This project was supported in part by the Georgia Division of Family and Children Services through the U.S. Department of Health and Human Services, Administration for Children and Families, Community Based Child Abuse Prevention and Treatment Act (CFDA 93.590). Points of view or opinions stated in this document are those of the author(s) and do not necessarily represent the official position or policies of the Georgia Division of Family and Children Services or the U.S. Department of Health and Human Services, Administration for Children and Families, Community Based Child Abuse Prevention and Treatment Act (CFDA 93.590).
Objectives

Understand how to re-frame the discussion around child maltreatment from extreme media coverage and statistics into positive community action.

Gain tools and language to use for CAP month activities and throughout the year related to child abuse prevention.

Learn how to advocate at the state level for children’s issues.

Come away with implementation ideas for raising awareness and advocating for child abuse prevention.
Advocacy
The Voices Way

Polly McKinney
Advocacy Director
PART 1
Advocacy Basics

Advocacy
Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. It includes public education, regulatory work, litigation, and work before administrative bodies, lobbying, voter registration, voter education, and more.

Lobbying
An attempt to influence specific legislation by communicating views to legislators or asking people to contact their legislators.
PART 2
Public Policy Basics

Policy Buckets

• Statute & Regulation
• Revenue & Appropriation
• Implementation & Communication
What to Ask for

Improved Outcomes by

- Funding/Spending
- Change in Services/Systems/Implementation
- Access to Services
- Data collection and accurate assessment
- Stakeholder Buy-in
PART 3
Who to Ask

Policy-Makers
- Elected Officials
- State, County and Municipal department heads
- Government Agency Officials

Partners
- Providers/Content Professionals
- Related Advocacy Groups/Coalitions

Families
About the State Legislature

Called the Georgia General Assembly
• House of Representatives (180 Members)
• Senate (56 members)

Part-time legislature
• Biennial process
• Meets 40 Legislative Days each year (Usually ending around the 1st week of April, in time for the Masters)
• At the end of 40th day, they adjourn - “Sine Die”

The only bill which must be passed in the session is the state budget.
PART 4
How to Make Change

• Know Your Issue
• Effective Communication
• Tips for Success
Know Your Issue

Answer these questions:

• What outcome would you like to see?
• What are your limitations?
• Who are others who can advocate for your cause as well?
• Who opposes your belief and why?
• What logistical challenges might there be to the bill and is there a way to solve them?
• What should you know about the lawmaker you are addressing?
Effective Communication

– Clear Goal
– Know Your Audience
– Think Like Them
Audience

3 Groups

- Friends
- Fence-Sitters
- Enemies

How many audiences do you have?

Depends on the goal and resources
Think Like Them

• How are they like you?
• How are they different from you?
• Can you genuinely and respectfully meet them where they are?
• How can you be helpful to them?
Tools

Language
• Simple words
• Short Sentences
• Non-wonk (usually)
• Not hopeless
• Feels Doable, Easy
Tools

Language

• Visceral
• Trustworthy
• Beware the Slant
• Pay attention to the nuance of words and sentence structures.
• If the words are not having the desired outcome, adjust them!
Tips for Success

• Don’t overwhelm your audience!

• Know when to stop talking!
Tips

• Build YOUR OWN relationship with your target.
  – Do not rely on other people’s assessment of him/her.

• Be friends with everyone.
  – If you can’t be friends, be nice and respectful.
  – Try to find something to appreciate about each target.

• Be aware of the difference between a personal favor and a professional ask.
Tips

• Listen listen listen
  – Benefit of the doubt and “team spirit” go a long way
  – Guilting someone into something rarely works, and if it does, it usually leaves a wake (like an oil spill).

• Allow the policymaker to have the success of your win.
Tips

• Don’t be afraid of anyone.
  – Despite headlines, rumors and the occasional sinister facial hair, they are all basically well-meaning human beings.

• Be appreciative of people’s time.

• Say thank you.

• The truth shall set you free.
Be Effective

• It is not what you say, it is what they hear.
Thanks!

“Mr. Osborne, may I be excused? My brain is full.”
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When you hear abuse you think.....

• Parents are solely responsible
• If kids don’t do well, lack of parental discipline is the reason
• Abuse is considered to be a very individual and private act, or even a family matter.
• People feel like it doesn’t affect them—it’s more of an individual issue instead of a societal problem.
• People don’t connect primary prevention methods such as helping parents find resources or creating more family friend work policies with the prevention of child maltreatment.
Changing of the Conversation

- Optimism is to promote lasting change, the CAP Month messages must focus on clearly stating what we want for children (safe, stable, nurturing relationships and environments), proposing effective solutions and engaging people in positive, preventative action they can take on their own.

