



Children First of Athens-Clarke and Oconee Counties

Cale Ledford

ADPR 5920 Spring 2023

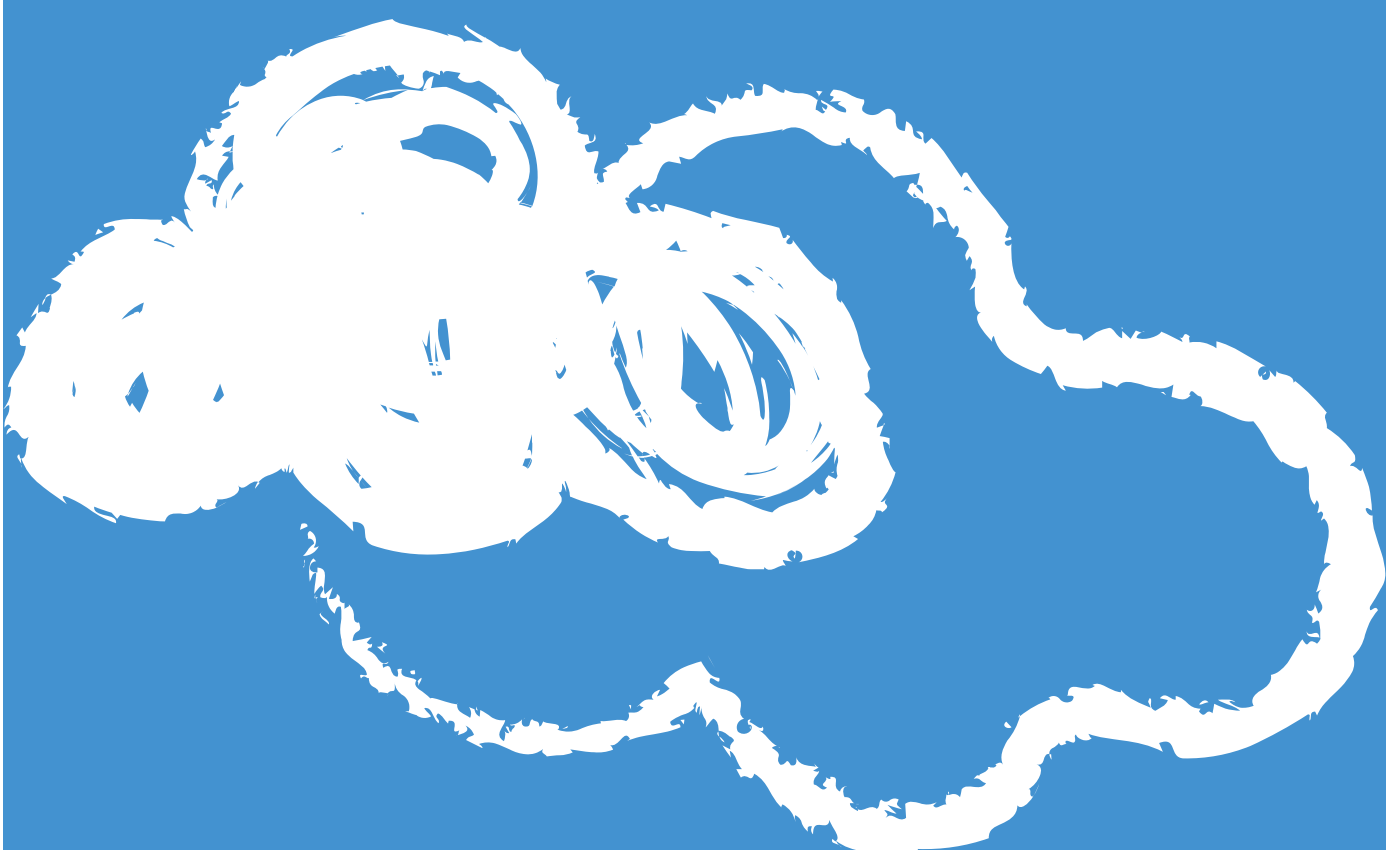


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Situation Statement

Client Outline

Client Overview

Founded in 1992, Children First of Athens-Clarke and Oconee Counties is a non-profit located in Athens, Georgia that aims to promote a safe space for children facing domestic and family issues. Children First acts as a liaison for many support services that children and families may need.



Industry and Services

Children First primarily operates in the realm of social work, as many of their services deal with domestic violence. One of the resources provided by Children First is Court Appointed Special Advocates or CASA volunteers. These volunteers work as mentors of children who have entered the foster care system. Children First also provides mentorship for non-custodial parents through their Supportive Parent and Access Resource Center or SPARC program. The SPARC program helps parents who do not have custody of their child build and maintain a relationship with them.

Children First also provides training and educational opportunities for families through their program SafeCare Home Visiting Services. Children First also does a great deal of fundraising to help support children who lack a strong home life in the local community. Needless to say, Children First does a great deal of hard work in Athens-Clarke and Oconee Counties.

Meet the Team

Children First has a full time staff consisting of ten people. On this page are the four main leaders in Children First. The next page will showcase the other six full time workers.



Susie Weller

Executive Director



Rob Turner

SPARC Program Director



Audey Lee

SafeCare Program Director



Emily Dant

Athens-Oconee CASA Program
Director



Cassandra Smith

Operations Director



Jon Kirkpatrick

Athens-Oconee CASA Program Support
Coordinator



Allison Lange

Athens-Oconee CASA Advocacy
Coordinator



Tasha Nicholson

Athens-Oconee CASA Advocacy
Coordinator



Courtney Thurston

Athens-Oconee CASA Advocacy
Coordinator



Imani Scott-Blackwell

SafeCare Home Visitor

Competitors

Brightpaths Athens

Brightpaths Athens is another non profit in Athens, Georgia that specializes in preventing child abuse. They have the potential to take away volunteers and maybe even necessary donations for Children First.



Prevent Child Abuse Athens

Prevent Child Abuse Athens is a non profit in Athens, Ga. that aims to educate and prevent child abuse in the local Athens-Clarke County Community. This organization also has the potential to take away key donations and volunteers from Children First.



University of Georgia Miracle

University of Georgia or UGA Miracle is a major fundraising organization for Children's Healthcare of Atlanta. UGA Miracle's volunteers are also primarily all UGA students that could be volunteering and fundraising for Children First.



Current PR Efforts

Instagram

Currently, Children First does have an active Instagram page. However, despite having 330+ followers on the platform, there posts receive less than ten likes per post on average. Their feed also lacks a cohesive theme and design.



Facebook

Children First has an active Facebook. Facebook is Children First's most followed social media platform with over one thousand followers. Once again, there is a very low engagement rate on the platform, and a lack of a common design or theme.



Twitter

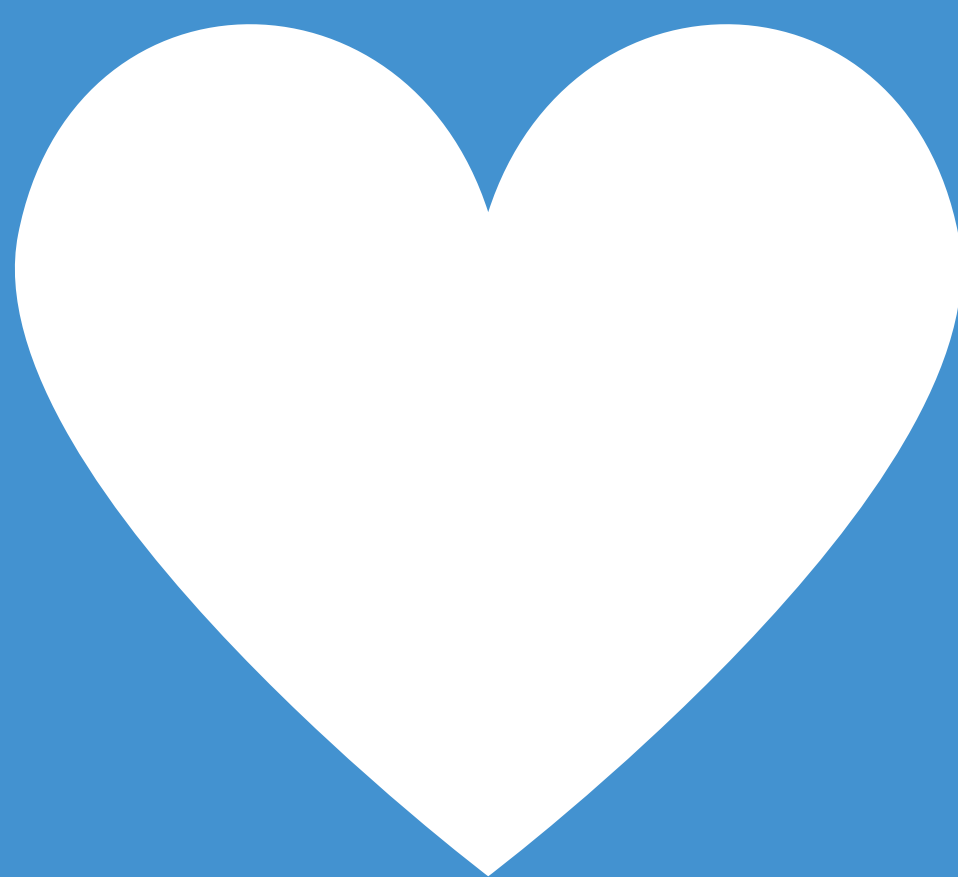
Children First has a Twitter account, but it has not been active since Aug. of 2022. This platform also lacked engagement and an overall cohesive design and theme.



