



Building Brighter Futures

Marketing Toolkit

The Pittsburgh Child Guidance Foundation commends your organization for its work in caring for fragile families that helps them get their families' lives on a successful track.

The importance of engaging parents in the education of their young children cannot be overstated. As Malcolm X said, "Education is the passport to the future, for tomorrow belongs to those who prepare for it today."

We are pleased to join your efforts to disrupt the cycle of intergenerational poverty by reminding parents that they are their child's *first and most important teacher*. Regardless of their current situations, parents have much to offer.

The Foundation has created a suite of five motivational videos—*Building Brighter Futures*—for your clients who are parents of young children. The videos are free, short (under 10 minutes), and readily available on the Internet and can be watched on a computer, tablet, or even on their phones. Or, if your agency is offering parenting classes, feel free to use them to stimulate discussion.

Topics covered on *The Building Brighter Futures* video series include:

- Babies Learn, Too
- How to Advocate for Your Child's Education
- Mental Wellness and Self-Care for Your Child and You
- The Power of Local Libraries
- Resources for Families Living in Allegheny County

The videos are available on the *Building Brighter Futures* YouTube channel at this link:
<https://www.youtube.com/channel/UCVcJgJi66Gykj3hF-gmBjiQ>

We hope you will help spread the word about this free resource by using the information included in this Toolkit that includes suggested newsletter articles, social media posts, and images, as well as a list of the resources mentioned in the videos. Also, please consider including information about the series on your website.

Together, let's BUILD BRIGHTER FUTURES for our children.

CHANNEL	MESSAGE
<i>Babies Learn, Too</i> Video	<p>Newsletter</p> <p>The importance of engaging parents in the education of their young children cannot be overstated. As Malcolm X, the father of six daughters, said, "Education is the passport to the future, for tomorrow belongs to those who prepare for it today."</p> <p>The Pittsburgh Child Guidance Foundation created a suite of <i>Building Brighter Futures</i> videos that are available to for free and designed for your clients who are parents of young children.</p> <p><i>Babies Learn, Too</i> is one of the <i>Building Brighter Futures</i> programs. Parents and caregivers hear from Miss Elizabeth, an early education educator, who gives tips to put into practice. Parents are the first and most important teachers of children yet educating your own children difficult.</p> <ul style="list-style-type: none"> ▪ Start out small—devote five minutes of pure interaction with your child. ▪ Books are so important. Make reading a part of your daily routine. ▪ You'll need to repeat things five, ten, even twenty times. Be patient. ▪ Talk to your children, starting at birth. Tell them what you are doing. <p>These tips can be practiced at home, in childcare or in pre-school.</p> <p>Miss Elizabeth explains that what children learn in kindergarten now used to be taught in first and second grades. For children to live their best lives, they need to be on par with their peers when starting school.</p> <p>Please watch the video and encourage its use by parents and educators, alike. You can find <i>Babies Learn, Too</i> on the Pittsburgh Child Guidance Foundation's <i>Building Brighter Futures</i> YouTube channel.</p>
Facebook	Did you know that engaging your toddlers in cooking helps them learn math skills? That's just one tip on the <i>Babies Learn, Too</i> video available free on the <i>Building Brighter Futures</i> YouTube channel. A video series is made available by {Tag Your Organization} and the Pittsburgh Child Guidance Foundation. #BuildingBrighterFutures
Instagram	Learn how mothers April Joi Payne and Mrs. X share how they relentlessly advocate for their children in <i>How to Advocate for Your Child's Education</i> (https://youtu.be/rcoS1EvYzug) on the <i>Building Brighter Futures</i> YouTube channel for real-life advice #BuildingBrighterFutures
Twitter	Guidance Counselor Janaé K. Young, Ph.D., advises parents on how to advocate for their children at school: <i>Ask questions. Ask again. And ask again.</i> Watch <i>How to Advocate for Your Child's Education</i> (https://youtu.be/rcoS1EvYzug), one of the free videos available in the <i>Building Brighter Futures</i> YouTube channel. #BuildingBrighterFutures

Images	BBF logo , PCGF logo , screen grab, video clip
Video Link	https://youtu.be/rcoS1EvYzug

