

# Be There for ME

A new campaign for parents and caregivers in  
Maine and the people who support them

**August 6, 2024**



# Objectives:

- Learn about Be There for ME and its development.
- Learn about Be There for ME toolkit materials and identify opportunities to act on Be There for ME's message.

# Reminders:

Due to this being recorded and the volume of participants, feel free to keep your cameras off and mute your microphone unless you are speaking.

Please use the chat to submit any questions to the presenters.

The slides and webinar recording will be available after the webinar along with an opportunity to receive a certificate of attendance.

# Our Collaboration

- Maine Children's Trust was originally created by Statute in 1985 as a part of State Government. In 1994, legislation was enacted that transformed the Trust into a 501(c)3 non-profit governed by a Board of Directors. The Trust provides leadership and coordination of efforts throughout Maine to prevent child abuse and neglect before it occurs. The Trust provides funding and supports for prevention programming, as well as coordinates statewide collaborative initiatives to strengthen families. The Trust is also the state chapter for Prevent Child Abuse America.
- The Office of Child and Family Services contracts with Maine Children's Trust to coordinate the Prevention Councils located in each county in Maine.



# Webinar Series Foundation

As a reminder, our webinar series is based on the following principles:

1. We all have a role in keeping children in Maine safe, stable, happy, and healthy.
2. There are multiple strategies for strengthening families to prevent child abuse/neglect, mental health and substance use disorder.
3. We have an opportunity to leverage prevention efforts across multiple domains to strengthen our approach to prevent child abuse and neglect in Maine.
4. There are things that all of us can do in our own personal and professional lives to help strengthen families in Maine.



## Department of Health and Human Services

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**Supporting Parents and Caregivers in Maine**

Find out more at: [BeThereforME.org](https://BeThereforME.org)

**Be There for ME is more than a campaign and website. It's a message** for all parents and caregivers in Maine, and the people who support them.

**For parents and caregivers:** Taking care of yourself and your children can be hard, and everyone needs help sometimes. Be There for ME is a judgement-free place to start to find support.

**For everyone:** Be There for ME is a call to support parents and caregivers without judgement.



## Where did Be There for ME come from?

Be There for ME is part of the [Child Safety and Family Well-Being Plan](#) to **keep children safe by keeping families strong.**

In engagement sessions that informed this plan, parents, caregivers, and community partners shared:

- **Fear of judgement** keeps parents and caregivers from seeking support;
- The need to **normalize challenges** and that it's ok to need help; and
- Difficulties understanding **who to call or reach out to for help.**

The 131<sup>st</sup> Legislature allocated **\$750,000 in one-time funding** to develop a campaign and website to normalize challenges, promote help-seeking as a strength, and increase awareness of existing resources.



## How was Be There for ME created?

Be There for ME was developed by the Maine Child Welfare Action Network and the Department of Health and Human Services in partnership with a diverse group of parents and caregivers and many community partners. This website was created based on what parents and caregivers said they need and how they talk about their experiences.

Be There for ME was informed by:

- Focus groups with parents, caregivers, and BIPOC community leaders
- Community engagement sessions with state and community partners
- The Child Safety and Family Well-Being Plan Community Partner Work Group



## What did parents and caregivers want from Be There for ME?

- They want to feel like they are not alone in their challenges as parents and caregivers – but also as people.
- They want to feel supported by others in their community, not judged.
- They want it to speak directly to them as parents and caregivers, with the words they use to talk about their own lives.
- These messages are important for every parent and caregiver to hear.
- They did not want another directory of resources. They wanted to know how to get the support they need with the fewest clicks or hoops to jump through and favored supports where they can get someone on the phone.











# Campaign Promotion

## Social Media

- Instagram, Facebook, YouTube
- Includes organic posting (content without paid promotion) and sponsored posts (priority placement in feeds)

## Other Media

- Streaming TV
- Online Video (Digital)
- Digital Display
- Linear TV
- Radio
- Gas Station TV
- Metro Bus Ads

Initial media promotion will end in October 2024.





