

IT'S OFFICIAL!

PCA Georgia, the provisional state chapter of Prevent Child Abuse America, is now up and running at Georgia State University's Center for Healthy Development in Atlanta, GA. Thank you so much to everyone who helped make this happen, especially Dr. John Lutzker, Director of the Center for Healthy Development. We also need to thank the Governor's Office for Children and Families, for both serving as an interim chapter while we had none, and for providing the initial funding support for our new chapter. More than 45 people – representing child advocacy organizations across Georgia and the nation – kept the momentum going via email and conference calls, and as a result, we have established a new chapter in Georgia in less than a year. We should all be proud!

APRIL: CHILD ABUSE PREVENTION MONTH

Governor Deal will be issuing a statewide proclamation. Please click on these links to access April and Pinwheels for Prevention materials that PCA America has provided.

- [30 and 60 second PSAs](#), [Campaign Speaking Points](#), [April Proclamation](#), [Sample Letter to the Editor](#), [Sample Press Release](#).

Feel free to personalize these materials with your agency and county information. Also, please email Carol with the details on your planned events so we can keep track and help you advertise. We will redistribute this list as best we can.

Click on this link for all the ideas and materials you need to enhance your April activities.

http://www.childwelfare.gov/preventing/preventionmonth/calendar_eng.cfm

STRATEGIC PLANNING

PCA Georgia held its first strategic planning meeting with local councils and other interested agencies on February 24, 2012 in Warner Robins, GA. Thanks so much to Tian and Kemberlie with PCA Houston and the Rainbow House Children's Resource Center for hosting this event. Twenty-five people attended. Thanks so much to everyone who participated! We got some great input for our strategic plan and it was nice to meet face-to-face. If you weren't able to attend, don't worry, you can still participate in the planning process:

- First, if you haven't already, please click this link to take our e-survey:
<https://www.surveymonkey.com/s/DZ6CJPF>
- Second, come to our next meeting! We are planning to hold a second strategic planning meeting sometime in May. Look for details via email. If your organization would like to host it, please email Carol directly at cnealrossi@gsu.edu.

WEBINARS

We held our first two webinars in February, thanks to the assistance of Anna Curtis, former PCA Georgia training specialist, and the expert staff at PCA America. We plan to provide webinars on a semi-regular basis. Please feel free to contribute your suggestions for upcoming topics.

- On February 8th Ben Tanzer, PCA America's Director of Strategic Communications presented on, "Why Words Matter: The Science of Story Telling and Child Abuse Prevention." His talk covered the history of child abuse prevention public awareness campaigns and how to transition to speaking in terms of protective factors and healthy children.
- On February 14th, Matt Feldman, PCA America's Marketing Director, presented on **Pinwheels for Prevention**® providing campaign guidelines, creative event ideas, talking points, sample press releases, and instructions on how to purchase pinwheels and other campaign products, and much more.

UPCOMING EVENTS

- Executive Director Conference Calls** – In response to requests at the strategic planning meeting, we will be conducting monthly conference calls to help inform local agencies of our activities and to address topical issues. Our first is scheduled for **Wednesday, March 21 at 1:00pm**. Please mark your calendars. We suggest that only one person from each organization participate in the call. Carol will spend the first 15 minutes of the call providing a verbal update on PCA Georgia current activities and upcoming events. The second 15 minutes of the call will be spent with either Q&A time or addressing a specific issue that has been raised by YOU. If you have a concern or issue in your area that you'd like us to address, please email it to Carol at cnealrossi@gsu.edu ahead of time. We will address the question as a group. This provides an opportunity for us to share our joys, concerns, and respective experiences. The conference call phone number and agenda will be emailed out the day before.
- Database Update** – You should all be receiving a call from Roddey Jones in our office sometime within the next two weeks. We are trying to update our database of all PCA-affiliated agencies in Georgia. Please provide us with the most accurate contact information for staff, as well as an inventory of current prevention programs and trainings that you provide. Anything we do to stay connected to one another only strengthens our network of prevention. We prefer to be inclusive rather than exclusive in all our information offerings. So feel free to refer us to others that you think we should invite to be part of our Prevention Network.
- 1-800-CHILDREN** – Please be aware that we do not currently have the resources to just “flip the switch” and turn this helpline back on today. However, we working on developing a solution and will keep you posted on our progress. We certainly hope to have it up-and-running sometime soon.

RESEARCH NEWS

If you haven't received this information already, here are some summaries and links to current research and information affecting child abuse prevention. We will continue to provide you with this sort of information on a regular basis as we build our infrastructure. If you come across an interesting finding or piece of information you think we should share, please send it to us as well.

- Toxic Stress** – Everybody's talking about it. But what does it really mean? This information is going to change how we address and talk about child abuse prevention in the coming years.
 Click on this link to watch The Forum Harvard School of Public Health discussion on Toxic Stress:
<http://www.hsph.harvard.edu/forum/toxic-stress-of-early-childhood-adversity.cfm>
 Or visit <http://developingchild.harvard.edu/> for information and articles.
- CDC Cost Study on Child Maltreatment** – “The economic burden of child maltreatment in the United States and implications for prevention.” Click here for information and link to published article.
<http://www.cdc.gov/ViolencePrevention/childmaltreatment/EconomicCost.html>
- National and State Child Abuse & Neglect Statistics** – The Annual Child Maltreatment Report 2010 can be accessed using the following link. Please update your information and materials to reflect this data.
http://www.childwelfare.gov/systemwide/statistics/can/stat_natl_state.cfm

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