

Boosting family wellbeing

**Parent Club - Boosting Family Wellbeing
Newsletter Copy
09.08.21**

Below is some wording that you can use in newsletters or emails, to let families across Scotland know about the “Boosting Family Wellbeing” campaign and support available to them. This can be adapted or amended to better fit the usual tone of your communications or your brand.

There are images available for use on the ParentClub.scot [Partner Assets page](#). If you would like to include these in your comms, please download and use. Please ensure to use #familywellbeing and tag Parent Club on @ParentClubScotland (for Facebook and Instagram), or @ParentClubScot (for Twitter) in all digital posts.

Newsletter copy

The past 18 months have been extremely difficult for families and have caused serious disruption to family life. Different households face different challenges - but one thing everyone has in common is their mental health, and the importance of looking after it. Now it's time to get back on track and look after your and your children's mental health.

“Boosting Family Wellbeing” will familiarise parents with principles that build children's happiness, confidence and independence - things like empowerment, safety, choice, working together and trustworthiness. The campaign will also give parents guidance and tips for weaving these principles into everyday moments, helping them to foster confidence and sense of responsibility in their children.

Tips like:

Before your mealtime, be in breakfast, lunch or dinner, give your child a clear instruction on how to set up the plates and cutlery at the table. They can be responsible for the table layout and where the family sit.

Or even try uninterrupted time! Try sitting down with your child each day for a little uninterrupted time together. Watch them, notice what they are doing and let them know you are interested. This will help them see that their interests and needs are important.

For more tips on simple ways to help boost your family's wellbeing, visit ParentClub.scot.