



# RAISING RESILIENCE

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Healthcare of Atlanta

## COMMUNITY TOOLKIT

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For sharing about the  
Raising Resilience initiative



# WHO IS THIS TOOLKIT FOR?

Anyone who is interested in sharing about what the Raising Resilience initiative is and how people can learn more and get involved.



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# WHAT'S IN THE TOOLKIT?

## Talking points for use with media and stakeholders

- About Strong4Life
- Why resilience?
- What is Raising Resilience?
- How can I learn more?

## Newsletter assets for announcing your support

- Pre-written copy and downloadable graphics

## Social media assets for showing your support

- Pre-written social post copy and downloadable graphics
- Share GIFs in your Instagram story

## Resources for anyone involved in the life of a child

- Printables and tip sheets
- Articles and videos
- Newsletter signup



# TALKING POINTS

For use with media and stakeholders

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# ABOUT STRONG4LIFE

Backed by clinical, safety and behavioral health experts at Children's Healthcare of Atlanta, Strong4Life is on a mission to help caregivers raise healthy, safe, resilient kids.

The Strong4Life team is launching its biggest behavioral and mental health prevention initiative yet: the multiyear [Raising Resilience](#) campaign.

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# WHY RESILIENCE?

The ability to handle life's ups and downs.

- We all know that life can be tough; there's no way around it. It's normal to want to shield our kids from hard things, but we can't protect them from all the challenges they'll face, and sometimes doing so can do more harm than good.
- What's the solution? Let's proactively teach our kids the skills they need to be resilient—to thrive in the face of life's ups and downs. We're all born with the capacity to become resilient, but kids need help from trusted grown-ups to learn how to be resilient.
- How can we make this happen? As grown-ups, we can prepare kids to tackle challenges head-on, solve problems and never give up on themselves. We can teach them that failing doesn't make them a failure, and that learning from their mistakes only makes them stronger. We can help our kids cope with challenges, manage stress and make healthy decisions throughout their lives.

Together, we're **Raising Resilience.**

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# WHAT IS RAISING RESILIENCE?



# HOW CAN I LEARN MORE?

- Sign up for the Raising Resilience [newsletter](#) to receive campaign updates and parenting tips from licensed therapists twice each month.
- Follow Strong4Life on social media ([Instagram](#), [Facebook](#)) for Raising Resilience tips, as well as parenting tips that focus on whole-child wellness (both emotional and physical).
- Check out [Strong4Life.com](#) to learn about raising resilience at every age.
- Be on the lookout for Raising Resilience community activations in and around Atlanta.



# NEWSLETTER ASSETS

For announcing your support in your organization's newsletter

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# NEWSLETTER COPY & GRAPHICS

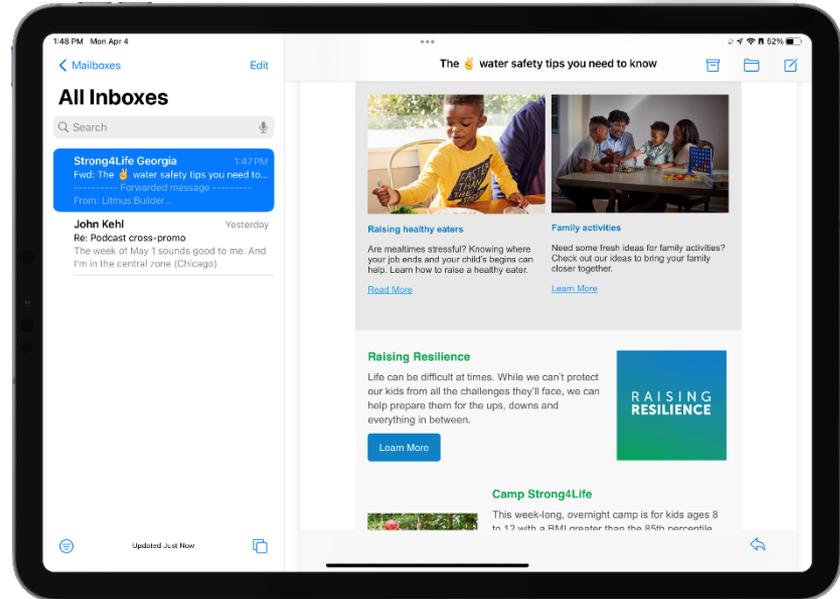
## Header:

Proud to be Raising Resilience

## Copy:

Life can be tough; there's no way around it. Even though we can't protect our kids from all the hard things they'll face, we can help prepare them by [Raising Resilience](#). Learn how you can help kids cope with challenges, manage stress and ultimately make healthy decisions throughout their lives with resources from Children's Healthcare of Atlanta [Strong4Life](#).

These graphics are included in the zipped folder.





# SOCIAL MEDIA ASSETS

For showing your support on your organization's pages and profiles

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# SOCIAL POST COPY

## Copy:

Life can be tough; there's no way around it. Even though we can't protect our kids from all the hard things they'll face, we can prepare them to work through it all—not around it. We can teach kids to cope with challenges, manage stress and ultimately make healthy decisions throughout their lives. Together, we're Raising Resilience. Visit [Strong4Life.com](https://Strong4Life.com) to learn more.





