



Story Angles for the Media

A Look At The System

A series of news stories that takes a look at the entire child abuse intervention process by following a victim throughout every stage. From reporting to assessing to investigating to prosecuting to treatment – a look at what the child victim endures, the impact on the family, and the differences made by the multi-disciplinary team approach endorsed by National Children's Alliance and enforced by local Child and Children's Advocacy Centers (CAC) around the country.

National Child Abuse Prevention Month

Child Abuse Prevention Month takes place annually in April. What is the outlook for victims of child abuse today? Discuss innovative therapeutic interventions being used by local CACs around the country. Educate parents as to what to look for and what to teach their children. Build awareness of the problem on a local, regional and national scale. Use the NCA's multi-disciplinary approach as a model for the nation's assessment centers.

What is a forensic interview and why does it work?

Discuss how the forensic interviewing process has changed over the years and highlight the benefits of forensic interviews (i.e. children only go through one interview; information gathered is more credible for prosecution purposes).

The healing process and new approaches to therapy

Discuss the multiple treatment modalities and innovative therapeutic interventions endorsed by National Children's Alliance and utilized by local CACs with victims, siblings and non-offending caregivers.

Sexual solicitation on the Web

What can be done to prevent a child from being lured into an inappropriate relationship or viewing inappropriate materials online? Signs to look for; tips for parents – utilize the National Children's Alliance as a resource for finding credible sources for local stories.

"Before and After"

An in-depth, comparative look at how a sexual abuse case was handled in the past (at the local or national level) and how it is currently handled by CACs around the country. Feature a local CAC in your area and discuss all of the on-site services offered. A detailed look at how the multi-disciplinary approach benefits the child victim and his/her family. This human interest angle would serve as positive supporting evidence of the evolution of the system.

Educating our children about sexual abuse

A story on National Children's Alliance's proactive approach to encouraging community education and abuse prevention tactics. Highlight the need for more education in your community's schools and utilize National Children's Alliance to offer strategies for achieving this goal.

Tips to keep children safe / Educating children about "body safety"

A comprehensive list of tips for educating children on how to recognize and avoid abusive situations.

The evolution of the CAC model

Present how the Children's Advocacy Center model has evolved over the years by sharing personal stories of survivors and how the changing system has positively impacted these individuals.

"Sexting"

An in-depth story on the topic of "sexting" as it relates to child abuse issues. National Children's Alliance is connected with experts on this subject who can speak to the growing issue and methods for intervention and prevention.

Connecting child abuse with the economic recession

Although there are no hard statistics to prove this connection, a linkage can be drawn and experts on the subject can share opinions on why the economic downturn might be impacting increased numbers of child abuse cases.

Presenting facts on newly passed legislation

How will/does this legislation impact your organization and the children and families served?

NOTE: For additional supporting elements, please download the **National Children's Alliance Organizational Fact Sheet** and **Statistical Fact Sheet** available in the Online Press Room at www.nca-online.org.

For more information about these story angles and to request an interview with a National Children's Alliance or local Children's Advocacy Center representative, please contact:

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