

# Ways Georgia media organizations can support child abuse prevention efforts



- 1** Commit to sharing success stories of families in your coverage area – there are thousands of Georgians who have overcome barriers to provide loving, nurturing homes for their children. Those stories warrant coverage.
- 2** Get news and updates from Prevent Child Abuse Georgia by subscribing to our newsletters – link on home page at [PCAGeorgia.org](http://PCAGeorgia.org). Follow PCA Georgia on social media – see handles below.
- 3** Provide coverage of the activities, programs, outreach events, etc. hosted by Prevent Child Abuse Georgia and local PCA Georgia councils.
- 4** Encourage on-air talent to wear a pinwheel lapel pin during Child Abuse Prevention Month, and/or especially on Wear Blue Day. Pinwheels, the national symbol for child abuse prevention, also make great backgrounds for outdoor weather segments during April.
- 5** When reporting on child abuse or neglect cases, include information about strategies via the Strengthening Families Protective Factors™ and link to additional resources at [PCAGeorgia.org](http://PCAGeorgia.org).
- 6** Invite Prevent Child Abuse Georgia leadership to record a PSA or write an Op-Ed to build awareness.
- 7** Incorporate prevention tips, including the Find Help Georgia resource hub, into news segments when appropriate. Consider being a media partner – we can promote your organization on our website and on social media, etc.
- 8** Consider publishing, airing or recording a series on proven strategies that prevent child maltreatment from ever occurring.
- 9** Add PCA Georgia Director of Communications & Media E. Lane Gresham to your contacts at [egresham3@gsu.edu](mailto:egresham3@gsu.edu); reach out to schedule interviews. PCA Georgia staff members are available for interviews/quotes or to provide background on state and federal policies like prohibiting corporal punishment in schools, increasing funding for prevention, and more. We are also available to brainstorm on how you can make the connection between a news story and preventable solutions.



140 Decatur St., First Floor, Suite 178  
Atlanta, GA 30303  
[www.PCAGeorgia.org](http://www.PCAGeorgia.org)

