



Elinor Green and Fyowna Norton

Best Campaign

Department of Human Services

Working in child protection may be difficult, but it brings its own rewards. That was the message the Department of Human Services wanted to reach potential child protection employees.

“You have to have the mindset to walk into a family and say, I am not going to change things overnight but just the small things you can change day after day, night after night are the small wins. If you think you are going to change things overnight, you will burn out,” says Fyowna Norton, senior program adviser with the children, youth and families division.

That message was distilled from focus groups held with child protection practitioners by the Department and agency HRX. Then they worked together to create the *This Is the Girl* campaign, winner of both FEMA Best Campaign and Best Promotion of Public & Education Careers.

The campaign centrepiece was two touching animated videos, one featuring a boy, the other a girl, with the theme *Rewrite tomorrow one child at a time*.

“The driving force was to change the way that we approached the market, to put a positive spin around the work that practitioners do and to encourage people to consider child protection as a career, but to target the right people, people who would appreciate the small wins,” Ms Norton said.

The job requires resilience, critical thinking and realism and, with 67,000 hits in six months and 1600 applications from the online and print campaign, the department now knows more about where to find such people in future. It purchased several key words, each with a source code to tell it where those typing in the words came from.

“So we can manage our advertising and put it where the people are,” Ms Norton says.

For the department, not in the market in this way before, it was also about giving the public, who had YouTube access to the videos, a more positive view of child protection. “Although it is emotive and can be a bit confronting at times, it provides an opportunity for people to think about child protection in a positive way.”