

Child Abuse Prevention Month 2015 Materials

Sample Talking Points

Note: Each of these is set-up in a way that delivers a basic top-level message with selected proof points to back them up. The repetition of some language, such as “great childhoods” or “productive and prosperous,” is intentional as that language tested well in our recent messaging research.

- **All children deserve great childhoods**
 - Children that are raised in loving and supportive environments are more likely to grow up and help create secure, healthy communities and be more productive, prosperous workers.
 - Children that are raised in stable families do better academically, are shown to be more financially successful and contribute more to society.
- **We all have a role to play in making sure that our community is the best place for children and families to thrive**
 - There are simple actions each of us can take every day to help reduce family isolation and stress, which are two of the major risk factors of child abuse and neglect.
 - Such actions include making yourself known to new neighbors and families, volunteering your time at pre- or post-school programs, or providing time for parents to have an occasional break from the rigors of parenthood.
- **Great childhoods, and healthy, productive futures, are undermined by Adverse Childhood Experiences (ACEs)**
 - ACEs include things like child abuse (including physical, sexual, and emotional), neglect, parental stress, divorce, parental unemployment, parental mental illness or addiction.
 - Greater than one in four people have experienced at least one ACE, and one in eight have experienced at least four or more ACEs during their childhood. The greater number of ACEs increases the risk of long term adverse consequences.
 - Reducing ACEs leads to positive long-term outcomes for children and communities, including lowering risk for serious health complications and helping children grow into more prosperous and productive adults.
- **Prevent Child Abuse STATE is working to prevent child abuse and neglect before it ever takes place.**
 - HIGHLIGHT THE PREVENTION WORK IN YOUR STATE. *Below are just some back-up suggestions.*
 - Prevent Child Abuse State is the only organization that actively works to prevent child abuse as opposed to treating victims after abuse has occurred. Visit us at WEBSITE.
 - Through the Healthy Families America program, Prevent Child Abuse America serves more than 100,000 families annually.

- **We need your help during Child Abuse Prevention Month.**
 - At Prevent Child Abuse STATE we are asking the public to help bring about change for children through acts big or small. (List 2-4 calls to action germane to your chapter here.)
 - Spread this message via Twitter, Facebook, your blog or other preferred social media sites.
 - Make sure to check out our Facebook and Twitter profiles for updates!
 - Let us know what simple steps you're taking this April to promote great childhoods in your community. Share your actions with us on social media!