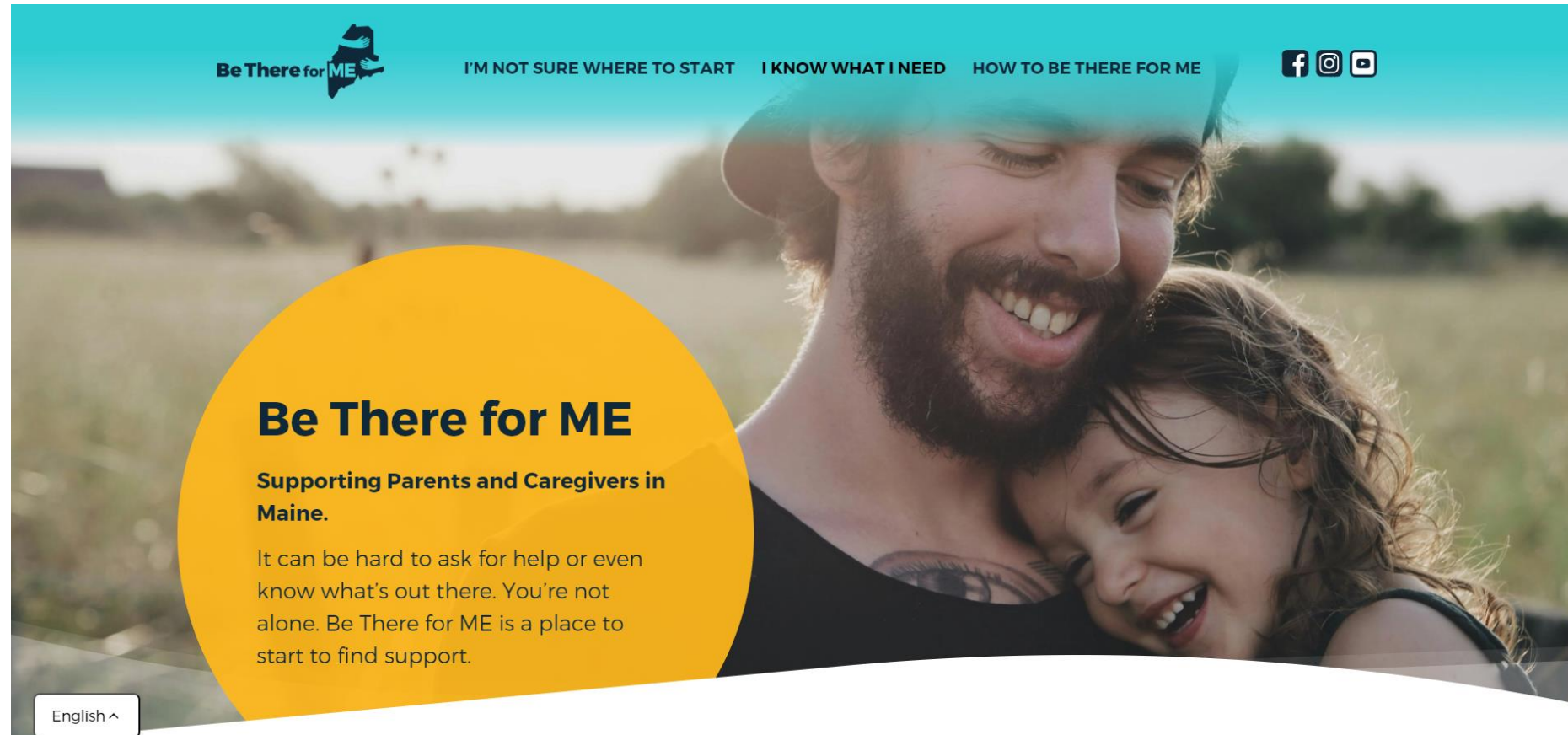
## How does BeThereforME.org differ from other websites?

- Speaks directly to parents and caregiver, not providers
- Includes resources for parents and caregivers of children up to age 18
- Emphasizes supports for parents and caregivers independent of their caregiving roles
- Focuses on identifying places to start to find support rather than a comprehensive list
- Amplifies a message for community members to see their role in supporting families



# BeThereforME.org

The website is available in English and 11 other languages (Arabic, Chinese, French, Khmer, Lingala, Portuguese, Russian, Somali, Spanish, Swahili, and Vietnamese).

