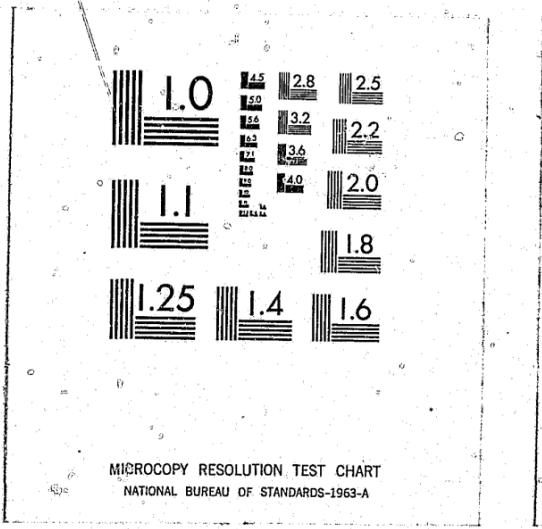


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United States Department of Justice  
Washington, D.C. 20531

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7-9-81

CAREER GUIDANCE COUNSELORS

PUBLIC RELATIONS

CONSULTANTS TO MANAGEMENT

JOSEPH A. DAVIS CONSULTANTS, INC.

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October 29, 1976

Mr. James A. Harrell  
Training Technical Assistance Specialist  
National Center on Child Abuse and Neglect  
Office of Child Development  
Department of Health, Education & Welfare  
P. O. Box 1182  
Washington, D. C. 20013

RE: HEW 105-75-1102

Dear Jim:

Enclosed are five copies of the Final Report on "Provision of Technical Assistance in the Development of Child Abuse and Neglect Public Awareness Programs and Materials." We are very pleased, indeed, to have had the opportunity to work with you and your colleagues at NCCAN on such an important project. It has given us a lot of satisfaction.

It is our sincere hope that the products of this contract will promote greater understanding of abuse and abusers. It is only a beginning, of course, but we hope it will play a significant role in future efforts of the National Center to create public support for activities in this field.

Unheated cooperation we've received from NCCAN and the staffs has played no small part in the successful completion of our task. The quality of assistance and spirit of enthusiasm evident throughout the past 16 months have given us greater understanding of and appreciation for the work of NCCAN and its associates.

Our involvement with NCCAN will continue long after our relationship ends. We know our interest will.

Sincerely yours,

William G. Moore  
for Joseph A. Davis Consultants, Inc.

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FINAL REPORT  
HEW-105-75-1102

"PROVISION OF TECHNICAL ASSISTANCE  
IN THE DEVELOPMENT OF CHILD  
ABUSE AND NEGLECT PUBLIC AWARENESS  
PROGRAMS AND MATERIALS"

October 29, 1976

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I. THE ASSIGNMENT

On June 26, 1975, the National Center on Child Abuse and Neglect (NCCAN) awarded to Joseph A. Davis Consultants, Inc. of New York City a contract for the development of a public awareness program in the field of child abuse and neglect.

This contract called for:

- . review of existing public awareness programs, activities and materials to assess their effectiveness and to learn what else might be needed;
- . provision of additional, needed resources and materials;
- . provision of technical assistance to designated staff in each Federal Regional Office and to 20 social service agencies across the nation to enable them to plan and produce public education programs.

NCCAN realized the need to arouse public interest in the problem of child abuse and neglect, to change public attitudes toward abusing parents, and to encourage abusing parents to seek help. As Douglas J. Besharov, Director of National Center, wrote:

"Unless the general public is aware of the dimensions and seriousness of child abuse and neglect, it will not support efforts to deal with the problem. And unless parents are aware that help is available to them...they will not seek it. Therefore, one of the priorities of the National Center is to increase public and parental awareness."

With this objective in mind, the following six tasks were established for this contract:

1. Assess and report on existing public awareness programs and activities.
2. Survey and report on 20 sites which are interested in developing public awareness programs and activities.
3. Develop prototype public service materials.
4. Develop guidance manual.
5. Provide technical assistance.
6. Conduct briefing and submit final report.

## II. RESEARCH INVOLVED

The purpose of task one was to examine existing public awareness programs in order to:

- . learn the scope and variety of existing efforts,
- . learn what has and has not worked -- and why, and
- . discover any important gaps in existing materials.

We began with visits to the 10 Federal regional child abuse and neglect specialists. In the course of our visits with these specialists, we met with other OCD/OHD staff and with other agencies and organizations involved in child abuse and neglect in each of the 10 regions. We met with Public Information Officers in most of the Regional offices. We also met with staff at Indian and Migrant Program Development (OCD/OHD) in Washington.

The Federal Regional Office (FRO) specialists gave us the names of sites which were conducting planned, consistent public education programs. We identified six which met the following criteria:

- . the public education program had a clearly defined objective, (i.e. reporting, prevention, creating general awareness, offering counselling services);
- . the agency had the capability necessary to back up the program and act on the results;
- . mass media were being used (television, radio, newspapers, posters).

- . the program was operating on a planned, organized, consistent basis, versus the unplanned, sporadic type of activity
- . results could be specifically identified at least to a reasonable degree

In the entire country we found only six organizations which met these criteria. They were:

1. Queensboro Society for the Prevention of Cruelty to Children; Jamaica, New York.
2. CAPE; Philadelphia, Pennsylvania.
3. Texas Department of Public Welfare; Austin, Texas.
4. Central Texas Council of Government; Belton, Texas.
5. Douglas County Department of Social Services; Omaha, Nebraska.
6. Family Stress Center; Chula Vista, California.

In our visits with these six sites, we attempted to learn as much as possible about each organization's program, especially about the public awareness component. We sought answers to questions like these: What types of public awareness activities were being carried on? How frequently and through use of which media? On what basis were objectives formulated? Who prepared the materials? What results were being obtained? How were results measured? Finally, we collected samples of all materials being used in order to study them, analyze them and review with the National Center.

As might be expected, the purposes and themes of these six programs varied greatly (Attachment A). Hot lines are used by all six organizations but for various purposes. Common to all of the agencies was a lack of specific information on results. All believed that their programs were generally effective; they seemed to base this on a combination of word-of-mouth reactions and number of calls received.

One point about the six organizations which made a strong impression on us was the degree of commitment and enthusiasm with which the individuals approached their tasks. There was also a remarkable degree of openmindedness; in every case we found that they were interested in what NCCAN was doing and looked forward to seeing the finished products.

In addition to meetings with the six sites, we visited some 24 other programs in the course of our FRO visits (Attachment B).

The next step was to select the 20 sites which were to take part in the pilot program. These were selected on the basis of recommendations made by the child abuse and neglect specialists in the Regional Offices. They were reviewed by the National Center. A few changes were suggested to obtain a more representative "mix" of agencies. Additional organizations were contacted and substitute selections were made. The Regional Offices approved, and the list was complete (Attachment C).

The 20 sites represented a mix of state, county and local organizations, nationwide; in both rural and urban areas;

publicly and privately funded. Indian and Migrant groups were covered. Some agencies served large black populations, others mainly white. The criteria for selection of these sites were:

- . has an on-going child abuse and neglect program or is ready to launch one.
- . is interested in adding to a public awareness component.
- . has the capability to follow through on such activities.
- . has mass media coverage by TV and radio stations that will accept public announcements.

During the two-day meetings we held with the 20 sites, we gathered information on each agency's child abuse and neglect program--its structure, staff, budget, system of reporting, problems with service delivery, etc. Then we looked at the specific activities the site had conducted in the area of public awareness. We also determined the number of TV and radio stations, and newspapers, which would participate in a public awareness program. Next we examined the site's projected public awareness plans. We were especially interested in the objectives, themes and how results would be measured. We also wanted to determine to what extent other community organizations would participate in the program and in working with the site. Our instructions were to do everything possible to encourage this. The National Center believed that community-wide support of any program was highly desirable. The Center felt that this could be an important by-product of the whole pilot program and -

as will be seen later in this report - this is exactly how it worked out.

In addition to the 61 organizations we visited, we had lengthy telephone conversations with another 30 organizations across the country (Attachment D).

We also gathered materials to review - folders, brochures, posters and pamphlets, as well as films, tapes, radio scripts, TV spots, slide presentations and documentaries. On December 9, 1975, an oral briefing was held in Washington to report on the work to date and to show the materials we had gathered (Attachment E).

### III. THE STATE OF PUBLIC EDUCATION EFFORTS IN THE NATION

In general we found that there is a great need for professionally produced public education materials. Efforts by the great majority of agencies involved, for the most part, the use of print materials and speakers--mainly agency staff. The range of quality of the print materials varied greatly, from inexpensively produced flyers and booklets to professionally done brochures and posters. Most agencies used scripts rather than actual tapes for radio.

As to TV spots, few agencies could afford to produce their own. Most were uncertain as to how to go about it. Agencies which had run public service announcements on TV usually relied on scripts and slides rather than film.

The focus of these materials has most often been in two areas:

- . Reporting
- . Identification of mandated reporters.

Few of the materials are aimed at general public education on the seriousness of the problem. Most of the public education programs are lacking in consistency of theme and continuity of effort. Generally, they are sporadic in nature, with a newspaper article here, a radio spot there. What is being said in one medium may or may not relate to what is being said in another.

The most obvious exception to this is the professionally

produced campaign developed for the state of Florida. A few states such as Alaska and Minnesota have produced their own effective public education materials at very little cost.

Virtually all agencies felt the need to add a public education component to their prevention and treatment efforts. What they lacked was the money, the time and (usually) the know-how to develop effective materials and weld them into planned programs. It was clear that what the National Center had in mind would meet a real need and would be welcomed. It was equally clear, however, that the program would have to be localized. A general, national campaign might indeed prove helpful as a backdrop for local efforts, but it was not what was needed or wanted. The materials to be developed would have to tie in with local objectives and feature the local organization... give a local name and telephone number.

Note: There is one major national campaign underway. This is sponsored by the National Committee on Child Abuse and Neglect in Chicago, and is being produced through the joint efforts of the National Committee and the Advertising Council. It will include radio and TV spots, as well as magazine ads and bus cards. It is not expected to be sponsored primarily by local agencies, but rather by the National Committee itself.

At least three organizations have produced materials within the last year: Parents Anonymous, Queens Society for the Prevention of Cruelty to Children and Odyssey House. All of these organizations have professionally produced spots whose appeal is

to abusing parents and the general public.

Two areas which lack adequate coverage in the existing public education materials are abuse of teenagers and sexual abuse. These two topics have been touched on briefly in some materials, but many people working in the field believe they deserve more attention.

