



The **Kansas Power of the Positive (KPoP)** is a statewide coalition committed to all Kansas children growing up in safe, stable, nurturing relationships and environments. It is a coalition of state agencies and not for profit organizations with the mission of supporting children and families in Kansas.

The **Hope Starts Now** campaign was created to support priority 4 of the **State of Kansas Child Maltreatment Prevention Plan** authored by KPoP which is to increase support-seeking behavior in pregnant and postpartum women with Opioid Use Disorder (OUD).

The campaign is funded by the **Kansas Department of Health & Environment (KDHE)**.

This campaign's goal is to encourage pregnant and postpartum mothers experiencing opioid use disorder or substance use to seek support and treatment by calling the Parent Helpline 1-800-Children where they will receive resources including the number to the Regional Drug and Alcohol Center (RADAC) and area support groups.

The main tagline for this campaign is **"sometimes hope needs help"** and we are looking for organizations and agencies to assist this campaign in reaching pregnant and postpartum mothers and those that support them to be that help.

Campaign Materials that are available:

- Promotion Flyers
- OUD Information Flyer
- Social Media Posts
- Newsletter Ad

How campaign materials can be used:

- Print, distribute and/or display flyers
- Shared in your email or print newsletters or on your social media pages
- Host materials for others to access and download from your organization's website

To receive these materials, fill out the Promotion Agreement by clicking this link:

https://wichitastate.co1.qualtrics.com/jfe/form/SV_3g7001ChGPpz1R3

After you have submitted the promotion agreement our team will reach out and provide the materials and answer any questions you may have.