Key Words

"We believe that love is the most important thing that any child can have."

Love: Love is something that many children may go without on a day-to-day basis. Children First believes that the first step to securing a brighter future for all children is first providing them with love. According to research from the National Children's Alliance, around 600,000 children are abused every year in the United States. Providing love for children experiencing abuse is the first step in pushing them towards a happier and more promising future.



"We believe that providing children with a secure home is necessary in ensuring they live a happy fulfilling life."

Home: Thousands of children across the United States will be displaced from their homes with their parents and put into foster care. In Georgia alone, according to the Georgia Department of Human Services, an estimated 7,770 children are currently in foster care in the state. One of the programs that Children First provides, Court Appointed Special Advocates, aims to support local children in the foster care system. The mentorship that CASA volunteers provides for children helps them be better prepared for the transition from foster care into a loving home.



"We believe that children deserve a safe place where they can live a happy and carefree life."

Safe: Children deserve a safe place where they can live a happy and carefree life. Research from the Child Welfare Information Gateway, explains that child abuse causes an array of longterm effects such as: drug abuse, high blood pressure and diminished cognitive skills. The programs that Children First provides gives children who have experienced abuse the opportunity to grow past the experiences they have had. By stopping child abuse as soon as possible, and placing children in safe places, Children First has the power to prevent the negative long term effects of abuse.



Key Message

"We believe that a child's home should be full of love and create a space where they know they can be safe."



SWOT Analysis

S

- **non-profit**
- **local roots**
- **experienced staff**

W

- **low engagement**
- **brand recognition**
- **stigmatism of abuse**

O

- **fundraising events**
- **brand collaborations**
- **social media rebrand**

T

- **competitors**
- **lack of donors**
- **scarcity of volunteers**

Strengths

- **Non-Profit:** Children First makes itself tax deductible by being a non-profit. It also makes them more appealing to potential donators and locals who might want to volunteer.
- **Local Roots:** Children First has been headquartered in Athens, Georgia since it was founded back in 1992. With over thirty years of history in Athens, Children First has the connections and appeal that local's might be looking for in hometown organization.
- **Experienced Staff:** In addition to the 10 full time staff members that Children First has, there are 10 board members and 18 interns. Also, almost all of the staff members have a bachelors degree in social work or a related field.

Weaknesses

- **Low Engagement:** Children First has relatively low engagement on all of their social media platforms. For instance, despite having over 300 followers on Instagram, their most liked post on the platform for March of 2023 has 14 likes.
- **Brand Recognition:** Many people do not know about Children First and the amazing services and opportunities that they provide.
- **Stigmatism of Abuse:** Unfortunately, there is a negative stigmatism for child abuse. This negative stigmatism could prevent people from wanting to volunteer with Children First, as they may view the work simply as too much or too dark.

Opportunities

- **Fundraising Events:** Children First has the potential to start hosting fundraising events. These events could range from fundraising dinners to charity auctions, and they could help fundraise more money for the services Children First provides.
- **Brand Collaborations:** There is a large variety of companies and brands in Athens, Georgia that would be more than willing to partner with Children First. For instance, Children First could collaborate with a local t-shirt company to help grow awareness about their cause, while also supporting a local business.
- **Social Media Rebrand:** Children First has the potential to completely rebrand their social media. Giving their social platforms a rebrand will create a more cohesive and professional image.

Threats

- **Competitors:** In Athens, Georgia alone there is already two other organizations who specialize in the exact same field as Children First. Therefore, Children First has the potential to being overshadowed by the competing local non-profits, which will cause a decrease in volunteers and donations.
- **Lack of Donors:** Children First relies heavily on monetary support from donors. If donors were to simply stop donating, then a lot of the services that Children First provides would suffer.
- **Scarcity of Volunteers:** While Children First does have a relatively large staff, there is still a need for volunteers. If there was a lack of volunteers for Children First, then organizations like CASA would not be able to function properly.

Target Audiences

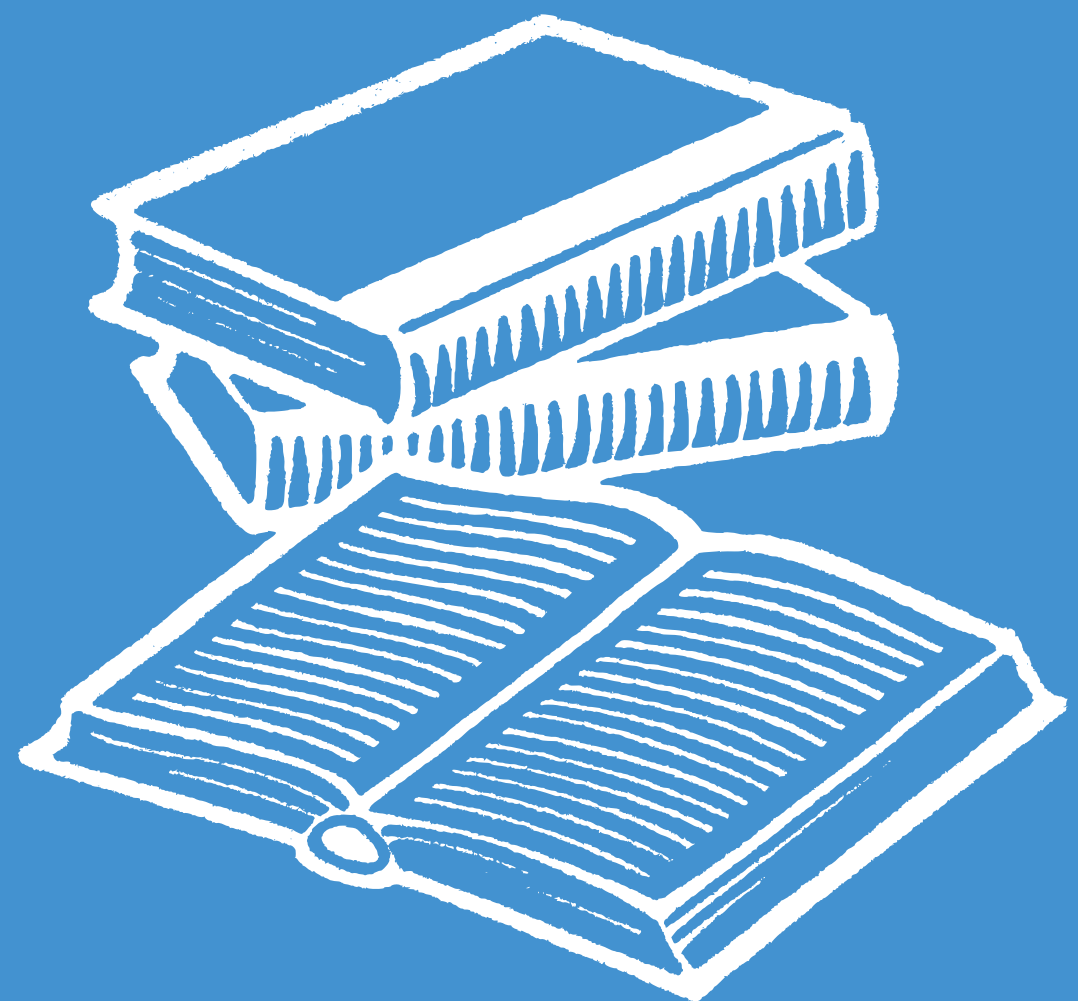
Local Retirees

- ages 60 and up
- middle class
- empty nester
- more free time
- enjoys being busy



