GETTING PEOPLE ON BOARD

MESSAGING TO ENGAGE

ANGIE KENDALL, CHILD ABUSE COUNCIL

DISCLAIMER

I'M NOT A MARKETER

WHERE DO WE START?

START WITH WHY

SIMON SINEK
EVERYTHING WE NEED TO KNOW IN LIFE WE ALREADY KNOW IN EARLY CHILDHOOD
PEOPLE ENGAGE WITH PEOPLE

PEOPLE ENGAGE WITH PEOPLE

No parent is perfect. (Not even if my Facebook feed looks like it.)
PREVALANCE OF CHILD ABUSE AND NEGLECT

- In 5 girls and 1 in 10 boys will be the victim or attempted victim of sexual assault before they are 18 years old.
- When factoring in the cost of investigations, foster care, medical and mental health treatment, special education, juvenile and abuse crime, and chronic health problems, child abuse and neglect costs the QC $293,002 every day.
- In the US a report of child abuse is made every 10 seconds and 5 children die every day from abuse and neglect.
- 50% of child abuse victims are aged 5 years or younger.
- Every 6 hours a child in the US is a victim of Shaken baby syndrome.
- Every year in the QC the number of children found abused and neglected could fill 10 school buses.

A public health problem

50% 1,350 269,502
1 IN 5 GIRLS AND 1 IN 10 BOYS

Donate at www.childabuseqc.org COMMUNITY PROBLEM, COMMUNITY SOLUTION

$269,502 EVERY DAY
WHAT DO WE DO?

- We approach child abuse prevention using a public health model which says that there are three main ways to effectively prevent abuse and neglect:
- Universal Prevention, through which the entire community is provided with education and support necessary for building nurturing families
- Secondary Prevention, through which families are engaged with targeted, specialized support to keep children safe
- Tertiary Prevention, through which children and families are provided with resources essential to healing from trauma, while training with skilled professionals to prevent recurrent abuse and neglect.
- By using this holistic approach we can build strong communities.
BE REAL. BE PASSIONATE. TELL A STORY.
We care about Quad City kids.