

COMMUNICATIONS CHECKLIST

Guiding Principles for Prevention Messaging

Developed by the Alliance Communications Committee, January 2022

These guidelines are recommendations for your consideration. Not all items are required to be used. Keep your audience and purpose in mind when developing your communications materials.

When preparing communications materials, please consider if your messaging:

PREVENTION

- Frames **prevention** as a public health approach that helps to avoid the development of issues and identifies solutions
- Tells a holistic story which includes a balance of both the positive points and negative (trauma) factors that build resilience
 - Avoids toxic positivity (all sunshine and roses – inauthentic or surface level positivity that doesn't recognize real life stressors)
- Focuses on prevention strategies
 - Primary prevention strategies (preferred)
 - Secondary prevention strategies
 - Tertiary prevention strategies
- Takes a strength-based approach
 - Uses the Protective Factors Framework

COMMUNITY PERSPECTIVE

- Considers the societal neglect of communities, families and children
 - Emphasizes the external (systemic or environmental) pressures on families
 - Recognizes the impact of trauma and community context on family or personal behaviors
- Applies a lens of equity, diversity and inclusion
 - Addresses structurally-embedded inequities
- Creates a sense of belonging
- Builds **community responsibility** for child and family well-being
- Has a **call to action** for all potential audiences, so the responsibility is expanded beyond affected groups and policymakers
 - Target audience call to action
 - General population call to action
 - Opportunity for leading to a specific policy or program solution

FAMILY/PARENT VOICE

- Includes **parent/family voice**
 - Parent/family members are engaged in all steps of the process of developing, reviewing and refining messaging
 - Parent/family perspective included
- Builds on the strengths of families, communities and trust funds

IMAGES AND SOCIAL MEDIA

Photos

- Includes images/photos (imagery boosts engagement)
- Whenever possible, uses photos of “real” people vs. stock photos
- Limits pictures of children/families by themselves because this reinforces the family bubble
- Includes group shots of adults and children outside the home and within community environments
- Includes visible ethnic, race and gender diversity

Social media

- Includes photos and links
- Leverages appropriate hashtags
- Engages partners in common messaging, when appropriate

SHARE WITH ALLIANCE NETWORK

- Is this a good piece to **share** with the Alliance and other state children's trust funds? If so, please send it to CTFTalk listserv: ctftalk@ctfalliance.org or info@ctfalliance.org

Source:

- CDC Essentials for Childhood Initiative/FrameWorks Institute
- Consider additional resources on the Alliance Members website: <https://members.ctfalliance.org/network-communications>
- FrameWorks Navigating Waters: Talking about Parenting 2018