



SOUTH CAROLINA

Child Abuse Prevention Month

2020 TOOLKIT



Everyday heroes make life
better for children. Every day.



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 build well-being for children and families. 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.

2020 Campaign

Children’s Trust messaging will focus on the importance of community involvement in the work of prevention, reminding people **“Everyday heroes make life better for children. Every day.”** The theme aligns with the Prevent Child Abuse America campaign that prevention happens in partnership.

The South Carolina campaign spotlights the small and impactful steps individuals, community organizations, and leaders can take to help children, families, and entire communities thrive. **Remember to wear blue on Friday, April 3.**

Partner materials

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

Other items available for download

- Research and data
- Messaging samples
- Facebook profile and cover photo
- Advocacy flyer
- Child Abuse Prevention Month toolkit
- Helping Kids Grow in both English and Spanish



Prevention Partner Network box contents

Using Pinwheels in Your Community



The blue pinwheel is the nationally-recognized symbol for prevention because it represents the great childhoods all children deserve and the prevention efforts that help make them happen. Today it inspires all of us to play a role in providing the best possible environment for every child to thrive.

Quick Tips for Pinwheels

- Plant a community pinwheel garden in high-traffic areas. Hold a small ceremony so people know what the garden represents.
- Use pinwheels to make a bouquet for events, parties or in the office.
- Hold a community awareness event and display pinwheels to bring attention to your prevention mission.
- Distribute pinwheels to local organizations to display around your community.
- Secure a proclamation from local leaders about the importance of prevention and share pinwheels with attendees.
- Share pictures of your pinwheels on social media.

What You Need to Know About Pinwheels

Why a pinwheel?

Pinwheels remind us of the great childhoods all children deserve and the prevention efforts that help make them happen.

Why should my organization or business get involved?

By planting a pinwheel garden and joining this awareness campaign, you make a public statement on the importance of building strong families to help all children 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 **#PreventionHeroes**, **#Good4SCKids** or **#WeArePrevention**.

How long should the pinwheels stay planted?

If possible, leave the pinwheels planted for the entire month of April.

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.

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. Materials can be found at [scChildren.org](https://www.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 family-friendly businesses.

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. A sample proclamation can be found at [scChildren.org/capmonth](https://www.scchildren.org/capmonth).

Make an Impact in the Month of April

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



MAKE CAP MONTH YOUR OWN

Here are a few ways chapters use the national Child Abuse Prevention Month campaign to make an impact on a state, local, and community level.

ROCK THE BLUES!

Friday, April 3, is Wear Blue Day.

Make it a spectacular kickoff!

- **Don't wait until April.** Start promoting Wear Blue Day on social media as early as the first day of spring (March 19).
- **Get your partners involved.** Who can post the most Facebook pics with #WearBlueDay?
- **Leverage local businesses.** Bakeries, cafés, and restaurants can create special desserts (with blue icing, right?), and music venues can host "blues" concerts. The proceeds can boost your chapter's programs.
- **Host a friendly sports tournament.** Parents coach, kids play, and volunteers share CAP Month information.
- **Fill the streets with blue.** One chapter partnered with a local utility who donated blue light bulbs for residential porches and commercial buildings.

SPIN THOSE PINWHEELS!

A **community pinwheel garden** is still a great way to get the public engaged.

- **Kick off the month** with a small ceremony so people know what the garden represents.
- **Have weekly pinwheel parties** and fun family events.
- **Help kids make their own pinwheels** (and make sure you shoot plenty of adorable, shareable video).
- **Host your event at a well-known location** or popular park if you don't have a suitable space of your own.

CALL ON YOUR ADVOCATES

Highly visible advocates can amplify your message all month long.

- **Secure a proclamation** from your governor or mayor about the importance of #GreatChildhoods.
- **Share templates for emails** to help people advocate for programs promoting healthy families.
- **Host a letter-writing campaign** advocating for healthy family programs.

