PARTNER CALL #1:
NATIONAL RUNAWAY PREVENTION MONTH 101
Today’s Objectives

- Inform partners about National Runaway Prevention Month (NRPM) and the role partners play in the campaign
- Preview 2022 events/activities and resources, including NRPM Toolkit, Youth Toolkit and others
- Share ways previous partners have participated in NRPM
- Identify effective ways to engage your community and supporters
WHAT IS NRPM?

- Led by NRS, with support from the Family and Youth Service Bureau (FYSB), as well as partner organizations and Youth Ambassadors, National Runaway Prevention Month (NRPM) is an annual public awareness campaign designed to:
  - **Increase awareness** of the runaway and homeless youth crisis and the issues these young people face.
  - **Educate the public** about solutions and the role they can play in runaway prevention and ending youth homelessness.
  - **Showcase resources** available to homeless and at-risk youth.
  - **Provide a source of light, hope and support for young people**.

- Every November, organizations and Youth Ambassadors host events and activities and implement social media campaigns to highlight the experiences of runaway and homeless youth.
NRPM PARTNERSHIPS

The community continues to grow – already almost 100 organizations have signed on as NRPM 2022 partners – and we aim to have partners and Youth Ambassadors representing every state to make this a truly national initiative!

Partners receive:

- Invitations to national events and activities
- Useful information and resources, including Toolkits filled with ideas and links to materials
- Guidance and support via partner calls and from the NRS staff
- Invitation to the virtual awards ceremony and celebration
NRPM 2022 Events

November 1:
Social Media Blast

The campaign kicks off with the launch of new stickers and filters to use on multiple social media platforms:

- Encourage supporters to use #NRPM2022 filters on Instagram Stories and Facebook Stories, as well as #NRPM2022 sticks on TikTok

- Sharing these posts shows support for runaway and homeless youth during November.
November 1 – 4: Education Week

Throughout the week, the National Runaway Safeline will lead an online educational series to inform the public about runaway and homeless youth issues. Connect with us on Facebook, Twitter, TikTok and Instagram now – and join the conversation, and encourage supporters to participate, too.

November 2: National Resource Day

Throughout the day, partners will use social media to spotlight resources in their own communities, showing those in need how they can access help.
November 4: Twitter Chat

Discuss issues related to runaway and homeless youth and showcase the resources you offer young people in crisis.

Follow along for the Chat and participate @1800RUNAWAY, and use the hashtag #NRPMChat.
November 10: Wear Green Day

Dress in green to show your support for NRPM. Post a picture on social media with a message about your commitment to runaway and homeless youth and include the hashtag #NRPM2022.

November 17: Light the Night

Host events to “shine a light” on the issues and show solidarity with youth in crisis.

Past events have included: resource fairs, candlelight vigils, sleep outs, pop up markets, and more!
PROJECT GREEN LIGHT

Contact local landmarks and buildings to request they be light up green during NRPM!

@NATIONALRUNAWAYSAFELINE
@1800RUNAWAY
@NATIONALRUNAWAYSAFELINE
PARTNER TOOLKIT
Overview:
- Tips on communication and spreading the word
- Event and activity ideas
- Tips for hosting events
- Messaging guide
- Statistics and talking points
- Resources, templates

YOUTH TOOLKIT
Overview:
- Understanding the issues
- How to be a Youth Ambassador
- Resources
- Event and activity ideas

@NATIONALRUNAWAYSAFELINE
@1800RUNAWAY
@NATIONALRUNAWAYSASFELINE
Youth Ambassadors

- NRPM Youth Ambassadors demonstrate support for their peers by planning events, spreading the word about NRPM on social media, volunteering with local nonprofits.

- Having the youth voice as part of NRPM adds authenticity and helps us reach more young people directly.

- Engage the young people you serve, encourage them to get involved as Youth Ambassadors: https://www.1800runaway.org/ambassador
Additional Awareness Building

- Include an NRPM article on your website and/or in your newsletter
- Pitch stories to your local media (TV, radio and print outlets)
- Consider paid social media content
- Pursue a proclamation from local government officials
- Distribute NRS’s commitment cards, encourage sharing on social media
- Embrace local celebrities and community leaders
GROUP DISCUSSIONS/BRAINSTORMS

- What activities have you successfully executed in support of other awareness campaigns or past NRPM campaigns and how can they be modified in 2022?

- What new suggestions/ideas do you have for this year?

- What public awareness campaign activities have you seen/read about that you would like to try, but are unsure how to plan?
CONTACT INFORMATION

CHRISTOPHER SMITH
Communications & Graphic Design Manager
csmith@1800RUNAWAY.org || 773-289-1716

BETH RICHMAN
Communications Consultant
brichman@1800RUNAWAY.org || 312-806-8999