



**ASK**

**Adults  
Supporting  
Kids**

**Media kit**



**Government of  
South Australia**

# About this toolkit

Anyone in South Australia who is concerned about the safety and wellbeing of children or families can now find and access support services in their local area through a new website co-designed by people with lived experience of the child protection system.

The Adults Supporting Kids or 'ASK' website links people with approximately 1000 free and low-cost services across the state that support children, parents and young people to stay safe and well.

When parents and caregivers decide their family needs help, it should be easy for them to find. ASK is a single source of trusted information where families can find out what services are available to them and easily search for what they need, where they need it.

ASK includes local and national services and organisations which can help people deal with issues including violence, drug and alcohol abuse and practical realities, like looking after a new baby or having enough money for housing, food and bills.

This toolkit has the resources for your organisation to promote ASK via your social media, newsletters and also printable posters for you display in community centres and hubs.

To ensure visitors to your website can access other services and supports they need, we ask you to include a link to ASK on your site.

Thank you for supporting the Adults Supporting Kids website

[www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au)

# Key messages

Please use these key messages consistently across your communication materials and channels:

- ASK is a free service for anyone concerned about the safety of children, families and young people to find information and support services.
- Raising children can be challenging. At times, families may need information and support to keep kids safe and well.
- Many families do not know where to start when looking for early help or support services. They are often unaware they need help and support until things reach crisis point.
- The ASK website has been developed in consultation with people with lived experience of the child protection system, who identified a need for all support services to be located in one place.
- People who are vulnerable often find it difficult to ask for help and face multiple and complex issues. ASK is a safe place for people experiencing difficulties to get the right help at the right time.
- If you are worried about children getting hurt or families who are in need of help, the ASK website has the information you need to connect to support services in your local area.
- It is OK to ASK for help. So ASK early and ASK often. Your family is important and so are YOU.
- If you are feeling unsafe, you can find information, services or someone to talk to on the ASK website and discreetly use the quick exit function if needed without anyone knowing you have accessed services.

# Newsletter

You can publish this newsletter through your internal and external communications with your staff, workers, members and volunteers.

## Parents and caregivers can ASK for help online

The Adults Supporting Kids (ASK) website is live!

ASK is part of a whole of government commitment to providing early help and coordinated support services to vulnerable families in order to keep them away from the child protection system.

Anyone in South Australia who is concerned about the safety and wellbeing of children or families can now find and access support services in their local area by visiting the [ASK website](#).

People who are vulnerable often find it difficult to ask for help and face multiple and complex issues. ASK is a safe place for people experiencing difficulties to get the right help and information at the right time.

The [ASK website](#) was co-designed by people with lived experience of the child protection system, who identified the need for all support services to be located in one place. It contains resources on a wide range of issues, including mental health, financial support and domestic and family violence. ASK's homepage provides information on topics such as: Do you have a baby on the way? Do you have worries about a child or young person? Are you, or someone else, feeling unsafe? – and then directs them to support.

A service directory contains the details of over 1,000 free and low-cost services across the state that support children, parents and young people. Through the advanced search function, users can find and

connect with help near them when they search by geographic area, key words, service type, suburb or postcode. Organisations can request to be included or have their details updated to improve the service directory.

Other key features of the ASK website include:

- a chat function for users to ask questions and be connected to services based on their circumstances (during business hours)
- downloadable guides translated into 12 languages
- listings of 24/7 helplines for a range of different issues
- a 'safe quick exit' button so that any person using the website is immediately diverted to a public website if they need to change their screen quickly.

We all know raising children can be challenging. At times, families may need information and support to keep kids safe and well. ASK's mission is to remove the stigma of asking for help early and often before reaching crisis point. All families should know that it's OK to ASK for help – so ASK early and ASK often.

Help spread the word about ASK, by using assets from the [digital media kit](#) on your website or by displaying a poster on site.

By accessing help and support earlier, we can work towards our vision that children and young people are safe and well at home in family, community and culture.

[www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au)

# Social media graphics

The Department of Human Services is promoting **ASK** via **/HumanServicesSA** on Facebook, Twitter and Instagram.

You can share these posts or, if you prefer, spread the word through your own social media channels using the following graphics and messages.

Facebook / Twitter tile



Instagram tile



Twitter cover



Facebook cover



Download assets



# Social media messages

Raising children can be challenging. At times, families may need information and support to keep kids safe and well. Find free and low-cost support services near you at the Adults Supporting Kids website: [www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au)

Are you worried about the safety of a child or young person?  
Are you worried about your own behaviour? It is OK to ASK for help.  
Visit [www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au)

The Adults Supporting Kids (ASK) website is a safe place for people experiencing difficulties to get the right help at the right time, visit: [www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au)

If you are worried about children getting hurt or families who are in need of help, the ASK website has the information you need to connect to support services in your local area.  
Visit [www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au) today.

Are you worried about the safety and wellbeing of a child, young person or family? The Adults Supporting Kids (ASK) website can connect you to information, support services near you or someone to talk to. It is OK to ASK for help, so ASK early and ASK often. Your family is important and so are YOU. Visit [www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au)

ASK is a free service for anyone concerned about the safety of children, families and young people to find information and support services. Learn more: [www.adultssupportingkids.com.au](http://www.adultssupportingkids.com.au)



# Further resources

## Email signature block graphic



## A3 poster / A4 flyer



## Information card



## Web badge



Publish the web badge linking to: [www.adultssupportingkids.com.au/](http://www.adultssupportingkids.com.au/)

## Promotional video



Embed code available at: <https://youtu.be/qUpUeAKAeAo>

## Language translations

Information about ASK, interpreters and other services is also available in 12 other languages on the [ASK website](http://www.adultssupportingkids.com.au/).

Download assets

