



Child Abuse Prevention Toolkit: Case Study #2, Public Service Announcements

Below are a set of Public Services Announcements (PSAs) from Prevent Child Abuse Minnesota. This case study looks at the announcements before and after implementing reframing recommendations and illustrates the importance of including values and simplifying models in even the briefest of communications.

BEFORE:

PSA "Doughnut" (30 seconds)

April is Child Abuse Prevention Month and time for the annual blue ribbon campaign. It's also a good time to think about "Blue Ribbon Moments" in your own life. *(Include a personal reminiscence from the speaker here; for instance, "I remember Dad used to take me fishing. These are some of the best memories of my childhood.")* Let's make sure that all children have blue ribbon moments to remember. Please help prevent child abuse and neglect.

Blue Ribbon Parent (30 seconds)

April is Child Abuse Prevention Month. This month, be a "Blue Ribbon Parent." Show your children that you love them ... it gives them a sense of security, belonging and support. Give each child your undivided attention when he or she is trying to communicate with you. Find some special time to spend together with your family and individually with each child. Don't forget to wear your blue ribbon as a reward for all you've done for children. Together we can end child abuse, Minnesota.

Blue Ribbon Community (30 seconds)

April is Child Abuse Prevention Month. This month, make your city a "Blue Ribbon Community." Help parents you know. Let them know that parenting is a difficult job, and that they should not hesitate to ask for help. Volunteer your time or skills to groups that prevent child abuse and family violence. Remember, the attention of a caring adult can make a big difference in the life of a child. This April, wear a Blue Ribbon to show that you care. We can end child abuse, Minnesota. To find out more, call 1-800-CHILDREN.

Analysis:

The highly individualistic presentation of these announcements leaves the focus on parents and families as the cause and solution to child abuse prevention. In contrast, the revised announcements (below) widen the focus to engage listeners as citizens, by using a value of future prosperity to remind listeners why they should care, and by using two simplifying models (brain architecture, toxic stress) to explain why preventing child abuse is so important for the state.

AFTER REFRAMING:*PSA 2 (30 Seconds)*

Today's children are Minnesota'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 Minnesota's children can thrive and have the opportunity to grow into caring, contributing and healthy adults. Call 1-800-CHILDREN for more information.

PSA 3 (60 Seconds)

Minnesota's future prosperity depends on our ability to produce strong, caring children who can lead tomorrow's communities. If we expect solid outputs we have to invest in solid inputs. The latest science says that nurturing relationships early in life literally build the architecture of maturing brains and establish the foundation for all future development. Unfortunately, for many kids, exposure to "toxic stress" can undermine that development. We can work together to nurture healthy children and thriving communities. Call 1-800-CHILDREN to find out more about what you can do to help.

(Thanks to Becky Dale, Associate Director, Prevent Child Abuse Minnesota, for permission to use this example.)