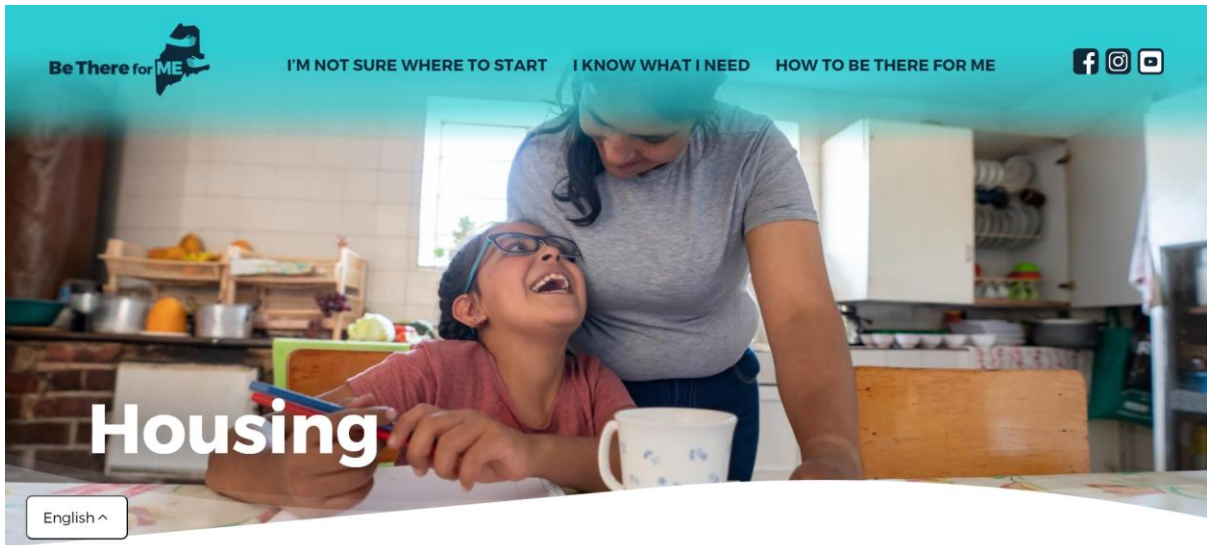




**Website Navigation:**

- **Everyday language** is used to describe the support parents and caregivers might be looking for
- **“I’m not sure where to start”** gives an overwhelmed parent or caregiver a clear place to start
- **“Something else”** honors that a parent or caregiver might know what they are looking for but not see it represented on this list





Housing is more than a roof over your head. It's a place to make memories, feel safe, laugh and cry. It's shelter from the rain and comfort when times are hard. If you don't have a stable place to call home, it can be hard to focus on anything else in your life. Whatever is in your way, there are resources to help here in Maine.

### The support pages:

- Feature a maximum of 7 supports
- Highlight "I want someone to help me figure it out" supports
- Link to a comprehensive directory

**I want someone to help me figure it out:**



**Maine Housing Navigators**  
You can work with a navigator to find an apartment or house, connect you with landlords, fill out forms, and more.



**McKinney-Vento Liaisons**  
If your family is having a hard time with housing and you have a child in public school, there's someone at their school who can provide support.

**I want to find housing or shelter:**



**Maine Housing Search**  
You can search these listings of available rentals in Maine. You can also find tools to help you calculate how much rent you can afford and compare renting to buying.



**Emergency Shelters**  
If you need immediate housing, MaineHousing has a list of emergency shelters across the state. There are family shelters available and shelters for victims of domestic violence.

**I want help paying for my housing or utilities:**



**Rental and Energy Assistance Programs**  
You can apply for support paying for rent, heating your home, and paying electric bills.



**General Assistance**  
You may be able to get support from your city or town to help pay for basic needs, including rent, fuel & utilities, and household items.

**I want to know what else is out there:**



**211 Maine**  
If you don't see what you need here or want to explore other options, you can get free, confidential information and support 24/7.

[Call 211](#)
[Text your ME Zip Code to 898-211](#)
[Search Online](#)

# How to Be There for ME

**Everyone has a role to play supporting parents and caregivers** — from health care providers and teachers to neighbors and friends. The website includes a page with ideas for how to help families in your community and a toolkit of materials community and state partners can use to promote awareness of the campaign and website.

## Toolkit

- The toolkit includes a flyer, rack card, poster, and social media posts.
- The flyer, rack card, and poster are available in English and 11 other languages (Arabic, Chinese, French, Khmer, Lingala, Portuguese, Russian, Somali, Spanish, Swahili, and Vietnamese).
- All materials are available for download directly from [BeThereforME.org](https://BeThereforME.org).
- Select printed materials are available at no-cost by request from the Maine Prevention Store.



## Poster (English)



Parenting  
can be a joy.



It can also be hard.

Everyone needs help sometimes,  
and support is out there.

There can be a lot to think about when you are caring for yourself and your child. Whether it's paying bills, finding affordable child care, or dealing with your own feelings and stress – **Be There for ME** is a judgement-free place to start to find support.



Find out more at: [BeThereforME.org](https://www.BeThereforME.org)

Supporting Parents and Caregivers in Maine

Be There for ME was developed by the Department of Health and Human Services and the Maine Child Welfare Action Network in partnership with a diverse group of parents and caregivers.



## Rack Card (French)



Être parent  
peut être une  
source de joie.



Cela peut également  
s'avérer difficile.

