



Campaign Toolkit

#HeretohelpON

SUPPORTING
CHILDREN, YOUTH
AND FAMILIES

oacas.org/heretohelpON



Ontario Association of
Children's Aid Societies

Association of
Native Child and
Family Services
Agencies of
Ontario

ANCFSAO





Association of
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#HeretohelpON is a social media campaign launching May 4th, 2020.

This campaign offers an important opportunity to raise awareness of the social service supports still available to Ontario children, youth, and families during the COVID-19 pandemic.

To support participation in this campaign, we have created this toolkit for child welfare agencies, community organizations, and other social service providers.

The toolkit includes the following:

- Key messages
- Campaign elevator pitch
- Template email to engage your partners
- Images and sample social media content for Twitter, Facebook, and more
- Social media tips and ideas for sharing content

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Overview

Need to Know

- Website: oacas.org/heretohelpON
- Hashtag: #HeretohelpON
- Launch date: May 4, 2020
- ANCFSAO Contact: Sherry Brown, Communications Coordinator, Association of Native Child and Family Services Agencies of Ontario (ANCFSAO), sbrown@ancfsao.ca
- OACAS Contact: Sean McGrady, Senior Manager, Communications, Ontario Association of Children's Aid Societies (OACAS), smcgrady@oacas.org

Elevator Pitch

- #HeretohelpON is a cross-sectoral social media campaign in support of Ontario children, youth, and families during the COVID-19 pandemic.
- The campaign aims to connect Ontario children, youth, and families with the help they need by raising awareness of the services and supports available to them during the pandemic.
- The campaign also encourages Ontarians to reach out to their local Children's Aid Society or Indigenous Child and Family Well-Being Agency if their family needs help, if they know a young person or family in need of support, or if they have a concern about the safety or well-being of a child or youth under the age of 18.
- While led by the Ontario child welfare sector, the #HeretohelpON campaign calls on service providers and other partners from across sectors – including education, justice, and health – to spread the word and share a united message that help is still available to children, youth, and families.

Key Messaging

- With the stressors resulting from the COVID-19 prevention measures, we want Ontario families and children to know we're here to help.
- Reaching out for support can be difficult. But no matter your gender, sexual identity, race, or culture or the challenges you're facing, there are people and services in your community that you can turn to at any time to help keep you and your family safe and supported.
- COVID-19 can lead to an increase in risk factors surrounding mental health, intimate partner violence, and maltreatment of children and youth. We encourage all Ontarians to reach out if their family needs help or if they know a young person or family in need of support. If they have a concern about the safety or well-being of a child or youth under the

age of 18, they should contact their local Children's Aid Society or Indigenous Child and Family Well-Being Agency.

- For many families, COVID-19 has resulted in challenges to accessing community resources and social support networks to maintain day-to-day wellness. That's why it was important for us to come together as community organizations, social service providers, and government bodies across the province in a united message that help is still available throughout the pandemic.
- Across the province, child welfare agencies have seen a drop in the number of referral calls. We know, however, that families continue to face challenges, and so we have developed this campaign to encourage all Ontarians to reach out if their family needs help or if they know a young person or family in need of support.
- The ways in which social service providers deliver their supports look different because of the state of emergency in Ontario and the preventative measures put in place to slow the spread of COVID-19. However, social service providers have been deemed essential by the government and continue to provide support to their communities across Ontario.

Campaign contact information

The #HeretohelpON campaign is a joint initiative of the Ontario Association of Children's Aid Societies (OACAS) and the Association of Native Child and Family Services Agencies of Ontario (ANCFSAO).

- Campaign page: oacas.org/heretohelpON
- ANCFSAO contact: Sherry Brown, Communications Coordinator, sbrown@ancfsao.ca
- ANCFSAO social media:
 - <https://twitter.com/ANCFSAO>
 - <https://www.facebook.com/ancfsao/>
 - <https://www.linkedin.com/company/ancfsao/>
- OACAS contact: Sean McGrady, Senior Manager, Communications, smcgrady@oacas.org
- OACAS social media:
 - https://twitter.com/our_children
 - <https://www.linkedin.com/company/ontario-association-of-children-s-aid-societies/>

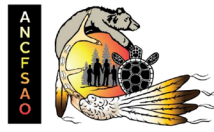
Social Media Tips and Tools

Guidelines for Social Media

- Use a positive and friendly tone and provide supportive messaging.
- Include your agency contact information (e.g., phone number, email, or website) and be clear about how children, youth, and families can access supports.



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- Use #HeretohelpON as well as any other relevant hashtags.
- Keep in mind that your messaging might be shared across the province; consider linking to oacas.org/locate to help all Ontarians find their local Children's Aid Society or Indigenous Child and Family Well-Being Agency.

Content Ideas for Sharing Your Story

In addition to using the sample social media content provided in the Assets section of this package, you may want to:

- Highlight some of the new and creative ways your agency/organization is now servicing young people and families, for example, by coordinating and delivering special care packages or offering virtual programming in support of cultural and spiritual connections.
- Raise awareness of some of the emerging issues impacting young people and families in your communities during this time and describe how your agency/organization is addressing them.
- Tag your community partners and showcase some of the work resulting from your collaborations.

