Military Family Programs OUTREACH TOOLKIT



As a provider of military family support, you play a critical role in distributing timely, accurate, and relevant information to service members and their

families. The majority of today's service members and their families do not live on a military base, and community-based civilian support agencies and programs are more involved than ever in supporting military families. Families in every stage of military life rely on you for services and support, including everything from counseling to child care. As you work with service members and their families, we hope you will use the information in this toolkit to help us share important information about Department of Defense (DoD) family support policy.

Since the original Department of Defense Instruction (DoDI) 1342.22, "Family Centers," was published in 1992, the need for robust family support programs has increased dramatically. As you know, today's force has been involved in conflict for the past ten years, is much more geographically dispersed, and is operating at a higher tempo than it was in 1992.

DoD has responded to these challenges by updating its policy to better meet the needs of today's service members and their families. The reissuance of DoDI 1342.22, "Military Family Readiness," (www.dtic.mil/whs/directives/corres/pdf/134222p.pdf) published July 3, 2012, updates policy and provides a new framework for delivering family programs and services. The Family Readiness System (FRS) approach integrates policy for many family readiness services into a single source and focuses on coordination and partnerships among all of those who serve military families.

The new FRS approach means service members and families can reach out to an entire network of support through several different access points. In person, by phone, and online, the FRS is there for every service member and family member regardless of activation status or location. Since you have regular contact with military families, we are asking for your help sharing this message. We have created a toolkit full of resources and information you can use to help with this effort. Your toolkit, available at www.militaryonesource.mil/frs/community-partners-toolkit, includes

- 1. **Policy Fact Sheet.** The fact sheet summarizes changes and updates to the DoDI.
- 2. **Your Role in the Family Readiness System.** This page highlights ways you can stay up to date on DoD policy and provides resources to help you connect families with military support programs.
- 3. **Sample Article.** The sample is designed for use on websites and in newsletters or other publications to inform service members and their families about family support programs.
- 4. **Sample Advertisement.** These are examples of what might be included in a family program newsletter, website, or blog. The ad can be used as-is or may serve as a starting point for developing an individualized ad consistent with approved Family Program messaging.
- 5. **Social Media Tactics.** The social media content includes several Facebook and Twitter updates to disseminate via your social media outlets.

By working together, we can provide the best support possible to today's military families and help keep them strong and resilient. We thank you for your contributions to the support of military families and hope this toolkit becomes a valuable resource for you.