

INSERT LOGO

FOR IMMEDIATE RELEASE

Contact: [Insert Name of Council Contact]

Tel: xxx-xxx-xxx

Email: [Insert Local Contact Email]

APRIL IS NATIONAL CHILD ABUSE PREVENTION MONTH **Learn Ways to Increase Protective Factors That Strengthen Families and** **Leave Children Less Vulnerable**

[City, GA, Date] This April, [Insert Name of Council] will join Prevent Child Abuse (PCA) Georgia and Prevent Child Abuse (PCA) America in raising awareness for child abuse prevention. Throughout the month, our community will focus on a unified effort to identify and support factors that strengthen families so that children are less vulnerable to harm.

Preventing child abuse means reducing the risks that threaten the health and safety of children, and increasing the strength of factors that keep families and communities strong. These protective factors are conditions that help to assure the well-being of children and families.

According to [Insert Name of Council], protective factors are positive attributes that strengthen all families and include such things as love, nurturing, acceptance, and protection. [Insert Name of Council Contact], [insert contact title], says, “As communities, we have a responsibility to one another. If we work together, we can help parents recognize and effectively address challenges, and we can collectively invest our resources in supporting all families.”

“Individuals from all walks of life can, and must, take an active role in the work of child abuse prevention,” says DePriest Waddy, Chief Executive Officer of PCA Georgia. “Investing in the well-being of all children is a sound investment. When families are healthy and strong, communities are healthy and strong. It’s that simple.”

Some ways that [Insert Name of Council Contact] says communities can strengthen families are:

- Partner with parents. Parenting is hard work! Understand that all parents have strengths and help them to build on those strengths.
- Help parents identify networks within their family and community for emotional support, encouragement and assistance.
- Promote PCA Georgia’s confidential and anonymous 1-800-CHILDREN Helpline as a source of information, support and access to community resources.
- Provide information about child development, so parents fully understand healthy physical, social, emotional and sexual growth for their children.
- Advocate for programs and policies that support children and family stability.
- Give of your time and resources to organizations working to build strong families and healthy communities.

-MORE-

About Prevent Child Abuse (PCA) Georgia

Prevent Child Abuse (PCA) Georgia and its community-based chartered council network have provided leadership for the prevention of child maltreatment for more than 25 years, and share the core values of valuing children, strengthening families and engaging communities.

To find out more about building protective factors within families, contact [insert local contact] at [insert local phone number], or call PCA Georgia's Helpline at 1-800-CHILDREN (244.5373). Information is also available at [insert local council website if applicable] or www.pcageorgia.org.

###