UGA Students

- ages 18-24
- financially dependent
- part time job/unemployed
- full time student
- loves kids



Business Owners

- ages 43-50
- upper class
- family oriented
- religious background
- hardworking
- wants to give back



Local Retirees

Joanne Scott

- **age:** 58
- **gender:** female
- **economic status:** middle class
- **employment:** retired
- **wants to:** regain sense of purpose



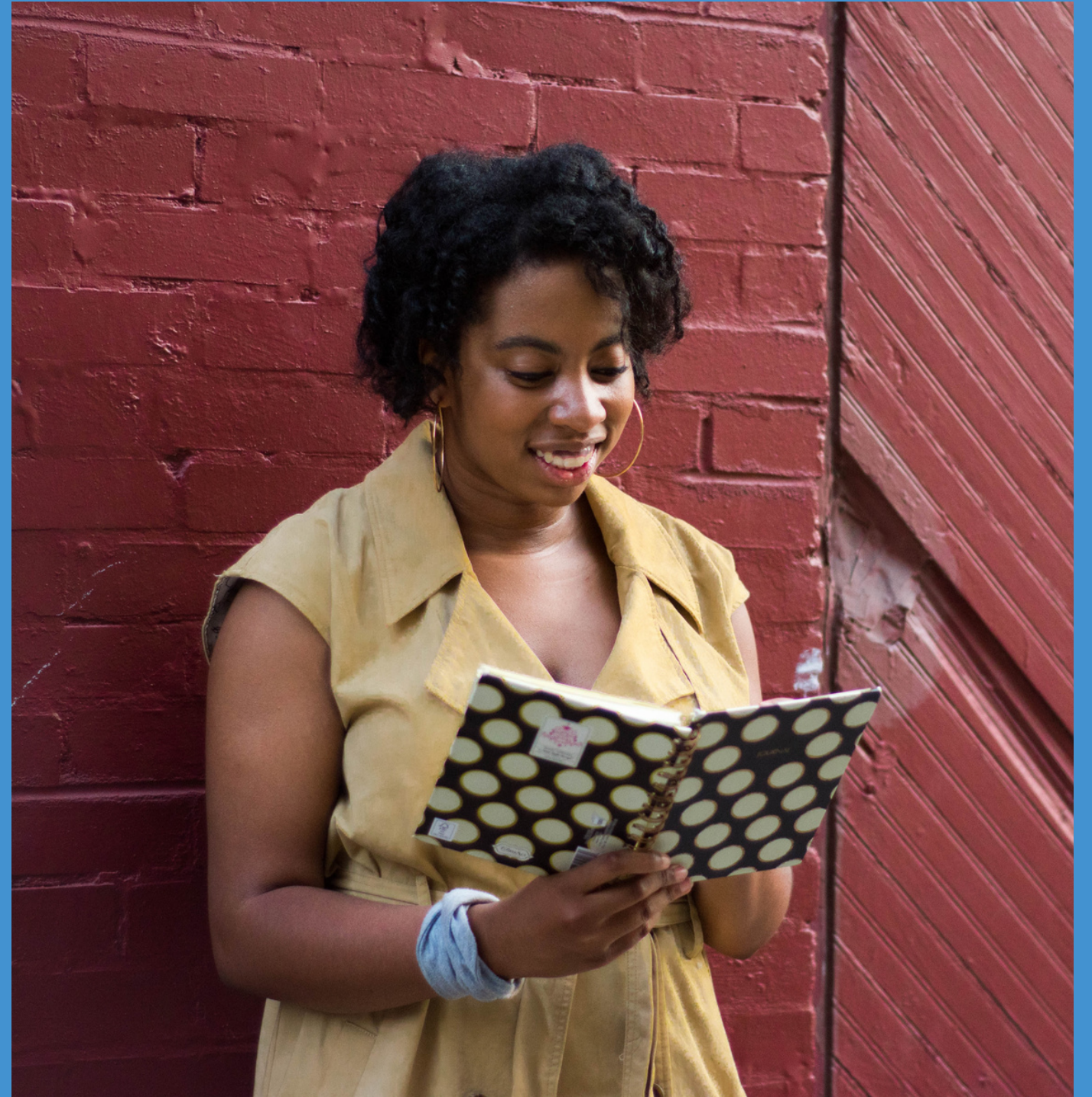
Joanne is a local woman from Athens. She recently retired from her job working as a Social Worker for the Georgia Department of Family and Children Services. While working diligently for the past 30 years, Joanne made sure to save up enough money so she could live comfortably in her retirement. Joanne has always had a passion for helping others and after her children moved out five years ago, she started to lose her sense of purpose. With becoming an empty nester and now retiring, Joanne has a lot more free time on her hands than she would like. She is looking to fill her excess free time and also regain her sense of purpose.

One day while researching places to volunteer at in Athens, Joanne discovers Children First. She checks out their website and looks at their Facebook to see about the opportunities Children First offers. She discovers the CASA volunteers program, which she believes is right up her alley. She starts working as a CASA volunteer and fills the excess free time she has while also regaining her sense of purpose by mentoring children in the foster care system.

UGA Students

Aleah Smith

- **age:** 20
- **gender:** female
- **economic status:** financially dependent
- **employment:** unemployed
- **wants to:** get more involved



Aleah is a second-year early childhood education major at UGA. Originally, Aleah is from Johns Creek, Georgia where she graduated valedictorian from her high school. One thing that Aleah misses from her high school days is her involvement with organizations in her community. After finishing up her freshman year at UGA and making Athens feel more like a home, she is really looking to branch out. Ideally, she wants get involved in an organization that can help her connect with children.

One day while scrolling through Instagram she sees that one of her friends has reposted an Instagram story for a fundraising event being hosted by Children First. Aleah researches Children First and decides to attend the event. She meets a lot of the staff and learns that they are currently hiring interns in their office. Aleah applies and starts interning with Children First every Tuesday and Thursday. Aleah regains the same sense of involvement she had in high school and loves connecting with the kids who come into the Children First office.

Business Owners

Brad Jones

- **age:** 46
- **gender:** male
- **economic status:** upper class
- **employment:** full time job
- **wants to:** give back



Brad is a business owner in Athens. He owns several restaurants, an event venue and a clothing store. Brad credits a lot of his success to his faith in God, and makes sure to donate a portion of the money he earns every week to his church. Lately, Brad has been wanting to do more for the local community, so he begins searching for a local organization to start supporting financially.

One Sunday at church a guest speaker comes in from Children First. The speaker explains the good work that Children First does in the Athens community and how they are always in need of donations. Brad feels moved and finds the speaker after the service. He donates a large sum of money, because he really wants to try and help others. Brad begins to write a monthly check to Children First and allows them to host fundraising events at any of his restaurants and his event venue. He even sets up a donation jar in his businesses to help collect funds for Children First. All because of a speaker in a church, Brad becomes a lifetime donator to Children First.



Deliverables

Item Descriptions

Press Release

A press release is a hallmark for public relations. For major events or stories, it is important to write a proper press release, so it can gain earned media coverage. For Children First, I have centered a campaign around a fundraising event in Athens for National Child Abuse Prevention Month. The press release contains all of the relevant dates and information that journalists and influencers will need to write about the event.

Media List

A media list is essential in organizing the contacts you have, that you plan on pitching your story to. Specifically, a media list is an organizational tool that public relations professionals should use to keep an organized list of potential contacts. For my fundraising event, I made sure to focus mainly on journalists and influencers who specialize in arts and culture. These reporters and journalist will have the power to choose whether or not to write about my story, which is why it is important to build and maintain relationships in the field of public relations. The connections relationships one makes, could be the make or break in getting one's story written about.

Traditional Pitch

A traditional pitch is meant to be used to "sell" a story to a traditional style journalists. This pitch is usually sent via email. For the event for Children First, I made sure to make an appeal to the journalist's emotions, but also in a reserved fashion. Hopefully, the appeal to the journalists emotions will pull them in, and make them want to write about the event. Ultimately, the traditional pitch is necessary because it helps reach the desired audience and generate more earned media.