# SOCIAL POST GRAPHICS

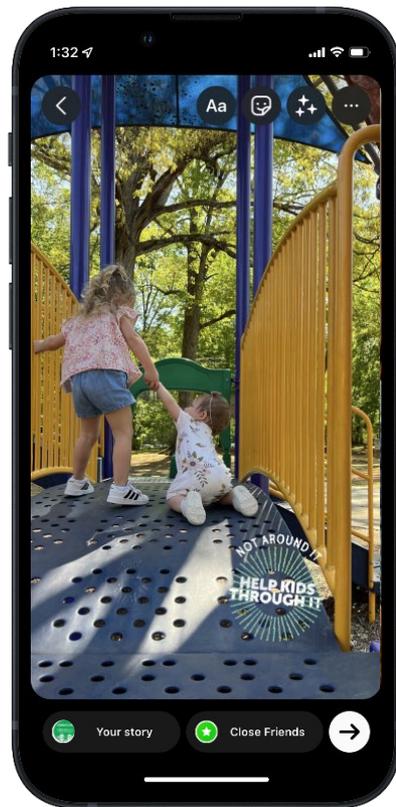
These graphics are included in the zipped folder.





# STORY STICKER PACK

1. Open the Instagram story creation page.
2. From the main screen, swipe to the right.
3. Take a photo or video, upload one from your camera roll or select “Create” from the left sidebar.
4. Tap the smiley face sticker button in the top menu.
5. Choose “GIF.”
6. Search “Raising Resilience.”
7. Select a GIF and resize it to fit your story.
8. Tap the arrow in the bottom right corner of the screen.
9. Select the option “Your story,” and then tap “Share.”





# RESOURCES

For anyone involved in the life of a child

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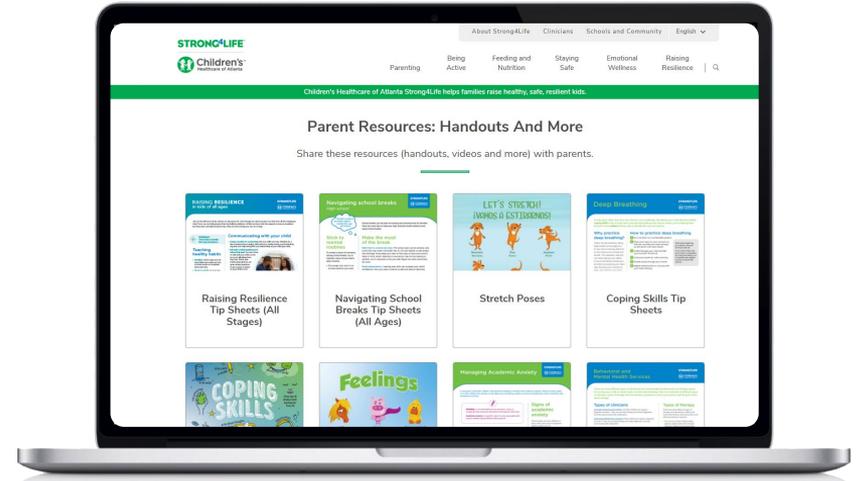
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# PRINTABLES & TIP SHEETS

Visit [Strong4Life.com/resources](https://Strong4Life.com/resources) to download printable resources, including:

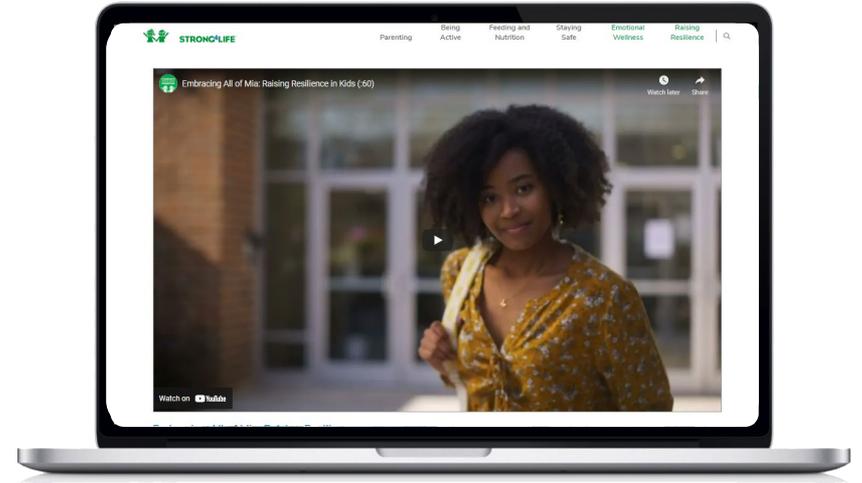
- [Raising Resilience tip sheets for all ages](#)
- [Coping skills tip sheets](#) and [printables](#)
- [Feelings printables](#)
- [Academic anxiety](#), [school breaks](#) and [summer break](#), and [back-to-school](#) tip sheets
- [Behavioral and mental health services tip sheet](#)





# ARTICLES & VIDEOS

- Explore [articles for building resilience by age](#).
- Watch [Mia](#) grow from a baby to a teen and the caregivers who help her build resilience along the way.
- Watch the animated [Resilience and Emotional Wellness video series](#), featuring these topics:
  - Connecting with your kids
  - Grounding your body and mind
  - Managing big emotions
  - Setting limits
  - Progressive muscle relaxation



# NEWSLETTER SIGNUP

Sign up to receive regular emails with helpful advice for Raising Resilience in kids of all ages.

