



PARENTS LEAD

Community Resource Guide

North Dakota Department of
Health and Human Services

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INTRODUCTION

It Takes a Village

With research-driven, easily accessible parenting resources, your community can be one where children get the behavioral health support they need to flourish. Parents, meanwhile, will have the tools they need to learn and grow as role models for their children.

Parents Lead is an evidence-based prevention program that provides parents and caregivers with a wide variety of tools and resources to support them in creating a safe environment for their children that promotes behavioral health. What is behavioral health? It's defined as a state of mental/emotional well-being and/or choices and actions that affect wellness. Put simply, it's our health and well-being.

Parents are a major influence in their children's lives. In fact, a strong parent-child relationship is one of the biggest factors in preventing behavioral health issues like underage drinking, drug use, depression and anxiety. By practicing four proven behaviors—ongoing communication, effective monitoring, positive role modeling and support and engagement—parents can make a lasting impact on the behavioral health of their children

Behavioral health includes all aspects of mental and emotional health. It includes mental health issues like depression and anxiety, as well as substance use or other negative behaviors impacting wellness. And, it has been proven that when one area of wellness is impacted, either positively or negatively, other areas can be impacted as well.

Remember that behavioral health covers a wide variety of topics, making it important to tailor your efforts to issues that matter within your household, school or community.

Thank you for your commitment to supporting parents and caregivers in promoting the behavioral health of their children. When children are healthy and safe, they can learn, grow and thrive, benefiting everyone.

The most successful efforts in promoting the behavioral health of children are collaborative and involve entire communities.

USING KEY MESSAGES

Parents Lead Key Messages:

- ✔ It's never too soon or too late for parents to make a positive impact on their child's overall health and well-being.
- ✔ Parents Lead helps parents protect their child's whole health—their mind, body and emotional well-being.
- ✔ Parents have the biggest influence on the health and well-being of their children. Parents Lead helps parents identify things they can do to make a positive difference.
- ✔ Whether your child is 2 or 20, Parents Lead offers a wide variety of tools and resources addressing a wide variety of topics.
- ✔ When children are healthy, safe and well, it benefits all of us.

Create your own materials using the guidelines provided in this toolkit, utilize the materials provided for communities on parentslead.org and/or contact Parents Lead for suggestions and additional guidance.

BRAND MESSAGING

Current Campaign: Look. Listen. Love.

Rarely do you meet a parent who is not “busy.” Content shouldn’t add to the noise of daily life but rather provide a sense of calm and understanding. Let’s encourage parents to take a deep breath. Observe their child. Listen to them. And exhale a small act of love.

Our Brand Positioning

Look. Listen. Love. allows the audience to see parenting doesn’t have to be defined by moments of struggle. Ninety-nine percent of the job is showing up and being there for those ordinary moments. Those small acts pay big dividends.



Look.

It’s as simple as just being present with them. Paying attention to their behaviors, understanding their needs, and encouraging them during all times will help build that trusting relationship.



Listen.

One of the most effective ways to promote positive behavioral health in your home is to make sure you and your children talk.



Love.

Children need to know and feel that they are loved and valued.

Specific messages look different on each platform. Yet, in general, they are short, informative, useful and research-backed. This often includes things like:

- ✓ Tips for parent-child activities
- ✓ Daily conversation starters
- ✓ Advice for talking about sensitive topics like drugs, alcohol or mental health

WAYS TO ENGAGE

Once you've identified a local issue and messages and groups who are willing to support your project, it's time to engage with community members. There are many ways to do this. Be creative while keeping in mind your specific issue and what age/demographic you most want to connect with.

Create your own materials using the guidelines provided in this toolkit, utilize the materials provided for communities on parentslead.org and/or contact Parents Lead for suggestions and additional guidance. The following list provides a brief overview of general ideas for comprehensive community implementation of Parents Lead.

Ideas

- Hang posters/flyers in high-traffic areas
- Display table tents in restaurants and other gathering places
- Insert information into school newsletters and church bulletins
- Place brochures/flyers in grocery bags
- Hand out stickers or flyers at school events
- Provide activity books for kids and resources for parents at PTA meetings
- Provide public and school libraries with bookmarks for children and parents
- Place stickers on popcorn bags at local sporting events
- Participate in community events, such as county fairs or other fundraisers
- Share Parents Lead conversation starter playing cards in waiting rooms
- Place coasters in local coffee shops and dining establishments
- Provide coffee sleeves to local coffee shops and supporting partners who serve the public
- Purchase billboard space
- Place media on radio or TV
- Share information on local cable access channels
- Utilize free PSA space at local radio stations or host a weekly radio show
- Submit articles or letters to the editor to the local paper
- Post or share information on social media
- Present at teacher in-services
- Share information during announcements at a church service
- Promote at community events or meetings
- Promote social media pages
- Sign up for email updates in the community section of parentslead.org and share resources with partners

A great way to promote Parents Lead is to align your efforts with a key time of year, season, awareness month/day or important events in your community.