Local Community Partner Messaging

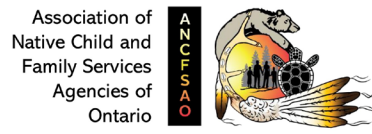
Consider engaging and reaching out directly to your local community partners. Use the following sample messaging or draft something more specific to your circumstances.

[Agency/organization name] is excited to participate in the province-wide #HeretohelpON social media campaign. This campaign aims to connect Ontario young people and families with the help they need by raising awareness of the services and supports still available to them during the COVID-19 pandemic. We're also encouraging all Ontarians to reach out if their family needs help or if they know a young person or family in need of support.

We'd love your help spreading the word and reaching young people and families. You can do this by:

- Following our [link to accounts] and sharing our posts
- Updating your social media account cover photos or banners with our campaign graphics
- Joining the campaign and using the hashtag #HeretohelpON
- For more info and to get involved, visit oacas.org/heretohelpON

Thank you in advance for supporting the #HeretohelpON campaign and the young people and families in our communities.



Campaign Assets

The following assets are available to you and your community partners to share. We ask that you please do not modify the video; all other assets can be edited and personalized before sharing on your accounts.

Video

Coming soon.

Graphics

Images for Twitter, Facebook, and more are available for download as a single zip file from [here](#).

Campaign Launch: Sample Social Media Content

It's strongly recommended that social media content supporting the launch of the campaign also include the video.

Twitter

1. Please help us share this important message with young people and families in our communities. It may seem like everything is closed – from schools and libraries to stores and parks – but we continue to provide services to young people and families and are #HeretohelpON
2. Excited to join this campaign raising awareness of the supports still available to Ontario young people and families. We are continuing to provide services during the pandemic. Please share this video, spread the word, and let young people and families know we're #HeretohelpON

Facebook/Instagram

1. We're excited to participate in this campaign, which aims to connect Ontario young people and families with the help they need by raising awareness of the services and supports still available to them during this time. [Name of agency/organization] is an essential service under Ontario's state of emergency order and we continue to provide support to young people and families throughout the COVID-19 pandemic. Please share this video, spread the word, and join us in letting young people and families know we're #HeretohelpON
2. We've joined the #HeretohelpON campaign, which encourages Ontarians to reach out if they need help or know a young person or family in need of support. We know it can be hard, but there's no shame in asking for help for yourself or for others. Because COVID-19



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presents new challenges and additional stress for young people and families, asking for help is more important than ever. [Name of agency/organization] is still providing services and offering support to young people and families in [your region or community]. If you need help or know a young person or family in need of support, or if you have concerns about the safety or well-being of a child or youth under 18, please call your local Children's Aid Society/Indigenous Child and Family Well-Being Agency. You can find local contact numbers here: oacas.org/locate.

LinkedIn

1. [Agency/organization name] is excited to participate in the #HeretohelpON campaign, which aims to connect Ontario children, youth, and families with the help they need by raising awareness of the services and supports still available to them during the COVID-19 pandemic.

We want young people and families to know that despite the state of emergency and public health measures to limit the spread of COVID-19, we're still here to help. Our services may look a bit different, but we continue to provide support to young people and families during this time.

We're also encouraging Ontarians to reach out if they need help or know a young person or family in need of support. We know it can be hard, but there's no shame in asking for help for yourself or for others. It's also now more important than ever. Vulnerable families who struggle with chronic issues may be facing new challenges and additional stress because of COVID-19. And across the province, child welfare agencies are seeing a drop in the number of referral calls – but we know COVID-19 can lead to an increase in risk factors surrounding mental health, intimate partner violence, and maltreatment of children and youth.

If you need help or know a young person or family in need of support, or if you have concerns about the safety or well-being of a child or youth under 18, please call your local Children's Aid Society/Indigenous Child and Family Well-Being Agency. You can find local contact numbers here: oacas.org/locate.

Additional Social Media Content

Twitter

1. We know asking for help for yourself or for others can be hard, but our services are available to help keep you safe. We're ready to offer support if you need help or know a young person or family who does #HeretohelpON



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2. It is difficult to imagine a more challenging time for young people and families. Now more than ever it's important to reach out if you need help or know a young person or family in need of support #HeretohelpON

Facebook/Instagram

1. We know it can be hard, but there's no shame in asking for help for yourself or for others. It's also now more important than ever. Vulnerable families who struggle with chronic issues may be facing new challenges and additional stressors during this time. And across Ontario, child welfare agencies are seeing a drop in the number of referral calls – even though we know COVID-19 can lead to an increase in risk factors. If you need help or know a young person or family in need of support, or if you have concerns about the safety or well-being of a child or youth under 18, please call your local Children's Aid Society/Indigenous Child and Family Well-Being Agency. You can find local contact numbers here: oacas.org/locate. #HeretohelpON
2. The pandemic has made it challenging for many families to access community resources and their social support networks. Although COVID-19 has changed the ways we meet the needs of those in our community, the government has recognized our services as essential and we continue to provide support to young people and families throughout the pandemic. Our services may look a bit different than before, but we're still #HeretohelpON