

**Boosting  
Family  
Wellbeing  
Partner  
Toolkit**





# Campaign overview

The past 18 months have been extremely difficult for families.

Different households face different challenges - but one thing everyone has in common is their mental health, and the importance of looking after it.

As we all begin to move forward from the pandemic, we want to offer parents advice, tips and ideas to help them support their family's wellbeing, and their own.

Parent Club's "Boosting Family Wellbeing" campaign supports parents to introduce positive interactions with their children into their daily routine.

These simple, everyday steps can help families reduce stress, improve children's development and strengthen long-term bonds between parents and children.

"Boosting Family Wellbeing" will familiarise parents with principles that build children's happiness, confidence and independence - things like empowerment, safety, choice, working together and trustworthiness. The campaign will also give parents guidance for weaving these principles into everyday moments, helping them to foster confidence and sense of responsibility in their children.

We'd love you to take a look at our new Boosting Family Wellbeing hub on the Parent Club website, and share our messages with those families you're already working so hard to support.





# Campaign films

There are three campaign films, which demonstrate how the different principles of choice, responsibility and teamwork can be woven into daily routines, to help boost family wellbeing.

On the links below, you will find the campaign films along with pre-written social posts, helping you to share these films directly with your audiences.

30 Second hero film

**Choice, team work, responsibility**



[View film](#)

15 Second washing film

**Responsibility**



[View film](#)

15 Second den film

**Team work**



[View film](#)

# Key messages

It's been a tough 18 months for families. And the pandemic is still having an ongoing effect on the wellbeing and mental health of many parents and children.

This campaign is to encourage parents to introduce routines and interactions that support the 5 principles of trauma recovery, so they can help their families recover.

The campaign drives to a hub on the Parent Club website, which includes information on these 5 principles of trauma recovery, along with tips for introducing Boosting Family Wellbeing that can help families look after their mental health and wellbeing as life gets back on track. Advice varies by age, but key message includes:

## Making kids feel safe

Families look out for each other. We feel safer when we are with each other. And if one of us is worried about something it can affect all of us. We want to provide tips, advice and inspiration that encourages family routines and interactions that make children feel emotionally and physically safe.

## Giving kids choices

We all feel happier when we have control. But sometimes (maybe a lot of the time) what kids want to do and what their parents need them to do are very different. Letting kids have a bit of control over their lives can be really good for them. It teaches responsibility and the impact of decisions. We want to offer parents tips for using choice as a way to help kids be happier and more confident.

## Teaming up together

Working together can be a fun way to get things done at home, and to avoid any arguments over chores. It also helps children learn how to work with others, which is a great skill to have early in life. Especially with younger children, parents will probably need to do most of the work for them. But we want to offer ideas and advice for parents to introduce teamwork and let kids feel good about themselves for helping out.

## Building trust and confidence

Giving kids responsibility and letting them take control of certain things is a great way to build trust between parent and child. It will also boost their confidence when they achieve tasks successfully. We want to offer tips to parents that will help encourage their children to take charge and believe in their abilities.

## Looking after you

As parents, we often worry about how things are affecting our children, but it's just as important that we look after ourselves, too. That's why we have lots of wellbeing tips for you, as well as for your kids. And if you ever feel that everything is getting too much, remember that you're not alone. There's lots of support out there for you, so don't be afraid to ask for help. Talk to someone you trust or call your GP.



# Partner resources

Please find below the resources which you can download and share with your audiences.

- **Newsletter copy.**
- **Campaign summary document (please note, these assets will be available in English Audio, Easy Read, Gaelic, BSL, Simplified Chinese, Arabic, Polish, Punjabi, Urdu and Romanian in the coming weeks.**
- **SMS/WhatsApp.**
- **Schools SMS/WhatsApp message.**

[Download](#)





# Social media assets

To provide tips and support to parents, please join us in downloading and sharing the “Boosting Family Wellbeing” campaign messaging across your social channels. Alongside the social image assets, you will find some suggested copy which you can adapt to your audience and organisation.



[Download](#)



# Thank you

Thank you so much for your continued support of Parent Club and these important campaigns. Parent Club can also share posts from our partners and stakeholders. If you would like us to reshare any content from your channels, please do get in touch.

We want to be sure these resources and communications are working for you and would welcome any thoughts, suggestions or requests regarding our campaigns.

For more information, support or to provide feedback please contact  
**[ParentClubPartnerships@union.co.uk](mailto:ParentClubPartnerships@union.co.uk)**

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