Digital Pitch

The digital pitch is usually more so aimed at influencers or people who have more of an online persona. It is a lot less formal than a traditional pitch, and is thus a lot more conversational. The best way to do this style of pitch is to be short and to the point, because many online personalities are getting tons of direct messages every single day across all social media platforms. As a result, I made sure to make my digital pitch for Children First shorter with more of an appeal to humor and fun. The digital pitch is necessary because online personalities have the ability to really generate traction and earned media for an event just by posting about it.

Social Media Plan

In modern public relations, the social media plan is one of the most important parts of the campaign. For Children First, I am planning on doing a revamp of their Instagram, Facebook and Twitter accounts. Also, I will be using social media to help get the word about the event. The social media plan is necessary because of the power that social media has in reaching audiences in modern society.

Press Release



FOR IMMEDIATE RELEASE

Cale Ledford
(706) 428-1528
cale.ledford@uga.edu

CHILDREN FIRST PLANS FUNDRAISING DINNER FOR NATIONAL CHILDHOOD ABUSE PREVENTION MONTH

ATHENS, Ga., March 23, 2023 – Children First of Athens-Clarke County and Oconee Counties is proud to announce a fundraising dinner for National Childhood Abuse Prevention Month in April.

The fundraising event will take place on Friday, April 21 of 2023 and will be hosted at Paloma Park in Downtown Athens. Tickets for the dinner will cost \$30 and can be purchased on the website, www.childrenfirst-inc.org, or in person at the Children First office located at 693 Pope Street, Athens, Georgia, 30601.

“We are proud to be heading a fundraising push that will directly benefit children living in the Athens and Watkinsville communities,” said Susie Weller, Executive Director of Children First. “By simply attending this fundraiser, everyday people could help change the course of a child’s life.”

The dinner will also feature a silent charity auction with gifts from local Athens businesses and members of the community. Examples of gifts range from Barberitos gift cards to a football signed by University of Georgia football Head Coach Kirby Smart. Participants in the silent charity auction will have the opportunity to bid on the gifts as many times as they may wish.

About Children First

Founded in 1992 in Athens, Georgia, Children First is a non profit organization that aims to promote a safe space for children experiencing domestic and family issues. In 2021, Children First raised roughly \$90 thousand to be used for the betterment of childrens’ lives. By working closely with the Athens, Georgia and Watkinsville, Georgia communities, Children First is able to successfully reunite children with their families and help maintain their relationships. Additional information can be found at www.childrenfirst-inc.org and [@childrenfirstincga](https://www.instagram.com/childrenfirstincga).

###

Media List

Outlet	Contact	Title	Email	Phone	Social	Category
Traditional						
The Athens-Banner Herald	Andrew Shearer	Arts & Culture Reporter	ashearer@onlineathens.com	n/a	Linkedin Twitter	Arts & Culture
The Oconee Enterprise	Caitlin Farmer	Reporter	news@oconeeenterprise.com	(706) 769 - 5175	Linkedin Twitter	News
Digital						
The Red & Black	Tee Dickinson	Social Media Editor	thomas.dickinson@uga.edu	(434) 981 - 3073	TikTok Twitter	Social Media
UGA Football	Ladd McConkey	Athlete	andrew.mcconkey@uga.edu	n/a	Instagram Twitter	Sports

Andrew Shearer: Andrew Shearer is the lone Arts and Culture Reporter for *The Athens-Banner Herald*, where he has worked for 24 years. Shearer has also written about fundraising events in the city of Athens, Georgia before. For instance, Shearer wrote about a fundraising event for the local nonprofit SANE (Sexual Assault Nurse Examiners). Shearer's writing skills will attract people in Athens to the fundraising event.

Caitlin Farmer: Caitlin Farmer is the lone news reporter for *The Oconee Enterprise*. Farmer's newspaper audience is Oconee County, which is the second county involved in Children First. Farmer writing about the story will create earned media for the fundraising event and encourage people from Oconee County to commute to Athens for such a good cause.

Tee Dickinson: Tee Dickinson is the current social media editor for the Red and Black. Dickinson received a lot of media attention for his coverage of the University of Georgia's Panhellenic Sorority Bid Day celebration on the Red and Black's Tik Tok account in August of 2022. Dickinson can bring a lot of media attention to this event with his position for the Red and Black. His ability to create humorous and relevant content will help us to connect with audiences across multiple spectrums, which makes him a great resource for this project.

Ladd McConkey: Ladd McConkey is a wide receiver for the University of Georgia football team. With over 50,000 Instagram followers, McConkey can generate earned media for this campaign by posting about it on his Instagram story. He could also attend the event and give out autographs for \$20.00. His support of the campaign could elevate the entire experience of the event.

Traditional Pitch

To: ashearer@onlineathens.com

Cc: n/a

Subject: Support Children First

From: Cale.ledford@uga.edu

Good afternoon, Mr. Shearer,

I hope this email finds you well! I am writing to let you know about the inaugural Children First fundraising dinner for National Childhood Abuse Prevention Month. The dinner will be April 21 from 6:00 p.m. to 10:00 p.m. and take place at Paloma Park. In addition to the dinner, there will be a silent auction including various items such as a football signed by Georgia Football Head Coach Kirby Smart.

The proceeds from the fundraising dinner and silent auction will go directly to helping local children experiencing child abuse. Specifically, the funds will support many of the volunteer programs and services that Children First provides. One of the volunteer programs provided is Court Appointed Special Advocates, who act as mentors for children who are in the foster care system.

If you wish to cover this event, please let me know. Also, if you have any questions about any of the information provided in this email, I am more than happy to give you some clarification.

Please, let me know if you need anything else from me at all. Thank you for your time.

Best regards,
Cale Ledford

Digital Pitch

Hey Tee!

I just wanted to reach out and see if you would be willing to cover an event for Children First! Essentially, Children First is a local Athens based non profit that simply wants to improve the lives' of local children who have experienced abuse.

Our event is an inaugural fundraising dinner for National Child Abuse Prevention month: April. The dinner will be at Paloma Park on April 21st. All of the proceeds will go to benefiting the lives of local kids. We would love to have you come out and help us support a great cause. If you are interested or have any questions, please just let me know! Thanks!

Cale Ledford

Social Media Plan

Instagram

Rationale: Children First should utilize Instagram because of its connection to all ranges of people in the Athens-Clarke and Oconee County communities. Currently, Children First does have an Instagram, but engagement is very low on the platform. Specifically, while the Children First Instagram does have over 300 followers, the page usually receives less than 10 likes on most of its posts.

In addition, Children First's Instagram does not have a general theme. A lot of the posts have a lot going on visually. As a result, Children First should use the posts and story below to gain engagement on Instagram and to build a more common theme with their posts. By creating stronger content, Children First can also start reaching a younger audience.

By being in a college town, Children First has the opportunity to get more volunteers and funding from students at the University of Georgia through Instagram.



