



### Child Abuse and Neglect Prevention Conference

A conference is a great way to promote awareness because of the active participant involvement it requires. Here are a few tips to plan your awareness conference.

This campaign idea was successfully implemented by the Prevent Child Abuse - Rock County Team in Janesville, Wis.

### Project implementation

1. Decide how you want to structure the conference. Some things to think about include:
  - Length: How many days do you want your conference to be?
  - Target audience: What areas of the community do you want to bring in? Do you want the general public or just childcare providers? How many people do you expect to attend?
  - Schedule: What events do you want to include? A meal? Educational workshops? A keynote address? How long do you expect these events to last?
2. Select a theme, and then use this theme to plan the conference's individual events.
  - You should always keep your theme in mind, especially when planning your keynote speech and educational workshops.
  - Provide a range of workshop topics based on the theme so participants have a variety from which to choose.
3. Choose your speakers and workshop leaders. Consider people from child advocacy groups, family resource centers, law enforcement and child protective services. These organizations may also be able to recommend others.
  - Contact potential speakers and leaders early. Since they may be busy, keep back-ups in mind.
  - Make sure you provide speakers and leaders with the necessary information. They should know who the target audience is, where the conference is, what the conference schedule is, and what materials you can provide for their presentation.
4. Advertise your conference.
  - Use local family resource centers to draw in members of the community.
  - Send press packets to local media outlets.
  - Advertise on the radio or television.
  - Advertise in local agency newsletters.