

## Tips for Engaging Media

**Engaging the local media** via television, radio and print allows for opportunity to get the word out, to publicize events to a large audience, to reach potential supporters, to build connections and to tell your story in detail. A resource packet for media will be distributed to local newspapers via the KY Press Association, as well as broadcasters via the KY Broadcasters Association. You may receive a copy by emailing [pcaky@pcaky.org](mailto:pcaky@pcaky.org). Press release samples and sample letters to the editor are posted on PCAK's website: [www.pcaky.org/child-abuse-prevention-month](http://www.pcaky.org/child-abuse-prevention-month)

**Stay on message.** Narrow your message to one or two central points. You do not have to explicitly answer every question a reporter poses. Answer questions in such a way it reflects your key message. Do not repeat something a reporter says that is not part of your point. Emphasize child abuse is a problem with solutions that don't receive the attention they should. Describe the solutions.

**Letters to the editor** are a great way to reach a general audience. Keep them short and focused. Be sure to include a call to action whether it is to support specific legislation or to learn more about a program. You may also highlight actions individuals, agencies and groups take to help families.

**Share what works.** Reporters will want statistics. Instead of supplying them with the traditional child abuse statistics on reports, substantiations and deaths, give them statistics on effectiveness. Share how many people you reach with services. Let them know the impact of prevention programs and services for families.

**Relate programs to prevention.** Given the public's overwhelming tendency to think about child abuse in its worst forms, the term "child abuse prevention" holds little meaning to them outside of reporting. When relating stories of successful prevention strategies, it is important to connect the dots from the program to the prevention of child abuse. Let the public know how they can help.

**Find 'real people', and share a story.** Use a compelling story of an individual or group who has found a way to make a difference to show your audience how they too, can implement effective prevention strategies. Demonstrate how effective evidence-based prevention programs and policies can positively impact the lives of children and families. Focus on approaches and commitments which strengthen families and communities.

**Ask your local paper to run a four week series** on parenting and child development throughout the month of April. Seek out stories of families who have overcome challenges, successfully completed parenting classes or reached positive milestones as a result of receiving local community services.

## Sample Messages

**Child Abuse Prevention Month provides opportunities to share prevention information via newsletters, bulletins, blogs and email messages. You may use the following sample text to communicate prevention information throughout the month.**

**One Liner Sample:** The healthy development of our children is good for the success of our community and longevity of our future. April is Child Abuse Prevention Month, and we want every community member to know you have a role in creating great childhoods for all kids. Contact Prevent Child Abuse Kentucky at 859-225-8879 or visit their website at [www.pcaky.org](http://www.pcaky.org) for ways to help prevent child abuse in your community. (*Or insert your own organization and contact information.*)

**Short Article:** A child's early years significantly impacts his future successes. Everyone wants to provide for, and nurture their child in a positive, healthy environment, but sometimes they need a little support along the way. As citizens, we are responsible for ensuring all parents and families have access to the support, information and services they need to succeed. We are able to prevent child abuse by building the communities needed to see families succeed.

Child Abuse Prevention Month has been observed each April since its first presidential proclamation in 1983. Since that time, millions of Americans have participated in exciting public awareness campaigns. Individuals, organizations and communities across the country plant pinwheels, organize trainings, host fundraisers, hold family fun events, and support a multitude of other activities celebrating childhood and raising awareness that all children deserve to grow up in a safe, healthy environment.

To learn more about child abuse prevention in KY contact Prevent Child Abuse Kentucky at 859-225-8879, or visit their website at [www.pcaky.org](http://www.pcaky.org). (**Or insert your own organization and contact information.**)