Prevent Child Abuse Georgia Media Toolkit

Promotional & Educational Materials to Use During Child Abuse Prevention Month

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What is Prevention?
What is Prevention?

Primary prevention stops maltreatment from ever occurring through innovative programming or larger public policies that support education or the employment of more people. Secondary prevention stops further abuse from happening by providing parenting education or removing the child from abusive situations. Tertiary prevention stops or alleviates additional trauma with abuse survivors.

The first step is understanding the importance of early childhood development and the various ways we can create safe, stable, nurturing relationships and environments for our children through services like home visiting, other prevention programs and agencies, and through advocacy and policy. It is crucial to have support at every level from individuals, communities, and society.

Local Prevent Child Abuse Georgia Councils as well as other agencies throughout Georgia provide home visiting and family centered services to prevent child abuse. 1-800-CHILDREN is the statewide referral helpline dedicated to connecting people with services that promote the healthy development of children.

Prevention GOAL

Promote Safe, Stable, and Nurturing Relationships and Environments for Children

Types of Prevention Programs in Georgia

Evidence-Based Home Visiting Programs*
- SafeCare Augmented
  - Healthy Families America (HFA)
- Parents As Teachers (PAT)
- Healthy Steps
- Early Head Start—Home Visiting

Home Visiting Programs
Families that participate in local home-visiting programs receive advice, guidance and other help from health, social service, and child development professionals and paraprofessionals. Parents learn to improve their family’s health and improve their interaction skills with their children.

Evidence-based home visiting programs have been shown to:
- Improve health and development.
- Prevent child injuries, child abuse, neglect, or maltreatment, and reduce emergency department visits.
- Improve school readiness and achievement.
- Reduce crime, including domestic violence.
- Improve family economic self-sufficiency.

*For more information and a complete list of Evidence-Based Parenting Programs go to http://mchb.hrsa.gov/programs/homevisiting

For more information on prevention Preventchildabusega.org
@PCA_Georgia
Promoting Protective Factors

Strengthening Families Georgia (SFG) represents a multi-disciplinary partnership dedicated to embedding these five research-based Protective Factors into services and supports for children and their families.

Parental Resilience

Parents can bounce back. While resilience can be hard to define in terms of providing support to parents, it can consist of a combination of genetics, past experiences, and a strong base in the other four protective factors.

Concrete Support in Times of Need

Parents know where to turn for help. 1-800-CHILDREN is Georgia’s statewide resource help-line for parents, caregivers, or agencies working with families to find concrete support in their area.

Social Connections

Parents having friends, family, and community that are supportive. Family Connections are located in all 159 counties in Georgia. They strive to improve the quality of life for their children and families through collaboration and community partnership.

Knowledge of Child Development

Parents know how children grow & learn. Better Brains for Babies is part of the University of Georgia’s Cooperative Extension and teaches the importance of early brain development.

Social & Emotional Competence of Children

Children learn to talk about & handle feelings. Understanding what is age-appropriate for infants and children is key to parents talking to their children and setting realistic expectations. Resources are available at Zero to Three and other Developmental Resources.

What can my community do?

There are many trainings and resources available throughout the state of Georgia.

Mandated Reporting
Training Sexual Abuse Prevention Training Advocating for Prevention Awareness Supporting local agencies Better Brains for Babies Strengthening Families Family Connection Partnership

Local Prevent Child Abuse Councils

Councils are a great resource for information and services.

What can individuals do?

To further increase child abuse prevention we encourage everyone to commit to the actions below, and share what you’ve done with others in your community

• Offering to help a parent or family in your neighborhood

• Giving time or other resources to local child-serving programs

• Simple actions like these can go a long way!

Set Goals as a Community!

The Georgia Center for Child Advocacy leads a statewide initiative with the goal to train 5% of the adults in every community in GA with the Darkness to Light’s Stewards of Children, a child sexual abuse prevention program.

Children’s Healthcare of Atlanta adopted the Period of PURPLE Crying® in 2009 and since has partnered with 30 organization to serve over 30,000 families by calling on the community to knit purple caps for infants to be given out with information on the dangers of shaking an infant.