## IV. DEVELOPMENT OF MATERIALS

The original contract called for us to develop the following prototype public service materials:

- . 3 TV spots (60 seconds);
- . 3 radio spots (30 seconds);
- . 3 bus/subway displays, 11" x 28", two colors;
- . 3 posters, 11" x 14", two colors;
- . manual to help an agency plan and carry out its own public awareness program.

Several changes were made in this initial plan, as a result of research that took place during the first few months of the contract.

Generally, the sites had little interest in advertising in busses and street cars. Except in the case of a very large city, (and there were too few of them), the materials had no value in outlying areas. Fourteen of the 20 sites, however, expressed interest in newspaper advertisements. They felt they could be used not only in weekly newspapers (and maybe some dailies), but in professional journals, local magazines and school and church publications. (In the manual, we suggested a number of other uses also.) Therefore, three newspaper advertisements were substituted for bus cards.

As to television and radio, a study of Advertising Council statistics revealed that stations would use both 30 and 60 second spots, with 30's being preferred. In our site visits, we made it

a point to talk to local media representatives whenever possible. They confirmed this. As we began to develop scripts, however, it became clear that we could not do justice to some themes in 30 seconds. This led us to decide on a mix of 30's and 60's for both radio and television.

After much discussion, it was decided to produce three of the television spots in black and white and three in color. The decision to use black and white was not based upon cost considerations. Rather, it was prompted by a desire for a realistic, documentary type of effect. In three of the spots, we were dealing with some of the stark realities that often lead to child abuse and neglect. We did not want these impressions softened, through the use of color. To drive home our message with maximum impression on the viewer we felt that the starkness of black and white would contribute much. It has. But there is a disadvantage to black and white that will be discussed later in this report, under recommendations.

As work on the contract progressed, the need for and interest in the materials to be produced became increasingly clear. As a result, NCCAN made the decision to modify the public awareness contract to allow for production of more materials. This increase, along with the changes mentioned above, resulted in the following final products:

- . 6 TV spots: three in color, three in black and white;
- four 30 seconds, two 60 seconds;

- . 5 radio spots: four 30 seconds, one 60 seconds;
- . 3 posters
- . 3 newspaper/magazine advertisements, each in two sizes (200 lines, 60 lines).

#### Focus and Objectives of Materials

In each of our visits with the sites, we discussed what they felt should be the objectives of their local public awareness program. The recommendations on objectives and suggested themes made by the 20 sites were then compiled (Attachment F). From these, we isolated the most frequently recurring suggestions.

They are:

- . Encourage reporting;
- . Stress the fact that both parent and child are victims and both must be helped;
- . Stress seriousness of the problem;
- . Make public aware of resources available to help.

NCCAN had its priorities, too. One was to avoid the direct encouragement of third-party reporting. Another was to encourage parents who need help to seek it for themselves. A third was to attempt to gain sympathy and understanding for abusers rather than to portray them as "bad" people; the materials must be non-punitive in character. (No photographs of battered children were to be used.)

In short, we wanted to address abusing and near-abusing parents

as well as the general public. Combining all of the recommendations, we decided to stress the following points:

- . parenting can be difficult;
- . help is available;
- . both parent and child are victims;
- . the problem is widespread and serious;

In making these points, the decision was made to address the following aspects of the problem:

- . neglect as well as abuse;
- . the effects of stress on a family;
- . the problem of the isolated parent;
- . the self-perpetuating nature of child abuse and neglect (the "cycle").

With our objectives and audiences clearly set forth, we proceeded with the development of scripts for the TV and radio spots. We decided that the posters should be all-copy, to avoid the problems of likes, dislikes, ethnic considerations and the varying interpretations involved in illustrations. All-type posters would also be cheaper and easier to reproduce for the sites. Bold, attention-getting headlines, with minimum body copy would work best for the posters. We used the same headlines and similar body copy (longer, however) in the advertisements. In so doing, we followed the basic advertising principle of consistency, i.e. one medium reinforces another. In whatever medium the message is seen or heard, the "consumer" gets the same message.

Final scripts of the TV and radio spots, plus art work of the print material are attached to this report (Attachment G).

#### Production of Materials

Production of the materials did not proceed without problems. Although production delays are more the rule than not, it appeared for some time we might not be troubled by them. We were. There were usually good reasons for them, and they did not cause serious disruptions. But they did slow things up.

The sixth TV spot was delayed considerably. Intended to show the effects of emotional neglect, the spot was to contrast art work actually done by a neglected child with art work done by happy, well-cared for children. The search for appropriate drawings took us to numerous art therapy programs, special schools and hospitals before an adequate selection of work could be collected and the "right" picture found.

#### Manual

Our contract also called for the preparation of a "free standing" guidance manual which is called "How to Plan and Carry Out a Successful Public Awareness Program on Child Abuse and Neglect." This manual provides the kind of basic information that will enable an organization to plan and carry out its own public information program. Its use requires no technical assistance.

It is intended for agencies limited in funds, and lacking staff with professional public relations expertise. For those

who are experienced in the field, however, it will be useful as a reminder of fundamentals often lost sight of.

Another worthwhile feature of the manual is the resource section. This is a catalogue of existing child abuse and neglect public education materials with information on where they may be obtained and what they cost to rent or buy.

The manual turned out to be an excellent idea. Although it was specifically designed for use in the field of child abuse and neglect, it will be of value to any social service agency. Almost without exception, the 20 sites have received it with enthusiasm.

## V. TECHNICAL ASSISTANCE TO FEDERAL REGIONAL OFFICES AND SITES

Technical assistance to the 10 regional offices and IMPD began on May 18, 1976. Following one day meetings at each, we began the provision of technical assistance to the 20 sites on the use of the public awareness program.

In each regional office, we met with the child abuse and neglect specialist. (S)he had arranged for a presentation of the program and materials to OCD/OHD personnel, plus public information people in some instances. Usually there were representatives of organizations involved in the prevention of abuse and neglect, and representatives of the Office of Education (OE), Social and Rehabilitative Services (SRS), NCCAN's Demonstration Centers, and State Departments of Public Welfare (DPW) or Social Services.

The overall reaction of the regional people to the media materials was enthusiastic. The groups especially liked the themes of parenting and get/give help. It was felt that the program was well thought out and planned, and that it was entirely consistent with the attitude toward abuse and abusers that the specialists wish to convey.

Naturally, there were differences of opinion on which particular spot or printed peice was the "favorite." Of the TV spots, "Colicky Baby," "Three Children Alone," and "Crib" generally drew the most enthusiastic reactions. "Family Album" had great

appeal to Head Start and OE personnel. "2000 Children," although generally liked, was seen as the least effective; many people expressed a dislike for the use of children in any commercials.

Of the radio spots, "Emergency Room" drew the most criticism. Particular aspects of this spot that were unpopular with some persons include the sound of the siren, what is perceived as a condemnatory attitude on the part of the doctor when he addresses the mother, and a fear that the spot could make parents fear to go to a hospital. Those who had some of these feelings about the spot felt that it failed to express sympathy and understanding.

"The Cycle" was criticized in some instances for its use of the term "human failure."

"Isolated Mother" was generally regarded as the most effective radio spot, with "Testimonial" receiving mixed reactions (definitely weighted on the positive side). Most of the negative comments on "Testimonial" revolved around its being long, tending to "lose the listener" somewhere mid-way. (We believe this feeling may stem from a failure to remember that the spot is aimed specifically at parents with an abuse problem, and not at the general public.)

The National Administrator of Parents Anonymous felt that the radio and television spot announcements did not do enough to elicit sympathy for abusing parents.

A few opposed the idea of black and white spots. One person

felt they looked "old timey." Another said they gave the impression we were trying to save money.

The posters and advertisements were well received. There was less discussion, in general, on the print pieces; approval of the all-copy approach was practically unanimous. The suggestion was made in several of the meetings that the "Being a Parent" poster - generally liked the best - be made available in Spanish as well as English.

Only a few of the child abuse and neglect specialists in the regions had read the manual thoroughly; most had leafed through it, at least. In all cases, it was seen as an important and useful handbook for the sites. The style and content received favorable comments, and requests for copies were often made by participants at the meetings.

We also ran into a very familiar argument; "The money for that contract could better be used at the state (or local) level." We heard that just a few times; one such comment came from SRS people in the State of Colorado. Another came during a live radio talk show in Minnesota. The caller indulged in what literally became a tirade. His point was that this was another example of waste of taxpayer money through the awarding of contracts to private firms.

We briefly discussed NCCAN's dissemination plan with the regional specialists. Also, we provided them with information on our scheduled visits to sites in their regions, extending invitations

to join us when possible (most expressed interest, but only two actually did).

We completed our visits to the Regional Specialists feeling that they were pleased with the products of the contract, and with the coordination and management of the work as a whole. Reactions to NCCAN were also favorable. Hope was expressed that the public awareness effort will not end with this program.

The Regional Office child abuse and neglect specialists are apparently very much in tune with the situation out in the field. We say this because the reaction to the program and materials which we received from the 20 sites was very much like that of the Regions. Almost all of the same comments---both positive and negative---were made over and over. Enthusiasm for the program was high; approval of content, style and approach was received from Concord to Spokane, from Little Rock to St. Cloud.

Some of the reoccurring issues that were raised among the sites in discussing implementation plans included:

- . stepping up capability to respond to calls;
- . coordination of services in the area;
- . which phone numbers to use on materials;
- . funds to print posters and ads.

Most sites plan to start their campaigns during the fall of this year (Attachment H). By that time, they hope to have resolved those issues.

Two of the sites probably will not use the TV and radio

spots. A few will use posters and advertisements on a limited basis, possibly making greater use of them as the campaign develops. A few of sites.....talked of rerecording the voices on "The Crib" and "Isolated Mother" to make them more appropriate for their virtually all-white populations.

Some sites formed committees of representatives of various groups to ensure coordination of services.

Some of the sites which are legally mandated state agencies have public information people available to them for coordination of the media campaign. The local community agencies will generally rely on the program supervisors to carry out the programs. None had major problems that would prevent implementation of a program, although three have either new or small protective services staffs. These groups will probably require additional time and planning.

## VI. ANALYSIS OF RESULTS

It is much too early to draw any conclusions about the effectiveness of the materials, themselves. Will abusing parents and those who verge on loss of self-control come forward to seek help? Will the general public slowly begin to realize the extent and seriousness of child abuse and neglect? Will they begin to think of abusing parents as human beings to be helped rather than punished? Will the sites develop new materials and continue their efforts after these materials have run their course? We do not know yet. Right now we do not even know to what extent the spots will be aired, the posters placed, the advertisements run. The media response to date has been highly encouraging. We are optimistic. But we do not know.

