Prevent Child Abuse Georgia

Vision:
All children and families thrive in safe, stable, nurturing relationships and environments.

Mission:
To prevent the abuse and neglect of Georgia’s children through education, advocacy and the promotion of evidence-based prevention strategies.

Core Values:

CATALYST
We will lead and engage partners and communities in taking an active role in improving the lives of all children and their families

INNOVATION
We will generate creative ideas and novel collaborations to promote policies and practices that support healthy futures for all children

INTEGRITY
We will ensure that our organizational culture and strategic decisions reflect the highest standards of ethics, discipline and accountability

STRENGTHS-BASED APPROACH
We will promote evidence-based strategies and harness the abilities of families, communities, staff, partners and networks to influence social change

TRANSFORMATION
We will move the public toward active engagement in the prevention of child abuse and neglect

Structure
Prevent Child Abuse (PCA) Georgia is a state chapter of Prevent Child Abuse America and is housed within the School of Public Health at Georgia State University’s Mark Chaffin Center for Healthy Development (since January 2012). There are over 20 local councils located throughout the state. The organization has three full-time staff and an Advisory Board.
PCA Georgia will provide statewide direction to preventing child abuse and neglect, promoting healthy children and developing strong families.

**Goal 1.** PCA Georgia Councils, partners, community leaders and residents understand and promote primary childhood maltreatment prevention.

**Goal 2.** PCA Georgia local councils are highly effective at preventing child maltreatment in their communities.

**Goal 3.** PCA Georgia is recognized as the state’s leading prevention resource.

**Goal 4.** PCA Georgia positively influences state policies related to prevention through education.

**Goal 5.** 1-800-Children Helpline is the number Georgians call for resources about the healthy development of children and the prevention of child abuse and neglect.

**Goal 6.** PCA Georgia has diverse and effective leadership.

**Goal 7.** PCA Georgia has the financial resources to fully implement its mission.
**Goal 1:** PCA Georgia Councils, partners, community leaders and residents understand and promote primary childhood maltreatment prevention.

**Objective 1.1** Increase understanding of primary child abuse prevention among PCA Georgia Councils and prevention network partners.

1.1.1 Conduct a Primary Prevention Landscape Study

1.1.2 Adopt a Primary Prevention Model

1.1.3 Implement an ACEs Awareness Initiative

1.1.4 Conduct a Social Marketing Campaign

1.1.5 Serve as a Vital Resource to Aligned Statewide Efforts

**Goal 2:** PCA Georgia local councils are highly effective at preventing child maltreatment in their communities.

**Objective 2.1** Increase local council impact on preventing child maltreatment.

2.1.1 Implement Local Council Operating Standards

2.1.2 Conduct Local Council Prevention Planning

2.1.3 Institute a New Council Support Model

**Goal 3:** PCA Georgia is recognized as the state’s leading prevention resources

**Objective 3.1** Increase the consistent use of PCA brand including messaging and images.

3.1.1 Promote Brand Visibility and Consistency

**Objective 3.2** Increase PCA Georgia Visibility

3.2.1 Conduct Media Relations Campaign

3.2.2 Promote Child Abuse Prevention Month

3.2.3 Engage in Year-round Communications and Stakeholder Engagement
Goal 4: PCA Georgia positively influences state policies related to prevention through education.

Objective 4.1 Increase understanding of primary child abuse prevention among PCA Georgia Councils and prevention network partners.

4.1.1 Conduct a Primary Prevention Landscape Study

Goal 5: 1-800-CHILDREN Helpline is the number Georgians call for resources about the healthy development of children and prevention of child abuse and neglect.

Objective 5.1 Increase the number of individuals using the Helpline.

5.1.1 Conduct a Helpline & Resources Map Marketing & Promotion Campaign

Goal 6: PCA Georgia has diverse and effective leadership.

Objective 6.1 Increase the size and diversity of the PCA Georgia Advisory Board.

6.1.1 Create a Board Development Committee

Goal 7: PCA Georgia has the financial resources to fully implement its mission.

Objective 7.1 Increase the amount and types of funding secured by PCA Georgia.

7.1.1 Create Fundraising Committee
Strategic Planning Process

The strategic planning process consisted of five steps led by Dr. Chris Allers of Advantage Consulting, LLC. First, a stakeholder survey of partners and local councils was conducted to assess organizational strengths, weaknesses, opportunities and threats. Second, a full-day Advisory Board and staff retreat was held to identify strategic goals, objectives and initiatives. Third, the Strategic Planning Committee met on multiple occasions to refine the output from the retreat and develop action steps. Fourth, the consultant contacted other Prevent Child Abuse State Chapters to identify potential promising practices for inclusion in the plan. As part of the strategic planning process, PCA Georgia conducted a SWOT analysis with input from a diverse group of stakeholders. This group included local council leadership, community partners and funders. The following reflect some of the key internal and external conditions which influenced this plan.

PCA Georgia Strengths
Promoting Child Abuse Prevention Month
Raising awareness about prevention
Supporting other public awareness campaigns and child well-being initiatives
Maintaining the 1-800-Children Helpline
Hosting an annual conference
Providing webinars and training to the prevention network

PCA Georgia Weaknesses
Limited staff capacity
Ability to support local councils (e.g. resource development, local planning)
Ability to engage in media relations activities
Ability to influence public policy
Limited diverse financial resources
Limited diversity among the Advisory Board members

PCA Georgia Opportunities
Becoming the trainer of choice for mandated reporter training
Playing a leadership role with the Georgia Essentials for Childhood Initiative
Supporting the development of a state prevention plan considering the passage of the Family First Prevention Services Act
Playing a leadership role with the Georgia State of Hope Initiative, leveraging resources and aligning efforts among local councils.

PCA Georgia Threats
Changing state administration leadership and priorities
## Strategic Plan Timeline

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PCA Georgia Strategic Planning Committee

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