1-800-CHILDREN

A statewide information and referral number offering resources and support for parents, children, and professionals

AVAILABLE: Monday – Friday, 8 am to 6 pm

CALL: 1-800-CHILDREN (244-5373)

Resources

Community Ideas & Kid Friendly Activities
Pinwheels for Prevention™ is a national public awareness campaign during Child Abuse Prevention Month (CAP Month) every April, designed by Prevent Child Abuse America to communicate efforts and change the way states think about prevention. Prevent Child Abuse Georgia (PCA GA) encourages community activities and the support of public policies that prioritize healthy child development and child abuse prevention right from the start!

To learn more, visit www.preventchildabusega.org.

Pinwheels for Prevention, Originated in Georgia!
A local Prevent Child Abuse Georgia Council first used pinwheels as part of its grassroots awareness campaign and the tradition was quickly embraced around the state. Not long after, PCA America incorporated the pinwheel in national campaigns.

Positive Messaging!
Research shows that while horrific stories of child abuse and neglect may gain short-term media attention, this approach is not successful in building lasting public will for effective prevention efforts. To promote lasting change, the pinwheel messages must focus on proposing effective solutions and engaging people in positive, preventative action they can take on their own.

Talking Points, We All Have a Role to Play
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.

“Pinwheel gardens” planted in communities across the nation are visual reminders that we all play a role in ensuring happy and healthy childhoods for all children everywhere. Their presence has resulted in increased awareness, expanded dialogue and community engagement around the healthy development of all children and the prevention of child abuse before it ever occurs.

Connect Pinwheels with Resources
Prevent Child Abuse Georgia supports 20 local councils throughout the state that are dedicated to preventing child abuse and neglect in all forms. Many provide direct services and act as prevention advocates in their communities.

The 1-800-CHILDREN Helpline is an information and referral line for people who are concerned about the healthy development of children and the prevention of child abuse and neglect. Callers can talk to a trained individual who cares and wants to help.

Learn more about Pinwheels for Prevention, Child Abuse Prevention Month and how to offer parents and caregivers with resources in your area, go to www.preventchildabusega.org.

You can also contact us by phone, 404-413-2379 or email, nmcdowell2@gsu.edu.
MAKE CHILD ABUSE PREVENTION A COMMUNITY THING

Plant a Pinwheel Garden. Get local organizations or business to sponsor the pinwheels. Then plant them in a location where the community can see (Town Hall, School, Church, Library, etc...)

Find a restaurant in your community that does percent nights and get the community to attend to support Prevent Child Abuse Georgia.

Request 1-800-CHILDREN helpline/ child abuse prevention material from Prevent Child Abuse Georgia to give out at local festivals or have in schools, churches or community centers.

Contact Naeshia McDowell, nmcdowell2@gsu.edu, 404-413-2379, for more information on how to get pinwheels, for more ideas, or to share what your community is doing!!!

Here are some pinwheel garden ideas

View an example of how an agencies implemented Pinwheels for Prevention.

PFP community Example

Here is a great example of a city, College Park, doing a press release and then planting pinwheels all over their City Hall.

https://youtu.be/lW4-bk03nqU

Check out the community event PCA Pickens did!!!

https://youtu.be/DNm051RSFoU
Foster Care and Adoption

Netflix

- Closure (2013) – Angela Burt Tucker, a black woman raised by a white adoptive family, searches for her biological parents after 25 years without any contact.
- Stuck (2013) – Following the fates of four orphans around the world, this earnest documentary argues that international adoption laws are deeply flawed. NR. 82mins.
- 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 (2003) – This powerful documentary tells the story of two teens and their dramatic journeys through Baltimore’s juvenile justice system.

Other

- YouTube: Color of Justice (2013) – This documentary looks at the disparities, the causes, and the solution to youth of color being treated more harshly as White youth as well as the misconceptions about who is committing the most crime. https://www.youtube.com/watch?v=ArPuTG_X4dg
- YouTube: Young Kids, Hard Time (2011) – This documentary follows children who are incarcerated as adults. NR. 45mins. https://www.youtube.com/watch?v=g3lw6PMjj40

Child Abuse and Exploitation

Netflix

- Happy Valley (2014) – The town nicknamed Happy Valley searches for answers as Penn State assistant coach Jerry Sandusky is arrested on 40 counts of child molestation. NR. 97mins.
- In a Town This Size (2011) – This film introduces an Oklahoma town and its long-ignored tragedy of child sexual abuse during the 1960’s and 1970’s.

