



**Barnahus**



Finnish institute for  
health and welfare

# Barnahus strategic and operational communication plan

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## INTRODUCTION

Welcome to the communication plan of Barnahus. The first part of this manual, the communication handbook, serves as a tool for carrying out communication activities. In the handbook, you will easily and quickly find the necessary information on how we communicate about Barnahus to professionals and families.

The second part of the manual delves into the strategic level of communication at Barnahus, which influences the background of our actions. We will open up and break down aspects such as where we started, what we aim to achieve, with whom we implement the Barnahus model, who our communication is directed towards, which channels we use, and how.

Finally, we will explore the communication action plan and the annual schedule, along with examples of how communication is implemented in practice.

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## 2. Communication Handbook

## 2.1 Voice and Messages

### ELEVATOR SPEECH 1

#### *Speaking to Families and Children*

Barnahus is a model improving the investigation of violence suspicions involving children and youth, providing support and care for those who have experienced violence. When a child faces violence, they have the right to child-friendly and competent official services. Barnahus ensures that the investigation process minimally burdens the child, conducting interviews in a child-friendly and secure environment.

### ELEVATOR SPEECH 2

#### *Speaking to Professionals*

The Barnahus network exists so that no professional should feel alone. The work to help children and young people who might have experienced violence is challenging. New information is published at an accelerating pace and the field of work is constantly developing. Barnahus gives you up-to-date information about the best way to act. A multi-professional and child-friendly operating model helps the professional in all phases of the work.

### KEY MESSAGES FOR PROFESSIONALS

1. You are not alone. The Barnahus network is there for you.
2. Assistance and best practices for children experiencing suspicion of violence is continually evolving. Barnahus gives you up-to-date information about the best way to act.
3. Child-friendly and evidence-based services in suspected violent situations are a child's right.

### TONE OF VOICE:

Knowledgeable, helpful, popular, bold and concise.

## 2.2 Visual Identity

The document outlines the visual elements, including the logo, colors, accessibility, typography, graphic elements, and image style.



A young man with short dark hair, wearing a teal t-shirt and a dark grey backpack with orange accents, is shown in profile from the chest up. He is looking towards the left of the frame. The background is a blurred outdoor setting with green foliage and a paved path.

### **3. Communication strategy behind actions**

## 3.1 Overview: Barnahus Stakeholders

### BARNHAUS MODEL IN FINLAND: CONCISE OVERVIEW

In 2019, the Sipilä government funded the nationwide adoption of the Barnahus model in Finland. The model focuses on ensuring a child-friendly, interdisciplinary approach to investigating violence suspicions and providing comprehensive support to children and families. Barnahus is coordinated by the National Institute for Health and Welfare (THL) under the Ministry of Social Affairs and Health.

Barnahus involves specialized units within university hospitals, known as OiPsy units, inspired by Icelandic Barnahus principles. These units, handling 1339 requests in 2022, collaborate effectively with the police, aiming to strengthen ties with basic social and health care entities.

The project aims to enhance investigative, protective, and therapeutic services for child victims and witnesses of violence. It introduces collaborative practices, develops service chains, and fortifies specialized services (OiPsy units). Barnahus has integrated into national child and family service development and violence prevention efforts, aligning with the Orpo administration's goal to combat violence and secure a violence-free childhood.

### STAKEHOLDERS

Coordinated by THL and guided by the Ministry of Social Affairs and Health, the Barnahus model requires multidisciplinary collaboration among professionals. Stakeholders are categorized into four circles:

1. **First Circle:** OiPsy units, the Prosecutor's Office, the Police Board, and the Police. Their role focuses on the investigative process, following legal guidelines.
2. **Second Circle:** Child protection services and healthcare, responsible for supporting and caring for children and families plays a crucial role also in recognizing violence suspicion situations.
3. **Third Circle:** Professionals in public education, youth services, sports, culture, and other organizations. They interact daily with children and young people, playing a vital role in identifying and responding to violence situations in line with the Barnahus model.
4. **Fourth Circle:** Barnahus does research, training and development cooperation with national and international educational institutions and partners.





