

Promises2Kids launches 'Families Also Serve' campaign

OrgWatch

By Jenna Long

Susan Golding, CEO and president of Promises2Kids, invited military leaders, veterans, elected officials and community professionals to stand with her Wednesday 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," Golding said. "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."

In 2009, Promises2Kids conducted a comprehensive locally-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.

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. **Source Code: 20110609tga**

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