Other


Parenting and Family Dynamics

Netflix
- 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.
- Breastmilk (2014) – This frank documentary weighs the questions, myths, and societal pressures surrounding breastfeeding, an intimate topic at the heart of motherhood. NR. 91 mins.
- Irreplaceable (2014) – Experts around the globe probe the question of whether traditional concepts of family, marriage, sex and gender are meaningful or, in fact, outmoded. NR. 109 mins.
- Stories We Tell (2012) – Using a mix of interviews and sly home movies, this Sarah Polley creates an intriguing profile of her family. PG-13. 108 mins.

**Education**

**Netflix**

- On the Way to School (2013) – In this inspiring documentary, four children from disparate environments around the globe face daunting challenges as they make their way to school.

**Other**

- HBO: I Can’t Do This but I Can Do That (2010) – This documentary is an inspiring account of children with learning disabilities who have discovered real abilities and have learned to use their strengths to overcome their learning struggles. NR. 31 mins. [http://www.hbo.com/documentaries/i-cant-do-this-but-i-can-do-that-a-film-for-families-about-learning-differences/index.html](http://www.hbo.com/documentaries/i-cant-do-this-but-i-can-do-that-a-film-for-families-about-learning-differences/index.html)
- YouTube: Wired for Life (2008) – This documentary is designed to increase public understanding of how critical the first five years of life are to a child’s future success; what defines quality early education; the challenges facing parents and providers; the impact of early childhood education on economic and workforce development; and quality early education as a universal local, state, and national issue that affects everyone. NR. 26 mins. [https://www.youtube.com/watch?v=1L1mPWWz7o0](https://www.youtube.com/watch?v=1L1mPWWz7o0)
- KUED: The State of Our Kids (2015) – This documentary is part of a series that examines various issues in the state of Utah as it follows three Utah families: a single mother with four boys, a 14-year-old mother with a 3-month-old child of her own, and a family involved with an early childhood program. NR. 27 mins. [http://video.kued.org/video/236545533/](http://video.kued.org/video/236545533/)

**Prevention and Awareness**

**Netflix**

- Inequality for All (2013) – Former U.S. Labor Secretary Robert Reich makes a compelling case about the serious crisis the U.S. faces due to the widening economic gap. NR. 90 mins.
- A Place at the Table (2012) – Using personal stories, this powerful documentary illuminates the plight of the 49 million Americans struggling with food insecurity. PG. 84 mins.

**Other**

- Homeless: The Motel Kids of Orange County (2010) – This documentary explores the world of children who reside in discounted motels within walking distance of Disneyland, living in limbo as their families struggle to survive in one of the wealthiest regions in America. NR. 60 mins. [http://www.hbo.com/documentaries/homeless-the-motel-kids-of-orange-county](http://www.hbo.com/documentaries/homeless-the-motel-kids-of-orange-county)
Sample Releases & Letters
About Prevent Child Abuse Council

ABOUT PREVENT CHILD ABUSE (State or local level)
Insert your own descriptive boilerplate here like the example below

ABOUT PREVENT CHILD ABUSE GEORGIA
Prevent Child Abuse Georgia, provides statewide direction to build safe, stable, nurturing environments and relationships to prevent child abuse and neglect. Since 2011, PCA Georgia has been housed in the Mark Chaffin Center for Healthy Development at Georgia State University’s School of Public Health. PCA Georgia has 22 local councils across the state that are dedicated to prevention child abuse and neglect in all forms. Please visit Preventchildabusega.org for more information.
Prevent Child Abuse [COUNTY] is turning [COUNTY] Blue on Wear Blue Day 2018

The non-profit is encouraging everyone in [COUNTY] to take action on behalf of children during Child Abuse Prevention Month

(CITY, STATE) – On Friday, April 6th, Prevent Child Abuse [COUNTY] is participating in Wear Blue 2018, a day dedicated celebrating child abuse prevention efforts across the country.

“April is Child Abuse Prevention Month, and Wear Blue Day is a chance to highlight the way that we are joining with organizations and individuals across [COUNTY]and the country to bring awareness to prevention,” said [NAME], [TITLE] of Prevent Child Abuse [COUNTY].