## 3.2 Current situation of Communications

Barnahus does not have an existing communication plan or a previously implemented communication strategy. THL has conducted Barnahus communication within the project communication framework. The communication has been strongly targeted at stakeholders, specifically professionals implementing the Barnahus model. The general public's awareness of Barnahus has been raised through media communication.

## 3.3 Communication Objectives

The multidisciplinary operational model requires collaboration among various professionals. For the Barnahus model to be implemented, all professionals dealing with child and youth violence or suspicion of violence must act according to the model. Additionally, professionals need to have sufficient understanding and up-to-date information about the Barnahus model to act accordingly. Therefore, communication plays a crucial role in the Barnahus model.

### ***Communication aims to:***

- Ensure information flow about project-organized training and events, good practices according to the Barnahus model, and current research findings related to the topic.
- Support the national establishment of Barnahus through the Barnahus website, newsletters, and other communication channels, making it widely known among professionals.
- Enhance professionals' competence in the four themes of the Lastentalo through national training.
- Increase awareness of Barnahus and reach more professionals.
- Assist professionals in identifying violence against children and youth and acting appropriately.
- Reach children and families in various regions with suitable messages.

## 3.4 Communication Target Audiences

The main target audience for Barnahus communication is professionals implementing the Barnahus model. These professionals can be divided into three groups, each with its own characteristics, discussed in more detail in the Communication Strategy by Target Audience section.

*The target groups are:*

- Barnahus units, including OiPsy (units for children's and youth forensic psychiatry and psychology), the Prosecution Service, Police Board, and Police
- Child protection services and healthcare
- Family centers

*In addition to professionals, Barnahus is also made known to the general public, forming the fourth target group:*

- Families and children

## 3.5 Communication Channels

Communication is based on multichannel strategies, supported by core messages that should remain consistent across all channels. It is proposed that Barnahus focuses on six main channels for communication (website, social media channels, newsletters, earned media, training, and various events). Additionally, brochures and publications are created, and marketing channels are selected on a case-by-case basis.

**Barnahus Website:** Barnahus.fi serves as the home base for the Barnahus model. The site's purpose is to gather all essential information about the Barnahus model in one place and serve as a content distribution platform. The website includes basic information about the Barnahus model, THL's and regions' contact information, News section, Event Calendar, Training, and Materials. Contents from the site are used in digital marketing, and links to the content are included in the newsletter. We aim for 10 000 visitors to the page per year.

**Training:** Training has proven to be an effective and positively received method of conveying relevant information about the Barnahus model to the right target audience. For example, the Children and Violence training for child protection services and social workers and the Barnahus online course for Family



Centers have received good feedback from professionals. The goal for training and events is 2,500 participants per year. Feedback guides the direction and development of training, with a continued desire for increased use of videos.

**Own Events:** THL organizes multiple events annually to communicate the Barnahus model to professionals. Events are also used to facilitate interaction between Barnahus units, ensuring efficient communication of messages and best practices among different units. There are regional differences in the proactiveness of OiPsy units in receiving Barnahus communication. Events could also be used to bring together different target groups, such as social workers and the police.

**Participation in Events:** THL's Barnahus communication participates in various key professional events annually, such as Child Protection Days, Family Center Days, and Early Childhood Education Days. Communication at events is done through a dedicated booth (brochures, information) and through lectures and presentations. Professionals' main events provide an excellent opportunity to reach target groups. Communication can be enhanced by investing in presentations using video communication and marketing.

**Newsletters:** The Barnahus Network Newsletter provides up-to-date information on support and care for children and families who have experienced violence, as well as child-friendly investigation processes for suspected violence. The newsletter also presents current events, publications, new research findings, and various forms of training.

**Social Media:** All target groups can be reached on social media. In social media, Barnahus has its own X-page, otherwise Barnahus communicates on social media from THL's channel. The social media strategy should be updated and the establishment of LinkedIn and Facebook channels should be considered. Content production can be developed with, for example, tests, surveys and videos. Social media also serves as a distribution platform for the content of the Barnahus website and promotes its visibility.

**Media Communication:** Media communication has been an effective method of reaching the general public and raising awareness of the Barnahus model. Media communication is valuable for reaching the general public, stakeholders, and decision-makers. Additionally, media coverage can also reach professionals who may not be actively following Barnahus communication channels. Media communication can be developed by extending it to regions as well (regionally targeted news tips). Media communication can also be developed by planning effective content for target groups' trade union media.