Tout le monde a parfois besoin d'aide,  
et des soutiens existent.

Be There for ME est un lieu où l'on peut, sans jugement, entamer la recherche d'aide.



Si vous êtes un parent ou un aidant, **Be There for ME** est un lieu où vous pouvez entamer la recherche d'aide pour :

- le logement
- les transports
- l'acquisition d'articles du quotidien
- la nourriture
- la garde d'enfants
- la santé ou le développement de votre enfant
- les émotions ou le stress de votre enfant
- le rôle de nouveau parent ou d'aidant
- vos propres émotions ou votre stress
- les drogues ou l'alcool
- la détermination de vos besoins.



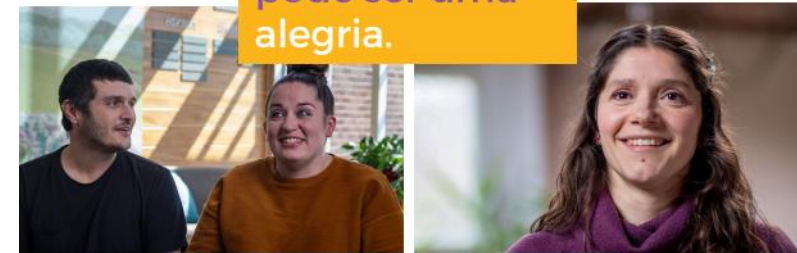
Pour en savoir plus,  
consultez le site [BeThereforME.org](https://www.BeThereforME.org)  
Soutien aux parents et aux aidants dans le Maine

Be There for ME a été élaboré par le Department of Health and Human Services ainsi que le Maine Child Welfare Action Network, en collaboration avec un groupe diversifié de parents et d'aidants.

## Flyer (Portuguese)



Ser pai ou mãe  
pode ser uma  
alegria.



Também pode ser difícil.

Todo mundo precisa de ajuda às vezes,  
há apoio disponível.

O **Be There for ME** é um lugar sem julgamentos para começar a encontrar apoio:

- Moradia
- Transporte
- Obtenção de itens de uso diário
- Alimentação
- Cuidados infantis
- Saúde ou desenvolvimento do seu filho
- Sentimentos ou estresse do seu filho
- Ser um novo pai, mãe ou cuidador
- Seus sentimentos ou estresse
- Drogas ou álcool
- Descobrir o que você precisa



Saiba mais em: [BeThereforME.org](https://www.BeThereforME.org)

Apoio a pais e cuidadores no Maine

O Be There for ME foi desenvolvido pelo Department of Health and Human Services e pela Maine Child Welfare Action Network em parceria com um grupo diversificado de pais, mães e responsáveis.



# How to Be There for Parents and Caregivers

1

**Let parents know that you see how hard they are working** for themselves and their children.

2

**Check in on your friends and neighbors** – ask how they are doing!

3

**Share your own story.** Think of a time you struggled and needed support. Sharing this can help reduce the stigma of asking for help.

4

**Ask how you can help.** And be ready to offer options, like dropping off a meal or playing with their child while they take a breath.

5

**Try not to judge,** and instead show you care by offering to help. There are many ways to parent.

6

If you see someone struggling, **point them to places where they can get support,** like Be There for ME.

7

**Find ways to connect!** Chatting at the bus stop, taking a walk together, meeting up for coffee – these small things all add up to feeling more connected and supported in your community.

8

**Ask for help yourself.** Everyone has something to offer, and it can be easier for someone to accept help if it is a two-way street.

9

**Be patient.** Sometimes people need help but aren't ready for it. Let them know you are there for them – whenever they need it.

How else can you Be There for parents and caregivers?

**How can you include the Be There for ME message in the ways you support parents and caregivers?**

**How can you adapt the Be There for ME message to your community?**

**How can you inspire others to Be There for ME?**





## How can you share Be There for ME?

- Download Be There for ME flyers, posters, and rack cards in 12 languages from the website: <https://bethereforme.org/how-to-be-there-for-me#toolkit>.
- Request printed Be There for ME posters and rack cards from the Maine Prevention Store: <https://www.maine-preventionstore.com/collections/all/be-there-for-me>.
- Share Be There for ME's message on social media with pre-made posts: <https://bethereforme.org/how-to-be-there-for-me#toolkit>.
- Repost these videos featuring parents and caregivers in Maine: <https://www.youtube.com/@bethereformemaine>.
- Include a blurb about Be There for ME in your next newsletter.

**What are the places and people in your community that can share Be There for ME?**

# What are three things you will do this week to Be There for ME?



# Thank you!



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