

A woman with long brown hair, wearing a pink lace top, is sitting at a white table and looking at a tablet. A young boy with short dark hair, wearing a green shirt, is sitting next to her, also looking at the tablet. They are in a library or bookstore, with bookshelves filled with books in the background.

# ASK

**Adults  
Supporting  
Kids**

## Media kit

New website features



**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.

The ASK website has launched a new feature to make this even easier.

'Just ASK' is a new self-help quiz that contains a series of multiple-choice questions to help users identify what issues they may be facing, and provides tailored results to support early self-referral.

The quiz can be completed in less than 5-minutes and is available through a handy pop-up feature on the bottom left of the homepage.

ASK now provides support for professionals too. The ASK 'Professional Portal' provides a central point for locating evidence-based practices and resources to offer families support across a broad range of challenges.

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

Also included are resources to promote the ASK Professional Portal to your staff, practitioners and contractors who work with children, young people or families.

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.

# Key messages

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

## Just ASK

- Feel like you need to ASK for help but not sure what or where?
- 'Just ASK' is here to help you, and your family, figure it out.
- Just ASK is a self-help quiz that only takes 1-5 minutes to complete and is available through a handy pop-up feature on the bottom left of the homepage.
- Just ASK helps you to identify what issues you might be facing and provides you the information and services you need, all in the one place.
- You can feel safe using Just ASK. The quiz is confidential and anonymous. You can use the 'safe quick exit button any time you feel uncomfortable.

## ASK Professional Portal

- We know that the children, young people, and families seeking support across the Child and Family Support System (CFSS) are facing increasing complexity, especially during the pandemic. We also know that navigating the system is challenging and the many changes make it difficult to stay up to date.
- The ASK [Professional Portal](#) is now available to assist professionals to locate evidence-based practices and resources across 12-topics, including: health, parenting, education, domestic violence, drug use or legal issues

# Newsletter

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

## **The ASK Professional Portal provides workers evidence-based resources to keep kids safe and well**

Children, young people, and families are increasingly needing support for complex issues. The escalating COVID-19 situation in South Australia is contributing to increased incidence of stress, anxiety, feelings of isolation, domestic violence and drug use.

Many professionals are faced with providing support for children or families who are either unaware they need help or feel unsure of what help they need, and where to find it.

The Adults Supporting Kids or 'ASK' website is for everyone who has concerns about the safety and wellbeing of children, young people or families, to connect them with information and support to keep kids safe and well.

The ASK [Professional Portal](#) is now available to assist professionals to locate evidence-based practices, resources and services across 12-topics including: health, education, parenting, domestic violence, drug use or legal issues.

Best-practices are also included for supporting LGBTIQ+ and culturally diverse families, or families with members who are living with disability.

Children, young people, and families face a range of issues, and challenges. Each person is unique and cannot be defined by just one characteristic. ASK recognises this intersectionality and helps professionals to navigate the complex system of services that provide support to children, young people, and families.

## **The ASK Professional Portal helps workers support families through a range of challenges**

*<Insert info relevant to your email recipient's profession >*

### **Health**

Information for workers who support families experiencing a range of health issues (illness, sexual health or mental health), who need help navigating the health system, or support while they manage the pressures and logistics associated with treatments, appointments, and complex medical information.

### **Parenting**

Information to help professionals provide trauma-informed, inclusive, evidence-based support for parents. In particular, vulnerable parents who may be facing complexities such as losing custody of their children, or those who are at risk of this happening. When providing support to parents, it is important to remember that all families are unique, and parenting capacity can be impacted by a range of factors.

### **Education**

Information for professionals who require resources and services to support a family or child experiencing issues with attendance and engagement. Sometimes children, young people and families need a helping hand to achieve health, wellbeing and inclusion in education and learning. You can find education and learning supports developed by the Department for Education and a range of government and non-government services to support these challenges.

### **Mental Health**

Support services have seen a high increase in demand in response to the COVID-19 pandemic. Vulnerable families waiting extended periods to access services can exacerbate the issues they are facing.