- Guidelines to consider as you develop your CAP Month Campaign messages:
  - Avoid just giving numbers, pick one thought provoking statistic
  - Educate people on what child abuse prevention is and looks like in action
  - Talk about the importance of healthy child development
  - Focus on success stories and community
  - Give specific actions others (individuals, business, etc.) can do to get involved
We all play a role when it comes to the healthy development of our nation's children.
Engaging in Difficult Conversations and Reframing the Language

Change the focus from dismaying Data and Statistics  

Positive messaging and solutions

• 64% of Americans believe they could do ‘some’ or ‘a lot’ to prevent child maltreatment yet they are not aware of specific activities or solutions.

Why aren’t more conversations being had?
Spark the Conversation

Do not focus the conversation on ‘bad parenting’. Expand and reframe the conversation around the healthy development of children!

If parents only “knew better,” or had the grit and determination to make the “right” choices in the face of adversity, the conventional narrative goes, their children would do better.

Parenting behavior (while important) doesn’t account for constraints such as housing, neighborhoods, availability of services, income, social norms and public policy.
Spark the Conversation!

• Keep in Mind: It is more common for people to respond to the statistics than to the solution.
  • Everyone **Can** make a difference in a child’s life and as a community member it is your responsibility to not only help people realize this, but to also communicate **Specifically How** they can help.

Concrete Examples

CDC’s recently released guide
*Preventing Child Abuse and Neglect: A Technical Package for Policy Norm, and Programmatic Activities*

- Family-friendly work policies, paid leave
- Subsidized child care
- Legislative approaches to reduce corporal punishment
- Enhanced primary care
- Strengthening household financial security/ livable wages
- Funding early childhood home visitation

Other Resources

- **CDC’s Essentials for Childhood Framework**
- **Voices Agency Resource guide**
- **1-800-CHILDREN- Helpline linking parents and caregivers with resources in their community**
- **Prevent Child Abuse America-** [www.preventchildabuse.org](http://www.preventchildabuse.org)
- **Stephanie V. Blank Center for Safe and Healthy Children:** various trainings online and in person
Available Trainings

• Better Brains for Babies- dbales@uga.edu
• Strengthening Families Georgia- sfgatraining@gmail.com
• Period of Purple Crying- kara.klein@choa.org
• Online mandated reporter training-
  • https://www.prosolutionstraining.com/store/product/?tProductVersion_id=861
• In-person mandated reporter training- jwalsh10@gsu.edu
• Stewards of Children
  • http://www.d2l.org/site/c.4dICIJOkGcIbSE/b.6221401/k.BD31/Georgia.htm
Have a Movie Screening

• Raising of America
• Paper Tigers
• Happy Valley - Netflix
  • Pair with Stewards of Children Trainings

• PCA GA has a list of easily available movies to screen during this month on our Media Toolkit
  • Rich Hill (2014) - Two filmmaker cousins return to their decaying hometown to Rich Hill, MO., to film this affecting documentary about the lives of three local boys.
Raising of America Mini Series
Town Hall Proclamations

• Each State’s and the National Proclamation
• Can be done by schools
• City or County wide
• Great for locals with bit prevention training push
Joint Chamber Business After Hours

Opportunity to share with local business leaders the impact child abuse has on the workforce and how prevention efforts can correlates with the product of healthy children free of abuse & neglect.
Social Media

State of Georgia’s #WearBlueDay

Create a thunderclap

Child Abuse Prevention Month
by Prevent Child Abuse Georgia

category: Community

“Join Prevent Child Abuse GA & DFCS Office of Prevention & Family Support to spread the word about PREVENTION
http://thndr.me/47WuYA”
• Main Street
• Outside hospital
• Daycare/Early Learning Centers
• Moving Garden
Newspaper Partnership

- Partner with newspaper-Banner each issue April
- Ask regular columnists to talk about child abuse
  Sheriff/Legislative Reps/Other regulars
- Ask for spots and get guest columnists to share
  Nurse/FosterCare/DFCS/CASA/Survivors
The Community Action Guide for 2017 includes:

- **What Are Pinwheels for Prevention®?**
- **The Pinwheel, Georgia Origins**
- **Pinwheels for Prevention Ideas**
- **Slogans, Messages, & Talking Points**
- **Having a difficult conversation by reframing the language.**
- **Promotional Products for order**
Order Pinwheels for Prevention Online at http://abuse.publichealth.gsu.edu/cap-month/

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