

WHY WE'RE HERE

Because all children deserve **happy, healthy childhoods**, free from abuse or neglect

Because, according to the CDC, the cost associated with **one** non-fatal case of child maltreatment is \$124 million over the child's lifetime

Because research proves that prevention is a **far more effective** use of resources than treating the effects of abuse or neglect after it occurs

*Yet, for every \$50 spent to treat abuse and neglect, **only \$1 is spent on prevention***

Because **11,289** Louisiana children were confirmed as victims of child abuse or neglect in 2016, **enough to fill the Pete Maravich Assembly Center** at LSU

*Of those, **41 children died** as a result*

Adverse Childhood Experiences (ACEs) include other household dysfunction, along with abuse and neglect, and are linked to a range of **long-term health impacts**, including heart disease, cancer, alcoholism and suicide

Prevention should be addressed **in every system** that affects children, including education, healthcare, faith-based, judicial, business and government

HOW YOU CAN HELP

Be a Nurturing Parent

Children need to know that they are safe, loved and capable of following their dreams. Hug them and tell them often.

Help a Friend or Relative

Offer to take care of children so their parents can rest or spend time with others.

Help Yourself

Take a time out when you feel overwhelmed, or talk to a trained KIDLINE counselor by phone (1-800-CHILDREN), text (225-424-1533) or online chat (pcal.org/KIDLINE). KIDLINE is available 24/7.

Volunteer as a Coach or Mentor

Children need adults they can trust and turn to for safety, support and guidance.

Report Suspected Abuse

If you have a reason to believe a child has been or may be harmed, call Louisiana's reporting hotline (1-855-452-5437) or your local law enforcement agency.

Donate

Your investment will support statewide initiatives to prevent child abuse and neglect before it happens. Call 225-925-9520 or visit <https://pcal.org> to find out how you can give.



Because our
CHILDREN
are our
FUTURE



Prevent Child Abuse
Louisiana™

WHO WE ARE

Since 1986, Prevent Child Abuse Louisiana has been dedicated to accomplishing the mission of preventing the abuse and neglect of Louisiana's children. We do that by focusing on three areas: programs and training, research and evaluation and advocacy and engagement.

As the local affiliate of Prevent Child Abuse America, PCAL is the only statewide nonprofit organization focused on the prevention of child abuse and neglect.

With your support, Louisiana is on its way to becoming a nurturing state whose children thrive and succeed without the threat of abuse or neglect.

Prevent Child Abuse America reports that only 27% of Americans believe they are engaged in child abuse prevention, but in reality:

- 80% are donating goods, money or time to an organization supporting children and families,
- 70% are volunteering with children through places of worship, schools and sports or academic clubs, and
- 56% are mentoring a child in their family, neighborhood or community.



WHAT WE DO

Programs and Training

- KIDLINE, 1-800-CHILDREN
- Nurturing Parenting Program
- Training Academy
 - Mandatory Reporter
 - Adverse Childhood Experiences
 - Prevention 101
 - Stewards of Children: Child Sexual Abuse Prevention
 - KIDLINE, parenting help by phone/text/chat
 - Community-Based Education in Nurturing Parenting
 - Trust-Based Relational Intervention

Research and Evaluation

Using the latest research to amend our services
Distributing research and best practices to others

Advocacy and Engagement

Raising awareness of prevention through Pinwheels for Prevention, the media, social media, campaigns and events

Building commitment to prevention with parents, businesses, the faith community, service providers, youth-serving organizations and all levels of government

Legislative advocacy

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 **Prevent Child Abuse**
Louisiana™

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