There are some things that we do know, however. One is that in launching this program, the National Center has given child abuse and neglect agencies a real lift where lift was needed. It has reaffirmed the importance of public education efforts. It has provided leadership in a meaningful and concrete way. It has supplied a kind and caliber of materials almost completely lacking.

True, we are talking here about only six TV spots, five radio spots and a few posters and advertisements. In view of the size of this country and the nature of the problem, the armament may seem sadly small---an air rifle against an elephant! There is

another way to look at it. With these materials alone, we are making possible a one year effort, and one year is a respectable chunk of time. It provides a worthwhile start for any project.

What about the magnitude of the problem in terms of the size and population of the United States? Does the image of the air gun against the pachyderm again leap to mind? If it does, it shouldn't. One of the soundest aspects of the NCCAN approach was the decision not to go national, but to go community-by-community. Any professional public education effort in child abuse and neglect is welcome. But a need exists for on-going involvement at the local level. (Media personnel, for example, are almost invariably more responsive to local efforts.)

The National Center, however, has done much more than supply materials for local use. It included in its program a training component that will encourage the local organization to go beyond the materials it has been given, and develop its own program. "Give a person a fish and you feed him/her for a day. Teach a person to fish and you feed him/her for a lifetime." The contract required that a "how to" manual be a part of the materials furnished. The degree of enthusiasm with which the manual has been received testifies to the soundness of that decision.

There are still other benefits, however. Not the least of these is the fact that it has stimulated many organizations which we have contacted (not just the 20 sites) to think seriously about

public awareness programs and how they would actually go about conducting one. Even more important, it has encouraged them to sit down and assess their own capability to follow through on such a program. (The 20 sites, of course, had to do this.) Any activity that forces an organization to think seriously about its own strengths and weaknesses can only be beneficial.

There is still another result of the program which has already become apparent in a number of sites. This is the achievement of a new degree of cooperation between various community agencies. From the beginning, the National Center insisted that in our field work we encourage the sites to involve as many other community groups as possible. Most of the sites have made it a point to do this---partly because of our efforts but also because of their own good judgment and enthusiasm for the project. Several of our site meetings, for example, were attended by representatives of a considerable number of community agencies. Some of these were involved directly with child abuse and neglect. Others were concerned with related services such as family counseling, medical services and mental health clinics. There were also representatives from parents' groups, schools and law enforcement agencies.

For example, in our initial meeting with Stearns County Social Service Center in St. Cloud, Minnesota, the following community agencies were represented:

- . Catholic diocesan social service representative
- . private day care center representative

- . mental health center representative
- . representatives of six hospitals, including one administrator and one director of nursing
- . representatives of 10 schools, including one district office administrator and one health coordinator
- . sheriff
- . police chief
- . day care mother
- . foster mother

At our follow-up meeting when we presented the materials, representatives of most of these agencies were also present, along with local media people.

In several cases benefits beyond mere coordination of the program itself are directly attributable to this effort. In Cleveland, for example, planning sessions on the public education program led to the decision by the County Welfare Department to operate a 24-hour office to handle calls for support. The Salvation Army staff says that the public awareness program has motivated all of the agencies to form a better network of delivery services.

In North Carolina, the sponsoring agency records "the best planning - across agency lines - that has ever happened" as a result of cooperation on the public education effort. This agency cooperation, the site emphasizes, "could be the most important benefit of all."

Likewise, Reno's Child Neglect and Trauma Center turned an initially hostile group of agency representatives into an enthusiastic team which laid the groundwork for the entire program. With plans calling for a late fall (1976) campaign kick-off, the agency director said that "agencies are working together" to anticipate ways to best respond to calls and referrals. Coordination and cooperation are termed "fantastic." The Center's Task Force, which has made this project its current sole concern, is securing needed funds in addition to the cooperation of many agencies.

The project has also resulted in the identification of certain gaps in public education in the child abuse and neglect area. These can be considered in future NCCAN efforts. They will be dealt with in the next section of this report which deals with recommendations for future programs.

Finally, we venture to think that another result has been widespread; this is heightened respect for NCCAN, itself. Because of the concept of the program, the quality of the final products and the whole manner in which the contract was conducted, the National Center cannot help but be perceived as a sound and competent unit in the Federal bureaucracy.

NOTE: We believe that we would be remiss in this report if we did not say a word about the National Center and the direction we received. Much of the credit for the success of the work must go to the Government Project Officers who were assigned to us.

They were very demanding but always fair. Without compromising their standards in quality of work and meeting of deadlines, they listened when problems arose and helped us to find solutions. They were quick to criticize when criticism was justified, quick to praise a job well done. When it became necessary to change Project Officers toward the end of the contract, the transition took place without a hitch. In a sense direction of this kind almost insures against failure or poor quality work.

## VII. RECOMMENDATIONS FOR FUTURE PUBLIC EDUCATION ACTIVITIES

1. The first recommendation, of course, is to assess thoroughly the experience of the 20 sites. Answers should be sought to questions such as these: To what extent were the materials actually used? The answers should be specific, extending if possible to the individual announcements and pieces.

We believe, however, that it is not enough to know what items were used or not used; the assessment should seek to determine why. This probing for the "why" should be characteristic of the whole evaluation effort. If some spots were used more than others, why? If the advertisements were not used was it because the site lacked the manpower or organization to place them---not just in newspapers but in the various other media possibilities suggested in the manual?

What were the actual costs involved in launching the program? What happened as a result of the public awareness program? Did requests for help, as well as reports, increase? To what extent? Was the agency able to respond satisfactorily? What happened in the community generally as a result of the publicity? A lot? Nothing? Some? Does it appear as though any of the effects may be lasting? Is there any evidence that public attitudes have been changed? How? What evidence supports this?

Building on what it has learned in this experience, does the

agency plan to continue public education on its own? If not, why not? If so, what changes, if any, will be made in its program?

In our opinion, this should be done at each site after its program has been running for about one year. (It would be interesting to follow up again after two years if this were possible.)

The answer to these and many other questions should be sought with one basic objective in mind: what was learned that will help others to conduct such efforts more effectively in the future?

2. The program should be extended as widely as possible beyond the original 20 sites; this, the National Center plans to do. There are, however, key concerns which must be dealt with before it can be made available to other organizations. NCCAN plans to disseminate the materials through a selection process which involves the legally mandated state agencies. The objective of the selection process is two-fold:

- . To insure local coordination among agencies and across jurisdictional lines in the area served by the media to be involved, and
- . To insure that program sponsors have the capacity to respond to the expected volume of self-referrals, reports and requests for information.

The criteria for dissemination of the materials and additional information on the dissemination plan itself are contained in a

memorandum from NCCAN (Attachment I).

3. NCCAN should consider this initial effort as a base upon which to build and launch additional materials. These can, again, point the way for child abuse and neglect agencies in their own efforts. As discussed earlier, there are necessarily some gaps in the present program; sexual and adolescent abuse are two examples. Others may become evident as the present program continues.

4. The products of the present contract aimed at parents with an abusing problem are intended to inform them that help is available. They are non-punitive and meant to be encouraging to such parents.

We believe that future materials directed to this audience should be even more upbeat in character.

5. It is recommended that in future programs, consideration be given to pretesting likely themes. Large commercial advertisers have been attempting this for years. Most of them do some pretesting before launching campaigns that will involve the expenditure of millions of dollars. Pretesting is anything but a precise art, however. If it were, the bulk of advertising would not be as ineffective as it is. Yet, useful things could be learned from pretesting. We are simply suggesting here that its possible uses be explored.

6. Consideration should be given to the production of a short film dealing with child abuse and neglect for the general

public. Many workers in the field suggested this. It could be used on television or, more widely, as a background piece and discussion starter in connection with speaking engagements.

The purpose of the film could be to impress the audience with the seriousness and extent of the problem or to give them some insights into causes. If the latter approach were used, it could be helpful in arousing feelings of sympathy, instead of anger, for abusing parents.

There are several general audience films available. Some have objectionable sequences, however - (the graveyard scene in "Fragile: Handle with Care"). Others show children being mistreated. Others are excellent but turn out to be more appropriate for specialized groups - ("Don't Give Up On Me"). "The War of the Eggs" is a good film; it is felt, however, this usually needs to be followed by discussion and interpretation.

A short film would be widely used, but there are difficulties. Can a film be produced that would be well received by the majority of organizations for whom it is intended? Is it possible to accomplish enough in a short film (roughly 5 minutes) to justify the cost? The idea of making such a film requires careful consideration before a decision is made one way or another.

7. Buying selected existing materials to add to the NCCAN package should be considered. There is little that warrants consideration, but there are a few exceptions: The Alaska spots and one of the Queens Society for the Prevention of Cruelty to

Children spots (girl with doll). The Texas DPW and Minnesota spots should also be looked at.

8. The National Center should publicize its clearinghouse of public education materials. Few agencies appear to know of this service; many would likely be interested.

9. Regardless of the creative considerations involved, we would recommend that no black and white spots be produced in the future. (Oddly enough it was the three black and white spots that drew the most favorable comments in the field.) The State of New Jersey Division of Youth and Family Services (one of our 20 sites) reports that a number of New York stations have said that they do not want the black and white spots; they will only use color. Inquiry reveals that this is contrary to network policy - that the stations have no right to take this attitude. The networks say that if the stations are identified, action will be taken.

All this is beside the point, however. It is difficult enough to get stations to use public service announcements on any kind of a regular basis, without pressuring them to take material they do not want. The ill will which the agency would create in forcing the issue would almost surely be damaging to future efforts.

No other site has reported any reluctance by TV stations to accept black and white spots. Yet, if the feeling exists to any extent at all, why take a chance---especially when it could involve not only New York but, possibly other big city markets.

10. The feasibility of promoting a network "white paper" type of documentary special should be considered. The subject is of increasing national concern as politicians focus on tragedies that occur and on management of the social service dollar.

## ADDENDUM

In August of 1976, OCD modified our contract to include two additional tasks:

- . Prepare a descriptive brochure on the public awareness program and materials, and
- . Assess the initial experience of the 20 sites.

Descriptive Brochure

The descriptive brochure, or promotional piece, describes NCCAN's public awareness program and materials. It is a full-color piece which provides brief, individual descriptions of all of the materials and the manual. It also provides direction to agencies and organizations for obtaining information on developing public awareness program and for ordering materials to preview. A reply card is provided, to be mailed to the federal regional specialist in the agency's region. Complete addresses of all the specialists are provided.

Art work of the TV spots and print material is included in the promotional piece, to be printed and mailed by NCCAN.

