

Child Abuse Prevention Month 2021 Toolkit

Growing a Better Tomorrow for All Children



Introduction

Partners in prevention across South Carolina

Raising awareness is a critical first step in preventing child abuse and neglect. When we take action to help families thrive, children will be safe and have the opportunity to grow up healthy and strong.

Child Abuse Prevention Month is our opportunity to plant the seeds of support for what we know must happen year-round: supporting parents and caregivers and building the relationships and connections in communities so that families can readily access what they need to help every child. The more we can show people how their actions can prevent child abuse and neglect, the more people will understand how prevention efforts can work in their communities.

Individuals, organizations, and communities – 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.

Use the tools

This messaging toolkit is reference for grantees and other prevention partners to adapt and share messages about Child Abuse Prevention Month throughout the year. Its sample communications tools can be used in their entirety or simply for guidance and inspiration.

All the documents in this toolkit are editable and the images are available for download at scChildren.org/capmonth



Take action during Child Abuse Prevention Month

Engage your community



When we work together, our communities are stronger and families are safer. Encourage others to learn the strategies that strengthen families and build well-being.

Wear Blue Day



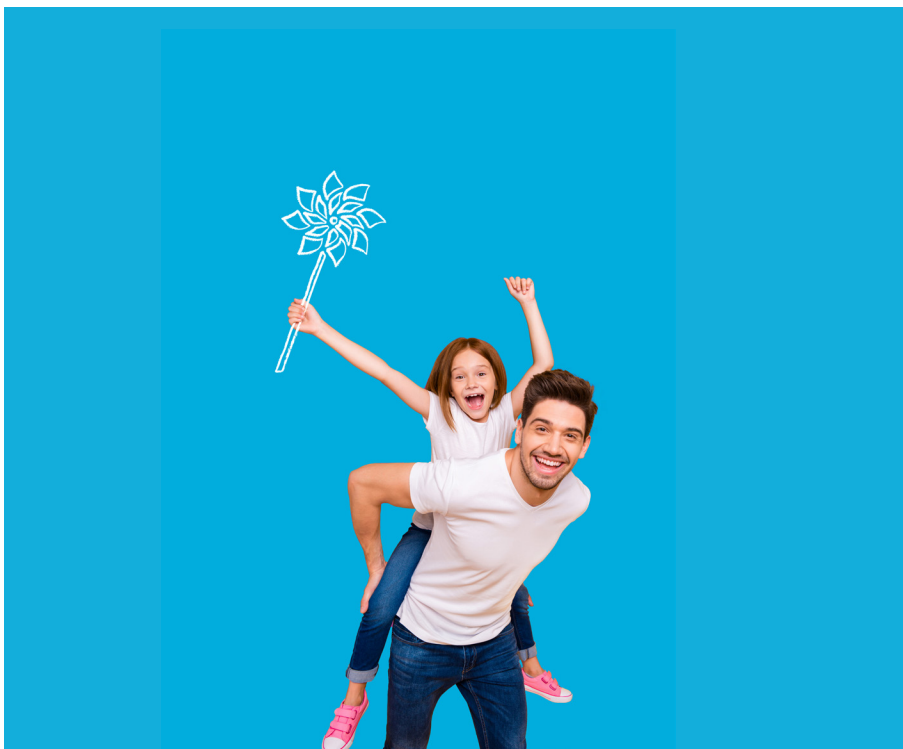
On **Thursday, April 1**, individuals and organizations across the United States will make a visible commitment to growing a better tomorrow for all children by wearing blue. By coming together, we spread hope today as we work to transform tomorrow for all children and their families.

Plant pinwheels



As the national symbol of the happy, healthy childhoods that we want for all children, pinwheels are the most visible way to show support for child abuse prevention. On **Friday, April 16**, individuals and organizations across South Carolina will plant pinwheel gardens representing the seeds of a better tomorrow for children and families.

What is child abuse prevention?



Anything that strengthens families and helps children thrive

Prevention can be evidence-based programs that help parents have the tools and learn the skills to build a strong family and allow their kids thrive. Prevention can also be simple actions like helping an overwhelmed parent by taking the kids to the park for a few hours or being a sympathetic listener.