**Brochures:** Brochures are used at events and in various regional communication activities. Professionals value brochures as a concise way to obtain basic information about Barnahus. Brochures are handed out at events, sent to professionals as part of communication packages, and are available for download on the Barnahus.fi website.

**Paid Advertising:** Paid advertising has had a small role and budget in Barnahus communication so far. However, digital marketing has good opportunities to reach target groups. Advertising content can be designed interactively, for example, using online surveys or online tools. Different contents can be marketed to different target groups. Paid advertising can also be done, for example, in trade union magazines. Collaborating with

target groups to share Barnahus messages through their own communication channels, newsletters, and networks can enhance the reach and impact of the communication strategy.

**Teams Meetings:** In addition to traditional communication channels, virtual communication tools like Teams Meetings are increasingly used for interaction and engagement. Virtual meetings can facilitate discussions, collaboration, and knowledge sharing among professionals, especially in cases where in-person meetings are challenging.

## 3.6 Communication Strategy by Target Audience

To effectively reach and engage the different target groups, Barnahus tailors its communication strategy to address the specific characteristics, needs, and preferences of each group.

**Barnahus Units:** Barnahus units play a central role in the implementation of the Barnahus model. Communication with Barnahus units aims to ensure that professionals within these units have a comprehensive understanding of the model and its implementation. The communication strategy includes:

- Regular updates and information sharing through the Barnahus.fi website, newsletters, and social media.
- Specialized training sessions and events for professionals within Barnahus units to enhance their competence in implementing the model.
- Collaboration with Barnahus units to create and share success stories, best practices, and lessons learned.
- Engagement in professional forums and networks where Barnahus professionals actively participate.
- Direct communication through Teams Meetings to facilitate real-time discussions and address specific challenges or questions.

**Child Protection Services and Healthcare:** Communication with child protection services and healthcare focuses on providing them with the necessary knowledge and tools to identify and respond to cases of child and youth violence. The communication strategy includes:

- Targeted training sessions and events addressing the specific needs and challenges faced by child protection services and social workers.
- Regular dissemination of relevant information through newsletters and the Barnahus.fi website.
- Collaboration with relevant professional organizations and associations to reach a broader audience of child protection professionals.
- Inclusion of case studies and real-life examples in communication materials to illustrate the practical application of the Barnahus model in child protection.



**Family Centers:** Family centers play a vital role in supporting families and children. Communication with family centers aims to integrate the Barnahus model into their practices and ensure a coordinated approach to addressing violence against children. The communication strategy includes:

- Tailored training programs and online courses designed specifically for professionals working in family centers.
- Collaboration with family centers to integrate Barnahus principles into existing practices and workflows.
- Regular communication through newsletters and social media to keep family center professionals informed about updates and developments.
- Participation in relevant events and conferences where family center professionals gather.
- Providing resources and materials that are easily accessible and applicable within the context of family center services.

**Families and Children:** Communicating with families and children is essential to raise awareness about the Barnahus model and empower them to seek help when needed. The communication strategy includes:

- Development of user-friendly materials and resources that explain the Barnahus model in an easily understandable format.
- Collaboration with schools, community organizations, and healthcare providers to disseminate information to families and children.
- Utilization of social media platforms to reach a wider audience of parents and caregivers.
- Integration of Barnahus awareness campaigns into broader initiatives addressing child well-being and safety.
- Inclusion of testimonials and stories from families who have benefited from the Barnahus model in communication materials.



## 3.7 Key Messages

The key messages for Barnahus communication are designed to convey the core principles, benefits, and importance of the Barnahus model. These messages are crafted to resonate with each target group and address their specific needs and perspectives. The key messages include:

### *For Barnahus Units:*

- **Comprehensive Support:** Barnahus provides a multidisciplinary approach, ensuring comprehensive support for children and families affected by violence.
- **Collaboration and Coordination:** The model promotes collaboration among professionals, facilitating a coordinated response to cases of child and youth violence.
- **Evidence-Based Practices:** Professionals within Barnahus units are equipped with evidence-based practices and tools to enhance their effectiveness in addressing violence.

