

Connections Matter!

Children deserve to have great childhoods. That's why Prevent Child Abuse North Carolina (PCANC) launched a new public awareness campaign, Connections Matter NC, to engage North Carolinians in building caring connections.

Every day connections are more important than we ever believed. Science tells us that relationships have the power to shape our brains. Relationships help us learn better, work better, parent better. When we experience tough times, they help us heal. With each connection, we develop a healthier, stronger community.

Be a Connections Matter Ambassador!

We encourage community members, like you, to get involved in spreading the message about the importance of positive connections. Here's how you can get involved:

- **Engage with the #BeAConnection stories on social media!**
 - Like, comment and share the #BeAConnection stories [on our Facebook page](#). When you share these videos with your own network, you're helping us spread this important message to more North Carolinians! Find the videos by searching for the hashtag: "BeAConnection". Influencers featured in these videos include Duke Men's Basketball Head Coach Mike Krzyzewski, The Avette Brothers Cellist Joe Kwon, NFL player Dexter Lawrence, a contestant from "The Voice", and more!
- **Share your own #BeAConnection story on social media!**
 - Take a 30-45 second video sharing your story about how positive connections influenced your life. Who was around to help your parents when they needed a hand? How did they support your family? Who helps you now when you need support? Start or end your video with "This is my Connections Matter story" and share on Facebook with the hashtag #BeAConnection.
- **Visit and share the Connections Matter NC website!**
 - Visit www.connectionsmatternc.org for information on upcoming Connections Matter trainings, a downloadable toolkit, stories, video clips, and more.
 - Link to the website in your social media efforts, in your newsletter, with your staff, board and constituents!
- **Host an experiential Connections Matter display!**
 - We're looking for locations to host a Be a Connection Experiential Displays. The displays will have tips people can take with them on ways people can be a positive connection in their community. If you have a great place in your community to put a Be a Connection Experiential Display, please contact us.

Questions? Please contact PCANC Communications Manager [Kris Demers](#).