**A close up of a logo

Description automatically generated**

**Getting the Word Out Toolkit**

Below you’ll find a variety of templates and tools you can use to educate parents in your networks about [HandholdMA.org](https://handholdma.org/). You can customize these resources to meet the needs of your particular setting or population. Simply copy, paste and share away!

## **Sample Social Media Postings**

Worried about your child’s mental health? Not sure where to start or who can help? Visit [HandholdMA.org](https://handholdma.org/), a new family friendly website for parents of school-aged children in Massachusetts.

COVID-19 is putting incredible pressure on families. Many families are worried about their child’s mental health, but they aren’t sure where to turn or how to get started. HandholdMA.org is here to help.

## **Language to accompany a link to Handhold on a website**

[**HandholdMA.org**](https://handholdma.org/) is a family friendly website designed for parents of school-aged children in Massachusetts who are worried about their child’s mental health. Is your kid just being a kid, or is their behavior something to worry about? If so, what are the next steps you can take? HandholdMA is here to help you figure that out.

## **E-newsletter or email campaign**

### New website helps families navigate the mental health system in Massachusetts

COVID-19 is putting incredible pressure on families. Many families are worried about their child’s mental health, but they aren’t sure where to turn or how to get started. [**HandholdMA.org**,](https://handholdma.org/) a new family friendly website, can help.

The website, created by a team of mental health and child development experts in partnership with parents who have “been there,” was designed for parents of school-aged children in Massachusetts.

Handhold has three main sections:

* **Should I worry?** Helps parents explore if their kid just being a kid, or if their behavior is something to worry about. Parents can learn about signs to look for and get suggestions on what to do next.
* **What can I do?** Tips, tools, and strategies that have worked for other families, sorted by topic, and picked by Handhold. These are things parents can learn about or do from home.
* **Who can help?** Carefully selected community organizations and government resources to help families find the right mental health services.

Whatever steps you decide to take, HandholdMA.org offers a variety of tips, tools, and resources to help you take them with confidence.

Scan the QR code below to visit [HandhholdMA.org](https://handholdma.org/) today!

**A picture containing drawing

Description automatically generated**

## **Email to send to a parent after an inquiry**

## 

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_,

Thank you for you contacting us. You are doing the right thing trying to get help for your child. Finding and accessing mental health care and treatment is not always as easy as any of us would like it to be. A new website, [HandholdMA.org](https://handholdma.org/) might be able to help. The site includes three main sections.

* **Should I worry?** Helps parents explore if their kid just being a kid, or if their behavior is something to worry about. Parents can learn about signs to look for and get suggestions on what to do next.
* **What can I do?** Tips, tools, and strategies that have worked for other families, sorted by topic, and picked by Handhold. These are things parents can learn about or do from home.
* **Who can help?** Carefully selected community organizations and government resources to help families find the right mental health services.

You may want to start by answering the four questions under “Should I Worry?” to explore your concerns. Whatever steps you decide to take, Handhold offers a variety of tips, tools, and resources to help you take them with confidence. Visit [HandholdMA.org](https://handholdma.org/) to get started. If I can be of any further assistance, please feel free to reach back out!

Sincerely,

XXXXXX