



# **Child Abuse Prevention Month**

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## **2017 Chapter Toolkit**



# Prevent Child Abuse America®

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Within this toolkit you will find sample communications pieces that you can use during Child Abuse Prevention Month in your state. Whether you use these tools in their entirety, in part or simply for inspiration, we at the National Office of Prevent Child Abuse America are here to help. The pieces within this book are also being provided in editable Word template form. If you need assistance customizing any of these pieces or understanding their use, [please reach out to Zach Hiner](#).

According to the social norms research we commissioned with the Montana Institute, those who are most likely to engage with our cause have done one of three things in the past: mentored a child or parent, advocated for public policy, and donated time or money to non-profit organizations.

Our theme this year is focused on encouraging these kind of behaviors. We believe that by increasing the simpler actions people can take on behalf of children and families, we can encourage more people to learn about our issue and cause. Additionally, we will be encouraging everyone who takes part in child abuse prevention month, in any way, to “post their pinwheel” by sharing their story and pictures on social media using the hashtag #GreatChildhoods.

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# Sample Press Releases

Here are two sample press releases, one related to the “Mentor, Advocate, and Donate” theme, and another generic template related to Wear Blue Day or Pinwheel Gardens. If you have questions on using or adapting these press releases, please let us know.



## **Prevent Child Abuse STATE: “Make a Difference by getting M.A.D. this April!”**

*Local non-profit is looking for public support during Child Abuse Prevention month*

(CITY, STATE) - Prevent Child Abuse STATE wants all STATE CITIZENS to get M.A.D. this April, but not in the way that you would think.

“We want people to get involved in their communities and in the decisions that affect their families and neighbors,” said PERSON at CHAPTER. “This year we are encouraging everyone in STATE to commit to be a Mentor to a child or parent, Advocate for family-friendly policies, or Donate to a child-serving agency during Child Abuse Prevention Month.”

“These actions are simple ways that anyone can increase the protective factors in their community that lead to thriving children and families,” said Dan Duffy, President & CEO of Prevent Child Abuse America. “We’re encouraging people to take a few minutes out of their day to learn more about child abuse prevention and how their actions can make a difference.”

According to the organization, these actions are “three simple steps anyone can take” that can have an impact on preventing abuse and neglect in their community.

For example, mentoring a child can be done in many ways, such as volunteering to staff an after-school program like a sports or academic team. Mentoring a parent can be as simple as reaching out to your neighbor.

“By mentoring, local parents can help their community in several ways, including by providing a safe place for children to go after school while parents are still working and providing opportunities to increase social connections and build relationships within the community,” said Duffy. “These help to reduce isolation and stress in parents, two of the leading risk-factors for child neglect.”

Becoming an advocate for policies that support children and families is another way to make a difference in local communities. Certain federal policies, such as the Child Abuse and Prevention Treatment Act (CAPTA) or the Maternal, Infant and Early Childhood Home Visiting program (MIECHV), provide local funding for programs that help struggling families.

“We encourage everyone to learn more about how these policies are making an impact at a local level,” said Duffy. “By learning about how laws like MIECHV help children and families while showing a positive return on investment, we can turn citizens into advocates for responsible policy that is good for families and taxpayers.”

Donating, too, is a quick and easy way to make a positive impact during Child Abuse Prevention Month.

“If they don’t have the time to become a mentor or an advocate, we hope people who want to make a difference consider donating to local organizations that empower children and families in their cities and state,” said Duffy. “Whether it’s your local Prevent Child Abuse [STATE] chapter or a local food bank, there are many different organizations that could benefit from financial support this April.”

To learn more about how you can “get M.A.D.” and make a difference during Child Abuse Prevention Month, contact your local chapter of Prevent Child Abuse America at WEBSITE.

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# Sample Press Releases



## Prevent Child Abuse STATE is turning [STATE] Blue on [DAY]

*The non-profit is encouraging everyone in [STATE] to take action on behalf of children during Child Abuse Prevention Month*

**(CITY, STATE)** - April is a time for action on behalf of children and families according to leaders of Prevent Child Abuse STATE.