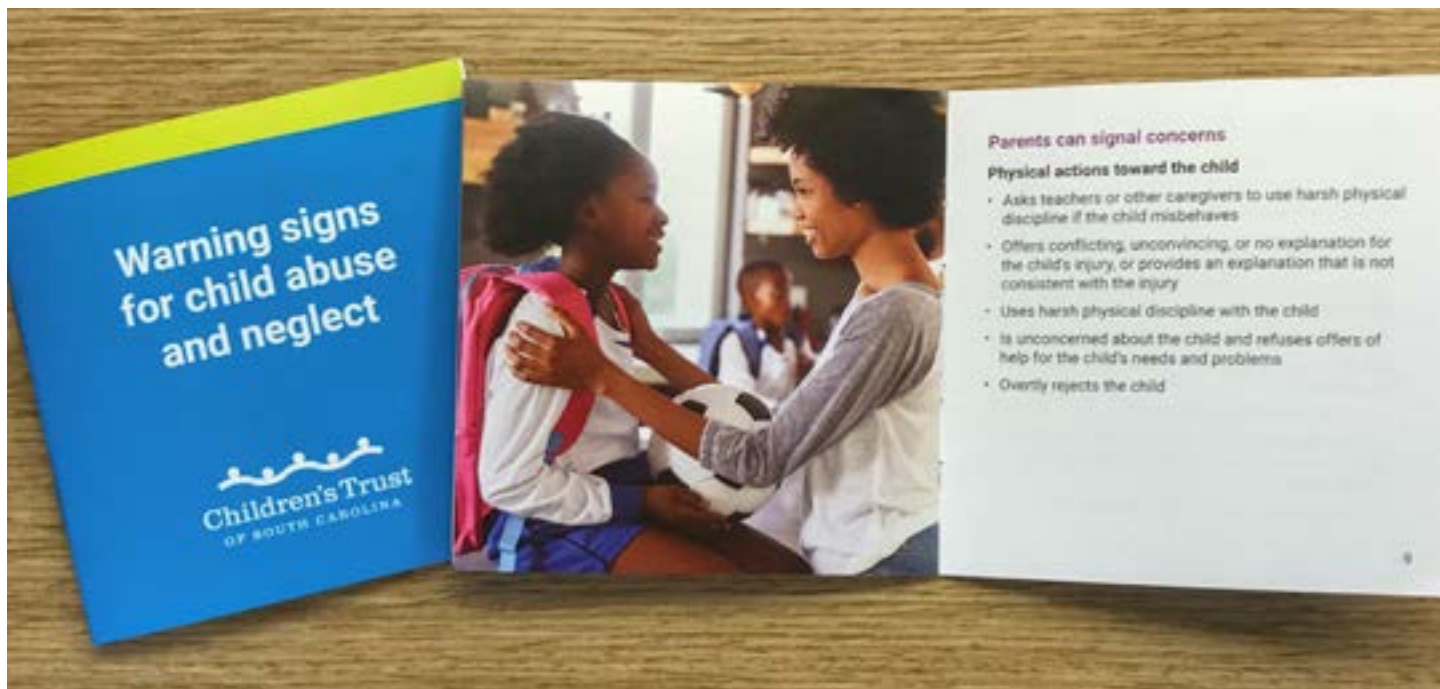
BE YOUR BEST SOCIAL PRESENCE

- **Stream for success.** Stream events on live social media via Facebook or Snapchat, or create a story on Instagram. Don't forget your #WearBlueDay and #GreatChildhoods hashtags!
- **Customize your social graphics.** Did you know you can add your own name and logo to the social art we provide? See the guide at the end of the social calendar!
- **Seek out stories.** This year we're leveraging polls and social content to help people share stories about their #GreatChildhoods. If you know people with amazing stories, encourage them to join in!

PreventChildAbuse.org • 312.663.3520 • 1.800.CHILDREN

Warning Signs of Abuse and Neglect

Recognizing and reporting child abuse is a critical step for helping children and their families through difficult situations. This resource shares some of the common emotional, physical and unusual behaviors that can signal when help may be needed. Booklets are available in both English and Spanish.



Warning Signs of Abuse and Neglect brochure

Helping Kids Grow Booklets

The Helping Kids Grow booklet includes basic parenting tips that help build healthy and resilient children who are ready for a bright and promising future. Booklets are available in both English and Spanish.