### *For Child Protection Services and Healthcare:*

- **Early Identification:** The Barnahus model emphasizes early identification of cases of violence, enabling timely intervention and support for children and families.
- **Strengthening Child Protection:** Barnahus contributes to strengthening child protection services by providing specialized training and resources to professionals in this field.
- **Holistic Approach:** Child protection professionals play a crucial role in the holistic approach to addressing the well-being of children, and Barnahus supports them in this mission.

### *For Professionals in Family Centers:*

- **Coordinated Services:** Family centers benefit from Barnahus by integrating coordinated and child-focused services into their existing practices.
- **Empowering Families:** Barnahus empowers family center professionals to support families in navigating challenges related to violence, fostering resilience and well-being.
- **Enhancing Collaboration:** Family centers are key partners in the collaborative network, contributing to the success of the Barnahus model.

### *For Families and Children:*

- **Safe Spaces:** Barnahus provides a safe and child-friendly environment for children and families seeking support and assistance.
- **Confidentiality and Respect:** Families can trust Barnahus to prioritize confidentiality and respect in their interactions, creating a secure space for disclosure and healing.
- **Accessible Help:** Families are encouraged to seek help



A photograph of a hand holding a yellow leaf against a dark, textured background. To the left, there is a black silhouette of the same leaf and hand, creating a visual contrast. The text '4. Action plan and communication timetable' is overlaid in white at the bottom left.

## 4. Action plan and communication timetable

## 4.1 Schedule

*The action plan is divided into the following timeframes: 2024, 2025, and 2026-2028:*

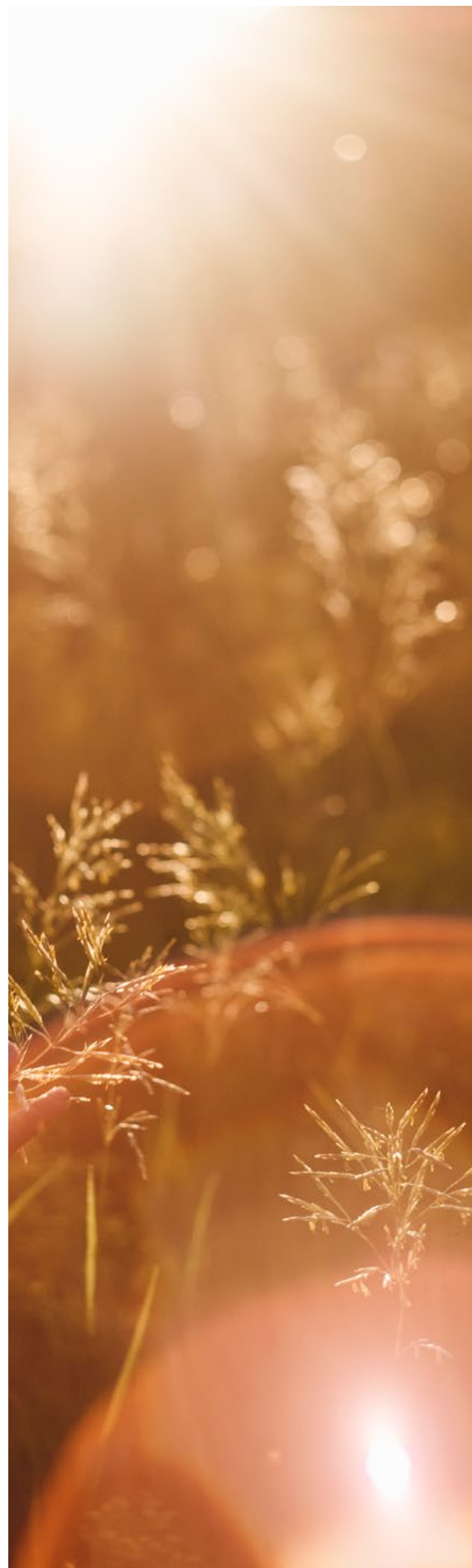
- For the years 2024 and 2025, the communication focus areas and methods to achieve set goals will be detailed in the plan. However the actual communication plans will be finetuned along the way on a quarterly basis.
- For the years 2026-2028, visions of possible trends and communication measures will be presented.