This year, the organization [is participating in Wear Blue Day] [is building a pinwheel garden] in support of all children in [STATE] and the great childhoods they deserve. But they're not content just building awareness: in 2017, Prevent Child Abuse [STATE] wants everyone to get involved, too.

"We know that everyone agrees that child abuse is a problem that needs to be solved, but not everyone knows that they can play an active role in preventing it in the first place," said [NAME], Executive Director of Prevent Child Abuse [STATE]. "This year we're encouraging others to [join us on Wear Blue day] [learn what the pinwheel represents in our pinwheel garden] and then to commit to take action on behalf of children and families in [STATE]."

According to Prevent Child Abuse [STATE], there are many different ways that people can get involved in child abuse prevention. Some suggestions for 2017 include committing to mentor a child or parent, advocate for family-friendly policies, or donate to child-serving organizations. Each of these actions can increase the protective factors in a community, says [NAME].

"We know that certain strategies work. For example, we know that family support programs can improve family self-sufficiency, setting children and parents up for future success. We also know that the more stable, caring adults in a child's life, the more likely they are to succeed in the face of adversity," said [NAME.] "So advocating for policies like the Child Abuse Prevention Treatment Act or signing up to coach an after-school sports or academic team might not seem related, but is actually prevention in action."

The organization encourages others to join them at [EVENT.] [EVENT DETAILS HERE, SUCH AS DATE/TIME, SPONSORS IF APPLICABLE, AND SUGGESTED DONATION].

For more information on child abuse prevention or to learn more about what you can do to help, visit Prevent Child Abuse [STATE] on the web at [WEBSITE.]

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## A note about Boilerplate

*Be sure to include basic, boilerplate information about your organization following the "#####" at the end of your release. For example, the National Office uses the following:*

### **About Prevent Child Abuse America**

Founded in 1972, Prevent Child Abuse America is a national organization with chapters in all 50 states and nearly 600 Healthy Families America home visitation sites. We lay the groundwork to deliver the great childhoods that all children deserve. We promote services that improve child well-being and develop programs that help to prevent all types of abuse and neglect. Ninety-two cents of every dollar donated goes directly into programs and services, which is why we have received top ratings by a variety of charity watchdog organizations, including Charity Navigator, GreatNonprofits and GuideStar. To learn more about what we're doing to prevent child abuse and neglect and how you can help, visit us at [preventchildabuse.org](http://preventchildabuse.org).

# Sample Letters to the Editor

**Tips:** It's helpful when LTEs respond to an event or article in the news, so when writing to your local news, reference a recent story or coverage of an emerging community issue. Also make sure to verify the maximum word count for the outlet to which you're writing; if your LTE is too long it will either be discarded or edited by someone else, sometimes deleting important elements of the letter. Most papers hover between 150 and 300 words, but be sure to find out the specifics for your paper first.

## Sample 1 - Long (~300 words)

Did you know? In 2016, [STATE] was ranked X for child well-being in the nation by Kids Count?

[If ranking is high] We are proud that [STATE] has worked so hard to make our state a place where children and families thrive. But that doesn't mean our work is done!

[If ranking is low] We have a lot of work ahead of us. Children in [STATE] deserve a great childhood and it us up to all of us to help make that a reality.

We all have a role to play in healthy child development and the prevention of child abuse. People like coaches, teachers, babysitters and health care professionals work with children every day and are already working to move our country toward being a greater place for children. But even if you don't work with or around children, you still can have a positive impact on their development.

As we observe Child Abuse Prevention Month this April, I want to encourage everyone who lives in STATE to commit to take one simple step to help improve these rankings and therefore improve the lives of children and families throughout our state. We hope you'll take one of three simple steps to make a difference: mentor a child or parent, advocate for family-friendly policies, or donate to a child-serving organization.

By donating time and money to prevention organizations, taking the time to volunteer for before- or after-school programs, or offering to help families in your own neighborhood, you can have a meaningful impact on the lives of children throughout the community. Actions like these help bring communities together, reduce isolation and help children and families succeed. You can learn more about how you can help at [preventchildabuse.org/capm-2017](http://preventchildabuse.org/capm-2017).

If we all pledge to do each of these activities at least once during the month of April, we can make a real difference. If we continue to take steps like these throughout the year and in the future, we can help grow the next generation of American leaders, entrepreneurs, and innovators.

