



KEEPING KIDS SAFE AND FAMILIES HEALTHY 2.0

Strategic Planning for a Public Awareness Campaign for Child Welfare

	FY 2012-13	FY 2013-14	FY 2014-15
Total Funds	\$60,313	\$0	\$0
General Fund	\$60,313	\$0	\$0

Summary of Request

The Department of Human Services is requesting \$60,313 General Fund in FY 2012-13. This funding will allow the Department to hire a marketing firm to assess the best manner in which to conduct a child abuse and neglect awareness campaign. Based on the results of this assessment, the Department will submit a budget request in FY 2013-2014 to fund a statewide marketing campaign. The Department is also requesting the ability to roll-forward any funding not spent in FY 2012-13 to FY 2013-14.

Problem/Opportunity

Currently, public awareness and outreach related to child abuse and neglect are conducted by both the counties and the State on an ad hoc basis, but there has never been a statewide campaign to educate the public about child protection and reporting child abuse or neglect. Reporting child abuse and neglect is the first step in protecting at-risk children.

Proposed Solution and Anticipated Outcomes

The department proposes hiring a marketing specialist through a competitive bidding process who will:

- Determine the target audience for a mandatory reporter/public awareness campaign; identify what information should be communicated in a campaign and how to effectively communicate the information;
- Determine which forms of media will penetrate the intended audiences;
- Determine if a media campaign would improve public and mandatory reporter involvement in child protection
- Recommend the time frame, message and media forms that would be most effective, and
- Develop a cost projection to release the message/campaign statewide