You can get involved in Wear Blue day by:

- Wearing blue on April 6 and tell people you are participating in a national day to highlight child abuse prevention!
- Take a picture of yourself and your colleagues all dressed in blue and share it on your favorite social media platform using the #WearBlue hashtag!
- Share a story of how you help mentor children, advocate for policies that keep kids safe, or donate time or money to a local child serving organization and inspire others to get involved during Child Abuse Prevention month.

“We encourage everyone in [COUNTY] to check out the hashtag #WearBlue on twitter and Facebook to see how they can get involved during Child Abuse Prevention month,” said [NAME].
Press Release Sample 2- Pinwheel Garden

Contact:
YOUR MEDIA CONTACT HERE
(W): YOUR Direct WORK NUMBER
(C): YOUR Cell phone NUMBER

Prevent Child Abuse [STATE] Celebrates Pinwheels for Prevention® at [LOCATION]

Pinwheels serve as a visual reminder that we all play a role in child abuse prevention

(CITY, STATE) – Prevent Child Abuse [COUNTY] will be at [LOCATION] on [DATE] to recognize Child Abuse Prevention Month and the fact that we all play a role in helping great childhoods happen. During April, Prevent Child Abuse [STATE] will be holding events across the month to help people in [COUNTY] better understand the different ways that they can get involved in child abuse prevention.

“At Prevent Child Abuse [COUNTY], we know that we can make a positive impact on the future by preventing child abuse and neglect today,” said [NAME], [TITLE] at Prevent Child Abuse [COUNTY]. “The best way to increase that impact is by involving the public in our work, and that’s why we’re out here today.”

Today’s event at [LOCATION] is part of the nationwide Pinwheels for Prevention® campaign that has seen more than 4 million pinwheels distributed nationwide since 2008. Pinwheels are the national symbol of child abuse prevention and a visible reminder of the happy and healthy childhood that all children deserve.

Each year, advocates and volunteers plant pinwheel gardens in recognition of Child Abuse Prevention Month, a national month dedicated to recognizing the ways that people can get involved in the healthy development of children. This year, Prevent Child Abuse [COUNTY] is planning [#] of pinwheels in recognition of [suggestions include: number of births/number of children served by direct service programs/The year your chapter was founded].

“Prevent Child Abuse [COUNTY] has done an incredible job engaging citizens of [COUNTY] in taking action in support of children and families,” said Dan Duffy, President & CEO of Prevent Child Abuse America. “This event is a great way to recognize Child Abuse Prevention Month and to show people how they can help great childhoods happen and get involved in child abuse prevention.”

About Prevent Child Abuse [COUNTY] Your boilerplate here!
**Tips:** It's important that Letters to the Editor (LTEs) respond to an event or article in the news. Standalone LTEs have a much lower chance of being published, so when you’re tailoring this sample for your local news, reference a recent news story or emerging community issue. However, if the connection isn’t there or seems tenuous, don’t force it. Also make sure to verify the maximum word count for the media outlet to which you’re sending a letter; if it’s too long it will either be discarded or edited by someone else, sometimes deleting ideas or phrases you thought were critical elements of the letter. Most papers hover around 300 words, but some are higher and lower, so be sure to find out first.

**Sample 1 – Short response to article**

Letter to the Editor, intended for publication

Recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] has made me want to take a stand for children, and since April is Child Abuse Prevention Month, there is no better time than now! As the [ROLE] of Prevent Child Abuse [COUNTY], I’m encouraging my friends and neighbors to join me and help great childhoods happen by taking one of three steps: become a mentor to a child or parent, advocate for policies that support children and families, or donate to child-serving organizations in your community.

Each of these simple actions can help increase the protective factors in our communities, creating a better environment that allows families to thrive and children to have the great childhood they deserve. To learn more about how these actions make a difference, as well as tips and tools to help you get started, visit [LINK].

If each of us commits to taking one of these steps this month, we can build a better [COUNTY] for everyone.

[NAME]
Sample 2 – Long Child Abuse Prevention Month Theme

April is Child Abuse Prevention Month and I encourage everyone in [COUNTY] to join me this month and stand up for the future of children in our state.

