

Shine Through Campaign

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Society of Pediatric Urgent Care

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Children's
Wisconsin



What is Shine Through?

- Shine Through is a three-year-long marketing and philanthropy campaign by Children's Wisconsin
- Shine Through represents Children's Wisconsin's commitment to creating solutions that address the urgent mental and behavioral health needs of kids across Wisconsin
- Website:
<https://shinethrough.childrenswi.org>



Goals of Shine Through

- Through awareness, education, advocacy and philanthropy, Shine Through brings to life the important work Children's Wisconsin is doing to
 - detect needs sooner
 - reduce stigma
 - improve access to care for kids with mental and behavioral health needs
- Initial focus on parents taking #shinethroughpledge to talk to their kids about mental and behavioral health as they head back to school

Creative engagement

- To generate additional buzz, we will activate laser-light shows on buildings this fall
 - Community partners and/or schools
 - Children's Wisconsin location
- Social media platforms will be used throughout



Videos

Content	Links
Overview: Introduces Shine Through and Children's Wisconsin's commitment to the MBH needs of kids across Wisconsin	https://www.youtube.com/watch?v=QRInsKynlsw
Tips for talking to children: Dr. Jenny Walczak provides recommendations on how parents can engage in conversations with their kids about going back to school during COVID-19	https://www.youtube.com/watch?v=rjZ9dKESpYg
About the mental and behavioral health crisis: Dr. Jenny Walczak talks about how caring for your child's mental and behavioral health is just as important as caring for their physical health.	https://www.youtube.com/watch?v=k4IFaUGlxug

Thank you!

- Questions?

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