In South Carolina, there are many different programs, strategies and solutions at work for children and families. Prevention work falls into three broad categories, and prevention is most effective when all three are at work.

	PRIMARY PREVENTION	SECONDARY PREVENTION	TERTIARY PREVENTION
WHO	Universal, everyone	Populations, communities or neighborhoods with risk factors associated with child maltreatment: poverty, parental substance abuse, young parental age, parental mental health concerns, parent or child disabilities	Individuals associated with indicated cases of abuse and neglect
WHEN	Before abuse and neglect occurs	Before abuse and neglect occurs	Maltreatment has occurred
WHY	Everyone can benefit from raising awareness of scope and problems associated with child abuse and neglect.	Targeting to a high-risk population where maltreatment is more likely	Reduce the negative consequences of the maltreatment and to prevent its recurrence
EXAMPLES	Child Abuse Prevention Month scParents.org	Home visiting programs Strengthening Families Program Family resource centers	Family therapy Mental health counseling



Engaging Your Community

The blue pinwheel is the national symbol for child abuse prevention. It represents the happy, healthy childhoods that all children should have and symbolizes the prevention efforts that help make them happen. Pinwheels inspire all of us to play a role in providing the best possible environment for every child to be nurtured and have the opportunity to grow into happy, healthy adults.

To raise awareness, plant a public pinwheel garden to let your community know it is Child Abuse Prevention Month. Hold a small, socially-distant ceremony, if it is safe, to let people know what the garden represents.

How to get your community involved

Businesses can place prevention messages on outdoor marquees, display posters in store windows, place brochures and flyers on counters, plant pinwheel gardens, and host a family-friendly event if it is safe to do so.

Child care providers can 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.

Civic groups can distribute flyers, brochures or posters throughout the community, including libraries, grocery stores, banks, shopping centers and medical offices. Materials can be found at [scChildren.org](https://scchildren.org).

Faith-based groups can offer information on parenting and child development and provide members with ideas about how they can be good neighbors.

Law enforcement agencies can provide information for busi-

nesses, schools, and faith-based or civic organizations on how to be a secure community for children.

Media outlets can 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 can include articles on healthy child development and ideas for positive parent-child interaction in newsletters and sponsor an essay or art contest with a family-oriented theme.

Elected officials (mayor, city council, county commission, school board) can issue a declaration or proclamation recognizing Child Abuse Prevention Month.

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

State of South Carolina Governor's Proclamation

WHEREAS, South Carolina's future prosperity and quality of life depend on the healthy development of the more than 1.1 million children residing in the diverse communities across our state; and

WHEREAS, preventing child abuse and neglect must be a priority that requires individuals, families, child-serving organizations, schools, faith-based groups, businesses, government agencies, and civic leaders to support the physical, emotional, social, and educational well-being of all children; and

WHEREAS, child abuse is a serious public health issue with wide-ranging societal

An example of a proclamation from the Governor

Ways to Make an Impact in April

If you need some new ideas to help your community be more involve in the work of prevention, here are some tips grounded in the Protective Factors Framework.



WAYS YOUR COMMUNITY CAN SUPPORT PARENTS AND CREATE POSITIVE CHILDHOOD EXPERIENCES

- 1** Learn who in your community is actively helping families. Connect those who need help. Follow up to make sure people are getting what they need.
- 2** Encourage caregivers to reach out for help. Knowing when help is needed is an important part of building strong families.
- 3** Set up a collection for canned good, diapers, cleaning supplies and other essentials. Donate them to a local food pantry.
- 4** Hold a weekly stroller walk for young parents. Encourage them to make connections with other parents.
- 5** Connect families to VITA tax services and encourage them to take advantage of available tax credits so they can keep more of their earned income. Visit SC211.org to schedule an appointment at a nearby site.
- 6** Promote family-friendly employment policies. Offer parents the flexibility to take children to doctor's visits, to support distance learning and to recharge their lives.
- 7** Use your parking lot to hold a community swap event for families to trade books, school supplies or clothes.
- 8** Plant a pinwheel garden. Explain how pinwheels are the symbol of happy, healthy childhoods that all children should have. Encourage discussions of how you can support children and their families.



scChildren.org



The 2021 Campaign

The theme for this year's campaign, "Growing a Better Tomorrow for All Children," reminds us that we can help positive childhood experiences take root every day to nourish every child in every community. That growth will mean a stronger future for families and communities in South Carolina.

