

## Partner Activation Ideas

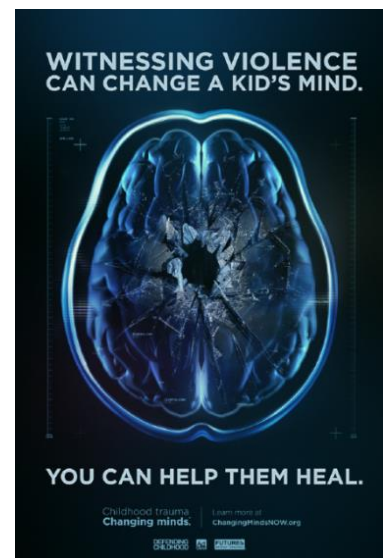
The Changing Minds Partners are a network of organizations, professionals, and local and state governments who are creating trauma-informed communities through their work. These partners, with their networks of adults who interact with young people, can help us raise awareness of the Changing Minds campaign, website, and tools. Changing Minds hopes to engage and support adults in their professional roles to help young people heal from trauma.

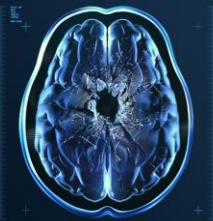
As a partner, you have access to the **Changing Minds Campaign Toolkit**, which provides our campaign assets and materials. In addition, please use the following tips and tools to help extend the Changing Minds messages to other professionals who work with children directly and can help make a significant difference.

- 1) Spread the word about the campaign to members in your network.
  - **Direct Mail** – Print the mailer and send to your members to provide detailed info about Changing Minds
  - **E-Mail Template** – Use the template to e-mail your members about the campaign
  - **Posters/Print** – Feature print materials in your association newsletters or online bulletins
  - **Videos** – embed on your website and show the videos at association events
  - **Web Banners** – Place on your website
  - **Talking Points** – Incorporate campaign messaging into speaking opportunities and communication with members
  - **Social Messaging** – Use provided copy or featured videos on your social channels, community channels, or blogs
  - **PR/Pitching** – Use provided template language in outreach to press
- 2) Offer the Changing Minds Toolkit resources to your members to spread the word to their communities. Teachers, school staff, nurses and counselors, coaches and volunteers can use the campaign materials in the following ways:

### Posters/Print

- Print out the 8.5" x 11" posters and print materials and distribute to schools, community centers and at relevant conferences and events.
- Print larger posters through a local copy shop to hang up in break rooms or local community centers.
- Feature print materials in community or staff newsletters or online bulletins.
- Reminder: Please review the guidelines for use of the Toolkit resources within the *Creative Assets* section.





# Childhood trauma **Changing minds.**<sup>™</sup>

DEFENDING CHILDHOOD Ad Council FUTURES WITHOUT VIOLENCE

[ChangingMindsNOW.org](http://ChangingMindsNOW.org)

## **Videos**

- Show the live-action and animation Changing Minds videos at your school, community or industry events.
- Share the videos on your Facebook and Twitter channels.

## **Talking Points**

- Incorporate campaign messaging and talking points into your speaking opportunities and communications with colleagues.
- Share the childhood trauma statistics and five everyday gestures that your colleagues can use to help children heal.

## **Social Messaging**

- Use social media to inform your networks and followers about this important campaign.
- Discuss the five everyday gestures with your networks by sharing the [ChangingMindsNOW.org](http://ChangingMindsNOW.org) website.