Asking for Help is a Sign of Strength

Changing Social Norms about Help Seeking as a Prevention Strategy
Our Presenters

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CHANGING SOCIAL NORMS AROUND SEEKING HELP
The Prevention Mindset Institute: Embracing Prevention Across Systems

FRIENDS National Center for CBCAP is coordinating this initiative and is funded by the Children’s Bureau within ACF, USDHHS. FRIENDS is the training and TA provider for Community-Based Child Abuse Prevention (CBCAP) grantees.

+ National Partners

+ Parent Leaders

+ State Teams

![National Partners Logos](image)

![State Teams Logos](image)
What's the Work?

**Activities:**
- Quarterly meetings – strategic conversations
- Quarterly newsletter - ideas and one question
- Individual TA available from national partners and TA staff
- Two-day Institute planned for all partners

**Outputs and Outcomes:**
- Compiling lessons learned through states’ work to share with other states
- A webpage with resources
- Bolster work of 6 states
- Meaningful contributions to diverse efforts to restructure CWS at local, state, and national level
Two Themes:

1. How do our communities change the social norms around help-seeking as a prevention strategy?
   Will hear a good deal from Texas and Kentucky today and can share some thinking from other states as well.

2. How do we arrive at a shared definition of prevention?
   The term is widely used by primary and secondary preventionists and is now also used at the tertiary level, referencing changes led by FFSPA. All states and most organizations in our field are struggling with how to best convey our purposes.
Social Norms as a Tool for Change

Why Focus on Help Seeking

“Don't be afraid to ask questions. Don't be afraid to ask for help when you need it. I do that every day. Asking for help isn't a sign of weakness, it's a sign of strength. It shows you have the courage to admit when you don't know something, and to learn something new.” —Barack Obama
We all benefit from community support. A community functioning in a strong and healthy way is all that many families need to succeed.
Strong communities work to address the hard obstacles families can face by helping families find solutions or by working together as a community to remove the obstacle.
Strong communities do not just have solutions for families, they have connected resources and solutions that are responsive to changing needs of families.
What barriers do parents face when trying to get help?
Re-imagining Our Public Outreach Campaign

- Started with a Tertiary prevention message
- The tone still implies a rescue
- While we shifted to more positive advertisements, there was still a sense that you were doing something wrong

- Matched how parents were searching
- Parents want more in-depth advice that is realistic
- Longer articles, written by/with experts
- New articles added monthly
GetParentingTips.com
GetParentingTips.com
GetParentingTips.com

Parents

How to manage parenting stress.

Taking a break from your kids is not a bad thing. Sometimes is the best thing you can do.

More about stress.

Watch on Youtube

How to manage parenting stress: Connie Leon

Watch more... Share...
Online Support for Families

Common Parenting Challenges

**BABIES**
Making a Family Calendar
Making a daily schedule for babies can keep your whole family on track.

**TODDLERS**
Handling Toddler Tantrums
Losing your cool over toddler tantrums? We have mom-tested tips to help.

**TWEENS & TEENS**
Setting Boundaries for Teen Behavior
Ten tips to stop rude teen behavior like backtalking, slamming doors, and more.
Find Local Support

These services are offered by local agencies under contract to the Prevention and Early Intervention division of the Texas Department of Family & Protective Services. These programs offer services to parents and children to strengthen families and prevent child abuse and neglect. To learn more about our programs, visit our website.

Select Your County

WATER SAFETY

Keep water activities fun and safe for all

Some of the best family memories involve time near the water. No matter where you are, water can be fun if you pay attention and be safe.

More about Water Safety
Don’t ask parents what they need. Ask them how you can help.
Lived Experience To Guide Our Approach
Bright Spots

We invite our participants to share success stories about work you or others are doing that you think can really impact the norms around help seeking.
Resources

• Prevention Mindset Institute, FRIENDS National Center for CBCAP
  https://friendsnrc.org/cbcap/prevention-mindset-institute/

• GetParentingTips.com, Texas Department of Family and Protective Services
  https://getparentingtips.com/

• Find Help with a Personal Situation, Child Welfare Information Gateway
  https://www.childwelfare.gov/aboutus/find-help/

• Changing norms and transforming cultures, The Montana Institute
  https://www.montanainstitute.com/

• WE CAN, CBLCC – social media messages targeted toward parents and families;
  adapt with your organization’s message.
  https://cblcc.acf.hhs.gov/shareable-media/we-can/
Join us on April 27!

Register:
https://kauffmaninc.adobeconnect.com/ncapmapril272021/event/event_info.html
Discussion

Please type your questions into the chat box.
Thank You!

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