The portal provides professionals the information, resources and best-practice techniques needed to connect clients with relevant services and support their safety and wellbeing until services can be accessed.

### **'Just ASK' self-help quiz**

Professionals can also use the 'Just ASK' self-help quiz with clients to help identify risk factors present for a family member.

The quiz is quick to complete, confidential and easily accessed through the green pop-up tool on the bottom left of the ASK website homepage.

### **Do you have Aboriginal or linguistically diverse clients?**

Information about Adults Supporting Kids (ASK), information about interpreters and other services are translated into 14 languages, this now includes 2 Aboriginal languages and a third is coming soon!

To learn more about resources for professionals, visit the [ASK website](#).

Please tell your colleagues about ASK using the [ASK Digital Media Kit](#).



# Social media graphics

The Department of Human Services is promoting the new website features of **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.

## ASK 'New features' social media



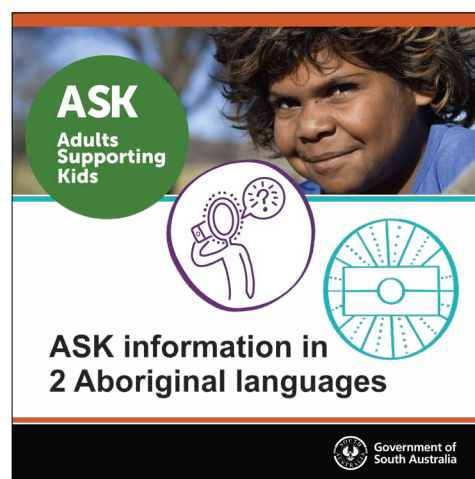
## 'Just ASK' social media



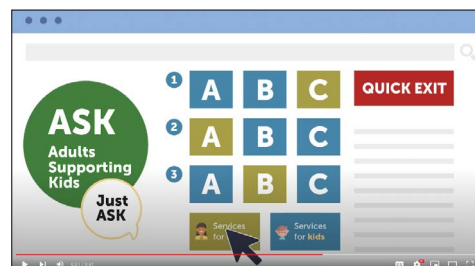
## 'Professional Portal' social media



## Aboriginal translations social media



## 'Just ASK' video



Download assets





# Social media messages

## Just ASK and Professional Portal social media

The Adults Supporting Kids (ASK) website is a safe place for people experiencing difficulties to get the right help at the right time. The ASK website has two new features to support families finding help sooner.

The **'Just ASK'** self-help quiz feature is confidential less than 5 minutes to complete. The survey results help families to identify potential issues and connects them to support options.

The ASK **'Professional Portal'** provides professionals evidence-based practices and resources to support families experiencing challenges across 12-topics including: mental health, disability, parenting, education, legal, family violence and drug use.

**Learn more:** [adultssupportingkids.com.au](https://adultssupportingkids.com.au)

**#AdultsSupportingKids #ASK #JustASK #ASKProfessionalPortal**

# Social media messages

## Just ASK social media

Raising children can be challenging. At times, families may need information and support to keep kids safe and well.

If you feel like you need to ASK for help but not sure what or where? **Just ASK** is here to help you, and your family, figure it out.

**Just ASK** is a quick and confidential self-help quiz that connects you with information and support services or someone to talk to.

**ASK is a safe place to find help.**

**Just ASK.** [adultssupportingkids.com.au](https://adultssupportingkids.com.au)

#AdultsSupportingKids #ASK #JustASK #ASKProfessionalPortal

# Social media messages

## Just ASK social media (for professionals)

Are you a professional who is worried about the safety and wellbeing of a child, young person or family?

Many families do not know where to start when looking for early help or support services. You can help them find support before things reach crisis point.

**'Just ASK'** is a self-help quiz that provides multiple-choice questions to help family members identify potential issues and access early support options and services.

