



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

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.

Editorial

You can publish this editorial through internal communications, newsletters and other communications with your staff, workers, members and volunteers.

One-stop-shop website offers early help for families

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.

ASK offers a one-stop-shop for people to see exactly where they can get help on a wide range of issues, be it mental health struggles, financial problems or relationship conflicts.

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.

All families should know that it's OK to ASK for help – so ASK early and ASK often.

The ASK website is available at 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

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

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

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 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

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

Further resources

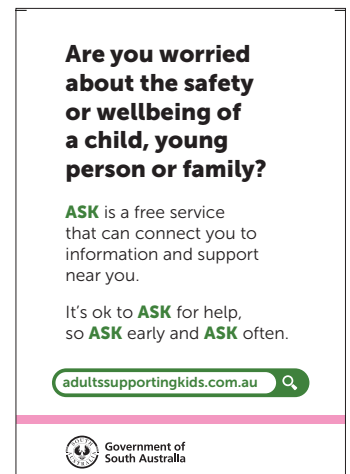
Email signature block graphic



A3 poster / A4 flyer



Information card



Promotional video



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