Each of us has the ability to help children and families in our neighborhoods. Did you know that when you mentor a child or parent, advocate for policies that support the next generation, or donate time or money to local child-serving organizations, you are actually helping to prevent child abuse and neglect? Don't worry if you didn’t - according to research from Prevent Child Abuse America, most other Americans didn’t know either!

But these actions do make a difference. By donating time and money to prevention organizations, taking the time to volunteer for before- or after-school programs, or offering to help families in your own neighborhood, you can have a meaningful impact on the lives of children throughout the community. Actions like these help bring communities together, reduce isolation and help children and families succeed.

Research shows that most Americans are already involved in helping to prevent child abuse and neglect through one of those actions. If you’re not already, April is a great time to start!

As we observe Child Abuse Prevention Month this April, I hope you’ll take one of three simple steps to make a difference: mentor a child or parent, advocate for family-friendly policies, or donate to a child-serving organization.

If we all pledge to do each of these activities at least once during the month of April, we can make a real difference. More importantly, if we all continue to take steps like these beyond April and into the future, we can help grow the next generation of American leaders, entrepreneurs, and innovators.

Will you join me?

[NAME]
Sample Proclamation

WHEREAS, children are key to the state's future success, prosperity, and quality of life and, while children are our most valuable resource, they are also our most vulnerable; and

WHEREAS, children have a right to be safe and to be provided an opportunity to thrive, learn, and grow; and

WHEREAS, child abuse and neglect can be prevented by supporting and strengthening Georgia’s families, thus preventing the far-reaching effects of maltreatment, providing the opportunity for children to develop healthy, trusting family bonds; and consequently, building the foundations of communities; and

WHEREAS, we must come together as partners so that the voices of our children are heard by all and we are as a community extending a helping hand to children and families in need; and

WHEREAS, by providing safe, stable, nurturing relationships and environments for our children, free of violence, abuse and neglect, we can ensure that Georgia’s children will grow to their full potential as the next generation of leaders, helping to secure the future of this state and nation; and

Therefore, I, Nathan Deal, Governor of the State of Georgia, do hereby proclaim April 2018,

CHILD ABUSE PREVENTION MONTH
Social Media Posts & Talking Points
Twitter

**Tips:** Make sure to catalog all tweets you can with the hashtag #PINWHEEL or #GREATCHILDHOODS. Similarly, include calls to action whenever possible. Twitter users are more likely to engage in content that asks a question or that has a picture, video or link that they can easily retweet and share, so try to include as much of this varying content as you can. Additionally, make sure to retweet those that mention you, and reply to those who wish to start a dialogue. It’s very important to interact with your followers!

We also want to encourage you to live-tweet any events you do during April; this helps really build a buzz around your event and brand. When live-tweeting, including your hashtag on every tweet is important, and make sure to thank all of the partners or attendees at your event and encourage them to live-tweet and retweet as well.

Remember to use PCA Georgia social media pages as well as your own organizations
@PCAGeorgia
www.preventchildabusega.org
Facebook

**Below are some sample Child Abuse Prevention Month tweets.**

- All children deserve #greatchildhoods. Find out what role you can play at preventchildabusega.org.
- We’re working to prevent child abuse before it ever occurs. Help us achieve our mission, give today!
- Great childhoods today mean a more prosperous future for all. Learn how you can help turn great childhoods into bright futures at www.preventchildabusega.org.
- We’re teamed up with @PCAAmerica & @PCAGeorgia to support great childhoods for all children during #pinwheels. Tweet us what role you’re playing!
- Great childhoods last a lifetime. Find out why at www.preventchildabusega.org #pinwheels
- We all have a role to play in the prevention of child abuse. Learn more about what you can do to make a difference at www.preventchildabusega.org.
- Celebrate Child Abuse Prevention Month by planting a #Pinwheel to honor those who helped you or your children have #Greatchildhoods
- We want to make Georgia the best place for children and families to thrive. You probably already play a part in that #greatchildhoods
- Simple, everyday actions are what make #Greatchildhoods a reality. Find out more at (link) #Pinwheel
- We all play a role in the lives of children and families. Simple actions every day can make a big difference, tell us how you make an impact at whatsyourdot.org
Facebook

Tips: Interaction rates on Facebook are highest during non-work hours (beginning after 2 PM and ending before 5 AM), so when you’re posting engaging content, try to do it in the late afternoon. Also, make sure that you’re using content like photos, videos or links in your updates, as they are more engaging than plain text. Additionally, be sure to always include a call to action such as to share, like or comment, since telling your audience what you want them to do often results in better interaction rates. Of course, it is important also to respond and foster a dialogue. Whether you want to simply like posts or comment back and create a deeper dialogue, you should be doing something that, at a minimum, lets your followers know that they’re being heard.

