



Safe and Sound

MC&FP's Child Abuse and Neglect Campaign

Overview

Safe and Sound is an initiative to help military parents keep their kids safe and happy. It aims to educate military parents about parenting skills and resources, child abuse and neglect prevention, and support available through Military OneSource and partner organizations.

By showing military families we understand they juggle a lot, and effectively connecting them to support, we hope to build trust, parental resilience, and knowledge, and ultimately reduce risk and incidents of child abuse and neglect.

What to Expect

Safe and Sound launched on Friday, October 9, with a dedicated page on the Military OneSource website and outreach on Facebook. The kickoff is introducing military parents to information they can expect to learn throughout the campaign, including three primary areas of child neglect: inadequate supervision, hazards around the home, and distracted parenting.

There's more to come as the campaign rolls out:

- **Webpages and Tools on Military OneSource** – tips, tools, and resources for parents
- **Social Media** – targeted Facebook campaign to build awareness and engagement
- **Digital Advertising** – launch of first-ever MC&FP paid digital media campaign on Facebook, keyword search, and Google sites
- **Stakeholder Outreach** – ongoing outreach to stakeholder networks to align with key opportunities for reaching our audience

How You Can Help

We cannot do this alone. We know these audiences trust and respect you. As an authoritative and authentic voice for these parents, you can help raise awareness of Safe and Sound by taking action now and in the coming weeks.

Today:

- Spread the word by sharing helpful resources with parents from the Safe and Sound webpage, militaryonesource.com/safe-and-sound
- Share social media posts from Military OneSource's Facebook page on your pages

Coming soon:

- Post Safe and Sound content on your social media platforms using pre-drafted messages MC&FP will provide – stay tuned!

Ongoing:

- Identify resources that help military parents, and share them with us and your military family audience
- Keep us updated on what you hear about military parenting and child abuse and neglect, so we can optimize our content in real time to meet audience needs

Design Concepts

• Safe AND Sound •



#SAFEANDSOUND

• Safe AND Sound •

Did you know? *Child supervision standards vary by state.*



FIND OUT YOURS AT
⇒ 800-342-9647
#SAFEANDSOUND

• Safe AND Sound •



FIND SUPPORT HERE.
800-342-9647
#SAFEANDSOUND