Significant momentum has been achieved over the past two years with considerable growth of the Pinwheels for Prevention® campaign, adoption of a new logo featuring the pinwheel, new nationally-tested messaging, public policy victories, and the growth of our chapter and Healthy Families America networks.

This work group will build upon these successes and lessons learned to help make Prevent Child Abuse America a household name.

Representatives on the work group were identified because of their demonstrated skills and expertise in messaging, website development, marketing, communications, chapter or Healthy Families America network operations, marketing research and/or strategic thinking.

DEVELOP A NATIONALLY RECOGNIZED BRAND THAT MOVES PEOPLE TO ACTION

- Develop and disseminate consistent messaging that conveys a sense of urgency with clear calls to action
- Develop and implement Prevent Child Abuse America, Healthy Families America, Pinwheels for Prevention and Connect the Dots complimentary branding and communications plans
- Assess and improve the websites for Prevent Child Abuse America, Healthy Families America and Connect the Dots so that the public, networks and partners can access information easier
- Implement a multi-faceted national engagement and fundraising initiative that is locally adaptable
- Engage recognizable celebrities to promote our brand and drive people to action
The organization’s strategic plan identified the opportunity to strengthen the collective impact of Prevent Child Abuse America, which incorporates national, state and local impacts through our national office, state chapters and Healthy Families America home visiting sites.

In order to strengthen our collective impact, the Strategic Plan identifies two key elements:

- Examining and enhancing the formal relationships of Prevent Child Abuse America’s national office with the chapter network and the Healthy Families America network.
- Measuring impact and providing an essential framework for progress toward our common goals.

**GOAL 2**

**STRENGTHEN THE COLLECTIVE IMPACT OF THE NATIONAL OFFICE, ITS NETWORKS & PARTNERS**

- Define and enhance our relationships with the chapter and Healthy Families America networks
- Articulate the relationship between Prevent Child Abuse America and Healthy Families America
- Develop a data system that promotes assessment of collective impact
GOAL 3

TRANSFORM SOCIAL NORMS REGARDING CHILD ABUSE AND NEGLECT

• Make it easier for people to support the well-being of children and families
• Make it easier for parents to ask for and receive help

The process of transforming cultural norms involves critical reflections in order to create a deep, structural shift in basic premises of thoughts, feelings and actions. To foster a broad context in support of safe, stable, nurturing relationships and environments, it is vital to increase positive norms within our communities. By exposing positive norms and ways for people to engage in these norms, more and more people will want to participate in a shared solution. When we follow a common path, built on respect, mutual understanding and common perceptions, our destination becomes clear and we can transform culture.
GOAL 4

DEVELOP A STANDARDIZED ASSESSMENT FOR CHILD WELL-BEING THAT IS ALIGNED WITH NATIONAL AND INTERNATIONAL METHODOLOGIES AND IS USEFUL TO BOTH COMMUNITY AND STATE LEVELS

- Identify a standardized assessment of communities on child well-being and an implementation plan for all 50 states
- Identify national coalition members to review and refine the child well-being plan
- Develop an implementation plan

Many national and international groups measure specific issues around child well-being. Most of these measurements are at the individual level. Our goal is to include measurements across the social ecology: individual, family, community, institutional and public policy.

While there are multiple national organizations working on closely related issues, none have focused on developing a practical standardized assessment. Challenges exist as child protection data is highly variable among states.
The work group will explore strategies to raise funds and provide on-going support for both the networks and the national office. The long-term goal is to raise an additional $1.5 million of unrestricted funds in the next three years.

- Develop a comprehensive three-year fundraising plan that will be implemented in conjunction with the Board Fundraising Committee through the collective efforts of Board Directors and national office staff
- Attract corporate partners and national organizations interested in serving children and families to enhance the work of the organization. Within this, define “corporate partner,” develop a marketing strategy to attract new corporate partners and secure at least one new partnership annually
- Establish processes to collect financial impact data with on-going support to create and implement a research program of current marketing and financial data retrieved from sponsors and individual giving audiences

GOAL 5
The priorities in this Strategic Plan position Prevent Child Abuse America to achieve our vision that every child deserves to have a great childhood because our children are our future.

It is a long-term strategic plan that was created with an eye toward Prevent Child Abuse America attaining the distinction as a “platinum organization,” and is comprised of a mix of short-term goals and longer-term generational ones. The goals, vision, core assumptions and core values were the result of the strategic planning process conducted with the Prevent Child Abuse America National Board and reflect commonly shared interests of the Prevent Child Abuse America Chapter and Healthy Families America program networks, national staff and Board, as well as critical key stakeholders.