- April is Child Abuse Prevention Month; it is a time to celebrate the good things our communities do to promote healthy child development, as well as a time to reflect on the work that still remains.
- Support #GreatChildhoods! Visit our site to learn how to help and then post your pinwheel to inspire others to make a difference during Child Abuse Prevention Month!
- We all have a role to play in healthy child development, and our goal this April is to help others recognize that role and the ways in which we can maximize our impact.
- When communities come together to support children and families, we all benefit: our fellow citizens are better educated, employees are more effective and miss less work, and we’ll see a profound impact on the quality of life in the communities in which families live.
- This year, we are focusing on three simple actions you can take to make a difference. You can: Mentor a child or parent, Advocate for policies that support children and families and Donate to child-serving organizations.
- Each of these actions help increase the protective factors in your community.

- Mentoring children provides another stable, caring adult in the life of children. As research from Dr. Jack Shonkoff shows, the availability of one stable, caring and supportive relationship between a child and adult caregiver can help children achieve positive outcomes in the face of adversity. Mentoring a parent can limit feelings of isolation and reduce stress on an overburdened parent, reducing risk factors for abuse and neglect.

- Advocating for policies like MIECHV or CAPTA can help swing support for these laws, resulting in larger appropriations and more funding for the programs and services that work with children and families at a local level. For more information on the importance of these policies, check out the Prevent Child Abuse America Federal Public Policy Agenda for 2018.
• **Donating** to child serving organizations and causes that support children and families strengthen communities and provide essential resources to those that need them most. Consider giving to your local Prevent Child Abuse Georgia Council.

• Once you’ve decided to do something to make a difference in Child Abuse Prevention month, let the world know! Share your story on social media using the hashtag #GreatChildhoods, telling everyone what you did to help make great childhoods for all children a reality in your community. Inspire others to follow in your example and learn how they too can support children and families.

• We encourage you to use these samples and variations on these same themes throughout the month. Keep in mind that our messaging research shows us that phrases like “all children deserve great childhoods” and language that connects better childhoods to more prosperous and productive futures tests well with external audiences.

**Instagram / Pinterest**

**Tips:** Instagram and Pinterest are especially geared toward photo sharing. Use Instagram like Twitter for photos, with one major difference: #constantly #use #hashtags! While hashtags are important on twitter, they are absolutely critical for Instagram. As an example, imagine a photo of a child holding a pinwheel, you could hashtag it as such: #capmonth #pinwheel #preventchildabuseamerica #preventchildabuseSTATE #happychildren #healthyfamilies #vibrantcommunities #weallplayarole. It seems silly (and honestly, it kind of is!) but it’s important.

For Pinterest, your actions are going to be heavily based around liking and sharing (called “pinning” or “re-pinning”) so make sure to interact with others so they will interact with you! Since Pinterest is photo-based, the best way to use it is to share pictures of your events, of the way you’re using pinwheels, of children at play, what healthy families mean to you, etc. While Pinterest isn’t as good for getting messages out, if you have a really great photo that links back to your website it can be really powerful (and don’t worry about hashtags on Pinterest, they don’t have the same effect they do with twitter or Instagram.
Helpline PSA

15 seconds:
- Parenting can be tough, but asking for help doesn't have to be. 1-800-Children is there for you Monday-Friday from 8am to 6pm to answer your parenting questions and offer guidance and support. Call 1-800-children today. That's 1-800-244-5373. (Se habla español)

- Children are always changing, and we all need help from time to time. Call 1-800-CHILDREN for someone who will LISTEN to your questions, HELP you explore your family's options, and CONNECT you with programs in your community. That's 1-800-244-5373. Call anytime Monday- Friday from 9am to 6pm. (Se habla español)

