

Press Release Sample – Mentor Advocate Donate theme

Prevent Child Abuse Georgia: “Make a Difference for Children and Families by getting M.A.D. this April!”

Local non-profit is looking for public support during Child Abuse Prevention month

Atlanta, Georgia - Prevent Child Abuse Georgia wants all Georgians to get M.A.D. this April, but not in the way that you would think.

“We want people to get involved in their communities and in the decisions that affect their families and neighbors,” said Julia Neighbors the Director of Prevent Child Abuse Georgia. “This year we are encouraging everyone in Georgia to commit to be a Mentor to a child or parent, Advocate for family-friendly policies, or Donate to a child-serving agency during Child Abuse Prevention Month.”

“These actions are simple ways that anyone can increase the protective factors in their community that lead to thriving children and families,” said Dan Duffy, President & CEO of Prevent Child Abuse America. “We’re encouraging people to take a few minutes out of their day to learn more about child abuse prevention and how their actions can make a difference.”

According to the organization, these actions are “three simple steps anyone can take” that can have an impact on preventing abuse and neglect in their community.

For example, mentoring a child can be done in many ways, such as volunteering to staff an after-school program like a sports or academic team. Mentoring a parent can be as simple as reaching out to your neighbor.

“By mentoring, local parents can help their community in several ways, including by providing a safe place for children to go after school while parents are still working and providing opportunities to increase social connections and build relationships within the community,” said Duffy. “These help to reduce isolation and stress in parents, two of the leading risk-factors for child neglect.”

Becoming an advocate for policies that support children and families is another way to make a difference in local communities. Certain federal policies, such as the Child Abuse and Prevention Treatment Act (CAPTA) or the Maternal, Infant and Early Childhood Home Visiting program (MIECHV), provide local funding for programs that help struggling families.

“We encourage everyone to learn more about how these policies are making an impact at a local level,” said Duffy. “By learning about how laws like MIECHV help children and families

while showing a positive return on investment, we can turn citizens into advocates for responsible policy that is good for families and taxpayers.”

Donating, too, is a quick and easy way to make a positive impact during Child Abuse Prevention Month.

“If they don’t have the time to become a mentor or an advocate, we hope people who want to make a difference consider donating to local organizations that empower children and families in their cities and state,” said Duffy. “Whether it’s your local Prevent Child Abuse Georgia chapter or a local food bank, there are many different organizations that could benefit from financial support this April.”

To learn more about how you can “get M.A.D.” and make a difference during Child Abuse Prevention Month, contact your local chapter of Prevent Child Abuse America at www.preventchildabusega.org .

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PREVENT CHILD ABUSE AMERICA, founded in 1972, is focused on changing the way our nation thinks about prevention, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur. PCA works to ensure the healthy development of children nationwide while recognizing that child development is a building block for community development and economic development.

Georgia State University’s Mark Chaffin Center for Healthy Development, directed by Dr. John R. Lutzker, houses PCA Georgia, a state chapter of Prevent Child Abuse America. **Prevent Child Abuse Georgia**, directed by Julia Neighbors, is partially supported by a grant from the Georgia Division of Family and Children Services, Office of Prevention and Family Support.