[NAME]

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## Sample 2 - Short (~170 Words)

Recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] has made me want to take a stand for children, and since April is Child Abuse Prevention Month, there is no better time than now! As the [ROLE] of Prevent Child Abuse [State], I'm encouraging my friends and neighbors to join me by taking one of three steps: become a mentor to a child or parent, advocate for policies that support children and families, or donate to child serving organizations in your community.

Each of these simple actions can help increase the protective factors in our communities, creating a better environment that allows families to thrive and children to have the great childhood they deserve. To learn more about how these actions make a difference, as well as tips and tools to help you get started, visit [preventchildabuse.org/capm-2017](http://preventchildabuse.org/capm-2017).

If each of us commits to taking one of these steps this month, we can build a better [STATE] for everyone.

[NAME]

# Sample Facebook Posts

**Tip:** Make sure whatever you post has an image attached! Here are some basic examples of an image that you can use to accompany your more in-depth message. Please note that these graphics are basic examples and can be easily customized for your chapter. Simply email Zach Hiner and ask him to swap out the logo, picture or text. While there are limitations, we should be able to comply with most requests!

Suggested Post



Prevent Child Abuse STATE

1 hour · Your location



Like Page



Did you know? According to research from the Harvard Child Development Center, the more caring adults that are present in a child's life, the more likely they are to succeed in the future! This April help create #GreatChildhoods for all children by becoming a mentor in your community. Whether you coach an after-school sports or academic team or become a leader with a local youth group, or help a new parent learn about their child, your presence can change a child's future!

<http://yourwebsitehere.org>

**“How can I help create  
#GreatChildhoods?”**

**Become a mentor to a child.**

The more caring adults in a child's life, the better their chances for success.

Connect with your local Prevent Child Abuse America chapter and learn how you can make a difference in April.



**Prevent Child Abuse  
America**



2.8K

16 Comments 21 Shares



Like



Comment



Share

**Tip:** Don't overload your Facebook page with donation requests, event invites, etc. Always try to add value to your page and provide interesting and informative content for your audience. Make use of Facebook Insights to learn more about the demographics of your audience, what times of day they are the most active and which types of your content are being interacted with the most.

Suggested Post



Prevent Child Abuse STATE

2 hours • Your location

Like Page

Your voice matters, so make it heard! This April make a difference in your community by telling your federal, state and local legislators that you support programs and policies that help children and families. Get in touch with your local Prevent Child Abuse America chapter to learn what policies are making a difference in your state. What do you want your government to look like? Contact your elected officials and let them know!

<http://yourwebsitehere.org>



4.3K

23 Comments 36 Shares

Like

Comment

Share

**Tip:** Use calls to action to encourage interaction on your posts. Whether you want people to click through, share or comment, make sure you tell your audience what you want. Your calls to action can be anything from an intriguing question, a “tease” to entice people to click or read more, to an explicit request, such as “share this with five friends.” Experiment and see what works best for your audience.

Suggested Post



Prevent Child Abuse STATE

4 hours · Your location



Like Page



Want to make a difference during Child Abuse Prevention Month but don't know how? Consider donating to child-serving organizations in your state or community. Donations can be in the form of money or time, as many organizations need volunteers just as much as they need their bills paid. Click here to donate to Prevent Child Abuse [STATE] [Insert your donation link].