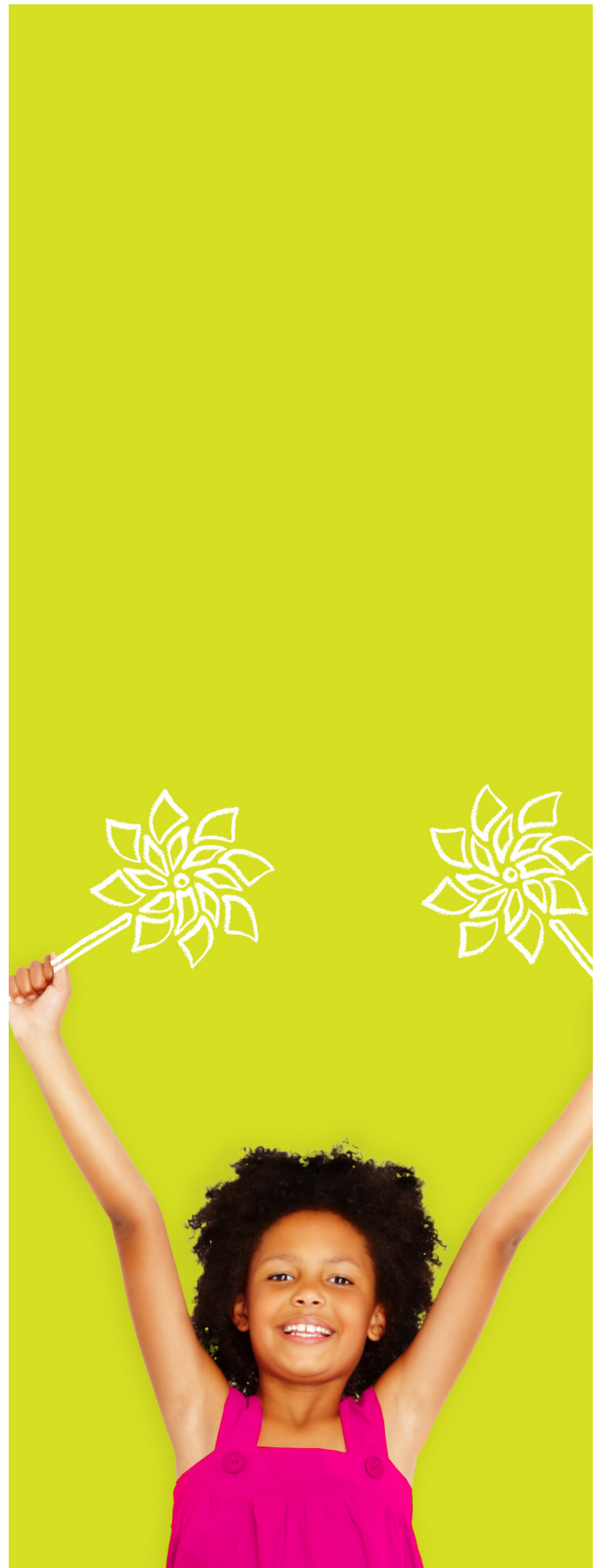
The campaign includes a social media content calendar, social media graphics and other printed pieces that you can share with individuals and organizations in your community.

Additional Tools and Resources

Grantees and prevention partners receive pinwheels, lapel pins and yard signs, as well as printed prevention materials.

