SOUTH CAROLINA
Child Abuse Prevention Month
2019 TOOLKIT

Great Neighbors Make #GreatChildhoods
scChildren.org/capmonth
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.

Download our advocacy flyer for a list of the Prevention Partner Network at scChildren.org/capmonth.

2019 Campaign

Children’s Trust is aligning messaging with one of Prevent Child Abuse America’s themes, “Great Neighbors Make #GreatChildhoods.” The theme is rooted in social norms research and builds off the success of #GreatChildhoods.

The South Carolina 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 and digital advertising. There will also be a series of media and public events around the state. Don’t forget to wear blue on Friday, April 5.

Partner materials

Prevention partners receive pinwheels, lapel pins and yard signs as well as parenting materials.

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

Prevention Partner Network box contents
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.

Quick Tips for Pinwheels

• 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 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 should have.

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. Use #Good4SCkids.

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.

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.

Civic groups
Distribute flyers, brochures or posters to high-traffic places throughout the community, including libraries, grocery stores, banks, shopping centers and medical offices. 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.
Bringing Sunshine into the Month of April

If you need some bright, shiny ideas to help raise awareness during CAP Month in your community, PCA America offers these tips for state and local partners to adapt.

ADD SOME SNAP TO CAP MONTH

In addition to our national Child Abuse Prevention campaign, here are a few ways you can build on the momentum locally.

**Tap into community spirit**

- **Community pinwheel garden.** This longtime favorite is a great way to get the public engaged. Kick off the month with a small ceremony so people know what the garden represents.
- **Get business on board.** Suggest local bakeries, cafes and restaurants create special desserts (e.g., cupcakes for kids) and link additional proceeds toward your chapter’s programs.
- **Activate your advocates.** Share templates for letters and emails people can use to advocate for programs that promote healthy kids and families, or host a letter-writing campaign in partnership with a local organization.

**Make a happening happen**

- **Rev up Wear Blue Day.** Friday, April 5 is Wear Blue Day. Don’t just remind people to wear blue—get something special going!
  - Host a “blue” night at a local coffee shop or tavern featuring local musicians (wearing blue, of course), with a portion of the cover going to donations to your chapter.
  - Host a tournament—softball, kickball, dodgeball, etc.—with parents coaching, kids playing and volunteers sharing CAP month information.
  - Create a Facebook contest for your local partners—whichever posts the most pics with #WearBlueDay wins a free pinwheel pack!

**Get seriously social**

- **Stream for success.** Stream any of the above events on local social media via Facebook or Snapchat, or create a story on Instagram. Don’t forget your #WearBlueDay and #GreatChildhoods hashtags!
- **Pass the pinwheel.** Encourage followers to share a virtual pinwheel with someone who helped them have a #GreatChildhood or gave support as a parent.
- **Suck out stories.** Ask people to share their stories about the valuable parenting support they’ve received. You can even create an online form so people can work from a template.

PreventChildabuse.org • 312.663.3520 • 1.800.CHILDREN
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.

Helping Kids Grow Booklets

The Helping Kids Grow booklet includes basic parenting to help build healthy and resilient children who are ready for a bright and promising future.
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.

Prevent Child Abuse America is focusing on three simple objectives: Increase awareness of child abuse prevention and neglect; inspire and foster action among the public to help prevent child abuse and neglect in communities; and increase awareness of the national organization and its state chapters. Children’s Trust is the South Carolina affiliate for PCA America.

What is Child Abuse Prevention Month?
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.

CAP 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.

CAP 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.

What is the role of Children's Trust and its partners across the state?
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.

By joining with other organizations across the state, your organization becomes a prevention partner of Children’s Trust, the state’s affiliate organization for Prevent Child Abuse America.

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.

Why is prevention important?
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.

Programs that feature home visiting, strengthening families, and positive parenting play a key role in the prevention of child abuse and neglect by helping parents with skills and family bonding techniques that build communication and trust.

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.

How can I help?
Display a pinwheel garden in front of your home, business, church or community center. Pinwheels symbolize the carefree spirit of happy, healthy childhoods. They also can provide a strong, visible presence in every community of everyone’s commitment to prevent child abuse.

Share what happy, healthy childhoods mean to you on social media. Use Facebook, Twitter and other outlets to drive home the importance of prevention with your followers. Great neighbors make #GreatChildhoods. Also use these hashtags: #Good4SCkids, #CAPMonth, #Pinwheel.

Advocate for public policies that can help children and families, such as early education for young children, access to affordable and quality child care, and tax credits for working families. Volunteer in schools and child-serving activities in your neighborhood and community.
Social Media Tips

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. 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.

Make sure your post has an image attached.
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 and event invites.
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.