A strong community connection is key to successfully implementing Parents Lead. And, it's another proven factor supporting children's behavioral health. That's why it's important to not only establish relationships with different sectors represented in your community, but to also identify and align efforts with events and times of year important to your community.

The following are additional ideas for supporting community events and engaging with different sectors in your community. You can also contact Parents Lead to discuss your implementation ideas and get additional guidance.

Community Events

- Participate in community health fairs such as National Night Out®
- Share information and resources at local run/walk fundraisers
- Engage with families at local sporting events or celebrations
- Plan a town hall meeting or community wide forum
- Host your own community event sponsored by Parents Lead

Local Businesses

- Meet with area business owners to get permission to promote Parents Lead
- Discuss Parents Lead's mission and key features with business owners
- Post stickers on takeout boxes
- Put table tents up in seating areas
- Insert materials into grocery bags
- Post posters/flyers by front entrances
- Leave post cards by cash registers at businesses, restaurants, post office, etc.

Child Care Providers

- Work with child care providers to share Parents Lead resources with families
- Share conversation starter playing cards and activity books distributed to families
- Partner with special events or gatherings for families

Key Community Leaders

- Schedule meetings or get on the agenda for meetings with representatives from civic volunteer groups, government, and professionals serving parents and families to present Parents Lead's mission, goals and key features
- Participate in the planning and coordination of community events or activities sponsored by various groups
- Support proposed laws that support parents in promoting the behavioral health of their children (e.g., support mental health, reduce access to alcohol and other drugs, promote overall healthy environment)
- Provide promotional items and sample resources at meetings and other events

Primary/Secondary/Higher Education

- Share information for the first day of school/back-to-school night
- Host a booth or include resources at parent-teacher conferences
- Present or provide information at teacher in-services
- Attend or participate in local PTA meetings to share resources and gain support
- Develop Parent Kits for students in a certain grade that includes playing cards and other resources
- Display posters near school entrances, main offices and gymnasiums
- Sponsor or share information at local sporting events
- Work with school to add Parents Lead logo and web link to website
- Share Parents Lead information and resources in school newsletters
- Utilize parent email and text notifications to share tips and tools
- Support after prom or graduation planning
- Share information with college/university housing, especially family housing
- Provide resources to college/university faculty to share with students entering the workforce
- Include Parents Lead brochures/flyers at student health services

Health Care/Human Services

Social Services

- Share conversation starter playing cards and brochures in waiting rooms and offices
- Hang posters/flyers on bulletin boards
- Work with home visitation to share conversation starter playing cards and other resources to parents
- Partner with Child Abuse Awareness Month in April for special events

Religious/Faith-Based Organizations

- Include information in church bulletin or newsletter
- Ask faith communities to promote Parents Lead on website and social media
- Incorporate 30-day Parent Challenge into scripture or Lenten activities
- Share conversation starter playing cards and other resources in brochure stands or gathering spaces
- Co-sponsor after-service breakfasts by sharing materials or printing placemats/table tents
- Share resources with religious education/Sunday school teachers
- Present Parents Lead information during announcements at church services

Law Enforcement

- Meet with law enforcement leaders and judges to present the program and its key features
- Develop a law enforcement referral card that can be provided to parents upon various interactions
- Hang posters/flyers on bulletin boards at law enforcement offices and courthouses

PAID MEDIA

Tying all of these steps together will help you to effectively and efficiently plan, execute and evaluate a media plan that will create results.

Set your goals: This step will help you evaluate and narrow down options and mediums. You should ask yourself these questions when deciding what your goal(s) for the campaign/communication should be:

- ✔ What do you want to accomplish? Is this a campaign to help with brand awareness? Awareness of a specific topic? Are you having an event?
- ✔ Next, decide on a time frame. When is this event going to happen? Or how complicated is my brand/message, and how long will it take people to understand?
- ✔ Finally, figure out who you are trying to reach. Is your target audience parents of preschool children? Are you trying to reach parents of high school seniors in your county? Defining who you are trying to reach will help in deciding how to reach them.

