

Introduction

Child abuse is reported on average every 10 seconds. I have two children, 2 boys, and I can't imagine why someone would hurt such wonderful children who don't deserve anything but love.

I will admit at times it does get hard. My older son is crying for some reason and the younger, being potty trained, is saying potty and his potty is upstairs. So things do get frustrating and are always disorganized. Still if I were to ever get angry I can't imagine taking it out on defenseless children who are entrusted in my care.

Research

- Each Day in the United States, more than 4 children die as a result of child abuse in the home.
- More than three-quarters (78.7 percent) of the children who die are younger than for years of age.
- Of these fatalities, 89 percent were under the age of eight; 43.6 percent of the children were under the age of one.
- Perpetrators are typically the mother, father or stepfather.
- Infants are most likely to be killed by their mother during the first week but are more likely to be killed by a male thereafter.
- Nine in 10 Americans polled regard child abuse as a serious problem, yet only 1 in 3 reported abuse when confronted an actual situation.
- 40.8% of child victims were maltreated by their mothers acting alone.
- Another 18.8% were maltreated by their fathers acting alone.
- 16.9% were abused by both parents.
- Research has found that repeated sexual abuse affects the function of a key brain region related to substance abuse.
- One of every seven victims of sexual assault reported to law enforcement agencies were under age six.
- Texas ranks 48th out of 50 states in spending per child stated Pamela Day of the Child Welfare League of America.
- 75% of child caseworkers in Bexar County called it quits last year (2007).

Sources:

National Child Abuse Statistics compiled by Childhelp.

"Child abuse deaths on rise" by Tracy Idell Hamilton.

Target Audience

My target audience is low income young parents between the ages 16-30. I believe that kids who are having kids are not ready for that responsibility. They act out in frustration because they never had to care for anyone but themselves. My advertisement will be directed to Hispanic culture, this is the majority in my geographic scope.

The other part of my target audience is the general public. As stated in "Arrests shine light on child abuse" by Tracy Idell Hamilton, "...even a beefed-up CPS likely wouldn't have prevented any of the most recent incidents of abuse brought to light because none of the children hurt or killed had been brought to the agency's attention before.

We are responsible as a community to report anything we see.

Geographic Scope

The geographic scope is going to be regional to where I live. I see countless news stories surfacing weekly about children being abused or murdered. The Bexar County is the region.

My strategy

There is nothing visually nice about a child beaten. If a child abuser is okay with making children bruise or bleed, then I would like to show the results of what one looks like. However, since my target audience is also the general public I will need to tone this down a bit. So I want to tease a little with the outcomes of abuse but keep it innocent enough to show a child's perspective. I am still debating the method of my delivery. I am between the line of doing print ads (billboards) with a website. So to cover both audiences I will do a combination of billboard ads and a website to support it. The billboard ads are geared to low income parents who are on their way to work or on a commute somewhere. The website will be geared to the general public to report abuse.

Objectives

I plan to have a series of designs for billboards, all with the same tone. The website will reflect these designs to support the advertised material.