

BE A CHAMPION FOR  
*Children*

Child Abuse Prevention Month  
2022 Toolkit



April Is Child Abuse Prevention Month



## 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 are safer 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](https://scChildren.org/capmonth).

## Take Action During Child Abuse Prevention Month

### Connect with others and engage your community



When we work together, our communities are stronger and our families are safer. Connect with advocates and stakeholders in your communities. Build a strong network to support children and their families.

### Raise awareness



Use the messaging resources provided for Child Abuse Prevention Month to spread hope. Share information that helps the general public understand that we all have a role to play to prevent child maltreatment.

### Support and educate



Help families connect to local programs, supports and resources through events and outreach. Share family-focused materials to help parents know where to find help.

## What Is Child Abuse Prevention?

Anything that strengthens families and helps children thrive. Prevention can be evidence-based programs that help parents gain 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 that support children and families. Prevention work falls into three broad categories, and prevention is most effective when all three are at work.

### Primary prevention

**WHO** – Universal, everyone

**WHEN** – Before abuse and neglect occurs

**WHY** – Everyone can benefit from raising awareness of the scope and problems associated with child abuse and neglect.

**EXAMPLES** – Child Abuse Prevention Month, [scParents.org](https://scParents.org)

### Secondary prevention

**WHO** – 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

**WHEN** – Before abuse and neglect occurs

**WHY** – Support high risk populations where maltreatment is more likely

**EXAMPLES** – Home visiting programs, Strengthening Families Program, family resource centers

### Tertiary prevention

**WHO** – Individuals associated with indicated cases of abuse and neglect

**WHEN** – Maltreatment has occurred

**WHY** – Reduce the negative consequences of the maltreatment and to prevent its recurrence

**EXAMPLES** – Family therapy, mental health counseling



## The 2022 Campaign

This year's campaign calls us to "Be a Champion for Children" and to identify those specific actions that help families be strong so that children can thrive. From helping the family next door to supporting family-friendly policies, we all have the power to make a positive difference. And when we do that, we build a stronger future for children, 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.

Partners receive printed prevention materials, lapel pins and yard signs. Additional tools and resources are available for download from [scChildren.org](http://scChildren.org).

# BE A CHAMPION FOR Children



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**PROMOTING HEALTHY DEVELOPMENT AND POSITIVE OUTCOMES**

- 1 Let children know what they're experiencing is normal
- 2 Be consistent in your responses and your follow-through
- 3 Make sure kids understand what is safe and unsafe
- 4 Support them even when they mess up
- 5 Stay calm when chaos arrives
- 6 Allow children some freedom to make their own choices
- 7 Show love in the good times and the tough times
- 8 Maintain a sense of humor

scParents.org



## Child Abuse Prevention Month Digital Content

The social media posts in this calendar are available for your organization to use for CAP Month. You can use the content as is or put your own spin on it. Some of the posts are timely and others can be posted anytime in April.

### Online Social Press Kit

Download the content at  
[TheSocialPressKit.com/cap-month-2022](https://TheSocialPressKit.com/cap-month-2022)

### Include the campaign hashtags in your posts

- **#WearBlueDay2022:** Use this hashtag on and leading up to April 1, Wear Blue Day
- **#ChampionsForChildren:** Use the primary campaign hashtag for any post
- **#CAPMonth:** Use this hashtag if Child Abuse Prevention Month is spelled out in the caption or on graphic
- **#ChildAbusePreventionMonth:** Use this hashtag if Child Abuse Prevention Month is not spelled out in the caption or graphic

### Week of March 28



**CAPTION:** This Friday, break out your best blue outfit and raise awareness for Child Abuse Prevention Month. [#WearBlueDay2022](#)



**CAPTION:** Be a champion for children and wear blue tomorrow. Share your photo and tag us to show your support for Child Abuse Prevention Month. [#WearBlueDay2022](#)

### Week of April 4



**CAPTION:** April is Child Abuse Prevention Month, and we invite you to join our work supporting children and families in our community. Learn more at (partner website). [#ChampionsForChildren](#)



**CAPTION:** Be a champion for children and help the youth in our community reach their potential. Our future depends on it.



**CAPTION:** Protective factors strengthen families by helping them find resources, supports, and coping strategies that allow them to parent more effectively, especially under stress. You can make a difference. [#ChampionsForChildren](#)

### Week of April 11



**CAPTION:** You can play a role in preventing child abuse by knowing what resources are available in your community. Find our services—along with many others—listed on [scParents.org](https://scParents.org). [#ChampionsForChildren](#)



**CAPTION:** Be a champion for children by staying up to date on what's going on in our community. Sign up for our newsletter and receive monthly updates in your inbox.



**CAPTION:** When parents are supported, they can in turn be strong for their families. Asking for help is often the first step in making sure children grow up healthy. We can help you find the support you need. Visit (partner website) [#ChampionsForChildren](#)

## Week of April 18



**CAPTION:** Research shows that, especially for youth who experience abuse and neglect, one caring adult can make all the difference. Be a champion for children in our community. [#ChampionsForChildren](#)



**CAPTION:** Join our work. Be a champion for children.



**CAPTION:** 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. Join us for Child Abuse Prevention Month. [#ChampionsForChildren](#)

## Week of April 25



**CAPTION:** When we work together, our communities are stronger and families are safer. [#ChampionsForChildren](#)



**CAPTION:** Child Abuse Prevention Month was a success! Thank you to everyone who works to make our community a better place for children and families—in April and all year long. We are creating a better future together. [#ChampionsForChildren](#)

# 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].

[Insert additional event details if applicable: When, where and how someone can participate].

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.

[Organization Name] is joining prevention partners across the state to show their commitment to preventing child abuse and neglect. Children’s Trust is South Carolina’s prevention leader and the state chapter for Prevent Child Abuse America and supports a network that shares our belief that all children should thrive, live in secure families and be surrounded by supportive communities.

“We are proud to be standing with these leaders in our community,” said [same person as above.] “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 create a better tomorrow for South Carolina.”

###

[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](http://scChildren.org).

## Sample Proclamation

**[INSERT MUNICIPALITY NAME],**  
**South Carolina 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;
- 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 2020-2021, there were 8,944 founded Child Protective Services (CPS) investigations with 15,980 children in South Carolina.
- NOW, THEREFORE, I, [insert name], [title] of [city/county] in the great State of South Carolina, do hereby proclaim April 2022 as**

**CHILD ABUSE PREVENTION MONTH**

throughout the [municipality name] and encourage all South Carolinians to dedicate themselves to protecting the quality of life for every child.

## 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 our newsletter](#) to stay involved in the work of building strong, thriving communities in South Carolina.

### Other recommended resources

[COVID-19 Impact on South Carolina Children’s Well-Being Data Snapshot \(PDF\)](#)

[Child well-being data county profiles \(Webpage\)](#)

## For More Information

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