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Promises2Kids Launches 'Families Also Serve' Campaign in San Diego

Advocacy initiative calls for collaboration among civilians/community to assist military families with children

SAN DIEGO – June 8, 2011 – Today, the Honorable Susan Golding, CEO and President of Promises2Kids, invites military leaders, veterans, elected officials and community professionals to stand with her in the Promises2Kids' *Families Also Serve* campaign. The campaign is an advocacy and public relations campaign designed to increase awareness of the need to support military families with children and encourage and inspire others to help. The campaign calls for effective collaboration among civic organizations, nonprofits, local government agencies, businesses and the public-at-large to create a strong, stable network of support for military families with children.

Unprecedented extended and repeated deployments, combined with the nation's current economic hardships, have placed a great hardship on military families – particularly those with children.

Promises2Kids' *Families Also Serve* campaign is in line with First Lady Michelle Obama's call for the support of Americans and community-based organizations to engage and assist the nation's military families.

"Military families are under more pressure than ever," says Golding. "The military is already doing much to help their families and the community wants to help. Through the *Families Also Serve* Campaign we hope to raise awareness and increase access to resource information." There are currently many non-profit and community organizations that focus on the needs of military families. We want to help increase awareness of their services among military families.

In 2009, Promises2Kids conducted a comprehensive San Diego-focused assessment for San Diego's large population of active duty military and their families. The purpose of the Military Families Support Initiative Assessment was to identify needs of military families and make recommendations.

Part of the Promises2Kids assessment included focus groups with local military spouses. There was tremendous interest and participation in these focus groups. From the focus groups, it was found that:

- Family stress factors have been compounded by prolonged and frequent deployment cycles.
- San Diego County's military families need respite childcare.
- Families want additional access to and knowledge of resources available in the community (Approximately 80% of San Diego's military families live off base).
- Deployment has a cumulative effect on children that remains even after the deployed parent returns home.
- Word of Mouth from peers is the most powerful influence in determining which services and programs to use.

Currently, San Diego County is home to more than eight percent of the active duty U.S. Military population. Military installations cover nearly six percent of the County's vast 4,261 square miles. Additionally, nearly 17 percent of all active duty navy personnel and nearly 30 percent of all active duty Marine Corp personnel are stationed in San Diego County.

Ultimately, the needs assessment concluded that in order to strengthen our community, we must build strong community support to complement on-base services for military families. Access to human service programs is essential to military families dealing with personal and family challenges and to help them to adapt to unique military challenges, including extended deployments, separation, reunification and frequent relocation.

The Promises2Kids' *Families Also Serve* campaign calls for the community to help in the following ways:

- Make a financial contribution at www.Promises2Kids.org/militaryfamilies
- Are you a former member of the military who currently works in a business that might provide support for military families? We would like to include you in a resource directory to help military families. Register at www.promises2kids.org/militaryfamilies.
- Are you able to provide or give support for respite childcare for military families? Contact Promises2Kids at 858-278-4400.

Contact Information

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About Promises2Kids

Originally founded as the Child Abuse Prevention Foundation of San Diego County, Promises2Kids is a 30-year-old nonprofit organization. Since 1981, Promises2Kids, also known as the Polinsky Children's Center Foundation, has led the fight against child abuse and neglect in the County of San Diego. No other organization in the area offers such a broad array of support systems, nor does any other organization in the area offer such a wealth of opportunity to connect with a wide variety of resources, programs, and collaborative partners focused on eliminating child abuse. The Chief Executive Officer and President of Promises2Kids is the former Mayor of San Diego Susan Golding. For a complete list of volunteer opportunities or more information, please visit www.promises2kids.org, [Facebook](https://www.facebook.com/Promises2Kids) or [Twitter](https://www.twitter.com/Promises2Kids).

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