

# April is Child Abuse Prevention Month

## Sample Public Service Announcements

### 2011 Child Abuse Prevention Month 30-second PSA Spot Script

Communities across New Jersey are recognizing that healthy childhood experiences are not just good for children, but good for their own neighborhoods as well.

It's simple, really. The actions we take to promote healthy child development are the very actions that help to prevent child abuse and neglect, like parent-child interaction, reading and constructive play.

Unfortunately, too many children are exposed to intensive stress like child abuse and neglect. Too much stress is bad for anyone and can be devastating to child development.

This is where prevention is so critical. **(YOUR ORGANIZATION'S NAME)** is an active part of the "Pinwheels for Prevention™" campaign for Child Abuse Prevention Month this April. By promoting prevention activities in our local community, we are helping ensure that ALL kids have the happy, healthy and safe childhoods they deserve. To learn more please call **(YOUR LOCAL CONTACT)** or visit [www.preventchildabusejnj.org](http://www.preventchildabusejnj.org).

This message was brought to you by Prevent Child Abuse-New Jersey.

### 2011 Child Abuse Prevention Month 60-second PSA Spot Script

Communities across New Jersey are recognizing that healthy childhood experiences are not just good for children, but good for their communities as well.

It's simple really. The actions we take to promote healthy child development are the very actions that prevent child abuse and neglect. These include fostering parent-child interactions that are nurturing, discipline that is healthy and developmentally-appropriate, and constructive, meaningful play with our kids.

At a time when we all care about the economy, it just makes "cents" to spend more time learning how stable, nurturing relationships influence a child's developing brain and provide a foundation for all future development.

Unfortunately, children are sometimes exposed to intensive stress like child abuse and neglect. These experiences can be devastating to child development.

This is where prevention comes into play. **(YOUR ORGANIZATION'S NAME)** and Prevent Child Abuse-New Jersey are working to bring the "Pinwheels for Prevention™" campaign to your neighborhood for Child Abuse Prevention Month this April.

The pinwheel is a symbol of the carefree, happy childhood that every child deserves. It also represents our effort to change the way NJ thinks about prevention. Child abuse CAN be prevented. If we focus on community activities and public policies that prioritize prevention right from the start, we can work together to make sure child abuse and neglect never happen.

To learn more please call **(YOUR LOCAL CONTACT)** or visit [www.preventchildabusejnj.org](http://www.preventchildabusejnj.org). This message was brought to you by Prevent Child Abuse-New Jersey.

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Pinwheels for  
**PREVENTION**®



[www.preventchildabusejnj.org](http://www.preventchildabusejnj.org)

1.800.CHILDREN