Site Assessment

The modification called for us to contact by mail and telephone the 20 sites to learn of their experiences with the public awareness program and materials. NCCAN was aware of the fact that many of the sites would not have fully developed public awareness programs

by October. We were therefore asked to do only an initial assessment, gathering information on the use of TV and radio spots, cooperation of stations, and format of spot customization for local use. Also, where the sponsoring agencies had data on pre- and post-program telephone inquiries, self-referrals and offers of volunteer assistance, we would note such information.

An assessment questionnaire which included the kinds of information NCCAN wanted to gather was mailed to the 20 sites. The questionnaire covered use of all the public awareness materials and the manual, as well as any locally initiated activities conducted by the sites.

Discussions on the status of the program - whether in the planning stage or the fully developed stage - were held with each site organization. Reports on the status of each follow.

Bureau of Child and Family Services  
New Hampshire

BCFS is committed to a full public education program despite the stress it will place on already overburdened protective service case workers. The idea is to use the results and data to bolster arguments for more funds in the coming State Legislative Session. Although the program itself has not actually begun yet, planning is underway.

BCFS has secured budgetary approval to reproduce the materials. It is presently creating five additional radio public service announcements with a strictly New Hampshire angle. These will be mixed with NCCAN's five, and distributed to radio stations throughout the state. A production company has been engaged to handle the five additional spots and will begin work in early November.

A brochure on child abuse is being printed to supplement NCCAN's materials.

BCFS is interviewing for a part time administrative assistant position. This person, along with other responsibilities, will be charged with distributing the materials to radio and TV stations and newspaper advertising managers. BCFS hopes to have the individual on board some time in November.

cont.

JOSEPH A. DAVIS CONSULTANTS, INC.

Bureau of Child and Family Services  
New Hampshire

Expectations are that the full public awareness program will start no later than January, 1977.

JOSEPH A. DAVIS CONSULTANTS, INC.

Division of Youth and Family Services  
New Jersey

New Jersey sent out the TV spots in late September, 1976. They plan to phase in the rest of the campaign throughout 1977.

Problems developed in the use of black and white spots.

DYFS has written letters to stations in the New York, New Jersey, and Philadelphia area asking about the use of black and white public service announcements. The big city stations responded that they would not use black and white.

DYFS then made a phone survey regarding the use of black and white. Again, the stations said they did not want public service spots in black and white. They said they would run anything that is paid for, but where public service time is involved, they would only use color spots. Therefore DYFS sent only the three color commercials to all of the commercial stations in New York and in Philadelphia, and to the public education TV station in New Jersey.

There are 20-30 cable stations in New Jersey; these stations received both color and black and white. The spots are now running in the New York, New Jersey, and Philadelphia areas. New Jersey DYFS is interested in knowing whether or not other sites have run into the same difficulty with the black and white spots. (To date, no other site has reported any problem.)

Department of Social Welfare  
Virgin Islands

This site is in the "initial planning stage." It is concentrating on hiring and training staff - a process that is expected to be completed by July of 1977. Plans call for public awareness program to start in "early fall of 1977", when the agency will have the staff to handle more cases.

All materials except one spot are expected to be used. The exception is the "2,000 Children" commercial. Since the spot does not state that the 2,000 children are on the mainland U. S., it is felt that Virgin Islanders could be misled to believe that the number applies to the island itself.

Bureau of Child Protective Services  
Virginia

Virginia is using all of the radio spots and TV spots. They also plan to use the three posters but none of the newspaper advertisements.

The radio spots were sent to 125 stations in September; there has not been time to note the kinds of calls received as a result of these materials. The TV spots were sent to 225 stations in September. They will not be shown one at a time; no increase in reports has been noted as yet because it is still too early.

The manual has proved to be useful. The section on setting up a publicity program has been sent out to various localities. The department has also run news stories and participated in talk shows and speaking engagements.

Costs incurred so far are for the radio tags and reproductions - \$780.00.

Lehigh County Children's Bureau  
Allentown, Pennsylvania

The Bureau started using two radio spots in September, 1976 - "A Mother Speaks" and "2000 Children". They plan to use the others. Five stations have received the spots, which are tagged with the local number.

The public television station will use the TV spots starting in November, 1976. The commercial stations in the area serve several counties. The Bureau sees problems with the tag line; therefore, it is likely that the spots will only be sent to the two area cable stations.

The posters will be printed by the Votech School, at minimum cost to the site. Use of the advertisements is questionable.

Although the Bureau has had an increase in referrals, most are apparently the result of the state agency's new campaign.

This campaign - based on a new state law - makes use of radio spots, posters and billboards. The state's toll free hotline number is used. Since the state agency wants all materials to be tagged with its number, the site may be prohibited from tagging the TV spots with a local number.

Division of Social Services  
North Carolina

North Carolina plans to implement the public awareness program on January 1, 1977. The DSS has had a great many planning sessions that have cut across agency lines; the state supervisor says that the "best planning we have had so far" has come about as a result of the public awareness effort.

The counties throughout the state will use different materials, according to what each feels it can handle. All the materials will be tagged by county; there is no statewide hotline. The TV spots will probably be tagged "call your County Department of Social Services."

The state supervisor said that the agency cooperation "could be the most important benefit of all." The problem of child abuse/neglect is no longer seen as just DSS's problem. She also indicated that the manual has been "terrific"; the committee has used it extensively in planning for the involvement of each county in the state.

Department of Social Services  
South Carolina

The DSS released one radio spot - A Mother Speaks - in early October, 1976. This spot was selected by county social service workers, who decided to phase the campaign in slowly. The spot will run two to three weeks, and will be followed by a second spot. DSS does plan to use the TV spots but cannot say when.

During the summer there was a sensational case of abuse, resulting in the death of a child. That incident caused a delay in the start of the public awareness campaign. County workers are fearful of launching a full blown campaign because they fear they may not be able to handle the increase in calls; therefore, the county workers decided on this approach to the campaign. Each county is to keep track of the increase in self-reports and third-party reports.

Use of the newspaper advertisements is questionable; the posters are likely to be used but decisions on locations have not been made.

Stearns County Social Service Center  
St. Cloud, Minnesota

St. Cloud had an official campaign kick-off on August 1, 1976. All of the materials are being used. TV and radio talk shows were visited by staff to discuss the objectives of the campaign and to show and play the spots. Stations are mixing the use of spots rather than using them one at a time.

Five radio stations are involved; all have put the spots on individual tapes and added the tag, "To get help or give help, call ....."

The posters were printed as we showed them and the advertisements are all being used. The line that reads "confidential" was removed due to a legal question. Many papers in the area have promised to use the advertisements; the one exception is St. Cloud's one daily.

Supervisors are assigned to handle all calls that come in during the day. An answering service has been purchased for night calls. The phone number on the materials includes "extension A" as a code; this code is used in all of the material so that those calls will receive priority and can be traced to the campaign.

cont.

JOSEPH A. DAVIS CONSULTANTS, INC.

Stearns County Social Service Center  
St. Cloud, Minnesota

Strange as it may seem, since the full program began on August 1st, the site reports a decrease in calls. Whereas the Social Service Center was receiving four a month, it is now receiving two. The TV station is reportedly running a spot two to three times per week, generally in early afternoon and late at night. The Social Service Center had geared up for a great increase in calls and is unable to explain this decrease since the program started.

JOSEPH A. DAVIS CONSULTANTS, INC.

The Salvation Army  
Cleveland, Ohio

The Salvation Army plans to launch the media campaign on January 1, 1977, when the County Welfare Department's 24-hour registry office opens.

The Salvation Army anticipates using all of the posters as well as all of the radio and TV spots. It has also commenced a series of new stories, feature stories, talk shows, speaking engagements and hopes to add a limited amount of film and other TV material. The Army has reproduced the manual and has circulated it to all of the cooperating agencies in the city. Although the manual is not particularly useful to the Salvation Army itself, the site feels it will be valuable for smaller, less sophisticated agencies.

The County Welfare Department will be responsible for the registry office in which the names of child abusers are to be filed. The CWD has decided it will operate a 24-hour a day office to handle any questions resulting from the media campaign. Caseworkers will be available to investigate complaints. The Salvation Army is working to build relationships with a number of private agencies to supplement the services provided by the CWD in the field of counselling and group work.

cont.

The Salvation Army  
Cleveland, Ohio

The Salvation Army is extremely pleased with the developments in the Cleveland area that are a direct result of planning for the public awareness campaign. It feels that the community-wide agency cooperation that has been established will prove to be one of the most important benefits of the whole effort.

Department of Protective Services  
Michigan

Jackson County Department of Social Services began using the program in August of 1976. One TV station and three radio stations are participating. Posters were distributed by volunteers to supermarkets, other agency offices, etc. The advertisements are not being used.

The TV personnel thought that two of the spots ("Colicky Baby" and "Three Children Alone") are "too strong to be shown when children would see them." Those two are therefore used after 11:00 p.m. The others are used during the day. The social service supervisor said she and her staff felt "those two were especially good."

The radio stations liked the spots, and used all five. They did say that normally they prefer 30 second spots.

The manual has not been used much since the supervisor has a public relations background.

The site has not had an increase in calls; its estimated 50 calls per month has remained steady. The supervisor feels the program's principal values are in providing the public with information on the problem and in making people aware of

cont.

Department of Protective Services  
Michigan

resources. It may take some time for people to begin to make self-referrals. The site definitely prefers this approach to a third-party reporting approach.

Family Resource Center  
Albuquerque, New Mexico

The Family Resource Center has sent spots to the three TV stations in its area. The stations made their own copies. Also, six radio stations are using the radio spots. It is questionable as to whether or not the posters will be used, as the Resource Center does not have the money for reproductions. The newspaper advertisements have been sent out to the local newspapers; they have not been used as yet.

The one Spanish TV station in Albuquerque has agreed to use the TV spots.

The Family Resource Center has incurred no expenses to date.

The manual has been used by the Center, and a request is soon to be made to NCCAN for additional copies. These copies will be distributed at a forthcoming state meeting in which the Albuquerque staff is participating.

There has been no increase in calls as yet.

Department of Social and Rehabilitative Services  
Arkansas

Arkansas feels that there is considerable doubt that the staff case workers can handle the response that they expect from a public awareness campaign. Therefore, they will address the issue of staff training before they begin the public awareness program. They expect to provide training starting in March of 1977. Their public education program will probably begin after that.

They are, however, extremely pleased with the materials and anticipate using everything except the advertisements. The state's protective services specialist indicated that "all of the materials meet a need that is overwhelming in Arkansas. Their use depends on the recognition of this need. The campaign, unfortunately, is not a top administrative priority at this time."

Department of Social Services  
Iowa

DSS in Iowa has a new child abuse neglect specialist; therefore, the campaign has not gotten underway. Plans are to start "any time." Radio and TV spots will be used, but money to reproduce the posters is not available at this time.