Tools and resources available for download from scChildren.org include:

- South Carolina adverse childhood experience (ACEs) data county profiles
- Child maltreatment data county profiles
- Child well-being data county profiles
- Child Abuse Prevention Month legislative flyer
- Ways Your Community Can Support Prevention flyer
- Warning Signs of Child Abuse and Neglect booklet (English)
- Warning Signs of Child Abuse and Neglect booklet (Spanish)
- Helping Kids Grow booklet (English)
- Helping Kids Grow booklet (Spanish)
- Social media calendar and graphics



Child Abuse Prevention Month Digital Content

DATE	SOCIAL ART	SOCIAL CONTENT
TUESDAY 3/30		DYK? April is Child Abuse Prevention Month. This Thursday, break out your best blue outfit and help us raise awareness for Child Abuse Prevention Month.
WEDNESDAY 3/31		Let the countdown to #WearBlueDay2021 begin! Tomorrow be part of #WearBlueDay2021 and show your support for a better tomorrow for all children and families in SC. #CAP-Month
THURSDAY 4/1		We wear blue today to support growing a better tomorrow for all children, together. Share your photo and tag us to show your support for Child Abuse Prevention Month. Don't forget to use the #WearBlueDay2021 hashtag!
MONDAY 4/5		Show us how you develop supportive communities this #CAPMonth and leave a note or gift for your neighbor on their doorstep! Every nice gesture no matter how small supports happy and healthy communities.
FRIDAY 4/9		Research tells us that kids who grow up in safe, stable, and nurturing relationships and environments are more likely to be happy, healthy, and successful well into their adult years. By cultivating these positive childhood experiences, we aren't just actively working to prevent child abuse and neglect. We are #GrowingBetterTogether.
MONDAY 4/12		It's easy to build positive childhood experiences with simple actions that will help children to flourish. Just by changing the words we use, we can help build social and emotional competence in children. #GrowingBetterTogether
WEDNESDAY 4/14		Research shows mentoring kids improves behavioral, social, and emotional outcomes. You can plant seeds of support by getting involved with kids in your community! Learn more at: (ORGANIZATION LINK HERE)
FRIDAY 4/16		Plant your pinwheels today and let's watch them whirl! These pinwheels will spread joy and awareness throughout South Carolina for all of April. Share your pinwheel pictures in the comments below! #pinwheelsforprevention
MONDAY 4/19		Kids and caregivers who need help don't always know where to turn. You can plant the seeds of a better tomorrow by sharing resources and information on help available in your community. Find resources for families at scParents.org
WEDNESDAY 4/21		Children can grow and flourish through stimulating education. Read your child a story today and send in a photo of your time together! #CAPmonth
FRIDAY 4/23		April is Child Abuse Prevention Month but prevention happens every day. Check out this list of things you can do to help create positive childhood experiences and help your community thrive. (INSERT LINK TO FLYER)
MONDAY 4/26		According to @CDCgov, relationships with caring adults and positive role models can improve outcomes for kids. Be a mentor, friend or volunteer and build positive child experiences to transform tomorrow for children in your community.
WEDNESDAY 4/28		You can play a role in preventing child abuse by educating yourself and your community on how protective factors help strengthen families and build positive childhood experiences. Request training at https://scchildren.org/prevention-training/training-request/
FRIDAY		THANK YOU! When we work together, our communities are stronger and families are safer. With your support, we can grow a better tomorrow for all children together. #CAPMonth

Sample Press Release

Contact information

[Organization name]

[Contact name]

[Phone number]

[Email address]

Release date

[Date]

[Organization Name] Hosts [Event]

Event Builds Awareness for Family Well-Being as Part of Child Abuse Prevention Month

OR

[Organization Name] Leads Child Abuse Prevention Month in [Community Name]

Annual Awareness Event Encourages Everyone to Support Families and Children

[CITY, Month, Day, Year] – **[Organization Name]** is **[describe activity, place and time]** for Child Abuse Prevention Month. The purpose of **[event]** is to **[insert primary goal]**.

Joining with other organizations throughout South Carolina, **[Organization Name]** is a Child Abuse Prevention Month partner with Children’s Trust of South Carolina. Held every April, the awareness month encourages people across South Carolina to help positive childhood experiences take root.

“Now more than ever, our families need us – organizations, governmental agencies, businesses, communities, neighborhoods, faith-based groups and individuals – to join together,” **[Organization name ED/CEO First Last name]** said. “When we support families, we become a stronger, more resilient community, and children grow up happy, healthy and safe.”

