



Thank you for helping us to increase community resilience to bushfires  
by raising awareness of the

## ***Community Protection for Infants and Young Children in Bushfire Emergencies Project.***

The success of the project relies on gathering as much information as possible about the experiences of caregivers of children aged 0 to 4 and anyone who supported this group in their professional or volunteer role during the bushfires that burnt across Australia from July 2019 to March 2020. The information is being gathered in the form of an anonymous online survey.

How you can help us get the word out about the survey.

- Complete the survey yourself
- Forward an email to your friends or members asking them to complete the survey if they are eligible
- Send a text message to your network
- Like and follow our social media pages @protectinginfantsinemergencies
- Post a link to the study on your social media channels
- Put up a poster in your tea rooms or include it in a newsletter

Below you will find various types of copy, images and links that you can use to help us build awareness of the **Community Protection for Infants and Young Children in Bushfire Emergencies Project.**

Thank you for your support,

Kate Turtiainen  
Local Project Officer



## How to use this digital media kit

- 1) Start by selecting the method/s you wish to use to communicate with your network.
- 2) Copy the relevant text and use the image noted\*.

\*Please do not edit or change images.

### Text Message Copy:

Hi FIRST\_NAME,

Please help us improve emergency planning for young children.

In your role as a volunteer did you help support families with children aged 0 to 4 during the 2019 - 2020 bushfires, or did you evacuate with children aged 0 to 4 years? If so, please complete this survey: <https://bit.ly/3oOqhTI>

Thank you

### Email Copy:

Dear [Emergency responder/families/volunteers etc],

Australia lacks proper planning for young children in emergencies and this means families faced with a natural disaster can struggle to get the support they need. A new study being conducted by the Australian Breastfeeding Association and Western Sydney University is hoping to change that. But they need your help!

If you were an emergency responder (including a volunteer, community member, health provider, family member or friend) who supported families during or after the bushfires, or a parent/caregiver of a young child (0 to 4 years of age) who was impacted by the 2019 -2020 bushfires, please consider [being a part of this study](#).

The Australian Breastfeeding Association and Western Sydney University are gathering information about what families with young children experienced during the Bushfires of 2019 - 2020, so they can improve planning. **This will help families across Australia in the future.**

Will you join in helping them to increase community resilience to bushfires by ensuring the needs of infants and young children are met?

Please complete the survey today: <https://bit.ly/3oOqhTI>. If you begin the survey and get interrupted you can return to it at any time on the same device.

To learn more about the project, like and follow @protectinginfantsinemergencies on Facebook and Instagram.



## **Social Media Copy:**

Are you a volunteer that helped support families during the 2019 – 2020 Australian bushfires? If so, please consider being a part of the BiBS Study by completing an anonymous survey.

Click this link <https://bit.ly/3oQhTI> for more information or to complete survey.

## **Social Media Images:**

**Please tag us in your post(s) by using the handle @protectinginfantsinemergencies**

### **Instagram Image:**

[https://www.canva.com/design/DAFJhUOTDeo/pWACnSnQ2km0BGmft9ldtA/view?utm\\_content=DAFJhUOTDeo&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFJhUOTDeo/pWACnSnQ2km0BGmft9ldtA/view?utm_content=DAFJhUOTDeo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

### **Facebook Image:**

[https://www.canva.com/design/DAFLbSEdbOc/BbAdRGzgtzMIJx3gIFPdEA/view?utm\\_content=DAFLbSEdbOc&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFLbSEdbOc/BbAdRGzgtzMIJx3gIFPdEA/view?utm_content=DAFLbSEdbOc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## **Newsletter:** *(Optional newsletter image provided)*

### **Help to ensure that families with young children are supported in emergencies**

Did you know that Australia has better emergency planning for pets than children? It's true, and the ability to properly plan for children is hampered by a lack of research on what emergencies are like for families, and what helps and hampers them in disasters.

The Babies and Young Children in the Black Summer (BiBS) Study aims to transform Australia's emergency response to the caregivers of young children by developing an evidence base to enable proper planning.

Were you a parent or caregiver of a young child (0 to 4 years) affected by bushfires in Australia during 2019-20? Did you help families with young children during or after the bushfires in any way, including as a friend, neighbour, health professional, counsellor, emergency service worker, volunteer etc? If so, you may be eligible to be a part of this research.

Participation in the study involves completion of an anonymous online survey. You can find more information about the study and fill out a survey at <https://bit.ly/3oQhTI>

*This research is part of the Community Protection for Infants and Young Children in Bushfires Project which is being undertaken by the Australian Breastfeeding Association and has received funding from the Australian Government. The research has ethics approval from Western Sydney University Human Research Ethics Committee, approval number H15019.*



## QR Code:



## Newsletter Image:

[https://www.canva.com/design/DAFLbRT3nyU/tLp1Efen4rxe18kKfOouew/view?utm\\_content=DAFLbRT3nyU&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFLbRT3nyU/tLp1Efen4rxe18kKfOouew/view?utm_content=DAFLbRT3nyU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Digital Flyer:

[https://www.canva.com/design/DAFKqe35WWc/d0GEgu0GugqzrMSU7YaLw/view?utm\\_content=DAFKqe35WWc&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFKqe35WWc/d0GEgu0GugqzrMSU7YaLw/view?utm_content=DAFKqe35WWc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)