Partner Call #2
Using NRPM Resources (Toolkits, Webpage, etc.)
Introductions

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Today’s Objectives

• Inform NRPM partners about the range of resources available - toolkits, social media graphics, templates, and more – to help them plan successful local campaigns

• Share how to most effectively use NRPM resources to reach targeted audiences with NRPM messages
The NRPM home page on the NRS website - 1800RUNAWAY.org/NRPM - is your access point to all NRPM tools and resources!

- Toolkits (partners, Youth Ambassadors, social media)
- NRPM National Events calendar
- Template materials
- Zoom/Teams background
- Commitment cards
- NRPM Home Page QR Code:

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#NRPM2023 Toolkits

- Official Partner Toolkit
- Youth Ambassador Toolkit
- Social Media Toolkit

@1800RUNAWAY @NATIONALRUNWAYSAFELINE
Partner Toolkit

- Information about NRPM, national events, and other awareness-building activities
- Suggested tools and resources, i.e., proclamations
- Best practices for hosting in-person and virtual events

@1800RUNAWAY

@NATIONALRUNAWAYSAFELINE
**GOALS & HISTORY**

- To raise awareness of the issues facing runaway, homeless, and at-risk youth, and to empower others to advocate for them.
- To increase the visibility of the National Runaway Safeline and other national organizations.
- To build and maintain relationships with partners, including the National Runaway Safeline and other national organizations.

**TOOLs AND RESOURCES**

**LETS TALK: RUNAWAY PREVENTION CURRICULUM**

The NNSC’s National Youth Prevalence Curriculum helps youth explore official safety-orienting tools and resources. It helps them recognize the signs of violence and abuse. Download the free, printable PDF of this guide. [Available here](#).

**LETS TALK: PODCAST**

Each season of the “Let’s Talk” Podcast features resources and experts who discuss issues that are important to youth and young people. Each episode is available on the National Runaway Safeline website and includes a transcript for accessibility.

**AWARDS CEREMONY AND CELEBRATION**

At the culmination of the celebration, the National Runaway Safeline hosts the Youth Awards Ceremony and Celebration. This event recognizes and honors the contributions and achievements of young people who have overcome challenges and obstacles in their lives. The event also features a special recognition of the National Runaway Safeline and other organizations that support youth.

**NATIONAL EVENTS**

- **November 1:** Social Media Kick-Off
- **November 2:** National Runaway Prevention Week
- **November 5:** National Runaway Prevention Month
- **November 10:** Education Week

**ABOUT THE NATIONAL RUNAWAY SAFELINE**

The National Runaway Safeline is a national, non-profit organization that provides immediate support and resources to runaway, homeless, and at-risk youth and their families. We are dedicated to ensuring that every youth has access to the help and support they need to thrive.

**AWARDS CEREMONY AND CELEBRATION**

- **Outstanding Commitment**
- **Outstanding Team**
- **Youth Ambassador**
- **Media Partner**
- **Community Engagement**
- **Youth Engagement**
- **Social Media**
- **Emerging Leader**

More details about the awards ceremony can be found on the event [website](#).

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Youth Ambassador Toolkit

• Provides messaging about NRPM and youth homelessness that’s easy to relay to peers

• Includes details about national events and event ideas that YAs can develop locally

• List of organizations is helpful to YAs looking for additional information about topics related to youth homelessness
Hey There!

Dear Parents, we are the National Runaway Prevention Month (NRPM) to raise awareness and protect the rights of the 4.2 million young people who experience some sort of homelessness in the United States each year. While many think about it as a problem that only affects city streets, in reality it affects communities everywhere, impacting our own neighborhoods, schools, and families.

We must do all we can to support youth in crisis and help prevent youth homelessness. Getting involved with NRPM 2023 is a youth in a great place to start.

On October 4th, National Runaway Prevention Month was established as National Runaway Prevention Day. The Children’s Defense Fund led the charge, and the National Runaway Prevention Board, which was first formed in 1974, has recently been renamed as a national day by President Joe Biden.

The National Runaway Prevention Board (NRPM) offers resources to support young people and their families. To learn more, visit their website or call 1-800-RUNAWAY.

With the support of the Family and Youth Services Bureau (FYBS) and hundreds of community-based agencies across the country, we invite you to join the National Runaway Prevention Month Youth Advisory Board.

Consider ways you can get involved. Consider calling, hosting a social media campaign, or creating a community awareness event or event. To learn more, visit their website at www.nationalrunaway.org.

If you aren’t already, please sign up on an official National Runaway Prevention Day at www.FamilyRunaway.org.