How to Advocate for Your Child's Education Video

Newsletter	<p>The importance of engaging parents in the education of their young children cannot be overstated. As Malcolm X, the father of six daughters, said, "Education is the passport to the future, for tomorrow belongs to those who prepare for it today."</p> <p>The Pittsburgh Child Guidance Foundation created a suite of <i>Building Brighter Futures</i> videos that are available to all for free and designed for your clients who are parents of young children.</p> <p><i>How to Advocate for Your Child's Education</i> is one of the <i>Building Brighter Futures</i> modules. Parents hear from a guidance counselor, an early education teacher, and parent advocates with specific suggestions about how to effectively advocate for their children:</p> <ul style="list-style-type: none"> ▪ <i>Every child is entitled to an equal education.</i> ▪ <i>Ask questions. Ask again. And ask again.</i> ▪ <i>Don't stop. You're going to be told "no!" but don't stop.</i> <p>The video introduces the concept of an Individual Education Plan and why it might be a valuable tool for parents advocating for their children at school. As the video moderator Paul Spradley says, "A good start will lead to a better finish."</p> <p>Please watch the video and encourage its use by parents and educators, alike. You can find <i>How to Advocate for Your Child's Education</i> on the Pittsburgh Child Guidance Foundation's <i>Building Brighter Futures</i> YouTube channel.</p>
Facebook	<p>Worried about your kids' education? Educate yourself! Watch the free video <i>How to Advocate for Your Child's Education</i> (https://youtu.be/oBA2p2M0Ilo) on the <i>Building Brighter Futures</i> YouTube channel. They are made available by {tag your organization} and the Pittsburgh Child Guidance Foundation. #BuildingBrighterFutures</p>
Instagram	<p>Watch mothers April Joi Payne and Mrs. X share how they relentlessly advocate for their children in <i>How to Advocate for Your Child's Education</i> (https://youtu.be/oBA2p2M0Ilo) on the <i>Building Better Futures</i> YouTube channel for real-life advice. #BuildingBrighterFutures</p>
Twitter	<p>Hear Guidance Counselor Janaé K. Young, Ph.D., advise parents on how to advocate for their children at school: <i>Ask questions. Ask again. And ask again.</i> Watch <i>How to Advocate for Your Child's Education</i></p>

	(https://youtu.be/oBA2p2M0llo), one of the free videos available in the <i>Building Brighter Futures</i> YouTube channel. #BuildingBrighterFutures
Images	BBF logo , PCGF logo , screen grab , video clip
Video Link	https://youtu.be/oBA2p2M0llo

Mental Wellness and Self-Care for Your Child and You Video

Newsletter	<p>The importance of engaging parents in the education of their young children cannot be overstated. As Malcolm X, the father of six daughters, said, “Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”</p> <p>The Pittsburgh Child Guidance Foundation created a suite of <i>Building Brighter Futures</i> videos that are available to all for free and designed for your clients who are parents of young children.</p> <p><i>Mental Wellness and Self-Care for Your Child and You</i> is one of the <i>Building Brighter Futures</i> videos. It addresses the very important parental responsibility of helping children to be hopeful about their futures and how to address the effects of trauma on their children.</p> <p>Julius Boatwright, founder of Steel City Smiling, and Dr. Janaé K. Young present tips to improve mental health, including:</p> <ul style="list-style-type: none"> ▪ Make time for mental health. ▪ Create and stick to a routine. ▪ Disconnect and become present. ▪ Get moving—<i>trauma lives in the body</i>. <p>Parents are reminded that when they forget about themselves, their children see that and could mirror, mimic, or model that behavior. Self-care is not selfish.</p> <p>Paul Spradley, host of the video series, reminds us that mental health and wellness is a life-long journey. The most important step is to fully acknowledge trauma or a mental health issue and talk about it.</p> <p>The <i>Mental Wellness and Self-Care for Your Child and You</i> video is available on the <i>Building Brighter Futures</i> YouTube channel. Please watch and encourage other parents and teachers to view it, too. It takes less than ten minutes yet could provide years of support.</p>
Facebook	Letting your child help apply your make-up can be a strategy for interaction and being well. Other daily tips are listed in the 10-minute <i>Mental Wellness and Self-Care for Your Child and You</i> (insert link) on the <i>Building Brighter Futures</i> YouTube channel. The video is free and made available by {Add your

	<p>{organization name} and the Pittsburgh Child Guidance Foundation. Check it out! #BuildingBrighterFutures</p>
Instagram	<p>Childhood trauma lives in the body. Get your child up and active as a path to feeling better. The first step is to fully acknowledge the trauma, grief, loss or other complex issues and let your child know that you understand. View Mental Wellness and Self-Care for Your Child and You (https://youtu.be/kHJ6Md4PUKw) on the Building Brighter Futures YouTube channel for more tips and suggestions.</p> <p>#BuildingBrighterFutures</p>
Twitter	<p>Selfcare is not selfish. Children mirror, mimic, and model what they see at home. Take care of yourself to take care of your kids. Watch Mental Wellness and Self-Care for Your Child and You here: https://youtu.be/kHJ6Md4PUKw</p> <p>#BuildingBrighterFutures</p>
Images	BBF logo , PCGF logo , screen grab , video clip
Video Link	https://youtu.be/kHJ6Md4PUKw