A statewide 24-hour line and number will be used on all of the materials. This number will be provided by the State's Emergency Transportation Services which already has toll-free numbers in operation for its services. ETS will assign a number to be used on the public awareness materials and will immediately refer all calls to that number to DSS. The decision was made to use this number provided by ETS since Social Services does not have a statewide number.

JOSEPH A. DAVIS CONSULTANTS, INC.

Division of Social Services  
Nebraska

Nebraska, with a new staff in the area of protective services, has had other priorities this fall. DSS plans to use the entire campaign, but has no idea when it will start.

JOSEPH A. DAVIS CONSULTANTS, INC.

State Social and Rehabilitation Services  
Montana

Montana plans to start its public awareness program on November 1, 1976, using all of the materials except the advertisements. The materials are being tagged now and will be reproduced by the radio and TV stations. There will be no phone number; the spots will be tagged, "Call your Department of Social and Rehabilitation Services."

A major part of the state's effort to date has been preparing local workers for the increase in calls. Focus has been on training the workers to respond sympathetically and quickly to calls for help. Since some of the workers cover large geographic areas, and must be prepared to handle crisis calls, telephone counselling will likely be involved.

Urban Indian Child Resource Center  
Oakland, California

The Resource Center did not receive the additional funding from NCCAN that it had hoped to get; therefore it is unable to implement a full campaign. They still hope to use the posters - particularly the "Being a Parent" poster - if money can be made available for reproduction. For the meantime, however, other public awareness plans have been tabled.

Child Neglect and Trauma Center  
Reno, Nevada

The Child Neglect and Trauma Center, a unit in the Washoe County District Health Department, has laid the groundwork for its public education program. Arrangements have been made with the local Crisis Call Center to handle calls, which will then be referred to CNTC for assignment to direct service agencies in the state. The telephone service will be on a 24-hour, 7-day-a-week basis.

CNTC's director said that the manual provided confirmation that what they were already doing was on the right track.

The site has applied for a grant of \$7,900.00 - \$7,000.00 will go to the Crisis Call Center for handling the calls (including collect calls) and \$900.00 will go for poster reproduction. They believe their chances of getting the grant are excellent.

The Task Force of CNTC is enthusiastic about the campaign, having gained the cooperation of many agencies in the area. All media have been contacted and are ready to go, as soon as the grant has been made.

The coordinator of the CNTC has said that cooperation has been "fantastic". She said there is much enthusiasm for the

cont.

Child Neglect and Trauma Center  
Reno, Nevada

project. She feels that the bringing of the two agencies together (District Health Department and Crisis Call Center, which is funded by groups like the United Way) is quite an accomplishment.

As soon as the grant has been made official, the media materials will be tagged and the campaign will get underway. They expect this will happen "very soon."

SCAN  
Spokane, Washington

Initially, SCAN used two of the spots to recruit volunteers for its program. They received a great response from this and are presently training two full classes of volunteers. Another class will begin in January. One class is held during the day with 26 enrollees; the second class is held in the evening with 21.

The materials, which are tagged with the number for Child Protective Services, began to appear in August, 1976. In September, CPS recorded the highest number of calls it has had in its history - 135 in that month. Whereas CPS normally refers two clients per week to SCAN, it is now making two referrals a day. CPS has asked for an increase in staff, and is extremely pleased with the results the public awareness program is getting.

The TV spots are used on three stations; several radio stations are participating; the posters have been placed in laundromats, emergency rooms and other areas around the city. Newspaper advertisements are not presently in use. Calls to CPS are a combination of self-referrals and third-party reports. CPS has not yet broken down the calls.

cont.

JOSEPH A. DAVIS CONSULTANTS, INC.

SCAN  
Spokane, Washington

SCAN feels that the public awareness program is proceeding smoothly. Their new volunteer workers' training program, according to the SCAN director, ensures an ample supply of volunteers available to work with their new referrals.

JOSEPH A. DAVIS CONSULTANTS, INC.

Yakima Indian Reservation  
Toppenish, Washington

The site in Toppenish has used the posters and reports a "consistent" increase in referrals. There are no plans to use the radio and TV spots at this time. The manual has been "extremely helpful." The site has run some newspaper advertisements in their tribal paper; these advertisements have been an adaptation of NCCAN's, with slight changes to make the advertisements more relevant to their population.

The site intends to initiate local activities to step up the public awareness campaign, but no decisions have yet been made on what specific activities will be undertaken.

JOSEPH A. DAVIS CONSULTANTS, INC.

Texas Migrant Council  
Laredo, Texas

TMC is using radio scripts only at this time. They decided to do this so that they themselves could record some of the scripts and have local announcers read them, with slight changes to tailor them more specifically for the local audience. They will also be given in Spanish. TMC has purchased, for \$200.00, time for 80 radio spots varying from 20 seconds to 60 seconds. TMC purchased the commercial time for these spots on a station which has a primarily Spanish audience. In all TMC has 21 scripts including NCCAN's, some they developed on their own, and others taken from the manual.

The manual was termed "fantastic". TMC has used it for ideas on tailoring materials for local activities. It has helped them more than anything else according to TMC's director.

Since the migrants are just returning to the Laredo area for the winter, the TV spots have not been used yet. They will be used - especially the Spanish spots, beginning in November, 1976.

Use of the print materials is questionable. There is ample material, both print and broadcast, available from the State of Texas. Since much of it is tailored to the Spanish speaking population, TMC will use a combination of Texas' materials along with NCCAN's for their program.



ADDITIONAL ORGANIZATIONS VISITED

(24)

Region I CHILDREN'S ADVOCATES, INC.  
Boston, Massachusetts

OFFICE FOR CHILDREN  
Boston, Massachusetts

PARENTS' AND CHILDREN'S SERVICES, INC.  
Boston, Massachusetts

Region II NEW YORK CITY DEPARTMENT OF SOCIAL SERVICES  
Special Services for Children  
New York, N.Y.

STATE OF NEW JERSEY DEPARTMENT OF INSTITUTIONS  
AND AGENCIES  
Division of Youth and Family Services  
Trenton, New Jersey

MONROE COUNTY DEPARTMENT OF SOCIAL SERVICES  
Rochester, New York

NATIONAL ASSOCIATION OF JUNIOR LEAGUES  
New York, N.Y.

THE NEW YORK FOUNDLING HOSPITAL  
New York, N.Y.

Region III SCAN  
Philadelphia, Pennsylvania

OFFICE OF HUMAN RESOURCES  
Rockville, Maryland

Region IV NONE

Region V NONE

Region VI REGIONAL RESOURCE CENTER  
University of Texas  
Austin, Texas

ORGANIZATIONS VISITED (Continued)

Region VII JOHNSON COUNTY HEALTH DEPARTMENT  
Mission, Kansas

RESOURCE CENTER  
University of Iowa  
Iowa City, Iowa

Region VIII NATIONAL CENTER FOR THE PREVENTION AND  
TREATMENT OF CHILD ABUSE AND NEGLECT  
Denver, Colorado

STATE OF COLORADO DEPARTMENT OF SOCIAL SERVICES  
Denver, Colorado

DENVER NATIVE AMERICAN URBAN CENTER  
Denver, Colorado

FAMILY LEARNING CENTER  
Westminster, Colorado

AMERICAN HUMANE ASSOCIATION  
Denver, Colorado

Region IX OAKLAND TRAUMA CENTER  
Oakland, California

URBAN INDIAN CHILD RESOURCE CENTER  
Oakland, California

SAN FRANCISCO CHILD ABUSE COUNCIL  
San Francisco, California

CHILD ABUSE AND NEGLECT RESOURCE CENTER  
Los Angeles, California

CHILD ABUSE UNIT, LOS ANGELES POLICE DEPARTMENT  
Los Angeles, California

PARENTS ANONYMOUS  
Redondo Beach, California

Region X NONE

The 20 Sites

Region I BUREAU OF CHILD AND FAMILY SERVICES  
Concord, New Hampshire

Region II DIVISION OF YOUTH AND FAMILY SERVICES  
Trenton, New Jersey

INSULAR DEPARTMENT OF SOCIAL WELFARE  
St. Thomas, Virgin Islands

Region III BUREAU OF CHILD PROTECTIVE SERVICES  
Virginia Department of Welfare

LEHIGH COUNTY/NORTHAMPTON COUNTY  
CHILDREN'S BUREAUS  
Allentown, Pennsylvania

Region IV NORTH CAROLINA DEPARTMENT OF HUMAN RESOURCES  
Division of Social Services  
Raleigh, North Carolina

SOUTH CAROLINA DEPARTMENT OF SOCIAL SERVICES  
Columbia, South Carolina

Region V STEARNS COUNTY SOCIAL SERVICE CENTER  
St. Cloud, Minnesota

SALVATION ARMY  
Cleveland, Ohio

MICHIGAN DEPARTMENT OF SOCIAL SERVICES  
Jackson County, Michigan

Region VI ARKANSAS SOCIAL SERVICES DIVISION  
Department of Social and Rehabilitative Services  
Little Rock, Arkansas

NEW MEXICO FAMILY RESOURCE CENTER  
Albuquerque, New Mexico

Region VII STATE DEPARTMENT OF SOCIAL SERVICES  
Des Moines, Iowa

The 20 Sites (Continued)

Region VII (Continued) STATE DIVISION OF SOCIAL SERVICES  
Lincoln, Nebraska

Region VIII STATE SOCIAL AND REHABILITATION SERVICES  
Helena, Montana

Region IX URBAN INDIAN RESOURCE PROJECT  
Oakland, California

NORTHERN NEVADA CHILD NEGLECT AND TRAUMA CENTER  
Reno, Nevada

Region X SCAN (SUSPECTED CHILD ABUSE AND NEGLECT PROGRAM)  
Spokane, Washington

YAKIMA INDIAN PROJECT  
Toppenish, Washington

IMPD TEXAS MIGRANT COUNCIL  
Laredo, Texas

TELEPHONE CONTACTS

(30)

Region I MASSACHUSETTS SOCIETY FOR THE PREVENTION OF  
CRUELTY TO CHILDREN  
Boston, Massachusetts

DEPARTMENT OF SOCIAL AND REHABILITATION SERVICES  
Division of Social Services  
Montpelier, Vermont

DEPARTMENT OF HEALTH AND WELFARE  
Protective Services Consultant  
Augusta, Maine

DEPARTMENT OF CHILDREN & YOUTH SERVICES  
Hartford, Connecticut

CONNECTICUT CHILD WELFARE ASSOCIATION  
Hartford, Connecticut

Region II PROTECTIVE SERVICES DIVISION  
New York State Department of Social Services  
Albany, New York

CORNELL UNIVERSITY RESOURCE CENTER  
Ithaca, New York

COLUMBIA BROADCASTING SYSTEM  
51 West 52nd Street  
New York, N.Y. 10019

PARENTS MAGAZINE  
New York, N.Y.