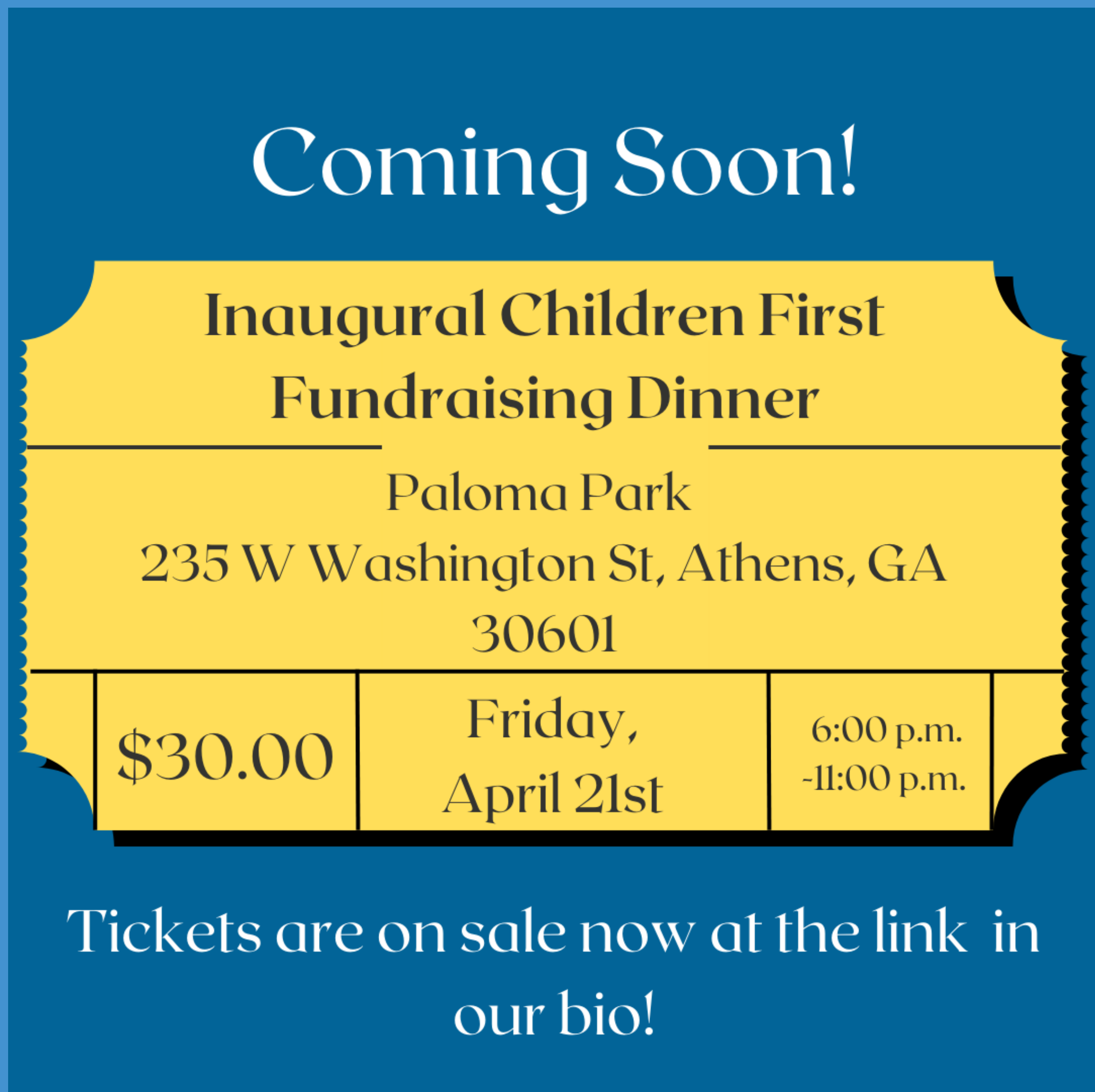
Instagram Post



Caption: April is #NationalChildAbusePreventionMonth! Click the link in our bio to find out more information on how you can help prevent child abuse in the #classiccitiy community.

Post Rationale: This post will start off an advocacy effort for Children First. By displaying the issue of child abuse in America, Children First can kick-start a discussion on how to prevent abuse. In terms of design, The arrows help guide the reader's eyes to discern the information in the easiest way possible.

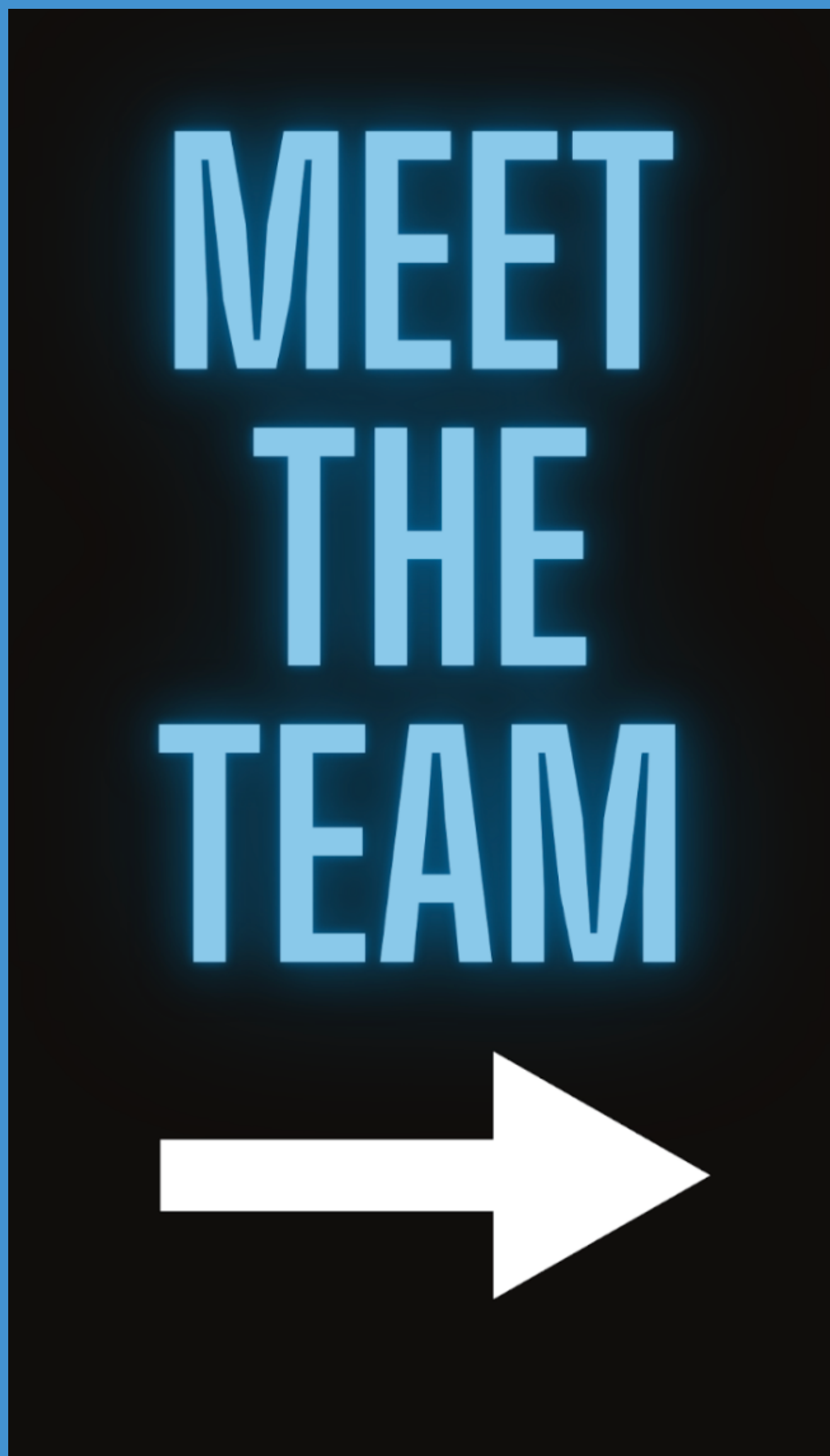
Instagram Post



Caption: Come and support Children First at our Inaugural Fundraising Dinner Friday, April 21st. Tickets will cover the cost of a dinner and a dessert at Paloma Park. We hope to see y'all there!

Post Rationale: Children First should use this post because it catches the audience's attention. The graphic of the ticket displays all of the information that people need to know about the event. Also, keeping that same blue background from the last post and incorporating it into almost all of the new posts.