The following pages will highlight the importance of helping people who are experiencing homelessness. We hope you will join us in this effort.

With love and gratitude,

The National Runaway Suicide Youth Advisory Board

You've Become an NRPM Youth Ambassador. Now What?

You've become an NRPM Youth Ambassador! Here are your next steps:

1. Spread awareness about NRPM through social media, community events, and personal networks.
2. Connect with your local community runaways.
3. Join NRPM’s Youth Advisory Board.

National Events

NRPM 2023 is a great opportunity to bring attention to the issue of youth homelessness. You can participate in the following events:

November 1: Social Media Kick-Off

Kick off National Runaway Prevention Month by posting on social media! NRPM has provided social media templates to help you spread awareness about youth homelessness. Follow NRPM on Twitter, Facebook, Instagram, and LinkedIn for daily updates.

November 2: National Resource Day

Throughout the day, you can participate in special events to learn about your state’s runaway prevention agency and resources. It’s a great opportunity to network and connect with others working to end youth homelessness.

November 4-6: Education Week

Across the nation, schools will host events to raise awareness about youth homelessness and the challenges they face. If you are a teacher or student, consider hosting a webinar or presentation on youth homelessness.

Care Package Photos/Graphics

You can make a difference by spreading awareness about youth homelessness.

NRPM Tips:

1. Share information about NRPM and youth homelessness on social media.
2. Host a virtual or in-person event to raise awareness.
3. Encourage others to join you in spreading the word.

You're A Great NRPM Youth Ambassador. Now What?

You've become an NRPM Youth Ambassador! Now what?

Gal up your network on this issue. Join the movement and make sure there's plenty of people who are passionate about ending youth homelessness.

#NRPM2023

NRPM 2023:

- Spread awareness about NRPM through social media, community events, and personal networks.
- Connect with your local community runaways.
- Join NRPM’s Youth Advisory Board.

MOMS NIGHT AWAY AND GIVE

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Social Media Toolkit

• Offers detailed descriptions of social media platforms and their respective tools

• Explains hashtags, how and where to use them, and why they may be different on some platforms

• Includes a list of National Resources
2023 SOCIAL MEDIA TOOLKIT

Every generation, the National Runaway hotline, with support from the Family and Youth Service Bureau, NAYC, as well as a network of organizations, and youth voices through National Runaway Shelters and the National Runaway Youth Conference, need to come together and refresh tools for both youth and adults.

This tool can play a meaningful and ending youth homelessness, and increase visibility of the critical issues facing youth today.

While we are just beginning to discover who our NAYC-PRM projects help, we are learning to make sure the community is looking for safe and youth-friendly resources.

One of the best and most powerful ways to spread the word about NAYC is through social media. We need to reach youth in their language, not just the people you talk about. We use media as a way for social media or youth-focused ideas. We use this platform to help adults: youth-focused ideas.

While there are many benefits to social media, there are also challenges that we need to be aware of. Social media can shape our perceptions of what we experience, which we can then blend with our own lived experiences. We need to be mindful of how we present ourselves and how they portray us.

SOCIAL MEDIA PLATFORMS

We’ve highlighted some of the most popular social media platforms for young people and included some practical strategies about how to use them.

Social media is often a tool for personal expression and self-identity. It can be a place to share your feelings and experiences, and to connect with others who share similar interests.

Interactions on social media are not always positive, and users must be aware of the potential for harm. It is important to remember that social media is not a replacement for face-to-face communication. It should be used as a supplement to, not a substitute for, in-person interactions.

SHARE INFORMATION

Hastags on social media platforms such as Instagram and TikTok help bring attention to the issues that are important to you. Be sure to follow the hashtags that are most relevant to you.

NAYC 2023 HASHTAGS INCLUDE:

#NAYC2023 #FPR2023 #FPR2024 #FPR2025

#NAYCChat

(Also connected with this hashtag is YouthChat on Nov 25)

PLATFORM SPECIFIC HASHTAGS

NAYC and #NAYC have unique algorithms that impact the content users see. Understanding the algorithm can help you create more content.

In simple terms, the Instagram algorithm takes into account what users (friends, family, and friends) have shared in the past and what content is currently being updated. The algorithm then presents content that it believes will be of interest to the user.

Be aware of how the algorithm works, and be mindful of how your content is being presented. Use relevant hashtags and keywords to increase the visibility of your content.

For more information, visit the National Runaway Shelters website or the National Runaway Youth Conference.