The Power of Local Libraries Video

Newsletter	<p>The importance of engaging parents in the education of their young children cannot be overstated. As Malcolm X, the father of six daughters, said, "Education is the passport to the future, for tomorrow belongs to those who prepare for it today."</p> <p>The Pittsburgh Child Guidance Foundation created a suite of Building Brighter Futures videos that are available to {Add your organization name} for free and designed for your clients who are parents of young children.</p> <p>The Power of Local Libraries video explains that what used to be quiet staid places are now vibrant community hubs. The video—which is available on the Building Brighter Futures YouTube channel or at your local library—features two librarians who highlight how libraries focus on lifelong learning, starting at infancy. Of course, books are available, but you can also borrow videos, mobile hot spots, Chrome books, toys, tools, and baking supplies! Plus, most libraries have free classes ranging from robotics for kids to English as a Second Language.</p> <p>Librarians Erin Pierce and Erin Tobias tell how libraries are an excellent place to develop readiness skills for kindergarten and prepare children to read. They share these five things that can be done at home:</p> <ul style="list-style-type: none"> ▪ Talking – having conversations from birth ▪ Singing – slowing down language ▪ Reading – starting with board books ▪ Writing – even scribbling
------------	---

	<ul style="list-style-type: none"> ▪ Playing – to put their world into context <p>A free library card opens up a world of possibilities for parents and their children. The video even provides instruction on how to get a library card.</p> <p><i>The Power of Local Libraries</i> (insert link) video is available on the <i>Building Brighter Futures</i> YouTube channel. Watch the video to learn how libraries lift-up the responsibilities of parenting.</p>
Facebook	<p>Singing to children teaches them to make movements with their hands plus it slows down language for easier understanding. That is one of the at-home activities parents can learn from <i>The Power of Local Libraries</i> free video available on the <i>Building Brighter Futures</i> YouTube channel, courtesy of your organization and the Pittsburgh Child Guidance Foundation.</p> <p>#Building Brighter Futures</p>
Instagram	<p>Don't have internet access at home? Borrow a mobile hot spot from your local library. Don't have computer skills? Take a free computer literacy class at your local library. Don't have the right tools for a necessary repair job? Yes, your local library! Find out other resources available by watching <i>The Power of Local Libraries</i> () video available on the <i>Building Brighter Futures</i> YouTube channel.</p> <p>#BuildingBrighterFutures</p>
Twitter	<p><i>The Power of Local Libraries</i> free video opens a world of parenting ideas to prepare your kids for school. Check it out on the <i>Building Brighter Futures</i> YouTube channel.</p> <p>#BuildingBrighterFutures</p>
Images	BBF logo , PCGF logo , screen grab , video clip
Video Link	https://youtu.be/uB9yyXqlxNQ

Resources for Families Living in Allegheny County Video

Newsletter	<p>The importance of engaging parents in the education of their young children cannot be overstated. As Malcolm X, the father of six daughters, said, "Education is the passport to the future, for tomorrow belongs to those who prepare for it today."</p> <p>The Pittsburgh Child Guidance Foundation created a suite of <i>Building Brighter Futures</i> videos that are available to {Add your organization name} for free and designed for your clients who are parents of young children.</p> <p>The <i>Resources for Families Living in Allegheny County</i> video provides an overview of just a few of the wealth of services in our area that provide support to those who need it. Some of the service organizations included are the Allegheny County Department of Human Services, Jeremiah's Place, the Latin Center, and the United Way's 211 that help people locate such basic needs as</p>
------------	--

	<p>food, shelter, and clothing as well as emergency childcare and resettlement resources for new arrivals.</p> <p>The <i>Resources for Families Living in Allegheny County</i> video (https://youtu.be/697Hl5V5rc) is available on the <i>Building Brighter Futures</i> YouTube channel, courtesy of your organization and the Pittsburgh Child Guidance Foundation.</p>
--	--

Allegheny County Department of Human Services

<https://www.allegenycounty.us/human-services>

Phone: 412.350.5701

Hello Baby

Offers a variety of supports and local resources to families in Allegheny County, including the Warm Line, resources about breastfeeding, child development, parenting and more.