Set a budget: How much can you afford to spend on this campaign? What do you expect in return? Is it event attendance? If so, how many? Think about your outcomes and how much you want to spend. Is 100 people at an event successful? Then spending \$10,000 probably isn't realistic. Be smart and conservative with your budgets.

Plan and purchase media: After narrowing down your timing, audience and budget, you are ready to start deciding which mediums are the most appropriate. Information on traditional and digital media options follows.

Sales reps should be able to back up their proposals with reach and frequency or circulation numbers. Ask them about the highest-rated stations, programs or the publications with the highest circulations to reach your audience. And use yourself as an example (if you are in the target audience). When do you listen to the radio or watch TV? Do you subscribe to the newspaper or read it at work? Gather all the information and then compare it before you finalize your media plan.

Evaluate: Did you meet your goal? What were your results?

Traditional Media

Traditional media does not have the ability to target parents specifically. However, it does offer a broad reach and can add value by reaching your secondary audiences.

You can also look for local advertising opportunities. These can range from high school theater program ads to sponsoring the local pancake feed to having a booth at the county fair. They show you are invested in the people and success of your community. Execution will vary depending on location and what the advertising is. The best way to find out about local options is to be involved in your community and/or work with the local chamber of commerce to identify events, etc., that might make sense.

Digital Media

Digital media is in almost everyone's life and, in fact, it's hard to ignore. It is trackable and accountable, which makes it a very attractive medium because of the measurable results. In digital, you can target specific audiences and places, i.e., just parents in a certain geography.

In addition to the digital options outlined below, Facebook, X, formerly known as Twitter, Instagram and Snapchat offer affordable advertising options. The self-service models allow you to easily control your audience, geography and budget. They have several options depending on your goal. For example, on Facebook, you could run ads targeted to parents of teenagers in Burleigh County inviting them to RSVP for an event.

Traditional Media Chart

	Television	Cable	Radio	Newspaper	Magazine
Audience	Adults 35+	Adults 35+	Adults 25+	Adults 35+ (weekly) Adults 65+ (daily)	Adults 30+
Reasons To use	Mass reach. Storytelling with sight and sound.	Targeting ability. Storytelling with sight and sound.	Used for timely messages. Can be started quickly.	Used when message needs explanation or is more complicated.	Great for brand awareness. Tend to stick around for a long time.
Cons	High spot and production cost. Limited targeting.	High production costs. Doesn't reach younger demographic.	Targeting is limited to station format and age.	Circulations are declining. Tends to skew much older.	Lacks immediacy. Targeting is limited.
How To Purchase	Generally sold in :30 spots. You can choose where your ads run by programming or dayparts (early morning, daytime, early news, prime access, primetime, late news and late fringe).	Similar to television. Sold in :30 spots. Spots are purchased by specific network (e.g., USA or TBS) or by specific programming (e.g., Walking Dead or College Game Day).	Radio is generally purchased by time slots and by number of spots per week. You can also choose specific programming (e.g., high school basketball game broadcast or the ag market report).	Purchase on a cost-per-column inch basis. E.g., a 3 col x 10" ad is a total of 30 total inches. Color is usually a separate fee and can be a flat fee or based on the size of the ad.	Generally sold by size. Common sizes are full, half and quarter page. Generally, color is already figured into the pricing. Discounts when you purchase more than one month.
Creative	:15 or :30 spots	:15 or :30 spots	:15 or :30 spots	1 col x 1" up to 6 col x 21"	Sizes depend (see above)
Measurement	Reach and frequency	Reach and frequency	Reach and frequency	Circulation	Circulation

Digital Media Chart

	Paid Search	Online Display	YouTube	Digital Radio (Pandora & Spotify)
Audience	Adults 18+	Adults 18+	Adults 18+	Adults 18+
Reasons To use	Users are already actively looking for you or products and services you provide.	Targeting ability. Low cost. Measurable.	All the advantages of TV with a lower cost and better targeting options.	All the advantages of radio with additional targeting options.
Targeting	Keywords	Several options depending on site. Including, but not limited to, demographic and interests.	Several options depending on site. Including, but not limited to, demographic, interests, specific channels or content.	Geographic and demographic. E.g., Men ages 18-24 in the ZIP code 58103.
Cons	Can be time intensive.	Click-through rates tend to be low.	Setup can be time intensive. Ads are skippable after five seconds.	Scalability. Some geographies do not have enough users to run campaigns.
How To Purchase	Keyword bidding with the Google Ads environment.	Sites sell impressions and you will pay on a cost per thousand (CPM). E.g., if you are purchasing 100,000 impressions and your CPM is \$10, your total cost is \$1,000.	Executed through Google Ads. Purchased on an impression basis.	Purchased on a cost per thousand (CPM) basis similar to online display. However, it has two creative options: audio and display.
Minimum Spend	Ideally \$25/day, but in some cases \$10/day would be sufficient but no less.	Depends on site and geography; however, \$300-500 is an average spend.	Ideally \$25/day, but in some cases \$10/day would be sufficient but no less.	\$5,000 for Pandora and \$250 for Spotify
Creative	Text ads	728x90, 300x250, 160x60 and 320x50	:10, :15 or :30 spots in various formats	:15 or :30 audio, plus standard online display ads (see online display column)
Measurement	Click-through rate (CTR)	Impressions, CTR	Views, CTR	Audio ad completion and CTR