## 4.2 Content Production

Effective communication requires adequate human resources with technical skills who can plan and produce content, creative design, illustration and video communication.

*Communication content is planned for different channels based on communication focuses, taking into account current target groups and goals. Contents include:*

- Current issues for the website and network newsletter: news, events, training, publications, blogs.
- Expert insights from the field of child protection, violence-specific.
- Training, presentations, PowerPoint templates.
- Brochures (printed and electronic) to disseminate information about the operating model succinctly and visually attractively.
- Videos.
- Press articles and press releases.
- Advertisements.
- Digital marketing applications, e.g., online surveys.
- Social media posts.





## 4.3 Action Plan by Target Group:

### Year 2024

#### BARNAHUS UNITS (OiPsy Units):

##### *Own events:*

- Hybrid event introducing Barnahus' new strategic and operational communication plan. The event will feature a significant publication related to the violence-specific field.
- Event participation linked to an online survey collecting information and experiences of multidisciplinary collaboration between OiPsy units and child protection/social workers. This prepares the communication that Barnahus units play a key role in implementing the multidisciplinary model in the regions.
- Another event (webinar) connecting OiPsy units, the police, and Barnahus. The purpose is to enhance awareness of the Barnahus model among the police and open a communication channel. OiPsy unit professionals and police collaborate in the Barnahus model-based investigation process.

*Note: Bringing the police closer to Barnahus communication is strategically significant for the Barnahus model.*

##### *Event participation:*

- Annual participation in two main events of OiPsy units.
- Emphasis on presentations with good (visual) design.
- Utilization of video communication (brand video/interview to support presentations).

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##### *Earned media:*

- Regionally targeted media campaign for leading media in the areas. Focus: What is the situation of violence against children in the OiPsy unit's area? Increase awareness and brand recognition, engaging and motivating experts in public discussions.
  - Guest posts and opinions - facilitate expert opinions for the media.
- 



2024

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**Social media:**

- Continue meaningful content production for the target group on X, and share content from the Barnahus website.
- Establish a LinkedIn page for Barnahus and start content production.

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**Network Newsletter:**

- The target group values fresh scientific publications from the violence-specific field. Establish a section in the newsletter for updates on violence-specific field globally, delivered monthly.

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**Publications and Material:**

- THL's own publications and PowerPoint templates produced for OiPsy unit professionals about Barnahus.

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**CHILD PROTECTION SERVICES AND HEALTHCARE:****Digital marketing:**

- Create an informative online survey "What do you know about Barnahus?" for professionals, introducing the Child House model. Share in the social worker's own Facebook group.
- Advertise the online survey on LinkedIn to target groups (social workers and family centers).
- Aim to reach new professional audiences and efficiently communicate the Barnahus model. ***Call to action campaign on LinkedIn, aiming to increase the audience for the new LinkedIn site. Can be combined with the online survey.***

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**Earned media:**

- Regionally targeted media campaign for leading media in the areas. Focus: What is the situation of violence against children in the OiPsy unit's area from a social worker's perspective? How does the situation look in the field? How does the area differ from the rest of Finland?
- Identify topics and needs for articles from the social work advocacy and professional magazine Talentia and seek content collaboration.

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**Event participation:**

- Participation in professional events, emphasizing brochures and presentations with communication focuses that resonate with the target group.
  - Use videos: e.g., brand video, video ad, professional poll on violence-specific child protection work.
-

2024

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**Training:**

- Continue to invest in the “Children and Violence” training and communicate it on the Barnahus website and in network newsletters.
- Plan a new training theme within resource constraints.

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**Network Newsletter:**

- Many target group professionals are subscribers. Plan a web-based marketing concept to encourage subscribers to invite at least one colleague in violence-specific work. Could be, for example, an e-card from colleague to colleague for International Children’s Day (or Christmas card). Note: Increase the number of newsletter subscribers and reach new professionals in the Barnahus network. *Create target group-relevant content, such as articles related to the multidisciplinary approach and collaboration between OiPsy units and child protection/social workers.*

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**FAMILY CENTERS****Digital Marketing:**

- Nationwide advertising campaign on LinkedIn targeting professionals in early childhood education, pre-primary and primary education, and secondary education. The message: recognizing violence against children or young people is invaluable; Barnahus provides tools for action.
- Online school promotion on social media, featuring a new teaser video for the online school.
- LinkedIn call-to-action campaign with the goal of increasing the audience for the new LinkedIn page.

