



# Top Ten Ways Kentucky Broadcasters Can Prevent Child Abuse and Neglect

**Commit to covering success stories of families** in your community – there are thousands of Kentuckians who have overcome addiction, mental health challenges and other barriers to provide loving, nurturing homes for their children. Those stories deserve coverage!

Get news and updates from Prevent Child Abuse Kentucky at [pcaky.org/news/press-room](http://pcaky.org/news/press-room). **COMING SOON:** We are developing a press-only information center that you can subscribe to for data, ready-to-use clips and other information to help make your job easier. **Follow us on social media** – see handles below.

Provide coverage of Prevent Child Abuse Kentucky's, and our partners, **local Child Abuse Prevention Month (April) events**.

Allow Prevent Child Abuse Kentucky the opportunity to **record a PSA for your viewing audience**.

Encourage your on-air talent to **wear a pinwheel lapel pin** during Child Abuse Prevention Month, and/or especially on Wear Blue Day (Date TBD). Pinwheels, the national symbol for child abuse prevention, also make great backgrounds for outdoor weather segments during April!

**Add Ethan Sirles, Communications Coordinator, to your contacts** – [esirles@pcaky.org](mailto:esirles@pcaky.org). Reach out to Ethan to schedule interviews. He can ensure you get whatever you need to help make your job easier. The Prevent Child Abuse Kentucky staff is available for interviews/quotes or providing background on state and federal policies like prohibiting corporal punishment in the schools, increasing funding for prevention, and more. Ethan is also available to brainstorm with you on how we can make the connection between your story and solvable, preventable solutions.

**Consider airing a segment** (or better yet, a series!) on proven strategies that prevent child maltreatment from ever occurring! We know what works to build the safe, stable, nurturing environments children need to thrive and would love to share with your audience.

If you find yourself reporting on a child abuse or neglect case, please **include information about solutions** (Protective Factors), and ways to get involved at [pcaky.org](http://pcaky.org).

**Incorporate prevention tips** - like our **toll-free 1-800-CHILDREN number** - into your news segments when appropriate.

**Consider being a media partner** – we have the opportunity to promote you on our website, during events, on social media, etc.

