

Sample Radio and Television PSA

60-second PSA

Each day, an average of three children die as a result of child maltreatment. Thousands more are abused or neglected in some form. Child abuse hurts on many levels, and no child is immune. But it can be prevented.

April is Child Abuse Prevention Month. This year, “Gateways to Prevention” is the theme.

The U.S. Department of Health and Human Services’ Children’s Bureau, Office on Child Abuse and Neglect, and Prevent Child Abuse America are working with children’s organizations across the country to raise awareness about what each one of us can do to help keep children safe.

You can provide a “gateway to prevention” by doing what you can to protect the children in your life and community—during April and throughout the year.

Raise the issue. Reach out to kids and families. Take action to help ensure that the children in your community are safe and sound.

For more information contact [INSERT LOCAL INFORMATION HERE].

30-second PSA

Each day, an average of three children die as a result of child maltreatment. Thousands more suffer from some form of abuse or neglect.

April is Child Abuse Prevention Month. During this month and throughout the year, [INSERT ORGANIZATION NAME] is dedicated to raising awareness about child abuse and neglect and what each one of us can do to help keep children safe.

Raise the issue. Reach out to kids and families. Take action to help ensure that the children in your community are safe and sound.

For more information contact [INSERT LOCAL INFORMATION HERE].