ODYSSEY HOUSE  
New York, N.Y.

Region III DIVISION OF SOCIAL WELFARE  
University of Virginia Medical Center  
Charlottesville, Virginia 22901

PROJECT HELP  
1123 North Eutaw Street  
Baltimore, Maryland 21201

TELEPHONE CONTACTS (Continued)

Region III PRO-CHILD  
(Continued) County Department of Human Resources  
2300 South Ninth Street  
Arlington, Virginia

INSTITUTE OF URBAN AFFAIRS AND RESEARCH  
Howard University  
Washington, D.C.

Region IV BUREAU OF CHILDREN'S SERVICES  
5920 Arlington Expressway  
Jacksonville, Florida 32211

FRANCESCHI ADVERTISING AGENCY  
P.O. Box 5647  
Tallahassee, Florida 32301

AD II COUNCIL  
Atlanta, Georgia

MALTREATMENT SYNDROME TEAM  
Chapel Hill, North Carolina

"COMPREHENSIVE COMMUNITY SERVICES"  
Nashville, Tennessee

Region V PARENTS ANONYMOUS  
Lincoln Park, Michigan

RAMSEY COUNTY  
Department of Public Welfare  
St. Paul, Minnesota

METABASIS LTD.  
Madison, Wisconsin

Region VI LOUISIANA STATE DEPARTMENT OF EDUCATION  
Bureau of Early Childhood  
Baton Rouge, Louisiana

Region VII CHILD AND FAMILY RESOURCE CENTER  
Gering, Nebraska

TELEPHONE CONTACTS (Continued)

Region VIII UTAH STATE DEPARTMENT OF SRS  
Salt Lake City, Utah

CHURCH OF LATTER DAY SAINTS  
Salt Lake City, Utah

Region IX THE INDEPENDENT ORDER OF FORESTERS  
Solano Beach, California

Region X TACOMA PANEL FOR FAMILY LIVING  
Tacoma, Washington

DEPARTMENT OF ENVIRONMENTAL AND COMMUNITY  
SERVICES  
Boise, Idaho

IMPD STANDING ROCK SIOUX TRIBE  
Fort Yates, North Dakota

PUBLIC AWARENESS MATERIALS

TV Spots

	<u>No.</u>	<u>Length</u>	<u>Color/B-W</u>
University of Alaska	2	30 sec.	C
	3	60 sec.	C
Texas DPW	6		C
Parents Anonymous	1	30 sec.	C
WTAR - Norfolk, Va.	1	20 sec.	B-W
	1	60 sec.	B-W
North Dakota	5	30 sec.	C
Hennepin County, Minn.	1	60 sec.	C
	1	30 sec.	C
CAPE	1	60 sec.	C
HEW-SRS	1	60 sec.	C
Franceschi (Florida)	2	30 sec.	C
	3	60 sec.	C
Odyssey House	1	30 sec.	C
QSPCC	1	60 sec.	C
	3	30 sec.	C

TV Documentaries

"Remember Carlotta"  
KMGH-TV; Denver

"Children in Peril"  
ABC-TV

Film Strip

"What Every Teacher Should Know About Child Abuse"  
New Jersey Education Association

Slide Presentations

Texas DPW  
"The Wednesday Child"  
"A Simple Child"

Films

"Don't Give Up On Me"  
Motorola

"Fragile: Handle With Care"  
International Order of Foresters

"War of the Eggs"  
Paulist Brothers

Radio Scripts

Douglas County, Omaha 3

Central Texas, COG 6

New Jersey Division of  
Youth and Family Services 5

DSS, Pierre, S.D.

Family Stress Center  
Chula Vista, California 8

Texas DPW 10

Hennepin County, Minn 11

Radio Spot

HEW-SRS 1 60 sec.

Training Tapes

Parents Anonymous  
"From the Inside Out"  
"A Loving Confrontation"

PRINTED MATERIAL

KITS

Children's Protective Services - Child Abuse/Neglect  
Columbus, Ohio Prevention Kit

Family Resource Center - Child Abuse/Neglect  
Albuquerque, New Mexico Prevention Kit

BILLBOARDS

Queens Society for the - "An abused child's  
Prevention of Cruelty worst scars are on  
to Children the inside."  
Jamaica, New York

Central Texas Council - Foster Parent Campaign  
of Governments

BUMPER STICKERS

South Carolina - "Have you hugged your  
kid today?"

Region IV - "Child Abuse Hurts"

BUS CARDS

Odyssey House - "She got her looks  
New York, N.Y. from her father"

POSTERS, PAMPHLETS  
AND BROCHURES

Family Stress Center, San Diego, California

Texas State Department of Public Welfare, Austin, Texas

Central Texas Council of Governments (Can-Do)  
Belton, Texas

Children's Advocates, Boston, Massachusetts

Printed Material (cont'd.)

POSTERS, PAMPHLETS AND  
BROCHURES (continued)

The Office for Children, Commonwealth of Massachusetts  
Boston, Massachusetts

State of New Jersey Department of Institution and  
Agencies, Trenton, New Jersey

The Monroe County Department of Social Services  
Rochester, New York

Guide to New York's Child Protection System  
New York, New York

Georgia Department of Human Resources  
Atlanta, Georgia

Tennessee Department of Public Welfare  
Nashville, Tennessee

Division of Family Services, State of Florida  
Jacksonville, Florida

Colorado State Department of Social Services  
Denver, Colorado

Parents Anonymous  
Redondo Beach, California

Washington State Department of Social and Mental  
Health Services, Seattle, Washington

Panel for Family Living  
Tacoma, Washington

The American Humane Association  
Denver, Colorado

SCAN, Spokane, Washington

CAPE, Philadelphia, Pennsylvania

SCAN, Arkansas

Printed Material (cont'd.)

POSTERS, PAMPHLETS AND  
BROCHURES (continued)

State of Montana  
Helena, Montana

Bronx County SPCC  
Bronx, New York

Iowa Department of Social Services  
Des Moines, Iowa

Odyssey House  
New York, New York

Children's Bureau  
Allentown, Pennsylvania

Texas Migrant Council  
Laredo, Texas

Connecticut State Welfare Department  
Orange, Connecticut

North Carolina Department of Human Resources  
Raleigh, North Carolina

Queensboro SPCC  
Jamaica, New York

New Jersey Education Association  
Trenton, New Jersey

Office of Human Resources  
Montgomery County  
Rockville, Maryland

Douglas County Department of Social Services  
Omaha, Nebraska

National Committee for Prevention of Child Abuse  
Chicago, Illinois

Hennepin County Welfare Department  
Minneapolis, Minnesota

State of Utah  
Salt Lake City, Utah

RECOMMENDATIONS/SUGGESTIONS FOR FOCUS AND OBJECTIVES OF PUBLIC AWARENESS MATERIALS

NEW HAMPSHIRE

1. Strengthen the family unit
2. Increase reporting
3. Show abuse/neglect as involving two victims: the child and the parent

NEW JERSEY

1. Educate public on child abuse/neglect
2. Make public aware of the department's role in providing services
3. Increase reporting

VIRGIN ISLANDS

1. Focus on positive parenting

LEHIGH COUNTY/NORTHAMPTON COUNTY CHILDREN'S BUREAUS ALLENTOWN, PENNSYLVANIA

1. Educate public to understand difference between abuse/neglect and discipline
2. Let parent under stress know that there is a source of help and indicate where to call for help
3. Stress the fact that both the child and the parent are victims

VIRGINIA

1. Increase public awareness of the problem
2. Attempt to deal with underlying factors responsible for abuse/neglect and the stresses that are apparent in the family situation

NORTH CAROLINA

1. Increase level of awareness of seriousness of problem
2. Increase reporting (professional and lay)
3. Increase involvement of local public and private groups
4. Suggested themes:
  - a. We all have capacity to be abusive
  - b. Parents are too often the victims of life itself, haven't learned to cope
  - c. Don't take your problems out on your child

SOUTH CAROLINA

1. Increase reporting
2. Increase level of awareness of problem (professional and lay)
3. Suggestions:
  - a. Focus on keeping child in the home
  - b. Indicate where to call for help

SALVATION ARMY, CLEVELAND OHIO

1. Focus on the abused child and the abusing parent (both need help)
2. Educate public on the various services available to the total family unit through the center

STEARNS COUNTY SOCIAL SERVICE CENTER, ST. CLOUD, MINNESOTA

1. Create public understanding of abuse and abusers
2. Increase reporting
3. Identify mandated reporters

JACKSON COUNTY, MICHIGAN

1. Sensitize public on seriousness of problem of abuse/neglect
2. Increase reporting
3. Provide information on services available
4. Educate public on the law

ARKANSAS

1. No defined objective, however, increase in reporting should be encouraged in order to build a more effective organization with better services

FAMILY RESOURCE CENTER, ALBUQUERQUE, NEW MEXICO

1. Encourage parents to seek help
2. Educate public on the seriousness of the problem
3. Cause a change in public attitude on child abuse/neglect
4. Show abuse/neglect as having two victims: child and parent
5. Encourage reporting

IOWA

1. Cause a change in attitude toward child abuse/neglect on part of the public
2. Identify child abuse/neglect
3. Increase reporting

NEBRASKA

1. Prevention
2. Raise level of awareness of the problem
3. Increase reporting

MONTANA

1. Focus on abuse and neglect
2. Help parents understand difference between abuse and discipline
3. Show abuser as an individual who needs help, and who can be helped
4. Focus on abusing parents and resources available to them
5. The public has an obligation to get involved in reporting, not to punish the parents but to help the family
6. Show that nothing "bad" happens if you report
7. Show ca/n as a "societal" issue
8. Prevention
9. Encourage reporting

URBAN INDIAN CHILD ABUSE RESOURCE CENTER, OAKLAND, CALIFORNIA

1. Increase reporting
2. Increase the number of Indian foster homes
3. Acquaint population served by Center with the various services available
4. Build image of the Center as a source of help for the Bay Area Indian population

NORTHERN NEVADA CHILD NEGLECT AND TRAUMA CENTER, RENO, NEVADA

1. Acquaint the public with the local resources
2. Educate public on the seriousness of the problem and on the self-perpetuating characteristics
3. Educate public on the fact that there are times when any family can need help and that this is nothing to be ashamed of

SCAN, SPOKANE, WASHINGTON

1. Prevention
2. Educate the public on the nature and seriousness of the problem

YAKIMA INDIAN RESERVATION, TOPPENISH, WASHINGTON

1. Get to the family before abuse/neglect occurs
2. Relieve the stresses that cause abuse/neglect
3. Educate the family as to types of assistance available
4. Focus on importance of grandmother in child care

TEXAS MIGRANT COUNCIL, LAREDO, TEXAS

1. Increase public awareness of the seriousness of the problem
2. Encourage reporting (of others and self)
3. Increase number of foster parents available
4. Educate parents on the difference between discipline and child abuse

NCCAN PUBLIC AWARENESS MATERIALS

TV COMMERCIALS

6 English

2 Spanish

Transcript as  
Mixed: 5/10/76

TWO THOUSAND CHILDREN - 30 seconds

Spot opens with an overhead view of several children talking to each other. Camera begins to reveal other children running, laughing and playing games. Slow zoom back reveals a playground filled with children. We hear snatches of conversations, yelling and laughter. Voice over begins . . .