Professionals can refer families to try **'Just ASK'** independently or complete the quiz with family members to help identify any risk factors present.

You can access Just ASK through a handy green pop-up on the bottom left of the ASK website.

Try Just ASK: [adultssupportingkids.com.au](https://adultssupportingkids.com.au)

#AdultsSupportingKids #ASK #JustASK #ASKProfessionalPortal

# Social media messages

## Professional Portal social media

If you are a professional and you are worried about children getting hurt or families who are in need of help.

The ASK '**Professional Portal**' is now available to assist professionals to locate evidence-based practices and resources across 12-topics including: mental health, disability, parenting, education, legal, family violence and drug use.

**To learn more, visit the Professionals Portal:**  
[adultssupportingkids.com.au/professionals](https://adultssupportingkids.com.au/professionals)

#AdultsSupportingKids #ASK #JustASK #ASKProfessionalPortal

# Social media messages

## Aboriginal translations social media

Information about the Adults Supporting Kids website and services or support options are now available to you in 14 commonly spoken languages, including 2 Aboriginal languages – Adnyamathana and Pitjantjatjara, and a third language is coming soon!

*Warndu yakarti ngarla wartaninda. Vintyaka ngapurlana nanggaidla witi ngutharpurla.*

*Tjitji tjuta wankaru munu pika wiyatjara pulkaringanyi. ASK alpa ngaranyi.*

**To find information about ASK in 14 languages, visit:**  
**[adultssupportingkids.com.au/language-translations](https://adultssupportingkids.com.au/language-translations)**

**#AdultsSupportingKids #ASK #JustASK #ASKProfessionalPortal**

# New resources

## Promoting ASK new website features

### Email signature block graphic



### Social media tile



### Teams background



Download assets





# New resources

The Department of Human Services also promotes the **Just ASK** services via posters, emailers, and other forms of digital channels.

You can spread the word through your own digital channels using the following graphics and messages.

## Promoting Just ASK Services

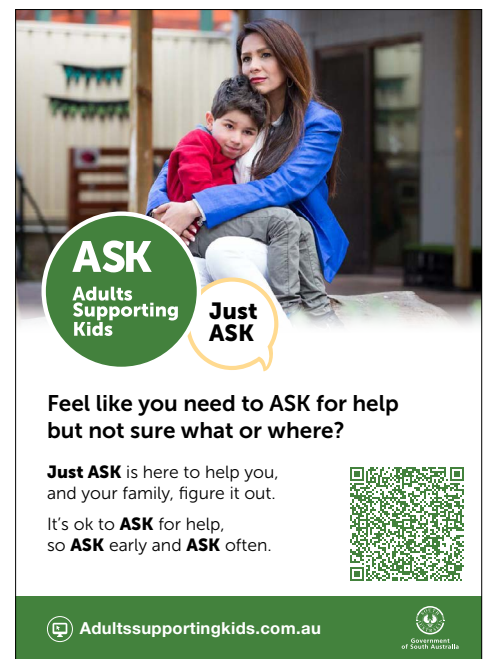
### Email signature block graphic



### Teams background



### Poster



Download assets



# New resources

The Department of Human Services also promotes the **ASK Professional Portal** via posters, emailers, and other forms of digital channels.

You can spread the word through your own digital channels using the following graphics and messages.

## Promoting Professional Portal

### Email signature block graphic



### Teams background



### Poster



Download assets



# Further resources

## A3 poster / A4 flyer



## Information card



## Email signature block graphic



Download assets



# Further resources

## Twitter cover



## Facebook cover



## Instagram tile



## Facebook / Twitter tile



## Promotional video



## Embed code available at:

<https://youtu.be/suRJ0rO9esA>

## Language translations

Information about ASK, interpreters and other services is also available in 14 other languages on the [ASK website](https://www.adultssupportingkids.com.au/).

## Web badge



Publish the web badge on your website, and link the image to: [www.adultssupportingkids.com.au/](https://www.adultssupportingkids.com.au/)

Download assets