WORKING WITH THE MEDIA

Coverage from local news sources can help get your message out to a wider audience and enhance credibility. While this channel is free, it can also take time to make the right connections.

How To Pitch a Story

Identify your contact: Weekly newspaper editors are often also the main reporter. Daily newspapers have larger staffs and may have a reporter whose “beat” matches your topic or event specifically. When in doubt, contact the general news editor. In general, TV and radio stations handle coverage requests through news directors and producers.

Be prepared: Be ready to immediately provide succinct information via phone or email to the identified media contact. If you'd like media to attend an event, have logistical information on hand (who, what, when, where, why) and explain why it would be worthwhile for them to attend the event/cover your story. Ask yourself: So what? Who cares?

Keep it local: Local media prefer to cover local stories. Provide local examples and sources to make your story more appealing and relevant to their audiences.

Give notice: Be cognizant of deadlines and provide plenty of notice for media to plan to attend your event or cover your story. If you aren't sure when deadlines are, ask.

Provide resources: Media outlets that cannot cover your story in person may include it in a broadcast/publication if you are able to provide them with resources, including a news release or recap of the event/story and/or high-resolution photos/video. Offer to send information, assets like event photos, and ask what specific items would be most valuable.

Be helpful: Follow up individually via phone or email immediately after an interview/event to thank media members for coverage. Offer to answer questions or provide additional information as needed and be prepared to immediately help.

RESOURCE CHART

Available Resources:

Resources	Uses
Social Media Posts	Use posts to raise awareness on your own social platforms or share them with other community organizations.
Videos	Use videos online, show at events or presentations.
Posters	Customize posters with your agency's logo and information. Perfect for high-traffic areas like community bulletin boards, bathrooms or grocery stores.
Full- & Half-Page Ads	Use in print or digital publications. Can be customized with your organization's information.

BRAND LOOK

Logo Usage

A strong visual identity projects a distinctive look and creates a lasting impression. For any logo to be impactful, it must be used repeatedly and consistently in all communications.

The following guidelines illustrate and explain how to use the Parents Lead logo:

Clear Space Requirements

A minimum amount of space must always surround the Parents Lead logo. Other graphic elements or text must not intrude. This minimum amount of space surrounding the logo must be equal to the height (x) of the logotype. The diagram below illustrates the area of minimum clear space required.



Size Requirements

The Parents Lead logo should be no smaller than 1 ½ inches wide.



Digital Logo Files

Contact Parents Lead on acquiring digital logos. Do not redraw, reposition or modify the logo in any way. Use original art to ensure high-quality reproduction. Use the Adobe Illustrator ai files provided to reduce or enlarge the logo without a notable loss in quality.

- File types include:
- vector ai
 - jpg
 - pdf
 - png

CONTACT:
Sara A. Kapp | skapp@nd.gov

Acceptable Logo Usage

Use the full-color option whenever possible (A). Other acceptable reproductions include the logo in grayscale (B), the logo in black (C), or completely reversed on any colored background (D).

(A) Full Color



(B) Grayscale



(C) Black & White



(D) Reversed



Unacceptable Use

Consistent use of the Parents Lead logo is essential. Any variation is forbidden. Here are a few examples of what not to do with the logo:

Do not allow other graphic elements or names to encroach on the logo.



Do not alter colors.



Do not change the typeface.



Do not compress, stretch or distort the elements.



Color

Color plays an important role in the Parents Lead brand. Consistent use of primary and secondary colors will contribute to the harmonious look of the Parents Lead brand across all media. The additional tonal colors are to be used sparingly and as a complement to the messaging. Check usage with your designer or printer so that they will be used appropriately.

