



SOUTH CAROLINA

Child Abuse Prevention Month

2018 TOOLKIT

Make [#GreatChildhoods](#) Happen

scChildren.org



Partners in Prevention

Raising awareness is a critical first step in preventing child abuse and neglect. Child Abuse Prevention Month, held every April, is the annual opportunity for us to join voices, stand together and show we are a powerful force for the children and families in South Carolina.

The content in this publication will help you do just that.

Children's Trust is home to Prevent Child Abuse South Carolina (PCA SC), the state chapter of Prevent Child Abuse America. We lead Child Abuse Prevention Month in the state and support our prevention partners and their advocacy efforts with unified messaging, shared learning and access to prevention resources and materials.

By planting pinwheel gardens, supporting proclamations and hosting awareness events, prevention partners provide a very visible presence in their local communities. They also ensure that comprehensive, community-based prevention efforts are at work in South Carolina.

It takes all of us working together to keep children and families safe. We are proud to stand with so many across South Carolina.

View the Prevention Partner Network at scChildren.org/capmonth

2018 Campaign

Children's Trust is aligning our messaging with Prevent Child Abuse America's theme, "Help Great Childhoods Happen." The theme is rooted in social norms research and builds off the success of #GreatChildhoods.

The campaign spotlights how people can help great childhoods happen by engaging in everyday activities that prevent child abuse and neglect – donating time or money to child- or family-serving organizations, volunteering or mentoring in communities, or helping an overburdened family with a meal or babysitting.

Children's Trust will be supporting the campaign with billboards, radio spots and digital advertising. There will also be a series of press and public events around the state. Don't forget to wear blue on Friday, April 6.

Partner materials

Prevention partners receive pinwheels, lapel pins and yard signs as well as parenting materials. Additional messaging support is available this year.

Parenting sticky notes

Adapted from Prevent Child Abuse Georgia, the positive parenting sticky notes are an easy way for parents to praise their children.

Pledge poster

Some sites want to raise awareness but do not have an area to plant pinwheels, which is why the pledge poster was created. Encourage anyone coming and going from your office to sign the pledge poster and take a set of the positive parenting notes.

Other items available for download

- Pinwheel cutout and coloring sheet
- National activity calendars
- Research and data
- Messaging samples
- Facebook profile and cover photo
- Infographic
- Advocacy flyer
- Child Abuse Prevention Month Toolkit



Using Pinwheels in Your Community

The pinwheel symbolizes the carefree spirit of great childhoods, when children grow up happy, healthy, nurtured and safe. They are used to draw attention to the effective solution of prevention and serve as a strong visible presence of your commitment to the prevention of child abuse in your community.

- Plant a pinwheel garden in high traffic areas.
- Use pinwheels to make a bouquet for events, parties or in the office.
- Find local organizations to display pinwheels and help your organization raise awareness for your prevention mission.
- Decorate your breakroom at work.
- Share the pictures on social media.



What You Need to Know About Pinwheels

Why a pinwheel?

Pinwheels remind us of the carefree spirit of children and symbolize the happy, healthy childhoods that all children deserve.

Why should my organization or business get involved?

Planting a pinwheel garden in the month of April shows a visible commitment to investing in the lives of children and to building stronger families. All of us have a responsibility to create communities where families and children can thrive.

How do I plant the pinwheels?

The best way is to use a drill or screwdriver to make holes in the ground before inserting the pinwheels. Planting in mulch or other landscaping not only keeps them out of the way of mowers but also adds to the garden effect. Create a shape on the ground using spray paint or stakes and rope, and fill in with pinwheels. Have fun and be creative.

What should I do after the pinwheel garden is planted?

Take photos of your completed garden, post them on social media, and tag Children's Trust. Share with us so we can highlight your efforts with all of our supporters.

How long should the pinwheels stay planted?

If possible, leave the pinwheels planted for the entire month of April. If not, one week is sufficient.



Engaging Your Community

Help your community – businesses, schools, public safety and other community organizations – stand with you during Child Abuse Prevention Month.

Businesses

Place prevention messages on outdoor marquees, display posters in store windows, have brochures and flyers on counters, plant pinwheel gardens, and host a family-friendly event or discount night geared to encourage parent-child interaction.

Suggested messages

- Be a Friend to a Family. Prevent Child Abuse.
- April is Child Abuse Prevention Month. #Good4SCkids #GreatChildhoods
- Prevent Child Abuse. Support [insert Prevention Partner name].
- Pinwheels for Prevention. Child Abuse Prevention Month.

