



## Child Abuse Prevention Toolkit: Case Study #1, Image Brochure

This document is the text of an image brochure for Prevent Child Abuse North Carolina. This case study looks at the brochure before and after implementing reframing recommendations and illustrates the importance of including values and simplifying models to tell an effective story about an organization's mission and programs.

### **BEFORE (front cover text):**

PROTECT CHILDREN.  
SUPPORT FAMILIES.  
BUILD COMMUNITIES.  
IT'S WHAT WE DO.

#### *Analysis:*

The original cover text is ordered incorrectly. Beginning with "protecting children" will keep the attribution of responsibility within families – that is, it is the parents' responsibility to protect children. Further, FrameWorks' research found that when "protecting children" is cued, people think it is the community that children should be protected from, rather than seeing community as part of child development.

### **AFTER REFRAMING:**

Today's Children, Tomorrow's Future  
Building strong communities and healthy families for all North Carolina's children  
Prevent Child Abuse North Carolina

#### *Analysis:*

The rewrite widens the lens to suggest that children are the future of the state, and what we do today matters. Because the order is switched here, and the notion of *building strong communities* becomes primary, there is a different entry point for readers' consideration of their organization's work, one that connects to a value (future) and strengthens the role of communities.

**BEFORE (inside panel text):**

PREVENT CHILD ABUSE NORTH CAROLINA  
IT'S WHAT WE DO.

Prevent Child Abuse North Carolina is the only statewide, nonprofit organization dedicated to the prevention of child abuse and neglect in all its forms. We are a state chapter of Prevent Child Abuse America with a thriving statewide Prevention Network. Our Prevention Network consists of over 300 organizations and volunteers working to implement child abuse prevention programs in their local communities.

We act as catalysts advocating for important programs and policies for children and families; coalition builders organizing concerned individuals and groups to focus on children's issues; trainers providing regional workshops and statewide conferences to a broad range of professionals; and educators working to heighten public awareness. Your support helps Prevent Child Abuse North Carolina:

- Develop and support organizations serving children and families across the state.
- Serve as a spokesperson on child abuse and neglect prevention.
- Research and publish critical information on child abuse and neglect.
- Advocate for public policies that protect children and support families.
- Serve as resources for lawmakers and community leaders.
- Provide statewide and regional trainings on effective prevention strategies.
- Spearhead statewide public awareness programs – Child Abuse Prevention Month, Back to School Campaign, and the Blue Ribbon for Kids Campaign.
- Provide a toll-free information and referral line, 1-800-CHILDREN, to professionals and parents across NC.

#### Child abuse and neglect in North Carolina

- More than 107,000 children are reported each year as abused and neglected in NC.
- Over the last 10 years, at least 274 children have been victims of child abuse homicide in North Carolina.
- In 2002, NC ranked 39th worst out of all 50 states when key indicators of child well-being are considered.

#### Benefits of giving to Prevent Child Abuse North Carolina

- Make NC a safer place for children and more supportive for families.
- Strengthen families in NC ensuring that all our children have happy, healthy childhoods.
- Improve the quality of life in your community.
- Become a leader in the community.
- Help eliminate child abuse and neglect in North Carolina.
- Invest in real solutions that make an enormous difference.

Angie Pappas 7/23/09 1:56 PM

**Comment:** missing word? heighten public awareness?

**Analysis:**

Communicating with data effectively requires framing data, not listing facts. Facts simply do not move people to act, especially data that make the scope of the problem seem overwhelming compared to the solution.

**AFTER REFRAMING:**

Strong communities.  
Healthy families.  
Thriving children.

Today's children are North Carolina's future leaders, parents and workers. Our state's future prosperity depends on their healthy development and growth. With the support of engaged communities and nurturing families, all of North Carolina's children can thrive and have the opportunity to grow into caring, contributing and healthy adults.

Helping our communities and families create healthy, nurturing environments for children is one of the best investments North Carolina can make.

Scientists who study the brain tell us that providing all of our children – from infants to adolescents – with nurturing relationships in safe, stable environments builds healthy brain architecture and lays a foundation for future success and well-being.

Nevertheless, too many of North Carolina's children are living in environments that undermine healthy brain development. Children who are abused or neglected, living in homes with domestic violence or substance abuse or living in chronic poverty, experience unhealthy levels of stress that are toxic to the brain and impair its growth. These children are more likely to experience life-long problems in learning, behavior, and both physical and mental health.

Preventing child abuse and neglect will take all of our efforts – from policy-makers to parents – to ensure our children have the foundation to become tomorrow's leaders.

Prevent Child Abuse North Carolina is the only statewide, nonprofit organization dedicated to the prevention of child abuse and neglect in all its forms. We are a state chapter of Prevent Child Abuse America, with a thriving statewide Prevention Network of over 300 organizations representing thousands of professionals and volunteers working to engage communities, strengthen families and promote healthy child development across the state.

We act as *educators* working to heighten public awareness of the need for caring communities to promote healthy child development and what North Carolinians can do for our next generation; *coalition-builders* organizing concerned citizens and groups to join forces and leverage resources to prevent child maltreatment; *catalysts* advocating for important programs and policies that help communities support parents and help parents raise healthy children; and *trainers* providing professionals and volunteers with

the essential skills and knowledge to help parents and communities prevent child abuse and neglect.

For nearly 30 years, Prevent Child Abuse North Carolina has been the state's leading voice for preventing child abuse and neglect. Together with the support of North Carolina citizens, professionals and decision-makers, we are working to ensure North Carolina's youngest citizens grow up in nurturing homes and responsive communities.

*Analysis:*

The reframed version incorporates a value of future, the simplifying model of brain architecture, and emphasizes solutions lodged in the community. Placing the organization's work within this context allows people to see why preventing child abuse is important for the whole community. It also helps them understand how child development happens and why the work of the organization is vital to support that development.

(Thanks to Michelle Hughes, Vice President for Programs, Prevent Child Abuse North Carolina, for permission to use this example.)