NARRATOR: For centuries children died of smallpox, polio and typhoid.

Today, medical research can control these diseases.

But there is one major killer of children that science alone can't cure. It's called child abuse.

Scene dissolves to an empty playground. There is total silence except for a wind blowing . . .

NARRATOR: Last year 2,000 American children died of abuse and neglect. That's six every day. This time there is no miracle drug. Only people can help.

SUPER OVER EMPTY PLAYGROUND: "ONLY PEOPLE CAN HELP"

LOCAL TAG: 5"

Transcript as  
Mixed: 5/10/67

THE CRIB - 30 seconds

The scene is a child's bedroom, dark except for a small light over a crib. The camera moves through an open door into the room. It continues to move slowly around, picking up details of a few scattered toys, finally coming to rest on the empty crib.

Voice-over we hear the distraught voice of a woman.

WOMAN: When John was here we fought all the time, but now he's gone and there's only the baby. It's always his needs . . . He cries and I want to hit him -- make him realize I need someone too. . .

. . . and then afterwards I'm scared of what I've done and I'm ashamed . . .

IMAGE OF CRIB DISSOLVES TO BLACK. IN AN INSERT WE SEE HAND COVERING ANOTHER HAND IN A SYMBOL OF SYMPATHY AND HELP.

NARRATOR: Being a parent is a tough job. Don't be afraid to get help.

IN WHITE UNDER THE IMAGE OF THE HANDS: "DON'T BE AFRAID TO GET HELP."

LOCAL TAG: 5"

FAMILY ALBUM - 30 seconds

Hand slowly opens the cover of a family photograph album.

CAMERA MOVES IN ON PHOTO OF PREGNANT MOTHER

NARRATOR: You can neglect a child -- even before birth by neglecting yourself . . .

Without adequate foods a baby's body won't grow normally . . .

PAGE TURNS AND CAMERA MOVES IN ON PHOTOS OF BABY

NARRATOR: Without medical checkups and the right shots, little children can catch big diseases.. .

PAGE TURNS AND CAMERA MOVES IN ON PHOTO OF TODDLER

NARRATOR: Every year hundreds of children die accidentally because someone isn't at home. . . .

PAGE TURNS TO REVEAL A BLANK PAGE

NARRATOR: It's even possible to neglect a child to death. It doesn't have to happen

DISSOLVE TO BLACK WITH WHITE TYPE: "IT DOESN'T HAVE TO HAPPEN"

LOCAL TAG: 5"

THREE CHILDREN ALONE - 60 seconds

Three children, one about 8 years old, one 4 and one an infant, have been left alone in a middle-class apartment. The older child is wandering from room to room with toddler following him. A clock shows that it is late. A baby is crying in the background, but there is obviously no one else at home. The whole scene has a feel of neglect. The smaller child is tugging at his older brother's sleeve as his brother lights the burner to heat milk for the baby.

TARA: Johnny, Johnny! I'm hungry Johnny!

JOHNNY LOOKS IN THE REFRIGERATOR, FINDING NOTHING.

JOHNNY: There are no cookies left.

TARA: How come?

JUST THEN THE BABY CRIES LOUDER AND JOHN, WITH TARA TRAILING ALONG GOES TO THE BABY'S ROOM

TARA: Johnny why's the baby crying?

JOHNNY STRUGGLING TO PICK UP THE BABY AND COMFORT HIM REALIZES THAT TARA HAS RUN OFF TO THE KITCHEN

JOHNNY: Tara! Tara!

IN THE KITCHEN TARA HAS FOUND THE MATCHES ON THE STOVE

JOHNNY (STILL IN BEDROOM): Tara!

NARRATOR: Even if they don't go hungry . . .  
Even if the house doesn't burn down . . .

TARA IS NOW TRYING TO LIGHT A MATCH

NARRATOR: These three children have already been scarred by emotional neglect . . .

JOHNNY (SOUND FADING DOWN): Tara! Tara! Come here right now!

FREEZE FRAME ON JOHNNY HOLDING THE BABY, TRYING DESPERATELY TO COPE WITH THE SITUATION.

NARRATOR: But their parents won't see it when they come home.

It doesn't have to happen.

DISSOLVE TO BLACK: IT DOESN'T HAVE TO HAPPEN

LOCAL TAG: 5-7 "

COLICKY BABY - 60 seconds

(Note: underlined words set in type)

Lower middle class house...realistically furnished with mixture of old and new things...dining room table is empty of food but slightly cluttered and with a used coffee cup and saucer...half-smoked cigarette in saucer. No food cooking in kitchen area...rest of house is cluttered and neglected. Outside, wind blows rain against window.

We hear a squalling baby as if suffering from colic...also soothing noises from a woman...now we hear footsteps...impatient rattling of keys...finally the door bangs open.

A man, mid-twenties (Phil), soaked and tired and shivering, comes in.

PHIL: (as he walks in) Boy, am I beat.

Looks around and sees that stove is empty. His frustrations at getting home late, of working overtime, suddenly culminate in a fit of anger.

PHIL: Oh no, not again. Barbara! Where's dinner?

BARB: (coming in from another room) Where's dinner, where's dinner? What's all you think about. What about me? I haven't had one minute to spare. The baby's still sick and I don't know what to do.

PHIL: So what am I supposed to do -- starve to death every time that baby gets sick? What about me working overtime every day so that we can pay for this house? I'm sick and tired of you using that baby as an excuse. What do you do all day anyway? Look at this place -- it's a mess.

BARB: Don't touch me!

Baby howls louder than ever. Barbara, caught between starting dinner and tending to the baby, looks anxious.

PHIL: Look, forget dinner. Will you shut that kid up!

BARB: (slams down pot) You don't understand...

PHIL: Understand? You think I don't understand? Listen, let me tell you something. One thing I do know is how to make that baby shut up...

BARB: Oh no...

LONG DISSOLVE TO BLACK AS PHIL RUSHES FROM ROOM

TAG: When everything goes wrong, don't take it out on your child.  
Call us for help.

WHITE TYPE ON BLACK: CALL US FOR HELP

LOCAL TAG: 5"

NCCAN  
TV Spot #6

Final Approved Version  
Recorded 8/6/76

CHILDREN'S DRAWINGS

30 seconds  
Color

VISUAL: The camera pans slowly along a school bulletin board. There are various displays posted: Homework papers, attendance lists with gold stars, and pictures by the children. The camera lingers over these details as we hear in the background the sound of children's voices, and finally perhaps a teacher calling the class to order. The camera moves slowly in on the last child's drawing, clearly reflective of the isolation and pain of a neglected child.

NARRATOR: It's hard to draw a picture of neglect. But it exists. And today in America thousands of children suffer from serious lack of care.

Some children will die from it--others will be scarred physically and emotionally.

Neglect may not leave scars we can see--but it can affect the way a child sees himself and the world around him--and that affects us all.

LOCAL TAG: To get help or give help ...

2,000 CHILDREN (SPANISH)

Spot opens with an overhead view of several children talking to each other. Camera begins slow zoom back to reveal large playground-type area filled with approximately 2,000 kids. Soundtrack is filled with snatches of conversations, yelling and laughter. Man's voice-over begins...

NARRATOR: Por siglos los niños murieron de viruela, polio y tifoidea.

Hoy, la ciencia médica puede controlar estas enfermedades.

Pero hay una causa mayor de muerte infantil que la ciencia sola no puede curar: el maltrato de niños.

Scene dissolves to an empty playground. There is total silence, except perhaps for a wind blowing...

NARRATOR: El año pasado 2,000 niños en Estados Unidos murieron por maltrato y negligencia. Seis niños cada día. Para esto no hay medicinas. Sólo la gente puede ayudar.

LOCAL TAG: 5"

Spot #4 -- THE CRIB (SPANISH)

The scene is a child's bedroom, dark except for a small light over a crib. The camera moves through an open door into the room. It continues to move slowly around, never stopping, picking up details of a few scattered toys. All this time we hear a baby crying. It is a disturbing sound with perhaps an element of pain or terror in it.

Voice-over we hear the distraught voice of a woman, obviously near tears herself.

"Cuando Juan estaba aquí peleábamos constantemente, pero él se fue y sólo me queda el bebé. Estoy siempre pendiente de él. Llora...y siento deseos de sacudirlo. El no sabe que yo también necesito a alguien. Me pongo tan furiosa que me ciego..."

Image of crib dissolves to woman talking to a sympathetic listener.

"...y después me da miedo de lo que he hecho...me siento avergonzada..."

FREEZE on her face

TAG: Ser madre o padre es difícil. Cuando necesite ayuda, pídale.

NCCAN PUBLIC AWARENESS MATERIALS

RADIO COMMERCIALS

5 English

1 Spanish

**CONTINUED**

**1 OF 2**

RADIO SPOT: EMERGENCY ROOM

Background sounds of emergency room, distant sirens, paging system etc.

NARRATION:

DOCTOR: Age about 18 months ... there's a fractured left femur ... Hold his head -- possible subdural hematoma. Intensive Care immediately. I'll be right up.

NURSE: Medication Doctor?

DOCTOR: Not yet. Alert surgery.

NURSE: Right away.

DOCTOR: Now, how did this happen?

PARENT: He fell from his highchair.

DOCTOR: But Mrs. Evans, -- isn't that what you said the last time?

NARRATOR: Two thousand American children die from neglect and abuse every year. So if you don't think it's a problem, perhaps you'd better think again.

RADIO SPOT: TESTIMONIAL

PARENT:

It's rage, It's blind rage.

You know it's a baby, but the rage is so great that you stop thinking.

You stop behaving as a rational being, and you want to strike out.

You want to stop the incessant crying.

You know that there's something wrong ... you want to do something to help and you don't know what.

I know of specific instances where help being available has prevented severe damage to a child.

