

Building Healthy Communities and Preventing Child Neglect

EXPAND THE CONVERSATION



PREVENTING CHILD NEGLECT will require effective messaging to increase public support for policies and programs that improve children's lives. We must expand the conversation to help people see that we have a collective, public responsibility for our children.

MESSAGES *to Mobilize Support*

"Together we can do more."

"Each of us has been helped by someone in our lives. It is our responsibility to give back."

"The whole community benefits when children grow up to be healthy, productive adults."

The Community Connection

Focus on the big picture:

- It's everyone's responsibility. Communities are ultimately responsible for welfare of children.
- It's not just nice to do. It's necessary for the long-term success of the community.
- Communities benefit from addressing child neglect by producing safer, happier children and families.

Use Solution-Oriented Stories

To help change minds and build:

- More support for children's policies
- More support for government action
- More support for public investment
- Higher priority for children's programs

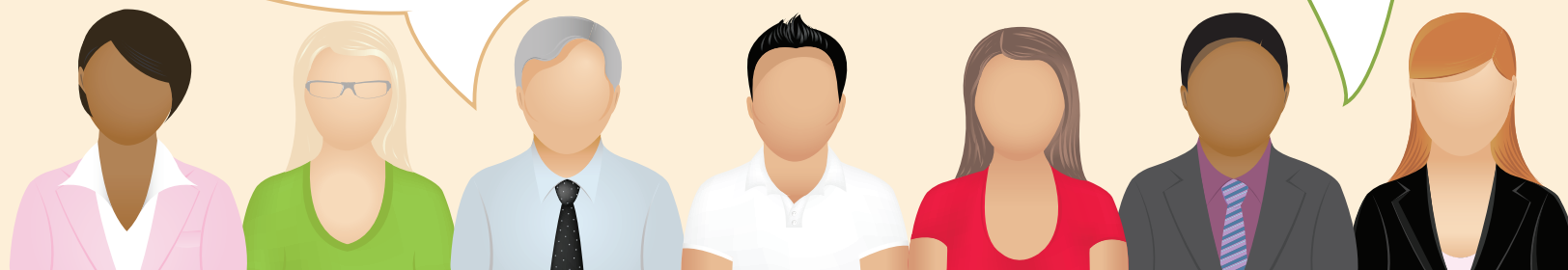
Order Matters

- Start with BIG ideas
- Then move to issue types
- Only after first two, speak about specific policies, programs and solutions

Explain the link between cause and solution. Do not assume people can connect the dots.

Change the Dialogue

- Raise political awareness about poverty.
- Create messages that challenges the notion that support to families is coddling them.
- Move discussion from incriminating parents to examining context and communities in which parents are trying to raise children safely.



Now for the **QUICK OVERVIEW**

One Minute to Say It All **ELEVATOR SPEECH**

Everyone Needs an Elevator Speech

An elevator speech is essential for communicating the preventing child neglect message quickly, clearly and distinctly. A good pitch:

- Should be no longer than 60 seconds or about 200 words
- Takes planning and practice

Think of your elevator speech as an executive summary that provides a quick overview of the Preventing Child Neglect Initiative and why it is going to be successful.



"I work to prevent child neglect."

"Tell me more."

Key Components of a Quality Elevator Speech

- 1 **What problem are you trying to solve?** Does your elevator speech address meeting children's basic needs?
- 2 **Keep it simple.** Use plain English and avoid buzzwords.
- 3 **Would people want to know more?** Think about the issue in a different way. Does your pitch invite interest?
- 4 **Does it invite passion?** If you are excited, your listeners will be too.

To learn more about building healthy communities and preventing child neglect, visit <http://ctfalliance.org/neglect>



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