Helping Kids Grow booklet

Child Abuse Prevention Month Messages

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

Prevent Child Abuse America is focusing on the message that people don't need to have special skills or be a certain kind of person to help make great childhoods happen — all they have to be is willing. This year, they will be recognizing and celebrating ordinary people and the modest but meaningful steps they take every day to promote healthy child development and help prevent child abuse and neglect. 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 community partners 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. 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 build well-being for children and the adults in their lives, helping both generations to reach their potential. Devoting resources to programs that build that build stronger families and thriving children will help our communities thrive economically and socially.

Prologed or extreme stress and trauma in a child's life, also known as adverse childhood experiences, negative long-term health and social outcomes into adulthood. Creating nurturing, protective relationships in our community can act as a buffer against the negative impacts of stress and trauma later on in life.

Programs that feature home visiting, strengthening families, and positive parenting play a key role in the prevention of child abuse and neglect. Support the prevention programs at work in our community helping families every day.

How can I help?

Display a pinwheel garden in front of your home, business, church or community center. Pinwheels represents the great childhoods all children deserve and the prevention efforts that help make them happen. They also provide a strong, visible reminder 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. Use these hashtags: **#Good4SCKids**, **#PreventionHeroes** **#WeArePrevention**

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 powerful stories about your work or detailed information about your programs.

Make sure your post has an image attached

Images help grab your audience's attention while scrolling through their social feed. Share images from Prevent Child Abuse America and Children's Trust or create your own. You can also find quality (and free) stock images at websites like [Unsplash.com](https://unsplash.com) and [MorgueFile.com](https://morguefile.com).

Prioritize video content

Videos have higher engagement rates and tend to outperform static image posts.

Use digital analytics to guide content

Digital analytics tools, like Facebook Insights, can help you learn more about the demographics of your audience, what times of day they are the most active, and which types of content are most engaging.

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.

Use social media campaign hashtags

Hashtags (#) are used to help categorize content on social media and allow you to connect with and engage others based on a common theme or interest. It also makes your own content discoverable and allows you to find relevant content from others.

Some of the hashtags to use throughout CAP Month:

- #WeArePrevention
- #PreventionHeroes
- #CAPMonth
- #WearBlue
- #Good4SCKids

Facebook Profile Picture and Cover Photo

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




Sample Social Media Posts

On this page you will find sample social media content for use on your organization's social media channels. You are encouraged to use the provided content and can use the content as is or put your own spin on it.

Facebook

- April is Child Abuse Prevention Month. [#WearBlue](#) to show your support on Friday, April 3. Learn other ways you can be a friend to families here: (URL)
- Planting pinwheels is one way you can show your support for kids and families in your community. Learn other ways you can be a [#PreventionHero](#): (URL)
- How can you be a [#PreventionHero](#)? By getting involved in your community and helping parents make the right choices! Learn more ways you can help here: (URL)
- It takes all of us working together to build strong families. Tag a [#PreventionHero](#) in your community and tell us all about them!


Facebook post



Children's Trust of South Carolina
Day and Time

Everyday [#PreventionHeroes](#) make life better for children. Every day.

According to [@CDCgov](#), relationships with caring adults and positive role models can improve outcomes for kids. Learn ways to get involved: (URL)



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Twitter

- Kick off [#CAPMonth](#) with Wear Blue Day on Friday, April 3. Learn other ways you can be a friend to families here: (URL)
- Kids and families in your community need support - and you can help. Learn how you can be a [#PreventionHero](#): (URL)
- Everyday [#PreventionHeroes](#) make life better for children. Every day. Be one of them: (URL)
- [#WeArePrevention!](#) It takes all of us working together to build strong families. Learn more here: (URL)

Twitter post



Children's Trust of South Carolina
[@ChildrensTrustS](#)

Kids and families in your community need support - and you can help. Learn how you can be a [#PreventionHero](#): (URL)



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More digital resources

Download the [Prevent Child Abuse America, Child Abuse Prevention Month toolkit \(PDF\)](#) for additional images, social media posts and templates.

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**Everyday heroes make life
better for children. Every day.**

FOR MORE INFORMATION

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