

Media Pitch

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Media Outreach: Reporter Carly Gordon of WSMV-TV- Channel 4 is the target. Besides television viewership, the channel has 483,266 Facebook page likes and 211, 200 followers on Twitter.

Key publics: Teachers, school administrators, daycare owners, religious center youth group leaders, law enforcement, and counselors.

Medium this will be sent by via email:

Dear Carly Gordon,

Reported cases of child abuse in the state of Tennessee increased from 62,424 to 71, 216 between 2011-2015. To address this issue, the Monroe Carell Jr. Children's Hospital at Vanderbilt has partnered with the Children's Advocacy Centers of Tennessee to host free summer workshops on spotting the signs of child abuse, reporting the case, and working with social workers. The program is open to teachers, daycare workers, healthcare providers, law enforcement, and religious youth group leaders, who might encounter an abused child.

According to Childhelp.org, children who are abused are 9 times more likely to be involved in criminal activity as an adult. The workshops are being offered due to people not being able to attend the statewide Connecting for Children's Justice Conference in the fall. Children's Advocacy Centers of Tennessee are hosting workshops throughout the state of Tennessee. The Nashville workshops will be held at Vanderbilt University School of Medicine in 4131 MRBIII conference room every Wednesday from 1 p.m.-5 p.m. during the month of July.

Please feel free to reach out to me or the board of the Children's Advocacy Centers of Tennessee for an interview so we can help abused children within Tennessee.

Thanks,

Emma Hawes

Citations

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Kids Count data center. (2017). Reported Child Abuse Cases. The Annie E. Casey Foundation.

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THE SIGNS OF CHILD ABUSE



QUESTIONABLE BEHAVIORS

PROVOCATIVE BEHAVIOR

The use of sexualized language and behaviors might be displayed by a child who has been abused.

UNEXPLAINED INJURIES



Children might tell stories about how they got injured that do not make sense. Unexplained burns, bruises, or cuts might be on children who are abused.



LACK OF HYGIENE

Adults might not tend to a child's hygiene or appearance. An abused child might have bad body odor, bad breath, and clothes, which are not suitable for the weather.

CHANGES A CHILD MIGHT SHOW



PERFORMANCE IN SCHOOL

Adults might try to hide a child's injury by preventing them from going to school. Abused children may have difficulty concentrating in school.

EATING PATTERNS

Weight gain or weight loss are signs of abuse. A child's eating behaviors can be changed by stress, fear, and anxiety.



MOOD

Abused children often appear scared, anxious, depressed, withdrawn, or more aggressive. A child's behavior can be changed by abuse.

SLEEP PATTERNS

Children who are abused might seem tired or fatigued as a result of frequent nightmares or have difficulty falling asleep,



BY THE NUMBERS



One in ten children will be sexually abused before they turn 18.

140,000

Calls received for Child Abuse Hotline last year for Tennessee's Department of Children's Services

9

The median age for reported abuse.