



# Child Abuse Prevention Month

APRIL 2025 TOOLKIT



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## 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.

## Child Abuse Prevention Month Activity Checker

With so many great opportunities to share Child Abuse Prevention Month in your community, we know organizations can't do everything. Use this list to select the easiest and most impactful things you can do while maintaining your regular programs and services.

- Share that April is Child Abuse Prevention Month in your newsletters, social media, and event announcements.
- Send a press release and cultivate a media appearance.
- Plant a pinwheel garden.
- Host a family-friendly event.
- Share Child Abuse Prevention Month materials with another organization that works with families, such as a school, child care facility or after-school activity.
- Organize a proclamation with your elected officials.
- Use the social media messages on Canva to post once a week on social media.
- Join the SC Parents Resource Network and use the findhelp tools to connect your families to community help.
- Place Child Abuse Prevention Month posters around town.
- Wear your pinwheel pin to start a conversation.
- Wear blue on Wear Blue Day, Friday, April 4, and share on social media.



## Printed Partner Materials to Share in Your Community

Children's Trust will ship materials in mid-March to partners who pre-ordered them. Yard signs will be delivered separately. To be placed on the mailing list for Child Abuse Prevention Month announcements, email [communications@scchildren.org](mailto:communications@scchildren.org).

- Stickers (Pinwheel, Be a Champion for Children, I've Got This)
- Pinwheel Lapel Pins
- Positive Messages for Kids Post-It® Notes (Available in English and Spanish)
- Recognizing and Reporting Child Abuse and Neglect card (English front and Spanish back)
- Ways to Help Your Family Thrive brochure (Available in English and Spanish)
- Ways to Help Your Family Thrive bookmark (Available in English and Spanish)
- SC Parents promotional cards
- Child Abuse Prevention Month poster

## New Pinwheel Sign this Year!

We have developed a pinwheel yard sign to help connect Child Abuse Prevention Month and the pinwheel symbol.





## Why Pinwheels?

Pinwheels represent the happy, healthy and thriving childhoods that every child deserves. Introduced by Prevent Child Abuse America in 2008 as part of their “Pinwheels for Prevention” campaign, the pinwheel serves as a visual reminder of the importance of creating safe, nurturing environments for children to grow and thrive. Its bright colors and spinning motion symbolize hope, happiness, and the potential for a positive future. By planting pinwheels in public spaces, communities raise awareness about child abuse and emphasize the collective responsibility to protect and support children.