NAYC 2023 HASHTAGS INCLUDE:

#NAYC2023 #FPR2023 #FPR2024 #FPR2025

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(Also connected with this hashtag is YouthChat on Nov 25)

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Templates

Lighting Request

With green being the official color of National Runaway Prevention Month (NRPM), we created Green Light Project, a comprehensive initiative to bring awareness, safety, and visibility to young people experiencing homelessness and foster care. The goal is to create visibility and awareness of the dangers of homelessness by illuminating buildings and landmarks throughout the country.

We encourage you to secure a landmark or roadside feature in your community to light up in green. Whether you are a business, an organization, a school, or a private residence, the NRPM Green Light Project provides an opportunity to make a meaningful difference in the lives of young people experiencing homelessness.

Research sites to determine which buildings in your area offer these lighting programs and what the process is to secure a slot. For buildings that require you submit your request in writing, feel free to use the sample template below.

**NRPM Green Light Project**

Homelessness is a public health issue affecting nearly 4.2 million young people, ages 13 to 25, in our country every year. Housing instability can result in long-term effects on health, including mental health, poor physical and mental health outcomes, and a higher risk of developing a history of violence and/or victimization.

As part of a nationwide campaign, we are participating in National Runaway Prevention Month (NRPM), a public awareness campaign designed to bring attention to youth experiencing homelessness. We encourage you to participate as well. If you or someone you know is in need of assistance, please call 1-800-RUNAWAY (1-800-786-2929) to speak with a trained counselor.

If you are interested in participating and would like to join the NRPM Green Light Project, please follow these steps:

1. Identify the building or landmark you wish to light up in green.
2. Contact the building or landmark owner to secure a slot.
3. Submit your request in writing, providing all necessary information.
4. If the request is approved, the building or landmark will be illuminated in green.

Please make sure to follow all local regulations and guidelines when participating in the NRPM Green Light Project.
Sample Proclamation

Proclamation

Whereas, November is National Runaway Prevention Month; and

Whereas, National Runaway Prevention Month began in 2012 to be observed each year by the National Runaway System, the federally designated national crisis and communication center for youth ages 12-21 who have run away, are considering leaving home or are involved in other high-risk behavior; and

Whereas, runaway youth are often expelled from their homes, have experienced trauma, drugs, or mental health issues, and are at increased risk of falling into high-risk situations, including human trafficking; and

Whereas, local organizations and individuals are working to raise awareness, provide support, and offer resources for runaway youth, and to the community.

Now, Therefore, be it resolved that this City proclaims November as National Runaway Prevention Month.

[Signature]

[City of [City Name]]

Sample Proclamation

Proclamation

WHEREAS, November is observed as National Runaway Prevention Month; and

WHEREAS, the National Runaway Prevention Hotline is a 24-hour, confidential, free, and anonymous resource for young people and parents; and

WHEREAS, the National Runaway Prevention Hotline is a lifeline for young people who may be in crisis; and

WHEREAS, the National Runaway Prevention Hotline is available to all young people who need it, regardless of age, gender, race, or sexual orientation; and

WHEREAS, the National Runaway Prevention Hotline is a valuable resource for schools, social service agencies, and community organizations; and

WHEREAS, the National Runaway Prevention Hotline is dedicated to providing immediate assistance, information, and resources to young people who are in crisis; and

WHEREAS, the National Runaway Prevention Hotline is committed to helping young people make safe and healthy decisions; and

WHEREAS, the National Runaway Prevention Hotline is a partnership between the National Runaway System and the National Highway Traffic Safety Administration; and

WHEREAS, the National Runaway Prevention Hotline is a federal government initiative; and

WHEREAS, the National Runaway Prevention Hotline is dedicated to preventing youth homelessness and helping young people make safe and healthy decisions.

NOW, THEREFORE, be it enacted by this City that November shall be observed as National Runaway Prevention Month.

[Signature]

[City of [City Name]]

Sample Proclamation

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Commitment Cards

National Runaway Prevention Month

ASÍ ES COMO YO APOYO A LOS JÓVENES QUE HUYEN DE CASA O SE QUEDAN SIN HOGAR:

I SUPPORT YOUTH WHO HAVE RUN AWAY OR ARE EXPERIENCING HOMELESSNESS BY:

@1800RUNAWAY
@NATIONALRUNAWAYSAFELINE
NRS Resources

- Let’s Talk: Runaway Prevention Curriculum
- Let’s Talk: The Official NRS Podcast
- Free Outreach & Education Material
What successes and challenges have you faced during past NRPM campaigns?

Do you have words of wisdom for individuals and organizations participating in NRPM for the first time.
HOW TO REACH US

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