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 about incorporating local businesses or agencies in the community to strengthen families.

Come away with more ideas to implement to help raise awareness of child abuse prevention.
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.

If you see this...

5 Children Die everyday... As a Result of Child Abuse...
Engaging in Difficult Conversations and Reframing the Language

Why aren’t more conversations being had?

- 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.
Spark the Conversation!

• Reference the Pinwheels for Prevention Movement!

• Introduce the topic of child maltreatment with an emphasis on **safe**, **stable**, **nurturing** relationships and environments that are key to building a solid base for healthy development (CDC Essentials for Childhood)

• 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
Spark the Conversation

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

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

• http://raisingofamerica.org/sites/default/files/ActionToolkit.pdf
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
- Stephanie V. Blank Center for Safe and Healthy Children: various trainings online and in person
Community Ideas
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.4dlCIJOkGcISE/b.6221401/k.BD31/Georgia.htm
Advocating Safe Sleep at Hospitals

- 3 children die a week as a result of unsafe sleep
- Hospitals in Georgia can now become safe sleep certified
- Advocate to local birthing Hospitals to get this training/certification

- Contact Terri Miller
  - Terri.Miller@dph.ga.gov
Saving Georgia’s Children: A Guide to safe sleeping practices

https://www.youtube.com/watch?v=ks9ew3lYRe4&feature=youtu.be
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.

Foster Care and Adoption Netflix
• Cloudeur (2013) – Angela Burt Tucker, a black woman raised by a white adoptive family, searches for her biological parents after 25 years without any contact.
• Stick (2013) – Following the fates of four orphans around the world, this earnest documentary argues that international adoption laws are deeply flawed. NR. 83mins.
• The Dark Matter of Love (2012) – Adoptive parents learn that the reality of bonding with children who’ve grown up in institutions is more difficult than they ever imagined.

Other

Juvenile Justice Netflix
• Kids for Cash (2013) – Determined to deter kids from crime, a juvenile court judge hands out harsh sentences for trivial offenses, until one parent questions his motives. PG-13. 101mins.
• Girlhood (2013) – This powerful documentary tells the story of two teens and their dramatic journeys through Baltimore’s juvenile justice system.
No Hitting Zones

Kosair Children’s Hospital is a No Hit Zone.

A “No Hit Zone” is an environment in which no adult shall hit another adult; no adult shall hit a child; no child shall hit an adult; and no child shall hit another child.

We encourage you to:

- Listen and talk with your child
- Let your child know what behaviors you expect
- Understand what behaviors to expect based on your child’s age and developmental level

This is an example from PCA Kentucky: Review a new brochure about the No Hit Zone. Example from Kosair Children’s Hospital
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
Proclamations

Early March

County Commissioners

Board of Education

District Representative
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.
Wear Blue Day Social Media Flash Mob

State of Georgia’s #WearBlueDay

Prevent Child Abuse Georgia
Pinwheel Gardens

• Main Street
• Outside hospital
• Daycare/ Early Learning Centers
• Moving Garden

PIN(CAMPUS)
WHEEL BLUE

WHEN
Tuesday, April 22, 2014
12 PM - 1 PM

Thursday, April 24, 2014
12 PM - 1 PM

WHERE
Library Plaza

BENEFITING
Prevent Child Abuse
Georgia

WWW.PREVENTCHILDABUSEGA.ORG
Community Display

Local Hospital-Board of Education-Busy Intersection
Pinwheels for Prevention awareness day
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
Post Cards

- Key Community Members
- Legislators
The Community Action Guide for 2016 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
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<thead>
<tr>
<th>Product Description</th>
<th>Image</th>
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<tr>
<td>Pinwheels for Prevention lapel pins made from Zinc alloy, measure 1-3/8”H x 3/8”W,</td>
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<td>features standard military clutch and come in individual poly bags</td>
<td>$1.50 a piece plus shipping</td>
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<tr>
<td>Pinwheels for Prevention, Pinwheels 100% recyclable blue and silver plastic and Mylar</td>
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<td>20 Ways to Praise Magnets</td>
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<td>Product Size: 2-1/2”w x 4-1/8”h x 20 mil</td>
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<td>24 x 18 inches</td>
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<tr>
<td>Great to set out with Pinwheel Gardens</td>
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PCA Georgia is happy to ship 1-800-CHILDREN rack cards or posters (bilingual) to be handed out at any event or to parents/ caregivers in many capacities!
Jyll Walsh
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