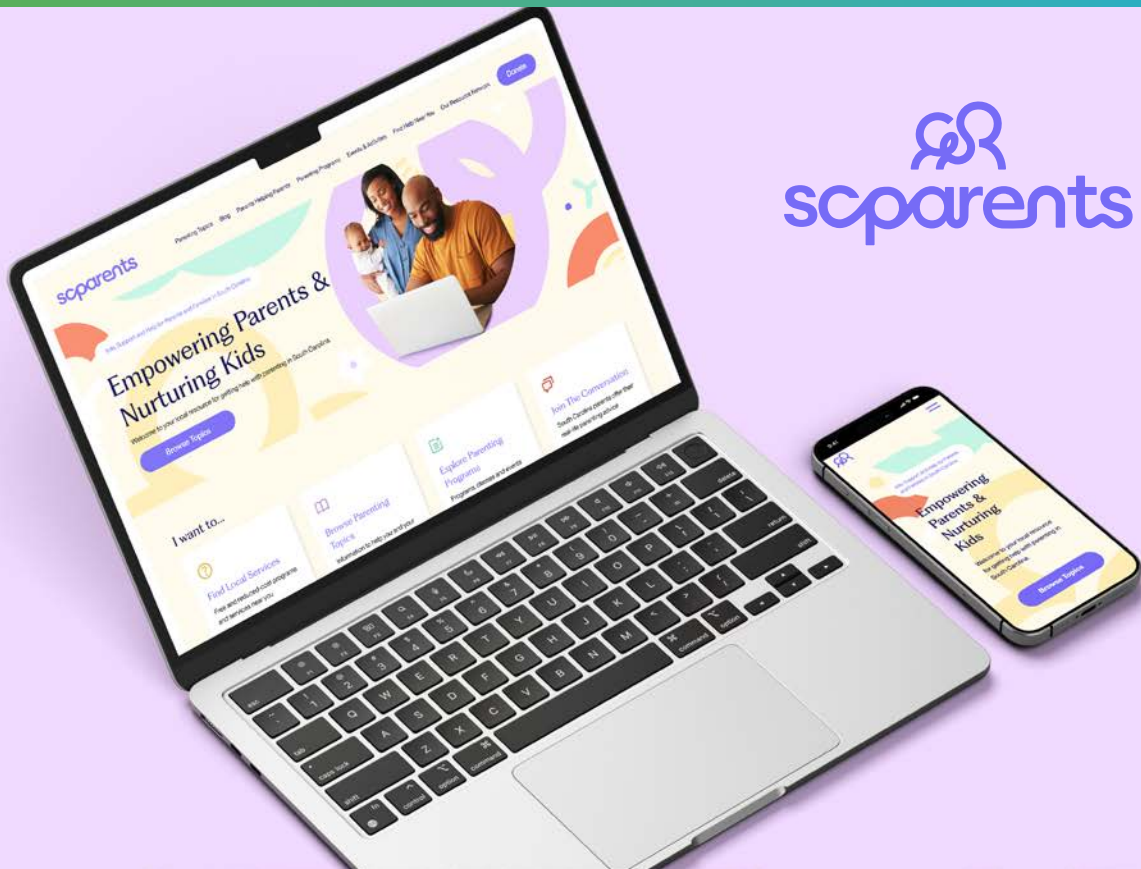
Any color, brand or size of pinwheels works for Child Abuse Prevention Month. However, if you’d like to order pinwheels from Prevent Child Abuse America’s national pinwheel vendor, you can order them through the web store using the credentials below. A case with 240 pinwheels is \$146.40 plus shipping and handling.

**Web Store - <https://www.asbaces.com/>**

**User:** PCASouthCarolina

**PW:** Pinwheels2024@

*Please note: There is no link or possible connection to any past orders on this site. Your personal information and payment information are not viewable or saved after purchase.*



## What is SC Parents?

Children’s Trust has created robust website for parents and caregivers at any stage of their parenting journey. It offers access to social care resources, trusted advice and parent-to-parent support across South Carolina. Check out our stories, submit your events, share your expertise and help us build the SC Parents community.

### Help Parents Find Your Programs and Services. Join the SC Parents Resource Network

SC Parents has partnered with findhelp, the top-rated social care platform, to simplify the complicated process of connecting people to help. From care coordination to ensuring your program can be found, the SC Parents Resource Network can help you connect to and better serve your clients.

Members of the network unlock free tools, training opportunities, recognition, and more.

**Membership is easy—no membership fees. No interviews. No complicated onboarding process.**



Learn more and join  
at [scParents.org](https://scParents.org)

## Making the Case for Prevention: Key Messages and Talking Points

Take advantage of opportunities to share the mission of your organization and how you work daily to prevent child abuse and neglect. Customize these and include your programs, mission and opportunities for others to join you.

