

Child Abuse Prevention Month

APRIL 2023 TOOLKIT



BE A CHAMPION FOR
Children


Children's Trust
OF SOUTH CAROLINA

Partners in Prevention Across South Carolina

Raising awareness is a critical first step in preventing child abuse and neglect. Child Abuse Prevention (CAP) Month is our opportunity to grow support for what we know must happen year round: supporting parents and building communities so that families can readily access what they need to help their children grow healthy and strong.

Children are safe when families are strong, and families are strong when communities wrap them in love and support. It takes all of us working together to ensure that our communities are places where children thrive.

Prevention happens in partnership, and we are honored to be standing with you.

Use The Tools

These tools can be used in their entirety or simply for guidance and inspiration.

Images, editable documents and other tools are available for download at scChildren.org/capmonth

Take Action During Child Abuse Prevention Month

Raise awareness



Help the general public, service providers and decision makers understand that we all have a role to play in preventing child maltreatment.

Connect 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.

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 with the skills to build a strong family. It 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 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, share brochures and flyers on counters, plant pinwheel gardens, and host a family-friendly event.
- **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.

Connect families to local resources

Children’s Trust is partnering with findhelp on scParents, a free website that allows anyone to easily find and connect with local free and reduced-cost programs. Here families can find parenting resources and other local free and reduced cost social services program.

Log on and make sure your programs and services are represented. Use the tools with your clients to connect to the help they need. In the back of this toolkit, we have included detailed information about the findhelp platform and services.

Involving Your Elected Officials

Child Abuse Prevention Month is a great time to speak with your elected officials – in Washington, Columbia and in your community. Let them know how important it is to support children and families. Share with them the work you do every day to build a better tomorrow.

- Write a letter and share the success of a family you have helped.
- Have a meeting and explain what your families are experiencing.
- Invite them to your organization to see you in action and meet your families. Have them share the impact you are making.

Coordinate a proclamation declaring April as Child Abuse Prevention Month

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

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

To help us coordinate and track proclamations, please submit the brief form on scChildren.org/capmonth. We will then share the news on our social channels and website.



An example of a proclamation from the Governor.

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](https://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](https://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.

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.

The 2023 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 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/capmonth](https://scchildren.org/capmonth).

Promote Your Event With A Flyer

A customizable template is available for you to create 8.5 x 11 paper flyers for CAP Month events. [scChildren.org/capmonth](https://scchildren.org/capmonth)

Printing T-Shirts for Your Event?

If your organization would like to use the Champions artwork on a T-shirt, please email communications@scchildren.org for the design file. We request that you email us a mock-up of the proof of the T-shirt from your vendor. We will review it within two business days.

Please note: The "Be a Champion for Children with Children's Trust of South Carolina" graphic should be printed on the front of the shirt by itself, and all other organization or sponsor logos should go on the back or a sleeve of the t-shirt. Use any color shirt you prefer to match your brand colors for the design.



Sample blue and orange shirts with tone on tone imprint colors.

Child Abuse Prevention Month Digital Content

Social media templates are available for your organization to use for CAP Month. The graphics are customizable and follow the theme, Be a Champion for Children. The templates are housed in Canva, a free and easy-to-use online program. Some of the posts are timely and others can be posted anytime in April.

Use the social media campaign graphics

- Find the templates at [scChildren.org/capmonth](https://scchildren.org/capmonth). Click the “Use template” button on Canva.
- Create a free account or log in to Canva.
- Upload a .PNG file of your logo, with a transparent background. This will work best for templates where your logo is placed on a colored background.

- You can upload pictures of your organization or community to the Canva library, as well as use free stock photography in Canva.
- Get creative! For more Canva help, check out Canva’s [help resources](#).

Include the campaign hashtags in your posts

- **#WearBlueDay2023:** Use this hashtag on and leading up to Friday, March 31, 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 the graphic.
- **#ChildAbusePreventionMonth:** Use this hashtag if Child Abuse Prevention Month is not spelled out in the caption or graphic.



Event template: Use this graphic to advertise your CAP Month event on social media.



Thank You template: Use this graphic at the end of April to show appreciation to your community for helping raise awareness about prevention. Add your own picture.



Three Ways template: Use this graphic to tell people ways you think they can.



April is CAP Month template: Add a picture of your staff members, community or another picture to raise awareness that April is Child Abuse Prevention Month.



Spotlight template: Add a picture of your staff members or community to show your support for prevention and raise awareness that April is Child Abuse Prevention Month.



Did You Know? template: Use this graphic to share information about your organization or about child abuse prevention.



Quote template: Use this graphic to highlight a staff or community member’s words.

Use the findhelp resource on scParents.org



Children's Trust of South Carolina partners with findhelp to address social needs and health inequities in South Carolina. Together, we provide SC Parents, a free website that allows anyone to easily find and connect with local free and reduced-cost programs.

How can my organization get involved?

If your organization helps South Carolina residents, we welcome you to join us in making a difference and supporting our communities. There are three main ways your organization can participate:

1. Connect your clients to resources via <https://search.scparents.org/>
2. Add your programs to the site and help us keep your information up-to-date and accurate.
3. Help meet the needs of fellow South Carolina residents by accepting and responding to referrals for services on the platform.

Learn more

To learn more about SC Parents and how we can partner to help our communities, sign up to attend free informational sessions.

101: Introduction

How to connect your clients to local resources, claim your organization's program(s), and update your program(s) information. First Tuesday of the month from 1 p.m. to 2 p.m., EST. https://go.findhelp.com/east_101

201 Exploring Free Tools

How to give access to your staff, set up intake screeners or applications, report on your program's usage, and respond to incoming referrals. Third Tuesday of the month from 1 p.m. to 2 p.m., EST. https://go.findhelp.com/east_201

Manage your programs

SC Parents empowers and supports community organizations to more easily and effectively help people in need of your services. One of the main ways organizations can access this support is by creating a free account and claiming their program(s).