30 seconds:
- Let's face it - kids don't come with instructions. If you're a parent and you are feeling frustrated, there is help. First: Talk to someone. Call a friend, a family member or 1-800-CHILDREN. 1-800-CHILDREN can answer your parenting questions — for free—Monday thru Friday. Second: Join a parent support group, take a parenting class, or seek out individual or family counseling. Third: Be willing to accept help — from friends, family or neighbors. Start today by calling 1-800-CHILDREN for more information. That's 1-800-244-5373. (Se habla español)

- Children are always changing, so whether you're a new parent with a crying newborn or a veteran parent dealing with teenage angst, call 1-800-CHILDREN, because from time to time we all have questions and we all need support. 1-800-CHILDREN staffs professionals who will LISTEN to your questions, HELP you explore your family's options, and CONNECT you with programs in your community. That's 1-800-244-5373. Call anytime Monday- Friday from 8am to 7pm. (Se habla español)

- Concerned about a family or child you know or think they may need some additional support? Do you have some questions about a child or just need some support? Talk to a trained individual who cares and wants to help. Call 1-800-CHILDREN. We connect with you with resources in your community.
Talking Points

- *April is Child Abuse Prevention Month; it is a time to celebrate the good things our communities do to promote healthy child development, as well as a time to reflect on the work that still remains.*

- We all have a role to play in healthy child development, and our goal this April is to help others recognize that role and the ways in which we can maximize our impact.

- When communities come together to support children and families, we all benefit: our fellow citizens are better educated, employees are more effective and miss less work, and we'll see a profound impact on the quality of life in the communities in which families live.

- Child Abuse Prevention Month is a time when we ask people to think about children and what they and their families need to thrive.

- We hope you will take this opportunity to begin thinking about children, all children, all year long, and the role you can play in their healthy development.

- The first step is understanding the importance of early childhood development and the various ways we can create loving, nurturing experiences and environments for our children through services like home visiting and the prevention of bullying, child sexual abuse and abusive head trauma.

- If you are the CEO of a business, we ask you to discuss strategies with employees that promote a healthy bottom line for the company while recognizing the importance of policies and practices that appreciate work-life balance.

- But we all aren’t policymakers or senior government officials; yet we, too, have a role to play, sometimes by taking time to help a stressed family, or to volunteer in the community or to simply take the time to become more educated on the importance of healthy childhood experiences and environments to the successful transition of a child to a contributing member of a community.
To remind all of us about the importance of healthy child development, pinwheels have been established as the national symbol for child abuse prevention. They serve as a visual reminder that all children deserve an equal opportunity for healthy, happy and care-free childhoods.

The Pinwheels for Prevention® campaign has seen more than 3 million pinwheels distributed nationwide since April 2008. Their presence has resulted in increased awareness, expanded dialogue and community engagement around the healthy development of all children and the prevention of child abuse before it ever occurs.

“Pinwheel gardens” planted in communities across the nation are visual reminders that we all play a role in ensuring happy and healthy childhoods for all children everywhere.

According to KIDSCOUNT Data, Georgia ranks 42nd in the nation for child well-being.

Each year, child abuse costs the U.S. upward of $80 billion. But if we prevent the abuse and neglect from ever occurring in the first place, that same amount of money could:

- Help send 1 million children to college.
- Pay the yearly salaries of 2 million teachers.
- Eliminate the hospital bills for 8 million new parents

In honor of Child Abuse Prevention Month, we encourage everyone to commit to the below actions, and share what you’ve done with us via email, Twitter, Facebook, blog, Vine, Instagram or whatever social media platform you prefer:

- Offering to help a parent or family in your neighborhood
- Volunteering at a local child-serving program
- Donating money to organizations that serve children and promote abuse prevention

Simple actions like these can go a long way!

At Prevent Child Abuse STATE/LOCAL this April, in conjunction with Child Abuse Prevention Month, we are (INSERT ACTIVITIES) and we want to share these activities with the public, so please share them via Twitter, Facebook, blog, Vine, Instagram or whatever social media platform you prefer, and then let us know you’ve done so.

To learn more about the roles you can play in support of children and families in Georgia, visit preventchildabusega.org or call 404-413-2379