What happens in childhood can last a lifetime. We know that childhood adversity can have long-lasting negative health effects into adulthood. Science shows that healthy, happy and thriving children have better odds of becoming healthy and happy adults, which is what we all want.

[Organization Name] is joining prevention partners across the state and planting pinwheel gardens to show their commitment to preventing child abuse and neglect. The blue pinwheel is the national symbol for child abuse prevention, representing the happy, healthy childhoods all children should have. Children’s Trust is South Carolina’s prevention leader and the state chapter for Prevent Child Abuse America.

“While the pinwheel creates a memorable and compelling image, it is the story behind the pinwheel that makes the biggest mark,” said **[same person as above.]** “Pinwheels plant a seed of hope for a better tomorrow for all children and families. We ask that everyone join with us to cultivate the relationships, connections and places that help every child thrive. Your participation in this month’s activities sends a signal that we are united as advocates working toward a common goal of supporting families and children.”

Sue Williams, CEO of Children’s Trust, applauded **[Organization name]** for participating in Child Abuse Prevention Month.

“As South Carolina strives to give every child the opportunity to grow up healthy and happy, we know we must all work together,” Williams said. “There is no single public agency, community organization or individual that can ensure success for our children. Together we grow a better tomorrow for South Carolina.”

[insert additional event details: when, where and how someone can participate]

Everyone can help create positive experiences that make a big difference in the lives of children and families.

###

[insert organization boilerplate/description and how people can support organization and learn more]

Children’s Trust of South Carolina is the only statewide organization focused on preventing child abuse and neglect. The organization leads and supports a network that shares our belief that all children should thrive, live in secure families and be surrounded by supportive communities. Learn more at scChildren.org.

Sample Proclamation

Child Abuse Prevention Month

WHEREAS, South Carolina's future prosperity and quality of life depend on the healthy development of the more than 1.1 million children residing in the diverse communities across our state; and

WHEREAS, preventing child abuse and neglect must be a priority that requires individuals, families, child-serving organizations, schools, faith-based groups, businesses, government agencies, and civic leaders to support the physical, emotional, social, and educational well-being of all children; and

WHEREAS, child abuse is a serious public health issue with wide-ranging societal consequences, as data show the link between the abuse and neglect of children and a wide range of costly medical, emotional, psychological, and behavioral issues into adulthood; and

WHEREAS, parents and caregivers who have a support system of family and friends, know where to find public resources, and understand how to remain resilient in challenging times are best-equipped to provide safe, nurturing environments for their children; and

WHEREAS, statewide and community prevention programs serve as proven and effective ways to reduce child abuse and neglect no matter the geographic region, race or ethnicity, or economic status; and

WHEREAS, in fiscal year 2019-2020, there were 8,924 founded Child Protective Services (CPS) investigations in South Carolina.

NOW, THEREFORE, I, [insert name], [title] of [city/county] in the great State of South Carolina, do hereby proclaim April 2021 as

CHILD ABUSE PREVENTION MONTH

throughout the state and encourage all South Carolinians to dedicate themselves to protecting the quality of life for every child.



Growing a Better Tomorrow for All Children

Additional Resources

Join Children’s Trust of South Carolina and learn about how you can help all children thrive, live in secure families and be surrounded by supportive communities.

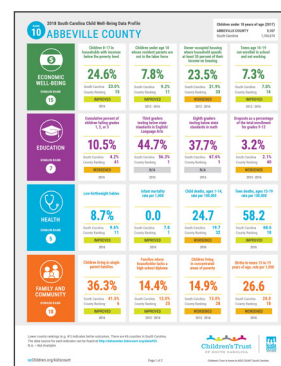
Sign up for CTSC’s newsletter to stay involved in the work of building strong, thriving communities in South Carolina.

[SUBSCRIBE HERE](#)

Other recommended resources



COVID-19 Impact on South Carolina Children's Well-Being Data Snapshot



Child well-being data county profiles



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Growing a better tomorrow for all children together.

FOR MORE INFORMATION

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scChildren.org/capmonth



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