**[Insert Organization’s Logo]**

**Contact Information:**

***Name***

***Organization***

***Phone Number***

***Email Address***

**[Date]**

**Press Release**

*For Immediate Release*

**[County/Community] Encourages People to Support Children’s Mental Health during Child Abuse Prevention Month**

**(CITY, STATE)**—***[Organization/group]*** and Prevent Child Abuse Iowa are joining communities across the state this month in celebrating the importance of social connections and working to strengthen social-wellbeing during Child Abuse Prevention Month in April. Agencies and individuals across sectors are encouraged to know the warning signs of children’s mental health issues to support community efforts to improve mental health development for children.

Mental health is connected to social, emotional, and cognitive development and is a foundation for a healthy life, healthy community, and healthy state. When children’s mental health needs are met, they are more likely to do better in school, graduate, and more likely to be healthy, productive adults in our community.

Caring and supportive relationships are the keys to strengthening social well-being, a primary indicator of overall health and essential factor in preventing child abuse and neglect.

To promote caring connections and strong communities during Child Abuse Prevention Month, (name of organization/group) will (activity planned) on (time, date).

“We will be at (location) on (date) to bring attention to the simple ways you and I can create caring connections in our community,” said (spokesperson name, title). “Our children are our future and if we take action not just in April but every day, we can go a long way toward creating stronger communities where abuse and neglect never occur.”

The architecture of a child’s brain is built over time. Adverse Childhood Experience (ACEs) such as community violence or parental substance abuse can damage brain architecture, but secure, loving relationships, stimulating experiences, and healthy environments can build a solid foundation to support children into adulthood. Health promotion, prevention, and early intervention for children’s mental health needs, particularly when experiencing ACEs, is essential to aid in healthy development.

Social supports and caring connections strengthen families, mitigating the negative outcomes of childhood trauma and reduces the risk of child abuse or neglect. Connected communities have lower crime rates, better physical and mental health, and less money is spent on treating social problems.

(Organization/group) works to prevent child abuse by (explain how your prevention activities help strengthen families or support children). The program name reaches (number of children/parents) each year, creating the connections (community name)’s children need to grow into healthy adults.

During April, (Organization name) invites community members to get involved by (provide more details about your Prevention Month campaign activities and how people can get involved. Explain how this correlates to preventing child abuse in your region of the state.)

Community members can take action for child abuse prevention year-round by (offer a couple of actions people can take to support your work throughout the year and how they can follow up about these opportunities.)

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**About (Name of your organization)**

Include information about your council/organization such as:

* When it was founded
* Who it serves
* Programs it administers
* Its mission
* Contact information such as phone number and website

**About Prevent Child Abuse Iowa/Connections Matter**

Since 1975, Prevent Child Abuse Iowa has served its mission of leading child abuse prevention efforts in Iowa by building awareness, providing assistance, and promoting advocacy. It is the only statewide organization dedicated to preventing child abuse and the only consistent voice for child abuse prevention during the state legislative session. Prevent Child Abuse Iowa manages state and federal grant programs that contribute financial support to community groups that provide services to families. Prevent Child Abuse Iowa is based in Des Moines, but has partnerships in nearly every county throughout Iowa. It is an affiliate of Prevent Child Abuse America. For more information, call (515) 244.2200, or visit [*www.pcaiowa.org*](http://www.pcaiowa.org).

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