Primary

Stargazer CMYK : C100 M72 Y8 K9 RGB : R33 G72 B126 HEX : #21487E	Jewel of Your Eye CMYK : C78 M46 Y2 KO RGB : R58 G124 B188 HEX : #3A7CBC	Conversation Sky CMYK : C29 M1 Y13 KO RGB : R58 G124 B188 HEX : #B2DCDD
HEX : #243B69	HEX : #1D69A6	HEX : #9FCEDO
HEX : #115599	HEX : #3B93DB	HEX : #C7EAEA

Secondary

Summer Dreamsicle CMYK : C5 M35 Y80 KO RGB : R239 G173 B79 HEX : #EFAD4F	Lemonade Stand CMYK : C7 M11 Y66 KO RGB : R170 G221 B223 HEX : #EED776	Hug a Honeydew CMYK : C62 M1 Y44 KO RGB : R90 G191 B165 HEX : #5ABFA5
HEX : #EDA440	HEX : #EDCE5E	HEX : #4DAE97
	HEX : #FBF2CB	HEX : #71D8BA

Typography

Raleway is an ideal use-it-for-everything font designed to look great in any context whether in print or online. Use Arial in all cases where Raleway is not available. Thoughtful selection and use of typography enhances the overall visual appeal and convey the intended tone and message of the design.

<h3>Headlines</h3> <hr/> Raleway Bold Arial Bold <small>(use only if Raleway is not available)</small>	<h3>Subheads</h3> <hr/> RALEWAY MEDIUM (CAPS) ARIAL REGULAR (CAPS) <small>(use only if Raleway is not available)</small>	<h3>Body Copy</h3> <hr/> Raleway Light Arial Regular <small>(use only if Raleway is not available)</small>
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Supporting Elements

Here are additional elements available to you to maximize your marketing efforts. Please note the usage of the 'North Dakota Behavioral Health Initiative' mark below.

Icon Grouping

The Look. Listen. Love. icon grouping's purpose is to reinforce this campaign message and increase brand recall. They are strongest when appearing together with the words 'Look. Listen. Love.'

The Look. Listen. Love. icon grouping should always appear together. The icons are complementary to the current campaign and are not required to appear in campaign messaging. They can be used to support, enhance or add interest to the message when needed, or in small spaces which do not allow room for words. Use discretion with their size and placement.



SOCIAL MEDIA POSTS



Social Post #1 | Post Copy

Starting the conversation about mental health with your children is essential. Keep it simple, be open and let them know it's okay to talk about their feelings. Together, we can break the stigma and foster understanding.

Social Post #1 | Graphic 1080x1080 pixels



Social Post #2 | Graphic

Parents are the #1 influence in their child's life. By spending time and engaging with them, you can make world of difference. Here are some easy ways you can support and connect with your child!

Social Post #2 | Graphic
1080x1080 pixels



Social Post #3 | Post Copy

While you may not be able to prevent your child from feeling stress, you can help them deal with it in a healthy way.

Social Post #3 | Graphic
1080x1080 pixels

VIDEOS



POSTERS



Poster #1

7.75 in x 10.25 in

4 Everyday Tips To Build Resilience in Your Child

We all want our children to be adaptable to life's challenges. Use these tips to start practicing resilience skills from a very young age.

- **Keep a solid routine.** Consistency is comforting for children. Set specific times for homework, meals and free play.
- **Demonstrate self-care.** Show the value of eating right, exercising and getting enough sleep.
- **Set goals together.** Try learning a new instrument or skill together as a family.
- **Prepare them for changes.** Talk openly about things like new schools, relocation or new siblings even if they are a long way out.



Find more ideas at ParentsLead.org

PARENTS LEAD

Poster #2

5.5 in x 4.25 in

4 Everyday Tips To Build Resilience in Your Child

We all want our children to be adaptable to life's challenges. Use these tips to start practicing resilience skills from a very young age.

- **Keep a solid routine.** Consistency is comforting for children. Set specific times for homework, meals and free play.
- **Demonstrate self-care.** Show the value of eating right, exercising and getting enough sleep.
- **Set goals together.** Try learning a new instrument or skill together as a family.
- **Prepare them for changes.** Talk openly about things like new schools, relocation or new siblings even if they are a long way out.



Find more tools and resources at ParentsLead.org

PARENTS LEAD

FULL-PAGE AD



4 Everyday Tips To Build Resilience in Your Child

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Find more ideas at ParentsLead.org

PARENTS LEAD

Full-Page Ad

7.75 in x 10.25 in

HALF-PAGE AD



4 Everyday Tips To Build Resilience in Your Child

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Find more tools and resources at Parentslead.org

PARENTS LEAD

Half-Page Ad

7.5 in x 4.75 in

PARENTS LEAD