Sample Public Service Announcements for Child Abuse Prevention

Do you know your local radio station folks? If not, go meet them! These are some sample PSAs you can ask your radio station to broadcast during April, Child Abuse Prevention Month. You can substitute local contact information in place of the “Call 1-800-CHILDREN for more information” in any of these samples.

PSA 1 (10 Seconds) Today’s children are Minnesota’s future leaders, parents, and workers. Our state’s future prosperity depends on their healthy development and growth. Call 1-800-CHILDREN for more information.

PSA 2 (30 Seconds) Today’s children are Minnesota’s future leaders, parents, and workers. Our state’s future prosperity depends on their healthy development and growth. With the support of engaged communities and nurturing families, all of Minnesota’s children can thrive and have the opportunity to grow into caring, contributing, and healthy adults. Call 1-800-CHILDREN for more information.

PSA 3 (60 Seconds) Minnesota’s future prosperity depends on our ability to produce strong caring children who can lead tomorrow’s communities. If we expect solid outputs we have to invest in solid inputs. The latest science says that nurturing relationships early in life literally build the architecture of maturing brains and establish the foundation for all future development. Unfortunately, for many kids, exposure to “toxic stress” can undermine that development. We can work together to nurture healthy children and thriving communities. Call 1-800-CHILDREN to find out more about what you can do to help.

The Wakanheza Project PSA 1 (10 Seconds) Next time you’re in line at the store and a parent is having a hard time with their child, offer them a smile and to let them ahead of you in line. Call 1-800-CHILDREN to learn more.

The Wakanheza Project PSA 2 (30 Seconds) “Wakanheza,” the Dakota word for child, translates as “sacred being.” Think about what our community and world would look like if we all regarded and treated children and young people as sacred beings. Let’s start now. Call 1-800-CHILDREN to learn more.

Source Material:
• Frameworks Institute www.frameworksinstitute.org
• Prevent Child Abuse North Carolina www.preventchildabusenc.org
• The Wakanheza Project www.co.ramsey.mn.us/ph/hb/wakanheza.htm