Homeless Services:

Phone: 866.730.2368

Mental Health Emergency Services

Phone: 988

Greater Pittsburgh Community Food Bank

<https://pittsburghfoodbank.org>

The Greater Pittsburgh Community Food Bank is committed to providing access to healthy, nutritious food in our efforts to put an end to hunger in the community by offering a network of distribution sites throughout the region.

Jeremiah's Place

<https://jeremiasplace.org>

Offers emergency childcare for children ages 0 to 6. Children can stay with us for a few hours, or a few days based on the needs of each individual family, 24 hours a day, seven days a week.

6435 Frankstown Avenue

Pittsburgh, PA 15206

Phone: 412.924.0726

Latino Family Center

<https://www.latinocommunitycenter.org>

Supports newly arrived or established Latinos by providing bilingual information on community resources, including referrals to legal support, healthcare professionals, basic needs providers, and childcare providers. Maintains various locations.

Phone: 412.335.7446

Libraries:

Carnegie Library of Pittsburgh

<https://www.carnegielibrary.org>

Is a network of 19 libraries throughout the city, which is a destination space for information, technology, community building, social connection, and fun.
<https://www.carnegielibrary.org/>
Phone: 412.622.3114

Allegheny County Library Association

<https://aclibraries.org>

Is a system of 46 independent public libraries with more than 70 locations that work together to serve the residents of the County.
Phone: 412.921.1123

Allegheny Regional Asset District

<https://www.radworkshere.org>

RAD Pass brings cultural experiences and learning to life by connecting community members to Pittsburgh's cultural resources through their local library.
Phone: 412.227.1900

Steel Smiling

<https://www.steelsmilingspgh.org>

Bridges the gap between community members and the mental health support system.
Phone: 412.532.9458

United Way 211

<https://pa211sw.org/>

Phone: 211
PA 211 Southwest is part of the national 211 Call Centers initiative that seeks to provide an easy-to-remember telephone number, chat, text, and a web resource for finding health and human services—for everyday needs and in crisis situations.

Images	BBF logo , PCGF logo , screen grab , video clip
Video Link	https://youtu.be/697Hll5V5rc

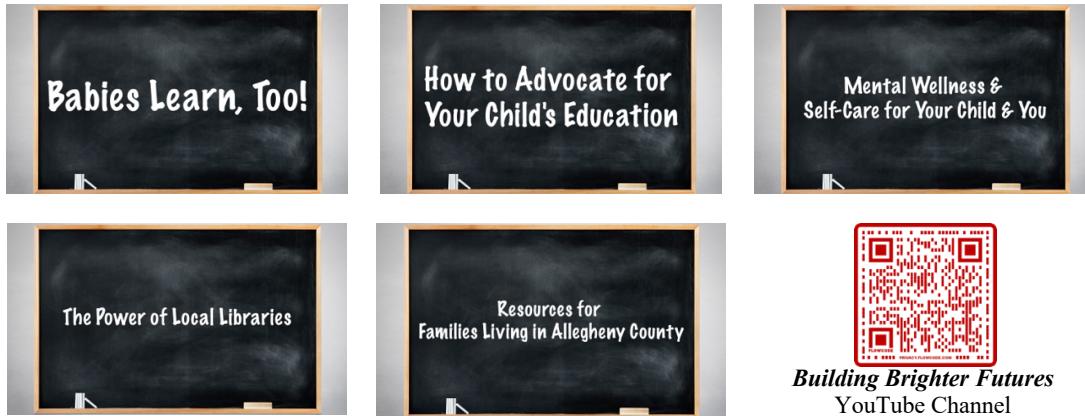


Building Brighter Futures

The importance of engaging parents in the education of their young children cannot be overstated. As Malcolm X said, “Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”

Remember that you are not only your child's ***first teacher***, but you are also your child's ***most important*** teacher. Regardless of your situation, you have a lot to offer your child.

To support you on your parenthood journey, the Pittsburgh Child Guidance Foundation is pleased to offer a series of five videos called ***Building Brighter Futures***. The videos are free, short (under 10 minutes) and readily available on the internet. Watch them on a computer, tablet or even your phone.



This free video series is available on the [Building Brighter Futures](#) channel on YouTube



The mission of the Pittsburgh Child Guidance Foundation is dedicated to improving the emotional health and well-being of children and youth living in Allegheny County by providing grants and collaborating with public and private organizations to implement innovative policies, practices, and programs.