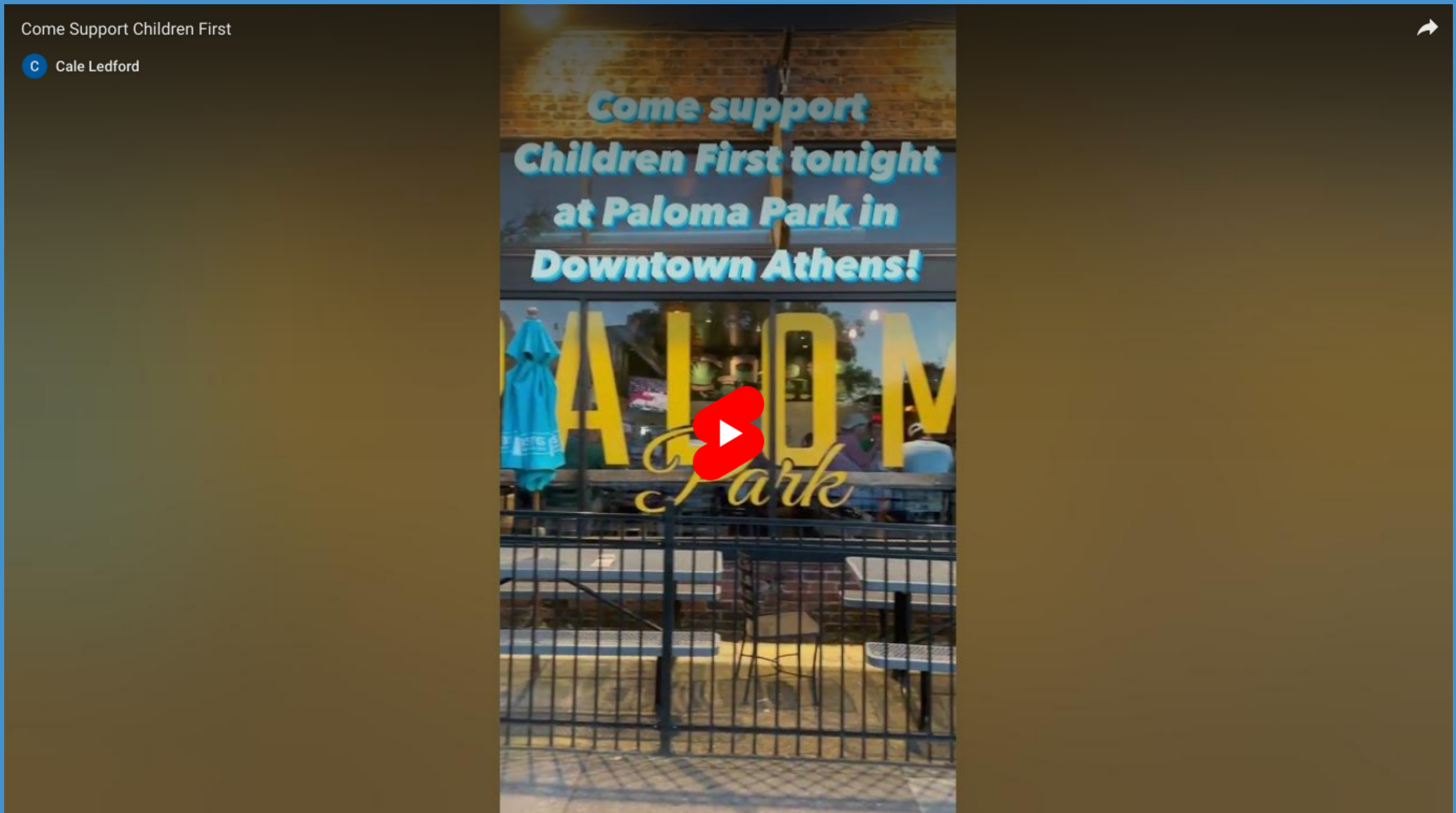
Instagram Story Highlight



Caption: MEET THE TEAM. (employee name, pronouns and title)

Post Rationale: Children First should create stories that can be highlighted like this on their Instagram. Specifically, Children First should have a “meet the team” highlight where different people can easily click through and see all the non-profits employees.

Instagram Reel



Caption: Come support Children First at Paloma Park in Downtown Athens!

Post Rationale: Children First should utilize all of the opportunities that Instagram has for posting, including reels. Reels like the one above can help get the word out about the fundraising event.

Facebook

Rationale: Facebook is a great social media platform that Children First should use. While Facebook may be used by more of an older audience, there is still an opportunity to expand more into the community.

Currently, they do have a Facebook page, but it has very low engagement. For instance, the Children First Facebook page has over 1,000 followers but receives less than 10 likes on their posts. By revamping its Facebook page, the team at Children First can create a stronger connection to an older audience in Athens. That older audience would be more willing to donate and give to the Children First organization.



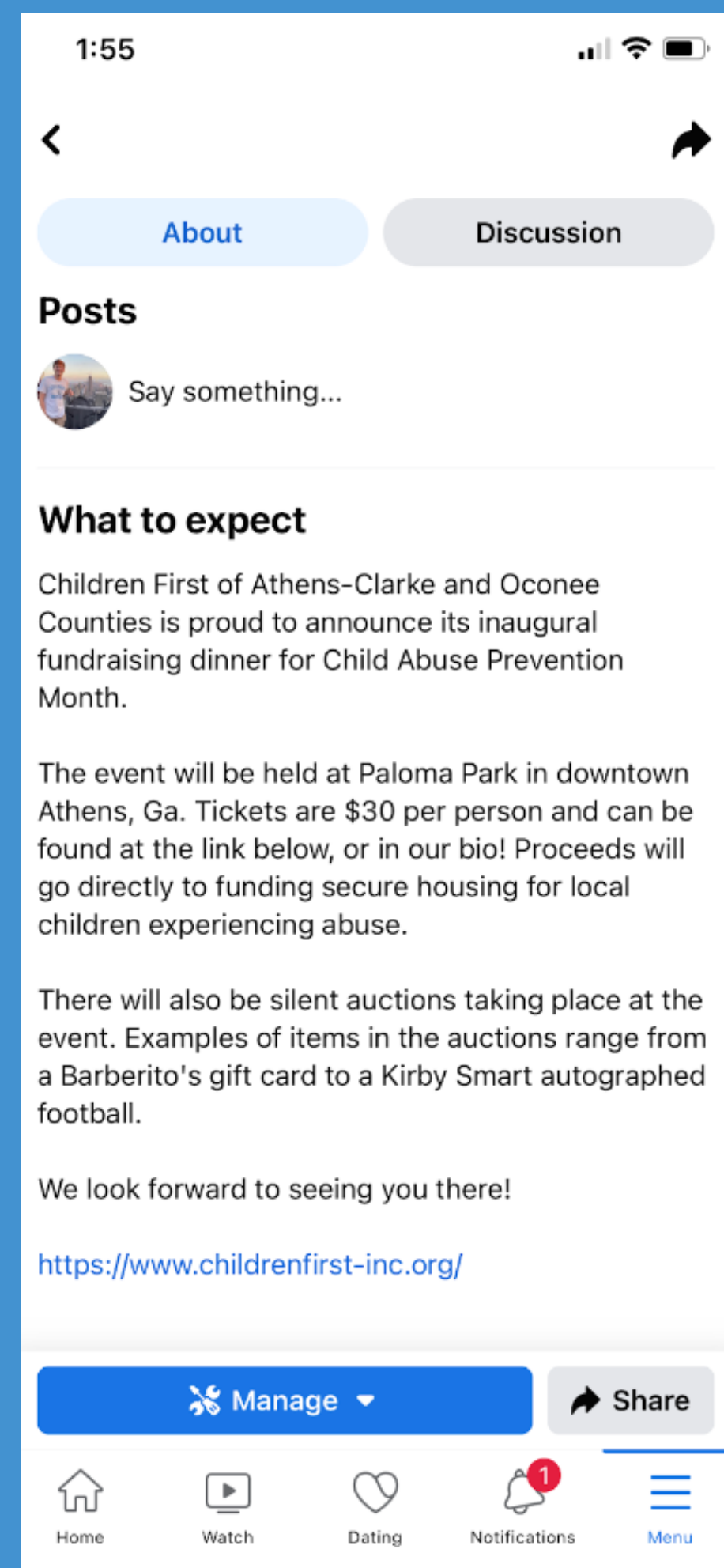
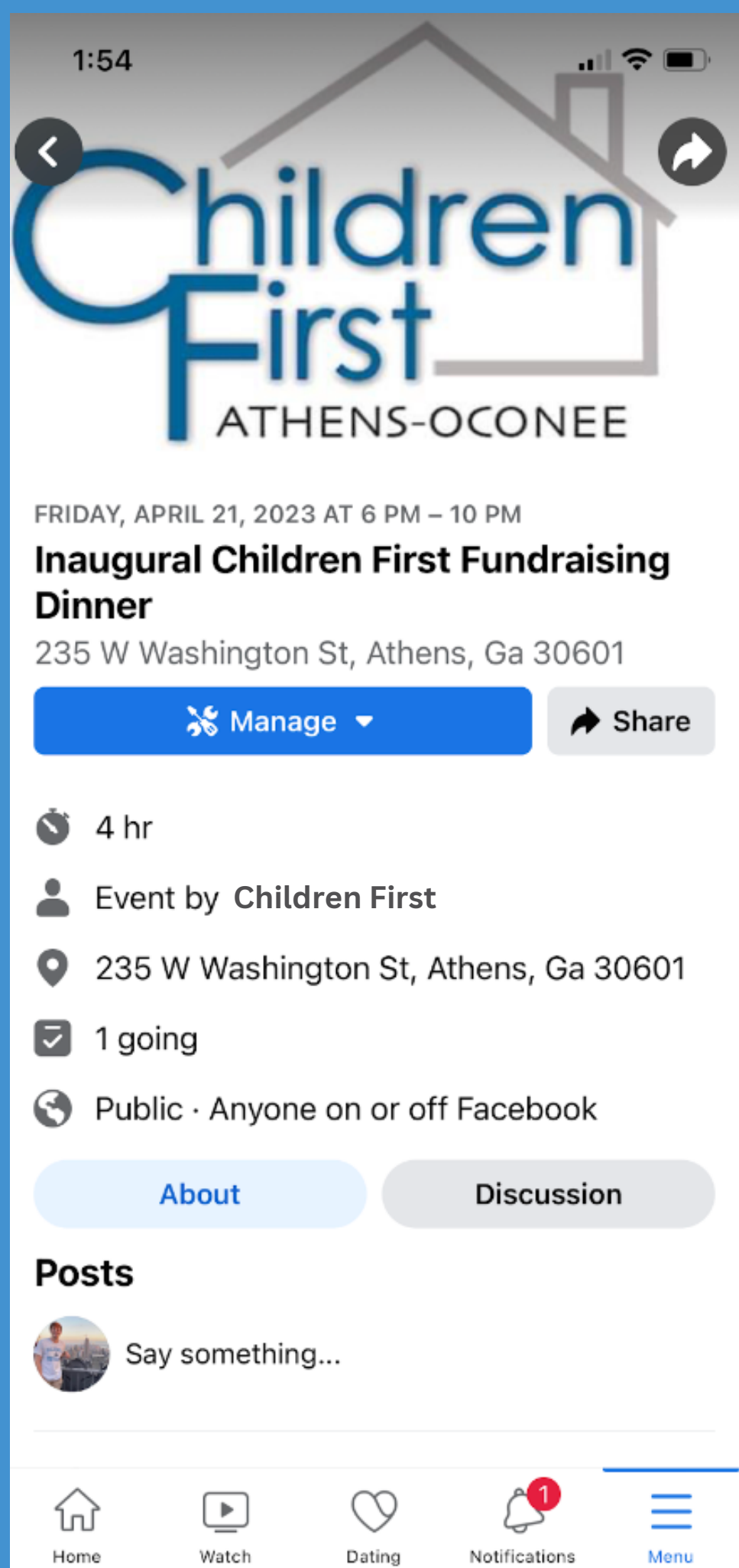
Facebook Post