- Raising awareness is a critical first step in preventing child abuse and neglect. Child Abuse Prevention 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 their families are strong, and families are strong when the community surrounds them with support. It takes all of us working together to ensure that our communities are places where children and their families thrive.
  - We believe that prevention is the most cost-effective and effective way to address abuse and the best investment we can make in our future.
  - Child abuse prevention involves anything that strengthens families and helps them thrive. This could be a parenting program or helping a family meet their basic needs.
  - Prevention can also involve simple actions, such as taking the kids to the park for a few hours or being a sympathetic listener to an overwhelmed parent.
  - We believe prevention is rooted in five protective factors that, when present, greatly reduce the incidence of maltreatment: parents have friends, parents know how to be resilient and bounce back from challenges, parents understand how children grow and develop and can help their children express their own feelings. Most importantly, parents can access support to help them meet their basic needs, like putting food on the table, paying their rent and accessing quality health care.
  - Prevention is crucial because we know the long-term effects of adverse childhood experiences (also known as ACEs), and toxic stress can have adverse health outcomes long into adulthood. In South Carolina, 62 percent of adults experience at least one ACE during childhood.
  - ACEs are those experiences that are so toxic and stressful that they can alter a child's brain chemistry, such as experiencing or witnessing violence in the home or community, growing up in a family with mental health or substance use problems, and losing loved ones from incarceration, divorce, or death.
  - Despite experiencing ACEs, children can also experience positive things. We know these things can help children and youth build resilience: feeling safe and protected by an adult in their home or family, feeling a sense of belonging in high school, feeling supported by friends, being able to talk about their feelings, participating in community traditions and feeling that two more non-parent adults took a genuine interest in them.
- You may have noticed the pinwheels we are using this month. The pinwheel represents the happy, healthy childhood we want every child to experience.
  - We know that prevention happens in partnership and are proud to stand with Children's Trust of South Carolina as part of their network of organizations who share our belief that all children should thrive, live in secure families and be surrounded by supportive communities.
  - Thank you for being that supportive community.



### Cultivate Speaking Opportunities!

Many of these organizations meet weekly and monthly and actively seek community organizations to speak to their members. Leverage your networks to find connections and open doors for your organization.

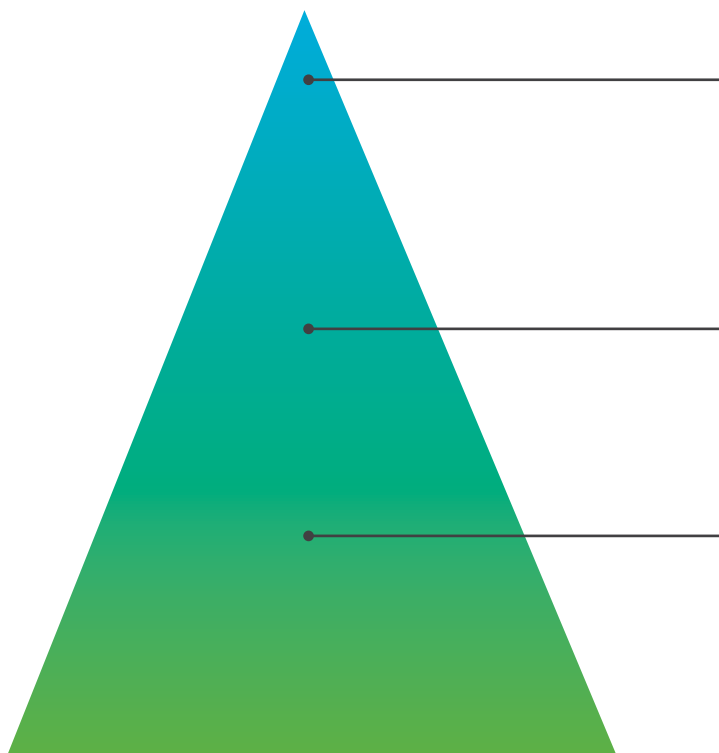
- Rotary, Lions, Optimist, Kiwanis Clubs
- American Legion and Veterans of Foreign Wars
- Junior League and the League of Women Voters
- Chambers of Commerce
- Professional organizations: Realtor Associations, medical associations, advertising and marketing groups
- Faith: Bible studies, Sunday school classes, Circle meetings and Worship



## What is Child Abuse Prevention?

Prevention is 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.



### Levels of Prevention

#### Tertiary

- Individuals associated with indicated cases of abuse and neglect
- Maltreatment has occurred
- Reduce the negative consequences of maltreatment and prevent recurrence

#### Secondary

- Support high-risk populations
- Before abuse and neglect
- Targeted prevention, family strengthening programs

#### Primary

**Child Abuse Prevention Month is primary prevention**

- Universal, for everyone
- Before abuse and neglect
- Everyone can benefit from understanding child abuse and neglect
- Builds responsibility for prevention



## Digital Content: It is Nice to Share – Socially!



Free social media templates are available on Canva, a free and easy-to-use online platform that allows you to customize messages for your organization and activities.