Child care providers

Offer parents a list of available community resources, such as parenting classes or support groups, provide ideas for activities that help parents bond with their children, or offer an evening of free child care for parents who might need a break.

Civic groups

Distribute flyers, brochures or posters to high-traffic places throughout the community, including libraries, grocery stores, banks, shopping centers and medical offices. Posters and materials can be found at scChildren.org.

Faith-based groups

Offer classes on parenting and child development, provide members with ideas about how they can be good neighbors, and offer opportunities for members to reach out to families in their communities.

Law enforcement agencies

Provide a presentation for businesses, schools, and faith-based or civic organizations on how to be a secure community for children. Discuss how to be vigilant when it comes to child safety, both online and in the neighborhood.

Media outlets

Feature stories on community programs that positively impact children and families, write editorials on the significance of Child Abuse Prevention Month, report on the connection between healthy child development and strong economic prosperity in a community, and recognize the most family-friendly businesses in the community.

Schools

Include articles on healthy child development and ideas for positive parent-child interaction in newsletters, sponsor an essay or art contest with a family-oriented theme, and offer field days that promote parents playing with their kids.

Elected officials (mayor, city council, county commission, school board)

Issue a declaration or proclamation recognizing Child Abuse Prevention Month. Sample proclamations are found at scChildren.org/capmonth.

Planting a pinwheel garden or hosting a family fun day?

Share your Child Abuse Prevention Month events with Children's Trust.

Children's Trust will feature your events on the statewide events calendar at scChildren.org/events, which will facilitate the sharing of ideas and information among partners. This will also help Children's Trust promote partner activities socially.

Keeping Kids Safe Booklets and Prevention Resource Guides

Children don't come with instruction manuals, and being a parent can be one tough job. However, when you have a set of tools and resources to help you along the way, it can make family life less stressful. The Prevention Resource Guide has information and helpful tips that anyone can use to build strong relationships and reinforce family ties.

All parents want to keep their kids safe but don't always know where to start or what to do. Children's Trust has compiled important parenting information and put it into an easy-to-read booklet. Use it in your work and share it with the parents you serve.



Keeping Your Kids Safe booklet

Child Abuse Prevention Month Messages

These points can be used to fit messages in press releases, newsletters, editorials, social media posts, donor letters and more.

- April is Child Abuse Prevention Month. We use this month to acknowledge the importance of our community working together to prevent child abuse and neglect and to draw attention to the effective solution of prevention.
- By joining with other organizations across the state, our organization is a prevention partner of Children's Trust of South Carolina, the state's affiliate organization for Prevent Child Abuse America.
- Pinwheels symbolize the carefree spirit of happy, healthy childhoods. They also provide a strong, visible presence in our community of our commitment to prevent child abuse.
- Share your vision of happy, healthy childhoods on social media. Use Facebook, Twitter and other outlets to drive home the importance of prevention with your followers. Use the hashtag: [#Good4SCKids](#). Other hashtags that you may see include: [#CAPMonth](#), [#Pinwheel](#), [#GreatChildhoods](#).
- Children's Trust and its prevention partners promote the protective factors, a set of conditions that help families navigate life's challenges and reduce incidences of child abuse. We encourage parents to find ways to bounce back from challenges by leaning on friends, asking for help when needed, understanding how their children grow, and helping children handle their own feelings.
- Child Abuse Prevention Month is a time to celebrate the good things our communities do to support stronger families and healthy children. Everyone – individuals, families and communities – must work together to prevent child abuse.
- When communities come together to support children and families, everyone benefits. Fellow citizens are healthy and better educated, employees are more productive and miss less work, and the impact on the quality of life for families in these communities is profound.
- Prevent Child Abuse America is focusing on three simple actions that people can take to help prevent child abuse: Mentor a child or parent, advocate for policies that support children and families, and donate to child-serving organizations.
- Child Abuse Prevention Month puts the focus on community activities and public policies that prioritize healthy child development. Creating healthy environments for children builds the foundation for greater prosperity in communities.
- Prevention programs are significantly less costly to society than fixing the lasting effects of child abuse and neglect into adulthood. Support the prevention programs at work in our communities that are helping families and children.
- Prolonged or extreme stress and trauma in a child's life, also known as adverse childhood experiences, interfere with healthy brain development and can lead to learning and behavioral problems as well as long-term health and social issues.
- Programs such as home visiting, Triple P and the Strengthening Families Program, play a key role in the prevention of child abuse and neglect by helping parents with positive parenting techniques and building on a family's strengths.
- Public policies that can help children and families include early education for young children, access to affordable and quality child care, tax credits for working families, and expansion of home visiting programs that assist young mothers and their infants.
- To help children grow into successful adults, parents need jobs that pay a living wage, affordable housing, and the ability to invest in their children's future. When parents struggle financially, they have difficulty meeting a child's most basic needs. Sometimes those stressors can lead to abuse and neglect.

