

Content Writing and Editing RFQ Writing Exercise

Scenario

First 5 LA has funded a study by the Children's Data Network (CDN) which found 60 percent of infants in California who were reported to Child Protective Services (CPS) for alleged maltreatment were re-reported to CPS for suspected abuse or neglect within five years. Re-reporting rates were high, regardless of whether the initial allegation was investigated or substantiated by CPS.

This study shows the importance of child abuse prevention services for families with infants and preschool-aged children, making clear the protection of children needs public, private and community support, according to Philip L. Browning, then-director of the [Los Angeles County Department of Children and Family Services](#) and a past First 5 LA Commissioner.

The report will be ready for public release in the next 30 days. For the purposes of this exercise, assume this study's release will earn significant media coverage and will illustrate a timely trend.

Writing Exercise

Write an opinion-editorial for First 5 LA's Executive Director Kim Belshé on the importance of child abuse prevention services for families with infants and preschool-aged children living in Los Angeles County that will be pitched to the *Los Angeles Times*. The piece should elevate awareness, create a sense of urgency and engage decision makers to build public support on solutions to this issue.

This exercise is intended to demonstrate the RFQ respondent's ability to digest complex information and craft clear, compelling and persuasive arguments to an audience of decision makers and elected officials.

Use these links as resources for this Writing Exercise:

- [First 5 LA 2015-2020 Strategic Plan Highlights](#)
- [CDN Study: Infants Remaining at Home after an Allegation of Maltreatment](#)
- [Paving the Road to Safety for Our Children: A Prevention Plan for Los Angeles County](#)
- Outside resources may be used, but links should be provided

Guidelines

Submissions should be approximately between 400-700 words, use the Associated Press style and should be submitted as an attachment in Microsoft Word. Use single-spaced Arial 10.5 font for all text and 1" margins. Authors are responsible for verifying all facts, including dates, as well as the correct spelling of names and organizations.

Review Criteria

Submission will be evaluated using the following criteria:

- Clearly states a central message and supports it with logical arguments, empirical evidence and illustrative examples.
- Expresses a strong opinion or poses a question that sparks debate.
- Provides enough context for the topic so that it is accessible and relevant to a broad audience.
- Written in a clear, engaging, and accessible first-person style that minimizes jargon and buzzwords.
- Free of spelling and grammatical errors.