

Make Your Own CAP Campaign

Fill in the blanks to make a child abuse prevention campaign that applies evidence-based communication best practices.

Best Practices

- Increase knowledge** about contributors across socioecological model to child abuse & neglect
 - **Apply:** An example of child abuse and neglect is _____ [1]
- Use positive frames** to avoid unintentionally reinforcing stigma
 - **Apply:** A positive idea counteracting this contributor is _____ [2]
- Start with children & their needs**, then **widen frame** beyond parenting to emphasize role of public in ensuring healthy childhoods
 - **Apply:** (In the context of 1 and 2) Children need: _____ [3]
- Balance messaging:** personal vs. societal responsibility, issues vs. solutions
 - **Apply:** One role parents/caregivers have is: _____ [4a]
 - **Apply:** One role society has is: _____ [4b]
- Build off shared belief that child well-being is essential for societal well-being**
 - **Apply:** How would you say this in your own words: "Child well-being is essential for societal wellbeing".
_____ [5]

MY CAMPAIGN FRAMEWORK

[Your New Sentence for 5]

Children need _____ .
[Your Answer for 3]

We can help by _____ and by
[Your Answer for 4a]

being a part of a society that _____ .
[Your Answer for 4b]

Check out a full campaign that applies these best practices in Georgia: belongingforhope.org

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