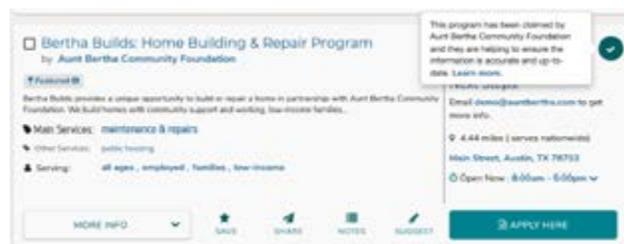
What is claiming?

Claiming your program allows you to access and update your program's information. You also have the option to accept referrals, create intake screeners and eligibility assessments, review reporting and analytics tools, and more – all for free!

How can I claim my programs?

Claiming is simple! Just follow these steps:

1. Go to SC Parents: <https://search.scparents.org/>
2. Search for your program or organization within your organization's main ZIP Code.
3. A list of possible matches will appear; select the claim button to the right of your program(s).
4. Create a free account and verify your claim via email (keep an eye out for that email!).
5. After your claim is confirmed, a check mark will appear in the corner of your program's listing.
6. Don't see your organization listed? [Suggest your program\(s\)](#).



Findhelp program listing illustrating it has been claimed with a checkmark.

Free tools for organizations

The social care network we have built in partnership with findhelp is a go-to resource for people who are in need of support or assistance. An organization that claims its programs on the site not only actively joins this network, but also gains access to a free toolkit to manage their programs' information and impact.

This toolkit includes:

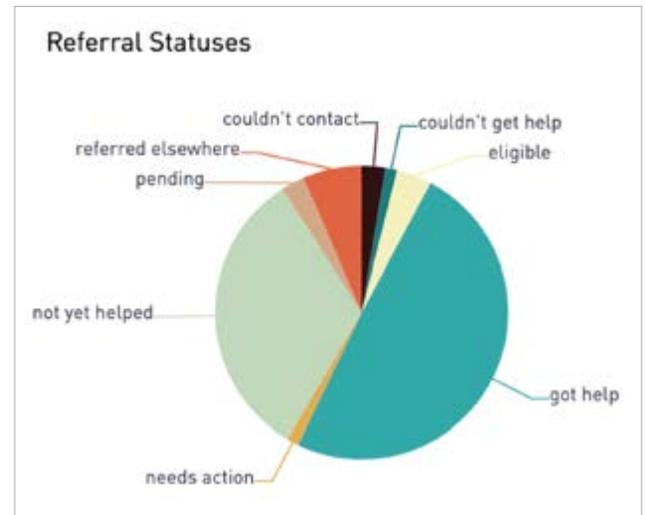
- The ability to **edit and update** your program(s) information
- The ability to **enable and respond to referrals** from individuals
- **Additional intake options** such as an eligibility screening form and appointment scheduling
- Team management tools that allow you to **give access to additional staff or volunteers**
- The power to **track your community impact** through free reports that can be downloaded and shared

What is the findhelp social care network?

Think of the findhelp social care network as a house of resources with many doors. In addition to offering **SC Parents** in partnership with Children's Trust of South Carolina, findhelp also partners with other South Carolina entities in order to fulfill our shared mission of connecting all people in need and the programs that serve them, with dignity and ease. You may hear about other South Carolina websites powered by findhelp and it's important to know that each site is an additional doorway into the same house. Every door strengthens the network by creating more access points and there is no wrong door to come inside. Across all findhelp sites, you can search for resources, claim your programs, and access free program tools and reports. When you use SC Parents you are connected to the entire findhelp social care network.

Need a little help?

If you need assistance claiming your program(s), accessing the toolkit, or have questions about our network, we want to hear from you! Email Angelica Lombrana, findhelp Community Engagement Manager at Alombrana@findhelp.com.



Findhelp report sample

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,

Proclamation

- WHEREAS,** South Carolina's 1.1 million children residing in the diverse communities across our state, including XXX in XXX County, (insert number from KIDS COUNT Data Center) are our most valuable resource and will shape the future of our great state;
- WHEREAS,** childhood trauma, including abuse and neglect, is a serious problem affecting every segment of our community, and finding solutions requires input and action from everyone; and
- WHEREAS,** childhood trauma can have long-term psychological, emotional, and physical effects that have lasting consequences for victims of abuse; and
- WHEREAS,** protective factors are conditions that reduce or eliminate risk and promote the social, emotional, and developmental well-being of children; and
- WHEREAS,** effective child abuse prevention activities succeed because of the partnerships created between child welfare professionals, education, health, community and faith-based organizations, businesses, law enforcement agencies, and families; and
- WHEREAS,** communities must make every effort to promote programs and activities that build strong children and families; and
- WHEREAS,** we acknowledge that we must work together as a community in partnership to build awareness about child abuse and contribute to promote the social and emotional well-being of children and families in a safe, stable, and nurturing environment; and
- WHEREAS,** prevention remains the best defense for our children and families
- WHEREAS,** in fiscal year 2021-2022, there were XX children in XXX County (insert number from DSS for children in substantiated cases) in substantiated cases of abuse and neglect.
- NOW, THEREFORE,** I, insert name, title of city/county in the great State of South Carolina, do hereby proclaim April 2023 as

CHILD ABUSE PREVENTION MONTH

throughout the municipality name and encourage all South Carolinians to dedicate themselves to protecting the quality of life for all families and children.

For More Information

communications@scchildren.org
scChildren.org/capmonth

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