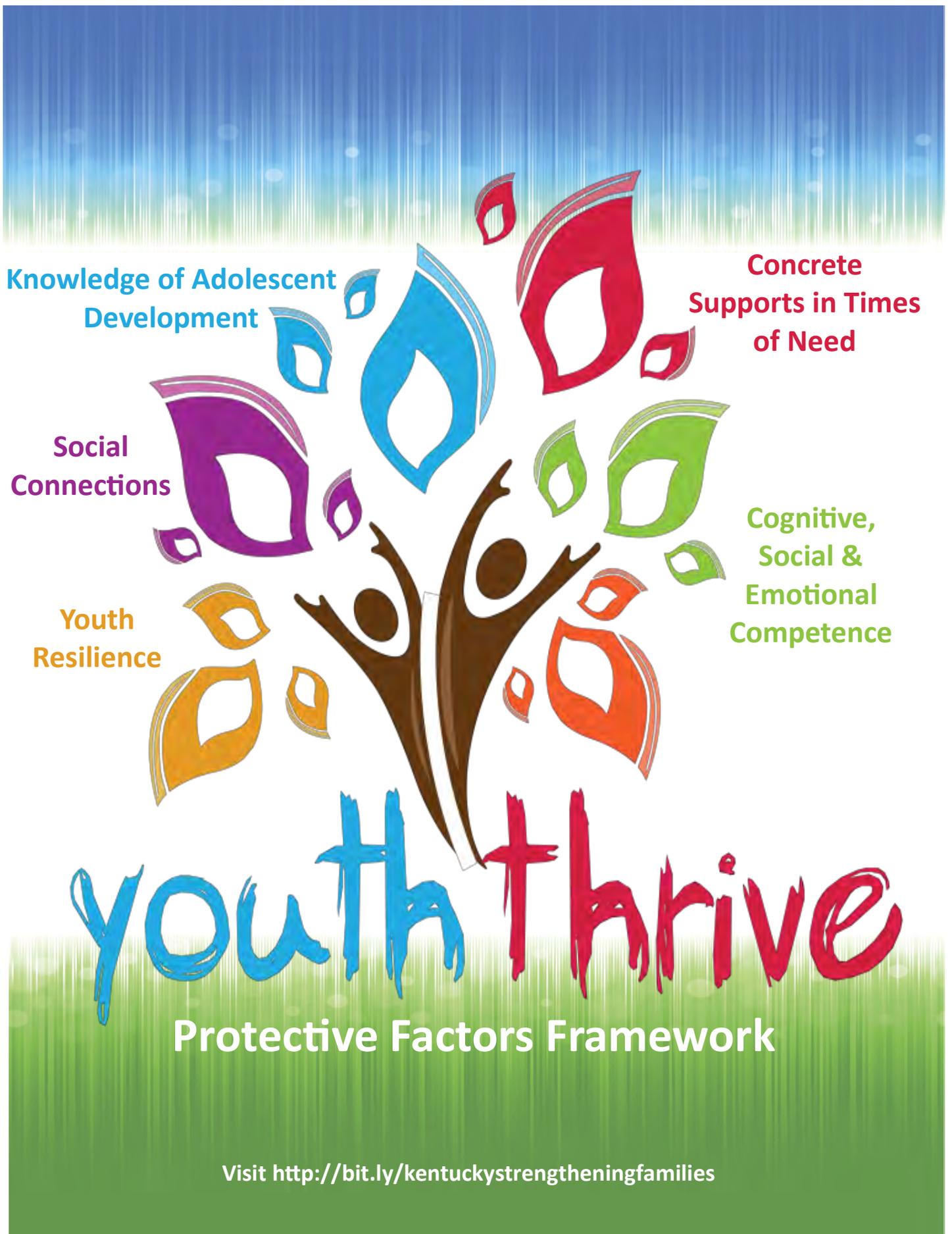
KENTUCKY
STRENGTHENING FAMILIESSM

Protective Factors Framework



<http://bit.ly/kentuckystrengtheningfamilies>

Sample Poster for Kentucky Youth Thrive



Knowledge of Adolescent
Development

Concrete
Supports in Times
of Need

Social
Connections

Cognitive,
Social &
Emotional
Competence

Youth
Resilience

youth thrive

Protective Factors Framework

Visit <http://bit.ly/kentuckystrengtheningfamilies>

For more information and resources for Kentucky Strengthening Families and Youth Thrive
visit <http://bit.ly/kentuckystrengtheningfamilies>