1. Find and click the desired template on [sccchildren.org/capmonth](https://www.sccchildren.org/capmonth). Then, click the button “Use template for new design.”
2. Create a free account or log in to Canva.
3. Upload a .PNG file of your logo with a transparent background. This will work well for templates with a logo on a colored background.

4. Upload pictures of your organization or community to the Canva library or use free stock photography on the platform. Be creative! For more Canva help, check out Canva’s help resources.

### Campaign Hashtags

- #CAPMonth2025, #PoweredByHope, #PCAAmerica
- #WearBlueDay2025, #ChampionsForChildren, #ChildAbusePreventionMonth

## Templates Available



### April is Child Abuse Prevention Month

Raise awareness that April is Child Abuse Prevention Month.



### Did You Know?

Use this graphic to share information about your organization or about child abuse prevention.



### April is Child Abuse Prevention Month with picture

Add your own photo to raise awareness that April is Child Abuse Prevention Month.



### April is Child Abuse Prevention Month. How Can You Help?

Highlight how people can help your organization’s mission, such as volunteering, donating or cooking a meal for new parents.



### What Does Child Abuse Prevention Look Like in our Community?

Promote services, events or initiatives your organization provides families in your community.



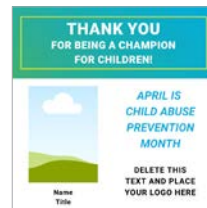
### Event

Advertise your Child Abuse Prevention Month event on social media.



### 3 Simple Ways to Support Kids

Tell people ways you think they can support kids.



### Thank You Spotlight

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.

## Mark Your Calendars

**1 Tuesday, April 1**

**First day of Child Abuse Prevention Month**

**4 Friday, April 4**

**Wear Blue Day.** Share pictures of you and your team wearing blue in solidarity with child abuse prevention! Encourage your supporters to do the same and share pictures tagging your organization with the hashtag #WearBlueDay2025.

**9 Wednesday, April 9**

**Digital Advocacy Day**

**25 Tuesday, April 25**

**Day of Giving**



## Encouraging Local Media: Successful Child Abuse Prevention Month Coverage

### Pivot to prevention

This is your opportunity to focus on the upstream actions we can take to prevent abuse and neglect. While some reporters will want to know about a child who has suffered, take the opportunity to pivot away from an individual case and talk about the broader work you do in the community. Preventing child abuse and neglect is a serious - and joyful - business.

### Be confident in the newsworthiness of your activities and participation

You do important work, and your communities care about children. News outlets are also in the business of supporting their communities and have a lot of airtime and bandwidth to fill.

### Reach out in March

Contact a few news outlets you think might be particularly interested in your work. Introduce them to protective factors, and talk about your mission and what you do to keep families strong. Ask them to run a feature in April about what you do all year.

### Send a press release a week before Child Abuse Prevention Month starts or before your event

Follow up with a phone call to ensure they know what they need to know to cover the event.

### Prepare for an interview

Know your key talking points and practice saying them aloud. During the interview, repeat the main messages you want to share. Be concise, honest and professional. Help others feel your passion.

### Promote your story once it is published

Share the coverage on social media, newsletters or websites. Thank the news outlet and the reporter for covering your story.

### Build the relationship

Reporters will often express an interest in a follow-up story. Follow up and remind them of the opportunity. Like everyone, they get busy, and when you help them with great story ideas, it is often appreciated.

### Remember, non-traditional content providers

Many in your community regularly produce social media content and have followers. Think about real estate agents, the faith community, health professionals and wellness experts. Follow them and like their content. Authentically build reciprocal social engagement.

