

# Child Abuse Prevention Month \* April 2011

## Sample Press Release

For Immediate Release

Contact:      Media Contact's Name  
                    Email Address  
                    Phone Number

April xxxx, 2011 – Research conducted by the Centers for Disease Control and Prevention has proven that a large percentage of American adults who suffer from challenging health, emotional and social issues today, had negative experiences in childhood that impact their ability to work, create positive relationships and thrive in other areas of life.

With the long-term impact of positive parenting in mind, [Name of Your organization] is commemorating National Child Abuse Prevention Month by reinforcing the message that because children are our future, we must protect their childhoods.

[Name of Your organization] will host [name of your event or events] throughout April to celebrate youth in our community and reinforce the need to strengthen families.

[Quote from your agency director about why this effort is important.]

[Your organization] is one of dozens of organizations across the state that have joined with the Virginia Department of Social Services and Prevent Child Abuse Virginia to raise awareness about the need to better serve children and families.

The events we host are being mirrored around the state, along with efforts by state, civic and private organizations to promote the pinwheel - the national symbol of child abuse prevention – as an emblem of healthy and happy childhoods.

The need to spread this message, and encourage parents from all walks of life to seek support and resources that can help them do their best job, continues.

Last year in Virginia 6,234 children were found to be victims in founded cases of abuse and neglect. Communities across the Commonwealth must continue to join forces to battle this public health issue.

[Your organization] invites local residents to support the cause by participating in local events this month and those offered throughout the state.

For more information, visit [Your Website], [www.PCAV.org](http://www.PCAV.org) or [www.dss.virginia.gov](http://www.dss.virginia.gov).

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## Social Media Blurbs to Share Throughout April

Spreading the message of positive parenting and various ways your social media friends can support your cause is crucial during Child Abuse Prevention Month. Consider writing Facebook posts and Twitter comments more often than usual during the month. Use the posts and tweets to encourage your audience to take action – mentor a child, make a donation, plant a pinwheel garden.

Below are two basic examples of how to engage your Facebook and Twitter friends. Ask them to retweet your messages on Twitter and to share your Facebook posts on their personal pages.

Building, or strengthening, relationships with regular contact throughout the month can yield supportive volunteers and regular donors.

### Facebook:

Throughout our community, children are growing up way too fast. During Child Abuse Prevention Month, you can make a difference by spending quality time with and encouraging children you love. Share your plans here on our page!

### Twitter:

Care about kids? Help us promote positive parenting by showering them with extra love this month. April is Child Abuse Prevention Month.

Or

Care about kids? Join us in the effort to protect their childhoods and promise them a future by supporting efforts to prevent child abuse and neglect.