**2022 Prevention Campaign (NCAPF) proposal:**

**Campaign Goal**:

* **Past** – Create awareness that everyone has a role to play in prevention through specific activities that increase a family/youth/child’s protective factors
* **Future** – Create awareness of their local collaborative and the prevention resources in their community

**Target Audiences:**

1. **Primary**: youth/families who need support
   1. parents with children at home (often single parents)
   2. young people with system experience
   3. living situation in flux (homeless or near homeless)
   4. have been or are living below the poverty threshold
   5. fewer years of formal education
   6. immigrants/ESL families
2. **Secondary**: people who could be referring families to prevention services (employers, judges, educators, medical staff, law enforcement)

**Key Messages:**

1. We all need support sometime in our lives; it takes a strong person to ask for help
2. Bring Up Nebraska partners believe in enabling young adults and families to determine their own path toward their well-being goals and lifts up their lived experiences to shape prevention efforts.
3. There is a prevention structure across the state – made up of locally owned and community driven collaboratives – designed to strengthen young adults and families before there is a crisis. This structure is in place as alternative to calling law enforcement or CPS when a family is facing a challenge.

**Proposed tactics**:

*Rationale*: We have had success in using a combination of radio and digital ads to reach audiences across the state and recommend continuing that partnership with Learfield - with adding a bit more budget to digital by decreasing the radio. We’ve also heard from many partners and communities that they are finding that due to lack of digital devices or reliable internet, that reaching youth and families by low-tech means is successful, and we recommend creating a print toolkit through a contract with Firespring.

1. **Learfield** radio and digital ad campaign (English and Spanish) to let people know about prevention resources - **$40,000**
   1. Draw traffic to BringUpNebraska.org landing page that captures their contact information and gets them connected to their local collaborative – could also promote the chatbot for more immediate connection
      1. Create individual web pages on the site for each collaborative – that then links to their individual websites (if they have one) – no additional cost (Nebraska Children marketing team can do this)
2. Work with **Firespring** to create a toolkit of designed pieces (that can be personalized with the collaboratives’ logo and contact info) for collaboratives to use to promote prevention services and their collaborative (would include printing costs). Also includes cost for 2nd year of hosting for BringUpNebraska.org website - **$25,000**
   1. We could do this like the prevention store, where we have 5-7 designed pieces, a set amount of money and then collabs order what they want within that budget.
   2. Potential: one-sheets, postcards, posters (hang in grocery stores, library), newspaper ads, retractable banners, infographics, billboard (traditional and electronic), check stuffers (collaborative partners to include in their mailings) – work with collabs to determine most needed items

**Metrics:**

1. Reach and frequency of ads
2. Website visits
3. Link clicks to the webpage for their local collaborative
4. Inquiries to collaborative/central navigators
5. Increase in chatbot usage