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**Media Communication/Earned Media:**

- Nationwide and regionally targeted media campaigns for leading media outlets. What is the situation of violence against children and youth in the OiPsy unit’s area? How to identify violence against children or youth? What does the situation look like from the perspective of early childhood education and primary education professionals? How common is online violence? And how often is another child the perpetrator of violence against children? → Increase awareness and brand recognition of Barnahus in the regions and engage and motivate experts by inviting them to public discussions.

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**Paid Advertising:**

- Advertising campaign in professional magazines (print and online) with the message: recognizing violence against children or young people is more valuable than gold; tools for action can be obtained from Barnahus. Promote barnahus.fi.
-

**Participation in Events:**

- Participation in professional main events, focusing on brochures and presentations with messages that resonate with the target audience.
  - Utilize videos, such as brand videos and online school promotional videos.
- 

**Social Media:**

- Establish a LinkedIn page and share content from the Barnahus website. Communicate on X and encourage followers to join the LinkedIn page.
- 

**Training:**

- Produce the second season of the Online School.
- 

**CHILDREN AND FAMILIES, GENERAL AUDIENCE****Earned Media:**

- Information campaign on Yle.
  - Nationwide and regionally targeted media campaigns for leading media outlets. What is the situation of violence against children and youth nationally and in the OiPsy unit's areas? How to identify violence against children or youth? How common is online violence? And how often is another child the perpetrator of violence against children?
  - Offer expert opinions and personal stories to women's magazines and periodicals.
  - Pitch for Yle Aamu.
  - "I argue" article for Helsingin Sanomat.
  - Pitch for SuomiAreena (MTV3).
- 

**Digital Marketing:**

- Information campaign on TikTok and Instagram targeting children and youth, focusing on online violence.
- 



# 2024

## Year 2025

### BARNAHUS UNITS (OiPsy Units):

#### *Own events:*

- Hybrid event, the theme of which will be planned in the second half of 2024 based on the survey conducted for the units. The purpose is to identify one or more subject areas (substance) for which the units need contribution/information from THL. This is the annual main event for Barnahus between the units and THL.
- Another event (webinar) is an international Barnahus webinar, inviting participants from similar Barnahus units in other European countries. The content of the webinar is planned well in advance, with a focus on prepared presentations. There is a dedicated time for free discussion and questions.

*The international dimension motivates the units' experts and is a nice way to communicate about Barnahus, exchange experiences, and develop the operational model.*

#### *Participation in events:*

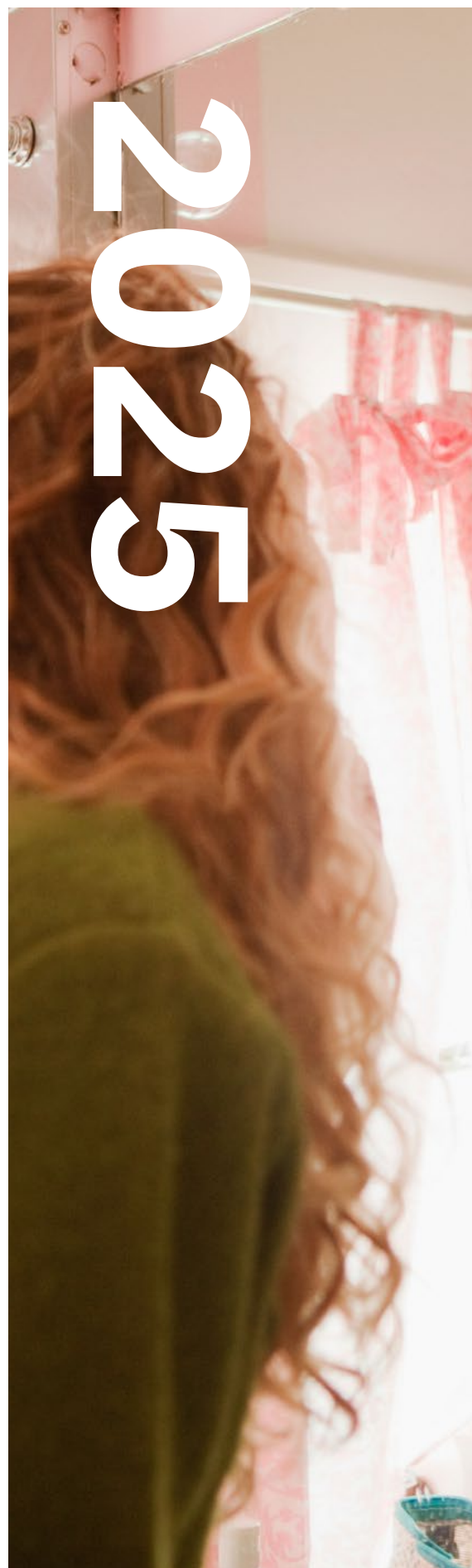
Participation in two annual main events of OiPsy units.  
Publication of THL's/Barnahus's research at the event.  
Utilization of video communication (brand video/interview to support the presentation).

