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.

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

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
Engaging Your Community In Child Abuse Prevention Month

How to get your community involved

Child Abuse Prevention Month is a great opportunity to highlight how the whole community works to build stronger families and safer children. Stakeholders across our communities can show their support through a wide range of activities. Here are some suggestions for getting 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, and 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. 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 businesses, 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.

Involving your elected officials

When your elected officials issue a proclamation that April is Child Abuse Prevention Month, they encourage community awareness and show their support for the children and families in their communities.

A sample proclamation can be found at scChildren.org/capmonth.

8 Ways To Support Families In Your Community

Grounded in the Protective Factors Framework, the following ideas can help you better support parents and their children.

1. Use scParents.org to 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. Share parenting tips and safety resources with families. Help them build skills and knowledge.
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.
**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

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**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

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**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

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**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

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**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. #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.

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[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

[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)