<http://yourwebsitehere.org>



1.6K

11 Comments 44 Shares

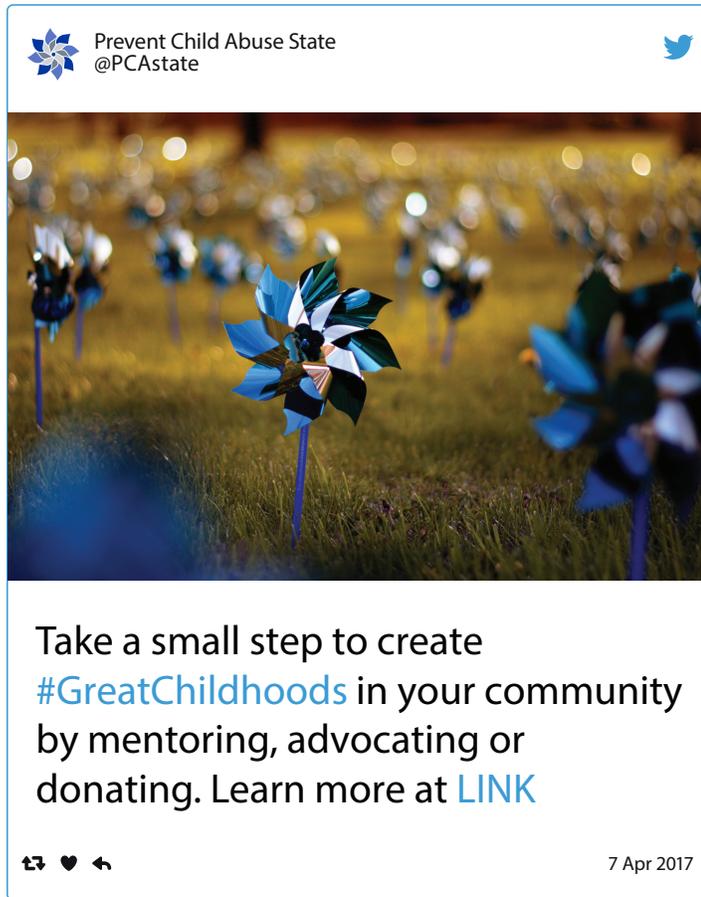


Like

Comment

Share

# Other Social Media



Prevent Child Abuse State  
@PCASTate

Take a small step to create [#GreatChildhoods](#) in your community by mentoring, advocating or donating. Learn more at [LINK](#)

7 Apr 2017



Instagram

9:41 AM

pcastate

Support children and families in [STATE]! Visit our site to learn how to help and then post your pinwheel to inspire others to make a difference during April [#ChildAbusePreventionMonth](#) [#GreatChildhoods](#)

128 likes

## Suggested Talking Points for Social Media

Form your own tweets and instagram posts using some of these suggested talking points. Remember the character limits for each platform! There are more suggestions and references in the "Talking Points" document.

- April is Child Abuse Prevention Month; it is a time to celebrate the good things our communities do to promote healthy child development, as well as a time to reflect on the work that still remains.
- We all have a role to play in healthy child development, and our goal this April is to help others recognize that role and the ways in which we can maximize our impact.
- When communities come together to support children and families, we all benefit: our fellow citizens are better educated, employees are more effective and miss less work, and we'll see a profound impact on the quality of life in the communities in which families live.
- This year, we are focusing on three simple actions you can take to make a difference. You can:
  - Mentor a child or parent.
  - Advocate for policies that support children and families.
  - Donate to child-serving organizations.
- We hope you will take this opportunity to begin thinking about children, all children, all year long, and the role you can play in their healthy development. These actions can take place at any point in the year, April is just a starting point!

# Web/Email Flyer Content

*This flyer was designed to be used as an introduction to April calls-to-action and can be used as content on a web page or in an email blast to donors. If you'd like this customized with your chapter logo, let us know.*

**DID YOU KNOW?** Pinwheels are a symbol of the **great childhoods that all children deserve!** This April, we're bringing everyone together – from parents to business owners to elected officials – to recognize the fact that **we all have a role to play** in the healthy development of children.

**It's easier than you think to make an impact on children in your community! Three ideas are to:**

## ● **MENTOR**

Mentor a child or parent in your community by coaching a rec sports team, offering assistance to a new parent, or volunteer to help staff pre- and after-school programs. When children and parents get the support and help they need, good things happen!

## ● **ADVOCATE**

Let your elected officials know you support programs that make a difference for families in your community. From home visiting to prevention services, you can call or write your federal, state and local legislators to tell them you want them to make children a priority!

## ● **DONATE**

Organizations like your local Prevent Child Abuse America rely on support from individuals like you to keep serving children and families. Every donation makes a difference!



**Made a difference this April?  
Let us know! Post a picture  
of your pinwheel alongside  
#GreatChildhoods and a  
message of what you did or will  
do to support children!**



**Prevent Child Abuse  
America®**