## 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).

## Involving Your Elected Officials: Coordinating a Proclamation

Child Abuse Prevention Month is an excellent opportunity to speak with your elected officials—in Washington, Columbia or at home in your community—including those on county, city, and town councils and school boards.

Let them know that April is Child Abuse Prevention Month and how important it is to support children and families. Share with them the work you do every day. Ask them to issue a proclamation.

### February

#### Draft a proclamation

On [scchildren.org/capmonth](https://scchildren.org/capmonth), you will find a sample proclamation you can customize with your county's data. Submit your draft. Confirm the date, time and place and whether someone from your organization should be prepared to say a few words.

### March

#### Invite stakeholders

Identify and invite those with broad community connections to stand with you during the reading. Think about board members, sponsors and committed volunteers.

### April

#### Attend the reading

Show your elected leaders that their constituencies support your work.

### April and beyond

#### Share

Make sure you get some pictures from the reading. Share those on social media, thanking and tagging the proclamation sponsors and your supporters. Read the proclamation at your event, place it in your lobby or share it in your newsletters.



An example of a proclamation from the Governor.

## Did You Have a Proclamation in Your Community?

Please email us a picture at [communications@scchildren.org](mailto:communications@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 neglect and abuse, 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 youth; 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, mental and behavioral health, law enforcement agencies, and families; and
- WHEREAS,** communities must make every effort to promote programs and activities that build strong children and strengthen families; and
- WHEREAS,** we acknowledge that we must work together as a community in partnership to build awareness about child abuse and neglect and contribute to promote the social and emotional well-being of children, youth and families in a safe, stable, and nurturing environment; and
- WHEREAS,** prevention remains the best defense for our children and families; and
- WHEREAS,** in fiscal year 2023-2024, there were 7,498 substantiated Child Protective Services (CPS) investigations with 13,397 children in South Carolina, and XXX investigations with XXX children in XXXX County (insert data from SC DSS).
- NOW, THEREFORE,** I, insert name, title of city/county in the great State of South Carolina, do hereby proclaim April 2025 as

### CHILD ABUSE PREVENTION MONTH

throughout MUNICIPALITY NAME and all South Carolinians to dedicate themselves to protecting the quality of life for all families and children so that we end child neglect and abuse.



## Building The Village for Families

As the proverb reminds us, it takes a village to raise a child. Children and their families need a vibrant, healthy, and caring community, which includes everything from jobs to housing to health care and quality child care. Thriving communities are built with robust connections, and Child Abuse Prevention Month is a opportunity to show support, strengthen those networks and build community.

- Businesses can use their outdoor marquees to declare, “April is Child Abuse Prevention Month” or “Be a Champion for Children.” They can also share prevention materials, plant a pinwheel garden or host a family-friendly discount night.
- Child care providers can share SC Parents materials, offer a parenting class or host an event that helps parents bond with their children.
- Volunteers can distribute flyers or brochures throughout the community, including libraries, grocery stores, banks, shopping centers and medical offices. Materials can be found at [scChildren.org/month](https://scChildren.org/month).
- Board members can host a fundraising event and invite their networks to participate.
- Faith-based groups can connect parents through peer support groups or parenting classes.
- Law enforcement agencies can offer workshops on how to make their community more secure and safe.

- Media outlets can cover your Month’s events and feature stories on how your programs positively impact children and families.
- Schools can send home information about healthy child development and positive parent-child interactions or sponsor an essay or art contest with a family-oriented theme.

## Thank You for Being a Champion for Children

It takes all of us working and standing together to keep families strong and children safe, which is why raising awareness is a critical first step in preventing child abuse and neglect. Child Abuse Prevention Month is our annual opportunity to grow support for what we know must happen year-round: supporting parents and building communities so 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 support. It takes all of us working together to ensure that our communities are places where children and their families thrive.

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



**For More Information**

[communications@scchildren.org](mailto:communications@scchildren.org)  
[scChildren.org/capmonth](http://scChildren.org/capmonth)

1330 Lady Street, Suite 310, Columbia, SC 29201

