



Building hope for children & families in Northern Virginia

PREVENT CHILD ABUSE: SUPPORT COMMUNITY EDUCATION

8,000+



CASES OF CHILD ABUSE IN NORTHERN VIRGINIA LAST YEAR, WITH 77% INVOLVING CHILDREN UNDER AGE 11 AND INVOLVING:

55% NEGLECT 25% PHYSICAL ABUSE 14% SEXUAL ABUSE 5% OTHER

SO WHAT IS THE IMPACT?

Children who have been abused and neglected are:

- 12X** more likely to **commit suicide**
- 7X** more likely to **be alcoholic**
- 10X** more likely to **inject drugs**

Child abuse and neglect is associated with an increased likelihood of **job problems**, **financial problems**, and **absenteeism** that cost employers **\$44 BILLION PER YEAR.**



WHAT CAN WE DO?

IN ONE DAY, NORTHERN VIRGINIA'S SHARE OF THE COST OF CHILD ABUSE & NEGLECT IS **MORE THAN \$300,000.**



IN ONE DAY, SCAN'S COMMUNITY EDUCATION CAMPAIGN CAN OPERATE AND EDUCATE 164 PEOPLE FOR **JUST \$499!**

HOW DOES SCAN REACH PARENTS?

Last year, SCAN reached over **60,000 INDIVIDUALS** through our **online parent resource center**, **prevention campaign materials**, **fact sheets**, **radio shows** and **outreach events.**

HOW WILL YOU SUPPORT COMMUNITY EDUCATION TO PREVENT CHILD ABUSE?



MAKE A \$998 INVESTMENT IN SCAN'S COMMUNITY EDUCATION PROGRAM AND YOU GIVE SCAN 2 MORE DAYS TO REACH 328 MORE PEOPLE.

MORE INFORMATION ON SCAN'S COMMUNITY EDUCATION EFFORTS:

WHAT DOES SCAN'S COMMUNITY EDUCATION CAMPAIGN DO TO PREVENT CHILD ABUSE AND NEGLECT? The goal is to promote positive parenting while ensuring that our community supports families and responds to child abuse when it does happen. We do this through:

- 🌟 Annual Northern Virginia Child Abuse Prevention Campaign in April
- 📖 Online Parent Resource Center
- 📻 Monthly *Parenting Today* radio shows
- 📍 Region-wide Allies in Prevention Coalition
- 👥 Participation in grassroots community events

We often hear from parents and community members who see real-life value in these efforts. After a recent radio show aired, **a father called to thank SCAN for helping him** open conversation on a tough topic with his teenage son, which he said wouldn't have happened without the show. It's simple connections like these that change the way our community thinks about parenting and help break the cycle of violence in families.

WHY IS SCAN THE RIGHT ORGANIZATION TO LEAD THESE COMMUNITY EFFORTS?

- REGIONAL PERSPECTIVE** SCAN IS THE ONLY NORTHERN VIRGINIA ORGANIZATION WORKING ON REGIONAL PUBLIC EDUCATION INITIATIVES TO PREVENT CHILD ABUSE.
- MESSAGING EXPERTISE** SCAN KNOWS WHICH MESSAGES WORK AND WHY.
- POWERFUL CONNECTIONS** SCAN SHARES A VISION OF STRONG FAMILIES AND HEALTHY CHILDREN THROUGH REGIONAL COLLABORATION.

I WANT TO HELP! WHAT CAN I DO?

\$ DONATE! The community education portion of SCAN's budget is \$183,294 and 60% of that funding comes from individual and corporate donors like you!

- \$499** funds 1 DAY and reaches 164 people
- \$2,495** funds 1 WEEK and reaches 1,148 people
- \$9,980** funds 20 DAYS and reaches 3,280 people
- \$998** funds 2 DAYS and reaches 328 people
- \$4,990** funds 10 DAYS and reaches 1,640 people
- \$14,970** funds 1 MONTH and reaches 4,920 people

🌀 BECOME A PINWHEEL PARTNER and help raise awareness and funds at your business or with your community group.

👤 INVITE A SCAN SPEAKER to your civic, faith or professional group to talk about how every community member can be part of the campaign to end child abuse and neglect!

Make a donation online at www.scanva.org or mail a check to SCAN, 1705 Fern Street, Alexandria, VA 22302