#### *Earned media:*

- Regionally targeted media communication campaign for leading media in the areas. What are the overarching themes and discourses in child protection and violence-specific work in 2024? Trends could include, for example, tight budgets in welfare areas, gang violence, etc. News headlines are sought and planned based on these, bringing a regional perspective to the overarching discourse – what does the situation look like in our region? ***Increase awareness and brand recognition of Barnahus in the regions and engage and motivate experts by inviting them to public discussions.***
- Guest articles and opinions – facilitate expert contributions for the media.

#### *Social Media:*

- Continue producing meaningful content for the target audience on LinkedIn and X and share all relevant content from the Barnahus website.



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**Network Newsletter:**

- Continue delivering the “News from Worldwide Violence-Specific Research” column established in 2024.
- 

**Publications and Materials:**

- THL’s own publications and presentation templates for OiPsy units’ professionals about Barnahus.
- 

**CHILD PROTECTION SERVICES  
AND SOCIAL WORKERS****Digital marketing:**

- Advertisement campaign (graphic design) for violence-specific child protection professionals, promoting the Barnahus website as a professional portal.
  - Advertisement campaign during (and before) professional events, highlighting Barnahus’s presence: “come and get to know Barnahus.”
- 

**Media Communication/Earned media:**

- Regionally targeted media communication campaign for leading media in the areas. What is the situation of violence against children and youth in the OiPsy unit’s area? How can child protection and social workers in welfare areas respond to the needs with the allocated resources? **Increase awareness and brand recognition of Barnahus in the regions and engage and motivate experts by inviting them to public discussions.**
  - Identify topics and story needs from social work advocacy and professional journal Talentia and aim for content collaboration with them.
  - Facilitate statements from Child Protection and Social Work Leaders in welfare areas in the media: guest articles, opinions, “I argue” columns.
- 

**Participation in events:**

- Participate in professional main events and invest in brochures and presentations with messages that resonate with the target audience.
  - Conduct video polls about professionals’ thoughts on the Barnahus model. The video is presented at events. **The target audience speaks for itself and produces content that resonates with the target audience.**
- 



2025

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**Training:**

- Continue to invest in training on Children and Violence and communicate about it on the Barnahus website and in network newsletters.
  - Introduce a new training tailored to the target audience or continue the theme started in 2024.
- 

**Network Newsletter:**

- Continue the concept started in 2024: Many professionals in the target audience subscribe to the Network Newsletter. Plan a web-based marketing concept to encourage newsletter subscribers to invite at least one colleague from violence-specific work. For example, an e-card from colleague to colleague on International Children's Day (or a Christmas card). **□ Increase the number of Network Newsletter subscribers and reach new professionals in the Barnahus network.**
  - Create content that appeals to the target audience, such as reports and summaries from child protection days and other professional events.
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**Social Media:**

- Continue producing meaningful content for the target audience on LinkedIn and X and share all relevant content from the Barnahus website.
- 

**FAMILY CENTERS****Digital Marketing:**

- Advertisement campaign (graphic design) for family centers, promoting the Barnahus website as a professional portal for violence-specific work for Family Center professionals.
  - Advertisement campaign during (and before) professional events, highlighting Barnahus's presence: "come and get to know Barnahus."
  - Online school promotion on social media.
- 

