

## PROMOTIONAL SUPPORT

Materials are available on the professional's website ([www.shakenbaby.ca](http://www.shakenbaby.ca)) for people to print on their office colour printers and it is also possible to order some of the materials through Capital Health (ordering information is available on the professional's website). If it is preferable to use a local professional printer, consider the following options.

Whenever possible – educate and raise funds at the same time. Make sure you honour donations or support in your agency newsletter, put a thank you poster up in your offices, and make sure in-kind and financial support is noted in your annual report.

### Printers

- ❑ The printer may be willing to give a deal especially if you commit to using that service exclusively for a year or for a big project on the horizon.

### Retailers

- ❑ A children's clothing or toy store may sponsor printing and agree to put up posters or give a brochure with each purchase – even if they just cover the cost of those they use you are getting free materials and marketing.
- ❑ A local grocery store may agree to donate \$X for every sale of a dozen jars of baby food. They may agree to pay for the printing of brochures to be put in every bag of groceries for a week or weekend and have an information display in the store.
- ❑ Car dealerships want to build good relationships with families – a promotion could include \$X donated per vehicle sold in a certain month or \$X donated per purchase by a family with a baby. You may be able to set up an information display in the dealership and have an opportunity to raise awareness in a largely male population.
- ❑ A local music store/electronics store may agree to pay for the printing of brochures to be given out with each purchase for a week or weekend and have an information display in the store. This is good way to target young men and young families. The display could even promote CD's of music that is often soothing to children.
- ❑ A family oriented restaurant may agree to pay for the printing of brochures to be given out with the bill for a week or weekend and have an information display in their place.
- ❑ A local bar may agree to donate a percentage of their sales for one evening and agree to put up posters in the reception areas and/or washrooms (washrooms are a key location).
- ❑ Local photographers may agree to have information displayed in the studio – after all don't babies often cry when getting their picture taken!
- ❑ Movie theatres attract young families with children – ask the manager if you can put up posters or leave copies of brochures/crying plan in the washrooms and reception areas, particularly when shows for young children will be shown. They may also agree to pay for brochures which could be given out to each adult attending a child oriented movie.

- ❑ Does someone in town make baby baskets as gifts at baby showers – ask them to include a copy of the crying plan (even better if they pay for it).

**Media** (October is Child Abuse prevention month and November is Family Violence Prevention Month) Media are even more likely to cover an event when they have a role in the event – i.e. serve as a judge in a contest, serve as MC, etc. Just be cautious in your planning – i.e. two radio stations may not both help out at the same event and the radio station that doesn't may not cover the event as much (if at all). A radio station and newspaper though can participate at the same event and will give it good coverage because they are not competitors. You can also set up a media challenge as a fundraising project – pit radio/TV stations against one another and you can also pit print vs radio vs TV against one another. You can get great coverage and make some money.

### **Radio stations**

Radio stations will often tape brief filler interviews or information spots – usually up to 15 seconds (provide the crying tape form the Education Kit – it could be an intro to an item or as background to a filler. They may also agree to:

- ❑ free air time for a 10-15 second item on Coping with Crying and SBS
- ❑ do an interview re Coping With Crying and SBS
- ❑ promote any the fundraisers you organize.
- ❑ hold a contest to have listeners identify the music they found useful in soothing a crying infant, or the most creative method they ever used to soothe an infant, and donate \$X for every suggestion they receive – the prize could be dinner for two donated by a restaurant.

### **Newspapers**

Provide local newspapers with filler articles to be used when space is available – topics could be Coping with Crying, parent stress, what is positive parenting, etc (focusing on self care and getting help as you need it are critical components). They may also agree to:

- ❑ do the printing of materials, or pay to have it done, and/or print an article about Coping With Crying and SBS.

### **Schools**

- ❑ The local high school may be willing to do a fund raiser and, at the same time, awareness of the issue would be raised with an important target audience. If you have many schools in your area – you may be able to set it up as a competition to see which school raises the most money – has the most creative event, etc.
- ❑ Hold a contest for the best poster on Coping with Crying and SBS prevention at the junior high school, high school, or community level. Use the winning poster as part of your campaign and make sure the winner is honoured in the school/community - gets more press space and air time for your campaign. This could be an annual event and the posters could form a collection that could be posted in public health offices, schools, etc
- ❑ If the schools have newsletters that go home to families ask if they will publish a brief article on Coping with Crying and SBS. At the junior high and high school level you can discuss it in the context of babysitting: what to ask parents about soothing their child before they leave – making sure the babysitter knows to call someone for help if they are getting frustrated, etc

- ❑ A local drama group or high school drama class may be interested in developing and performing a one-act play re parenting/stress/coping/SBS. If you have a local group that likes to develop plays on social issues this is perfect

### **Sports teams**

- ❑ A local sports team may give a portion of their seat sales for one game and allow a booth to be set up with info about Coping with Crying and SBS. Alternately, they may be willing to sell 50/50 tickets or set up a raffle.

### **Churches**

- ❑ A local church may promote the issue in their newsletter and ask if any members of the congregation can assist in printing or distributing the materials.

### **Local Celebrities**

- ❑ Get a local sports/music celebrity to record a radio spot.
- ❑ Have a contest among local musicians to write a song to soothe a baby or about parenting or about shaken baby and use the winning song in your campaign. This is a good time to have a media person on the judging panel.

### **Local Wisdom**

- ❑ Do a presentation for a senior's group who then may be willing to do a fundraiser (walk, bake sale, or raffle). Be sure to gather stories about how they soothed their children!
- ❑ If you serve aboriginal or immigrant communities ask some of the community elders to support the work – they may allow themselves to be quoted as they tell relevant stories, talk about cultural practices to sooth a baby or calm an upset child.

### **And...**

- ❑ A number of agencies could work together to get some materials printed and share the costs – love your interagency partners.
- ❑ City/town/band councils can name a day/month as Shaken Baby Prevention Day/Month and your activities can be focused during that time.

**If you have other ideas you are willing to share please email the Provincial Coordinator at [susan.patenaude@capitalhealth.ca](mailto:susan.patenaude@capitalhealth.ca) – your ideas will be added to the list.**