Caption: To all of our donors, thank you! If you would like to donate check us out at <https://www.childrenfirst-inc.org/donate.html>!

Post Rationale: Children First should use posts to thank their donors. Since most donors will more than likely be from the older Facebook audience, it would be more logical to make these posts on Facebook. The images of smiling happy kids on the right will engage the audience, and hopefully encourage them to donate even more. The sky background on this post also helps to give this post some visual depth.

Facebook Event



Caption: Children First of Athens-Clarke and Oconee Counties is proud to announce its inaugural fundraising dinner for National Child Abuse Prevention Month! Purchase tickets at <https://www.childrenfirst-inc.org/fundraising-dinner>.

Post Rationale: Children First should create a Facebook event to grow engagement for the fundraising dinner. By taking advantage of the different post opportunities that Facebook has -like Facebook events- the team at Children First can develop a stronger connection to the communities of Athens-Clarke and Oconee County. Also, including necessary information about the fundraising dinner -such as ticket prices- will encourage more people to participate in the event.

Facebook Post



Caption: Change a child in the foster care systems life and become a CASA volunteer! Find out more at <https://www.childrenfirst-inc.org/athens-oconee-casa.html>.

Post Rationale: The first Facebook post aims to recruit volunteers for the Court Appointed Special Advocates (CASA). Children First does a great deal of work with CASA and always helps recruit new volunteers for the program. The design aims to catch the audiences eye as they may be scrolling aimlessly through their Facebook feed.

Twitter

Rationale: Children First should utilize Twitter to connect with a younger audience. According to research from Morning Consult, Twitter is the sixth most popular social media platform for Gen Zers. With 47% of Gen Zers using Twitter almost every day, this platform presents a great opportunity for Children First to connect with younger audiences in the Athens-Clarke County area.

Children First has a Twitter account, but there has been no activity on the account since June 29, 2022. The decision to quit using Twitter more than likely came from the lack of engagement on the platform, which is shown by their last post receiving only one like. Nevertheless, by creating more engaging content for Twitter, Children First has the opportunity to revamp its account and connect with a younger demographic in the Athens-Clarke County community.



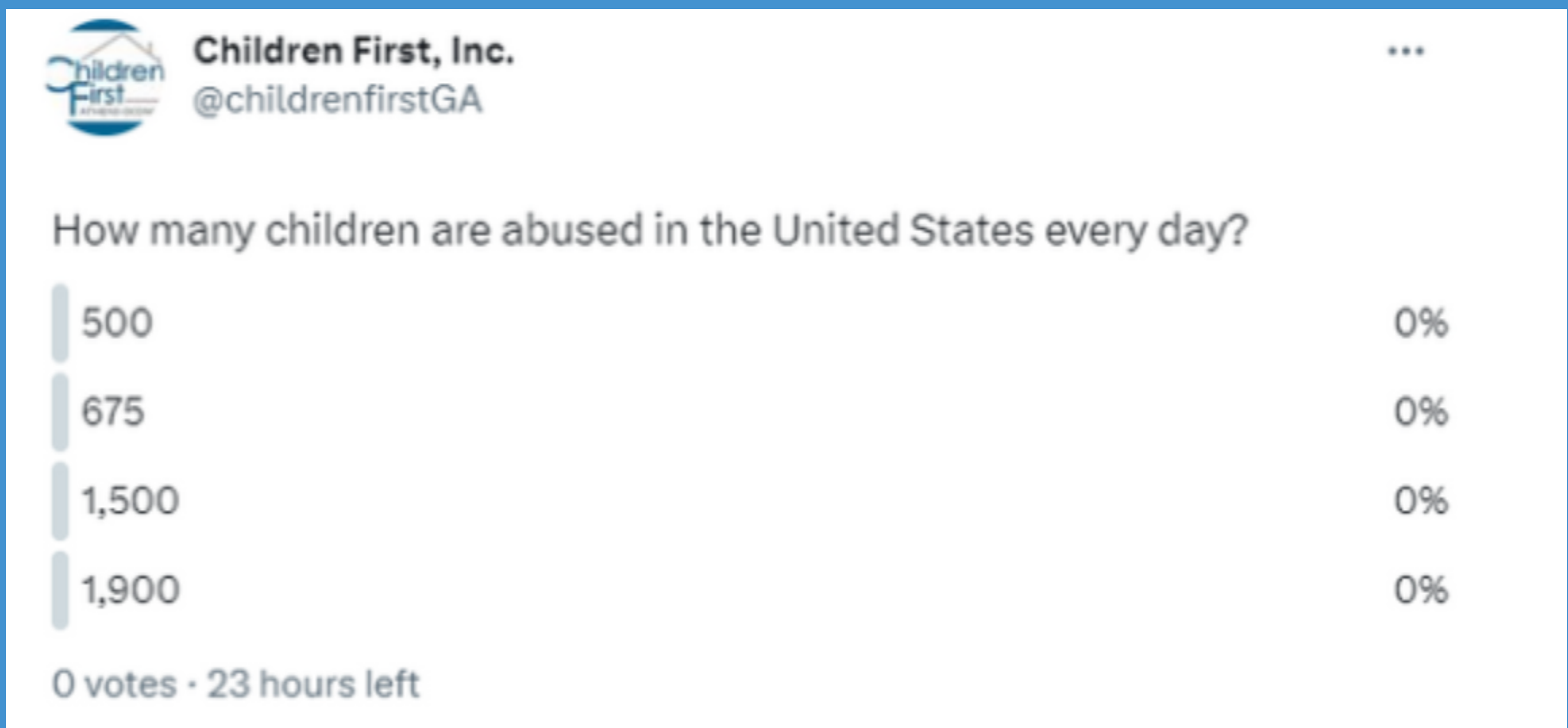
Twitter Meme



Caption: Our inaugural fundraising dinner for Children First is this Friday, April 21 at 6:00 p.m. Tickets are still available on our website at <https://www.childrenfirst-inc.org/fundraising-dinner>.