Social Media Tips

Social media is a great way to connect with your audience. Through Facebook, Twitter and other accounts, you can promote the prevention of child abuse and actively engage your followers. Develop messages that are direct and easily understood, and share the positive messages from those organizations and people with a passion for prevention. Provide links to your website that offer strong stories about your work or detailed information about your programs. Here are some sample posts to get you started.

Make sure whatever you post has an image attached.

Be sure to share images from Prevent Child Abuse America and Children's Trust. Greater engagement with our posts increases the reach across social media platforms. You can also find quality (and free) stock images at websites like Unsplash.com and MorgueFile.com.

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 content are being drawing the most interaction.

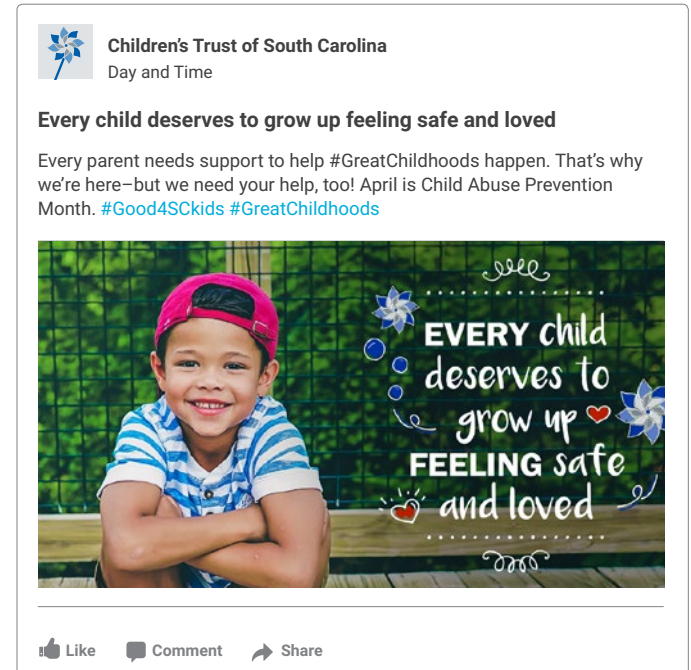
Include a call to action to encourage your audience to interact with your posts.

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, such as 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.

Make your content go the extra mile with paid social media advertising.

Facebook and other social platforms collect a ton of data that helps target ads towards people who will show the most interest. It is a cheap and effective way to make sure your content is getting in front of people not being reached.


Facebook post



Children's Trust of South Carolina
Day and Time

Every child deserves to grow up feeling safe and loved

Every parent needs support to help #GreatChildhoods happen. That's why we're here—but we need your help, too! April is Child Abuse Prevention Month. #Good4SCkids #GreatChildhoods



Like Comment Share

Facebook Profile Picture and Cover Photo

Show your support with the Child Abuse Prevention Month Facebook cover photo and pinwheel profile picture.



facebook

April is Child Abuse Prevention Month



Help #GreatChildhoods Happen

Children's Trust OF SOUTH CAROLINA

Prevent Child Abuse South Carolina

Infographic

This infographic is meant to show the different ways that people can get involved with child abuse prevention during CAP Month 2018 and beyond. The content is organized around the idea of “30 Things You Should Know to Help #GreatChildhoods Happen,” and it can be used as stand-alone web content, broken up into social media posts, printed out for distribution, or any number of other creative ways. Note: The image is just the first few pieces of the infographic; the full content is available at scChildren.org/capmonth.



Every kid should have a great childhood, and every parent should have support. That's why we're here—but we can't do it without your [help](#).

1. April is CHILD ABUSE PREVENTION MONTH

2. Community involvement HELPS PREVENT CHILD ABUSE

3. Parents need help

EVEN WHEN THEY DON'T KNOW HOW TO ASK FOR IT

4. 86% of adults would be grateful for

- EXTRA SERVICES
- HELP WITH CHILDCARE
- OR OTHER SUPPORT

5. "We learned we are always teaching our children by our examples. We learned how to handle life's challenges."

Heather



Anyone can help #GreatChildhoods happen. Even you.

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Make **#GreatChildhoods** Happen

FOR MORE INFORMATION

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Children's Trust is home to Prevent Child Abuse South Carolina