It means a lot ... it means a lot to all of us to know that there's somebody there who can help.

TAG:

As this man knows, the problems of being a parent can be just too much to handle all by yourself.

If you need help, call us.

Revised Transcript  
5/10/67

RADIO SPOT: CYCLE

NARRATOR:

Children who are neglected and abused carry scars for the rest of their lives.

Some of them may even become criminals. But the damage done doesn't end there.

For abused and neglected children are those most likely to become neglecting and abusing parents.

A cycle . . . not a cycle of nature, but rather a cycle of human failure.

And only your awareness of the problem, and your concern will ever break it.

Revised transcript  
5/10/76

RADIO SPOT: 2,000 CHILDREN

EFFX: SOUND OF CHILDREN PLAYING

NARRATOR:

In many ways we're lucky. Things that used to kill thousands of our children every year -- smallpox, polio, scarlet fever -- science has given us cures for most of them.

But one of the major killers of children is something that science alone can't cure. It's called child abuse.

Last year 2,000 American children died from abuse and neglect. That's six every day. (EFFX FADE OUT)

So if you think it isn't your problem, I hope you'll think again.

Approved  
As recorded 3/25/76

RADIO SPOT: A MOTHER SPEAKS

NARRATION:

WOMAN: The hardest thing is the isolation.

I mean, I'm here with my kid all day. Alone.

And he can't talk to me. All he does is cry.

Sometimes I want to hit him. I know he's helpless, but so am I!!

So I get angry... and I'm afraid of what I'll do...

NARRATOR: Being a parent is one of the toughest jobs in the world, but taking it out on your child isn't the answer. If you need help, call us.

A MOTHER SPEAKS

WOMAN:

Lo más difícil es la soledad.

Estar sola el día entero con este niño.

El ni tan siquiera me puede hablar. Todo lo que hace es llorar.

A veces siento deseos de pegarle. Sé que esta indefenso. Pero yo también lo estoy!

Por eso me enfurezco y tengo miedo de lo que pueda hacer.

NARRATOR:

Ser madre o padre es una tarea difícil. Pero desquitarse con su hijo no es la solución. Si necesita ayuda, llámenos.

NCCAN POSTERS

Actual size: 11" x 14"

**Being  
a parent is  
one of the  
toughest jobs  
in the world.**

Everyday pressures can become unbearable.  
Sometimes you may stress out on someone you love—  
your child perhaps. We're here to help.

To get help or give help call  
**(505) 262-1911**  
FAMILY RESOURCE CENTER

**There are  
two victims  
of child abuse  
and neglect.**

**1. The child.  
2. The parent.  
Both need help.**

To get help or give help call  
**(505) 262-1911**  
FAMILY RESOURCE CENTER

**2000 children  
will die this year  
from child abuse  
and neglect.**

(That's more than Typhoid Fever,  
Diphtheria, Scarlet Fever, Polio,  
and Smallpox combined. There  
is no vaccine. Only you can help.)

To get help or give help call  
**(505) 262-1911**  
FAMILY RESOURCE CENTER

NCCAN NEWSPAPER ADVERTISEMENTS

Actual sizes: 200 lines  
60 lines

**Being  
a parent is  
one of the  
toughest  
jobs in  
the world.**

Everyday pressures can become unbearable. Sometimes, you may strike out at someone you love—your child perhaps.

Many parents need someone to turn to...someone who understands...someone who will listen and try to help.

If you need help, or know of someone who does, call us. All contacts are confidential.

To get help, or give help, call  
**(505) 262-1911**  
FAMILY RESOURCE CENTER

**There  
are two  
victims  
of child  
abuse and  
neglect.**

One of them is the child. The other is the parent. Both need help. When everyday pressures become too great, many parents strike out at someone they love...a child, perhaps.

Many abusing parents were themselves abused as children. They need someone to turn to...someone who will help them cope with pressures in a different way.

If you need help, or know of someone who does, call us. All contacts are confidential.

To get help, or give help, call  
**(505) 262-1911**  
FAMILY RESOURCE CENTER

**2000  
children  
will die  
this year  
from child  
abuse and  
neglect.**

That's more than Typhoid Fever, Diphtheria, Scarlet Fever, Smallpox and Polio combined. It's one of the leading causes of death in children under age 15.

There is no vaccine for this, but families in distress can be helped.

If you need help, or know of someone who does, call us. All contacts are confidential.

To get help, or give help, call  
**(505) 262-1911**  
FAMILY RESOURCE CENTER

20 SITES	APPROXIMATE STARTING DATE	MEDIA MATERIALS TO BE USED			COMMENTS
		TV	Radio	Print	
BUREAU OF CHILD AND FAMILY SERVICES Concord, New Hampshire	January, 1977	X	X	X	In process of hiring someone to coordinate program.
DIVISION OF YOUTH AND FAMILY SERVICES Monton, New Jersey	September, 1976	X	X	X	Starting with TV only; will phase in other materials throughout 1977.
TERRITORY DEPARTMENT OF SOCIAL WELFARE St. Thomas, Virgin Islands	Fall of 1977	X	X	X	Hiring and training of staff to be completed by July, 1977.
BUREAU OF CHILD PROTECTIVE SERVICES Virginia Department of Welfare	September, 1976	X	X	X	Using TV and Radio at this point.
LEHIGH COUNTY/NORTHAMPTON COUNTY CHILDREN'S BUREAUS Allentown, Pennsylvania	September, 1976	?	X	?	Using radio; <u>may</u> phase in TV and print.
NORTH CAROLINA DEPARTMENT OF HUMAN RESOURCES Raleigh, North Carolina	January 1, 1977	X	X	X	Planning and coordination underway.
SOUTH CAROLINA DEPARTMENT OF SOCIAL SERVICES Columbia, South Carolina	October, 1976	X	X	?	Using one radio spot only; will phase in other materials, one piece at a time.
STEARNS COUNTY SOCIAL SERVICE CENTER St. Cloud, Minnesota	August, 1976	X	X	X	
SALVATION ARMY Cleveland, Ohio	January 1, 1977	X	X	X	Twenty-four hour registry office being established.
MICHIGAN DEPARTMENT OF SOCIAL SERVICES Jackson County, Michigan	August 1, 1976	X	X	X	

20 SITES	APPROXIMATE STARTING DATE	MEDIA MATERIALS TO BE USED			COMMENTS
		TV	Radio	Print	
FAMILY RESOURCE CENTER Albuquerque, New Mexico	October, 1976	X	X	X	
ARKANSAS SOCIAL SERVICE DIVISION Little Rock, Arkansas	Unknown	X	X	X	Staff training a priority; is scheduled for Spring of 1977; campaign may follow that.
IOWA DEPARTMENT OF SOCIAL SERVICES Des Moines, Iowa	"Any Day"	X	X	?	Will tag materials with a number supplied by State's Emergency Transportation Services.
IOWA DIVISION OF SOCIAL SERVICES Lincoln, Nebraska	Unknown	X	X	X	Other priorities at this time; new protective service staff.
MONTANA SOCIAL AND REHABILITATION SERVICES Helena, Montana	November, 1976	X	X	X	Local workers have been prepared; materials being tagged.
CALIFORNIA INDIAN RESOURCE PROJECT Oakland, California	Unknown			?	No funds available; hope to use one poster.
NORTHERN NEVADA CHILD NEGLECT AND TRAUMA CENTER Reno, Nevada	"Any Day"	X	X	X	Cross-agency cooperation established; will purchase crisis line service; preplanning has been completed.
WASH. (Suspected Child Abuse and Neglect Program) Spokane, Washington	September, 1976	X	X	X	
WASHINGTON INDIAN PROJECT Wenatchee, Washington	October, 1976			X	
TEXAS MIGRANT COUNCIL Laredo, Texas	October, 1976	X	X	X	Using 21 radio scripts; will use Spanish TV only.

# MEMORANDUM

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE  
OFFICE OF THE SECRETARY

TO : Regional Child Abuse and  
Neglect Specialists

DATE: MAY 13 1976

FROM : Director, National Center on Child  
Abuse and Neglect

SUBJECT: Dissemination Planning for Public Awareness Materials

The National Center on Child Abuse and Neglect has attempted to create public awareness materials which will further the cause of child protection and help bring together families who need help with the helping services they need. Now, NCCAN seeks to develop and implement a careful approach to the use of these materials by appropriate agencies.

NCCAN has defined the following criteria for the dissemination of its public awareness materials:

1. The materials should have the broadest possible dissemination.
2. Since four of the six television announcements are expected to generate self-referrals, the agencies sponsoring them should have the capacity to respond with appropriate direct services or with careful and sensitive referrals.
3. The role of the State public agency with mandated responsibility for receiving reports and making investigations should not be undermined by the use of these materials.
4. Coordination among service agencies and various jurisdictions reached by local media announcements must be planned in advance of the public awareness program to avoid duplication and to avoid confusion on the part of those seeking help.

To meet these criteria, NCCAN has developed the following general framework for a dissemination plan:

1. State agencies mandated to deal with child abuse and neglect cases will have the responsibility of insuring that a careful process for selecting public awareness program sponsors occurs. The objective of the selection process should be to insure local coordination among agencies and across jurisdictional lines in the area covered by the television or radio stations and to insure that the program sponsors have a demonstrated and present capacity to respond to the expected volume of self-referrals.

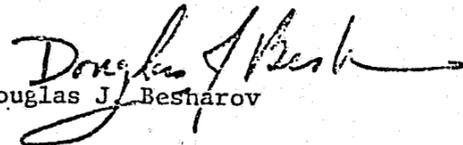
RECEIVED  
MAY 17 A.M.

D. A. DAVIS, CONSULTANT

- 2 -

2. The State agencies will work with their Federal Regional Offices of Child Development (Child Abuse and Neglect Specialists), with the assistance of NCCAN's Demonstration Resource Projects, in the selection process.
3. On the recommendation of the State agency, made in association with the Regional Office, NCCAN will prepare or have prepared public service television and radio announcements with five-second, visual and voice-over tag-lines for the individual sponsoring agencies. (E.g., "To give help or to get help, call the Family Help Center, (200)555-0000.") Customized posters will also be available for order. The sponsoring agency will purchase the materials from NCCAN or another source at the cost of duplicating them and preparing the tag-lines. We do not expect the cost of preparing TV and radio materials to exceed \$250 for the entire set.

The experiences of the twenty field test sites in the use of these materials will provide the basis for a nationwide dissemination plan to meet the criteria which have been established. This dissemination plan will be developed in consultation with each of you.

  
Douglas J. Besharov

cc: Regional OCD Directors  
William Moore, Joseph A. Davis Consultants, Inc.

**END**