Post Rationale: I wanted to create some humorous content for the Inaugural Children First Fundraising Dinner to get more attention from younger audiences in Athens. Hopefully, by posting memes like the one above, younger audiences will be more motivated to check out the event. Memes will create more engagement for the platform as they will attract more attention to Children First and the fundraising dinner.

Twitter Poll



Caption: How many children are abused in the United States every day? Correct answer: 1,900

Post Rationale: April is National Child Abuse Awareness Month, so I created this Twitter poll to help create some advocacy. Children First should use Twitter Polls to help grow engagement and spread information about Child abuse. Facts and quantitative evidence like this could motivate donors to donate to Children First as well.

Twitter Post



Children First, Inc.
@childrenfirstGA



Hey @GeorgiaFootball what's it going to take to get @KirbySmartUGA to sign a football for a fundraising dinner...#askingforafriend

Caption: Hey @GeorgiaFootball what's it going to take to get @KirbySmartUGA to sign a football for a fundraising dinner... #askingforafriend

Post Rationale: Two of the biggest names in Athens are Georgia Football and Kirby Smart. What better way to generate some online social buzz than by tagging them both and asking for an autographed football. Ideally, by tagging both of these accounts, at least one of them will respond and generate some earned media about the fundraising dinner while also getting an autographed football for the fundraising dinner.

Blog Post

Blog

Signs of Child Abuse

Reading Time: about three minutes

Intro: As April -National Child Abuse Prevention Month- comes closer to an end, it is important to remember that the issue of child abuse does not end when the month of April ends. According to the [National Children's Alliance](#), more than 600,000 children are abused every year in the United States. However, those cases are only the reported ones. There are an unknown amount of child abuse cases from across the United States. As a result, it is important to notice signs of child abuse to prevent cases from occurring across the country.

Common Signs

Child abuse does not simply have to be physical. There are a variety of types and signs of child abuse ranging from behavioral to emotional clues. [Stanford University](#) has a whole list of different signs and symptoms of child abuse. Granted, there are a lot of signs that Stanford presents in its research on child abuse, so below, there are a few more simplified types of signs.

Behavioral: If children are experiencing more signs of anxiety or stress in situations - especially with adults - one can begin to question what's happening in that child's life. Of course, it is important to be understanding of niche occurrences of abnormal behavior, but when a pattern begins to develop, that is when action must be taken.

Physical: The most common alert of child abuse is bruising. In one study, bruising occurred in nearly 52% of children experiencing abuse. Noticing unnecessary amounts of bruises on children, can be a tell-tell sign that something else is arry. Bruises in various stages of healing across the body are the biggest indicator for abuse.

When and How to Report

It is always important to report as soon as possible to prevent any further abuse. Many people may feel afraid to file a report, but it could help save a child's life. Of course noticing multiple signs of abuse is a clear indicator that something is going wrong.

In Georgia, a report is filed through the Department of Family and Children's Services. Reports can be made via phone, email, fax or through a form online. The steps for all of these options can be found on the [Georgia Office of the Child Advocates](#) page. Reports can be made at any time 24-hours a day and 7-days a week.

How to Help

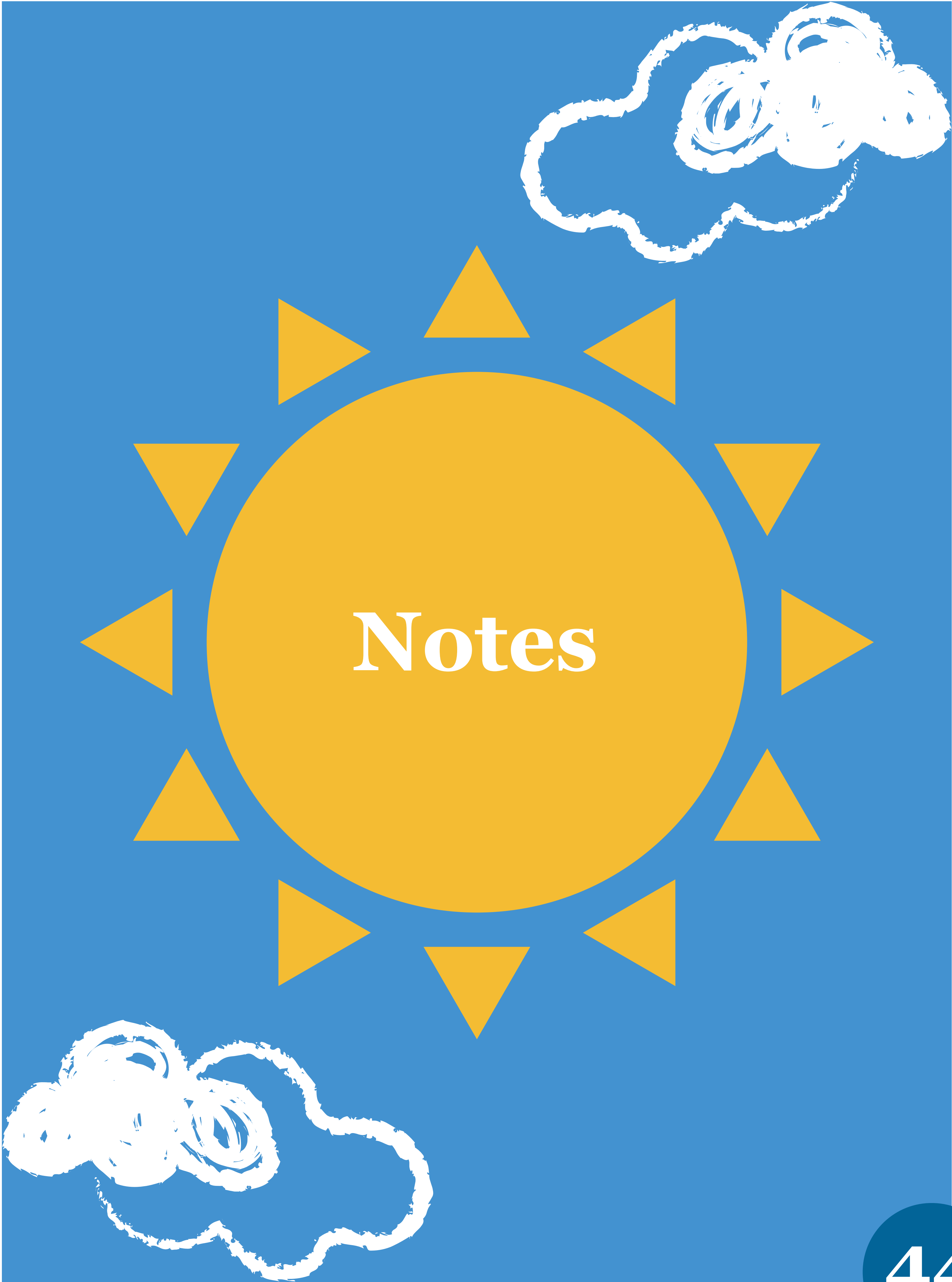
One great way to help in Athens- Clarke County is by becoming involved with the programs that Children's First helps facilitate. For instance, one could apply to be a volunteer with [Athens-Oconee Court Appointed Special Advocates](#) (CASA). Volunteering with CASA can give you the opportunity to help change the life of a child who is moving through the foster care system. Volunteers are trained and then assigned to a child until that child moves into a permanent home.

After abuse is reported, children may end up in the foster care system. A great way for you to help make that transition easier for a child is by being an advocate for them by volunteering with CASA.

At Children First, there is always something happening to promote the well being of children in the Athens-Clarke and Oconee county communities. As a result, Children First is always willing to accept [donations](#) as well.

Key Words: child, abuse, volunteer, report





Notes

Citations

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Acknowledgements

First and foremost I would like to thank my family and friends for helping me throughout this entire semester. Their words of encouragement and support mean a lot. Special shoutouts go to my fellow public relations majors: Kara Kovarovics, Hayden Brown, Coby Serina, Ellie Strong and Claire Hensley. Without the support of my fellow PR classmates, I am not sure what I would have done.

In addition, a special thank you goes to myself for surviving this semester. This semester was by far the most strenuous of college and gave me a few more grey hairs than I expected. Nevertheless, I am proud of myself for grinding and making it out alive!

Also, thank you goes out to my supportive professors who continued to challenge me this semester. Tom Cullen and Dr. Onyedikachi Ekwerike supported me in ways this semester that I had never experienced in college.

With my final year at UGA just around the corner, I am anxious but nonetheless excited to see what the future holds.

Thank you!