



Memorandum

#12-084

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: August 20, 2012

SUBJECT: Help and Hope Campaign Materials in Women Infants and Children (WIC) Clinics

Texas WIC is working with the Texas Department of Family and Protective Services (DFPS) to support its new public awareness campaign. The campaign strategy of the *Help for Parents, Hope for Kids* campaign is to reach out and inspire parents, who have risk factors for abuse, to seek help in their communities *before* they hurt their children.

Recently, your local agency administrative office should have received a mailer containing the following:

- A letter from the DFPS commissioner (also attached to this memo)
- A Help & Hope child abuse prevention campaign poster
- A Help & Hope child abuse prevention tip card

Please share these materials in your clinic, with WIC partners, and most importantly, with parents. Additional materials may be ordered free of charge (posters are available in multiples of five and tip cards in multiples of 500) from the DFPS campaign materials website at <https://www.surveymonkey.com/s/2012OrderForm>.

In addition to the tip cards and posters you have received, the *Help for Parents-Hope for Kids* campaign website at <http://www.helpandhope.org/index.html> features many resources, tools, and links for parents, families, professionals, and concerned citizens. It also includes campaign materials for partners to download and tools to promote the campaign in your community.

Thank you for your efforts to support this worthwhile campaign and to help prevent child abuse before it begins. If you have any questions about the campaign or the materials, please email Anjulie Chaubal in the DFPS Prevention and Early Intervention Program at Anjulie.Chaubal@dfps.state.tx.us.



TEXAS DEPARTMENT OF FAMILY AND PROTECTIVE SERVICES

COMMISSIONER
Howard G. Baldwin, Jr.

Dear Colleagues,

Preventing child abuse and neglect is at the heart of a new DFPS public awareness campaign called *Help for Parents, Hope for Kids* (HelpandHope.org). I invite you and your organization to join us as a partner in sharing the important message that "when parents get help, there's hope for children."

We believe one of the best strategies for preventing child abuse is to get families the help they need to raise healthy children and, at the same time, to support the many organizations that serve those families. That's why HelpandHope.org makes it easy for parents to find help, information, and resources in their communities and for others to find ways to help families by volunteering or supporting organizations like yours.

The *Help and Hope* campaign features many resources, tools, and links for parents, families, professionals, and concerned citizens—all in one easy-to-navigate website. The campaign also features inspirational video testimonials of parents who are turning their lives around and building healthier, happier families. We are getting the message out through an integrated media campaign that includes radio, TV, billboards, transit, movie theatre, retail, and online advertising as well as social media.

You can also help get the word out by downloading campaign materials and tools to use on your own website or in your community to promote the campaign (www.HelpandHope.org).

Because you share our commitment to this issue, I am enclosing a campaign poster and parent tip card, plus samples of two other child safety campaigns that you can order free of charge. Please share these materials in your organization, with your partners, and most importantly, with parents in your communities. Posters are available in multiples of five and tip cards in multiples of 500. Place your order at:
<https://www.surveymonkey.com/s/2012OrderForm>

I encourage you to look through HelpandHope.org. Please link to it from your own website and share the news with your contacts and constituents. If you have any questions about the campaign, email Anjulie.Chaubal@dfps.state.tx.us in the DFPS Prevention and Early Intervention Program.

We sincerely appreciate your efforts to support Texas families, and we hope you will join us in preventing child abuse so all Texas children grow up healthy and strong. Thank you for your support.

Best Regards,

Howard G. Baldwin, Jr.