**Media Communication/Earned Media:**

- Nationwide and regionally targeted media campaigns for leading media outlets. News focus on the importance of recognizing violence against children + guidelines on how to act. Expert interviews from regions – bring in the local perspective. **Increase awareness and brand recognition of Barnahus in the regions and engage and motivate experts by inviting them to public discussions.**
- 

**2025**

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***Paid Advertising:***

- Advertising campaign in professional magazines (print and online) with the message: recognizing violence against children or young people is more valuable than gold; tools for action can be obtained from Barnahus. Promote barnahus.fi.

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***Participation in Events:***

- Participation in professional main events, focusing on brochures and presentations with messages that resonate with the target audience.
- Conduct video polls about professionals' thoughts on the Barnahus model. The video is presented at events. *The target audience speaks for itself and produces content that resonates with the target audience.*

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***Social Media:***

- Continue producing meaningful content for the target audience on LinkedIn and X and share all relevant content from the Barnahus website.

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***Training:***

- Produce the third season of the Online School.

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**CHILDREN AND FAMILIES, GENERAL AUDIENCE*****Earned Media:***

- Yle information campaign (if not already done in 2024).
- Nationwide and regionally targeted media campaigns for leading media outlets. News headlines are sought based on the overarching discourses formed in 2024 regarding child protection work and violence-specific work. Also, possible news angles are Barnahus's own data, the development of its operational model, and its status in Finland. Typical themes for the general audience include: what kind of violence is generally directed towards children and young people in Finland, and what solutions our society has for these situations?
- Offer expert opinions and personal stories to women's magazines and periodicals.
- Pitch for Yle Aamu.
- "I argue" article for Helsingin Sanomat.
- Pitch for SuomiAreena (MTV3).

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***Digital Marketing:***

- Information campaign on TikTok and Instagram targeting children and youth, focusing on online violence.



2025



## Year 2026–2028

### *Vision:*

Barnahus is a well-known multidisciplinary operational model among professionals in violence-specific child and youth protection. The Barnahus website receives approximately 20,000 visitors annually and is recognized as a portal providing a wealth of professional and timely materials. Well-produced and easily engaging videos resonate with various target audiences, and Barnahus training programs are well-known among professionals. Already, 4,000 professionals have received certificates from the online school. The Barnahus website is kept interesting, functional, and up-to-date through its renewal from 2026 to 2028. Barnahus maintains a unified visual identity nationally and regionally.

Violence against children and youth in Finland has been on the rise in recent years.<sup>1)</sup> If this trend continues, Barnahus experts will be needed to explain and comment on the phenomenon to the general public. In media communication, it is advisable for Barnahus to focus on producing its own data through research and surveys. Research can generate news headlines of interest to the media both regionally and nationally. Offering expert interviews to the media enhances Barnahus's visibility and strengthens communication objectives.

On social media, Barnahus has a professional audience of thousands of followers. Barnahus is known on social media for content that resonates with professionals: online surveys, training, informative sessions, and current industry news. The growth of the audience base on social media channels is continued through digital marketing means, using organic channels (X, LinkedIn). Barnahus campaigns on TikTok and Instagram to reach children, youth, and families.

Barnahus organizes several events annually and actively participates in professional main events. Its own events, especially for Barnahus unit professionals, are an annual fixture aimed at maintaining and updating the multidisciplinary operational model. The events strive for maximum interaction among professionals and relevant content that appeals to target audiences.

Communication at the regional level among Barnahus units and communication with THL's national coordination have been enhanced by introducing regular Teams meetings, where THL visits regional meetings.

The network letter, like the barnahus.fi website, is a well-known medium among professionals working in violence-specific child protection. The network letter has approximately 5,000 subscribers. The reach of the channel among professionals in violence-specific work is intentionally increased through various means and concepts. The network letter is developed, and its content is kept relevant to the target audience through various feedback surveys. Together, the website, network letter, and social media form an open showcase for Barnahus.

<sup>1)</sup> <https://thl.fi/fi/web/vakivalta/eri-ryhmat-ja-vakivalta/lapsiin-kohdistuva-vakivalta>



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# Barnahus



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