

Child Abuse Prevention Month Activities April 2021

Delaware

The following is a list of Prevent Child Abuse Delaware's activities for Child Abuse Prevention Month:

- Nemours Child Abuse Prevention Month virtual event is scheduled for March 31. It's a half day event that includes guest speakers (Karen DeRasmo will be presenting), virtual pinwheel planting, Governor's Proclamation and virtual community fair.
- Wear Blue Day is scheduled for Thursday, April 1 (graphic attached).
- Pinwheels are available for safe and socially distant pinwheel planting.
- The theme for this year's campaign is: *Every day, we help positive childhood experiences take root.*
 - Main message – *Growing a Better Tomorrow for All Children, Together* (graphic attached)
- We will be posting messages and graphics throughout the month reinforcing the main message (flyer attached)
- CAPM Hashtags - #WearBlueDay2021 and #GrowingBetterTogether
- Press release – Planning a joint press release with child well-being partners throughout the state. (PCAA Sample attached)

Idaho

Idaho is in the midst of planning Child Abuse Prevention Month – things are ever evolving. Here is what is planned so far:

- Ribbons of HOPE statewide campaign: trying to get into schools, libraries, and other key locations
- Pinwheel gardens – anywhere we can get them. Head Starts all over Idaho will have them.
- Business outreach: getting businesses to participate in unique ways. We are specifically asking businesses with windows to sponsor paintings of pinwheels and other #greatchildhoods imagery including happy children, garden stuff, etc. on the windows. The ask depends on the business, bakeries will be asked to have a feature cookie/cupcake/item that is blue.
- Lightpost Banners in downtown Boise
- We are working on getting the Governor to record a proclamation that we can share on social media.

- We are working with a tv station in Boise. They are going to have a couple feature stories on abusive head trauma prevention, internet safety, ACES, and child sexual abuse prevention, the puppets for prevention program. We will also create short 1-2 minute videos featuring experts discussing parent tips and education: how to talk to your child about safe body boundaries, social and emotional competence, infant and children's mental health, building strong brains, etc.
- We are doing our own Wear Blue Day, or "Go Blue" Day as we call it on April 9. We will have local tv stations wear blue on air and feature any business that's been doing anything with us. Our hashtag for the whole month is #GoBlue4Idahokids. We also always use the #greatchildhoods hashtag to stay connected to the PCAA national movement.

I disseminate plans and materials to regions all over the state. We make sure every region has pinwheels and \$1000 grant to help with expenses.

Iowa

Prevent Child Abuse Iowa plans to participate in the following: Blue out day, pinwheel gardens, social media messaging, proclamation from the governor, online challenge event. Many of our community partners across the state are participating in similar activities as well as things like using social media/signage, partnering with local schools and businesses to display pinwheel bouquets, pinwheel coloring contests, and offering workshops.

Kansas

PCAA Theme: *Growing A Better Tomorrow for all Children, Together*

The tool kit will include talking points, graphics, a Zoom background, a calendar of social media messages, and additional information. The KCSL marketing staff will make these materials available to partners on the website by March 1.

PCAA will also provide frames for various social media platform profile photos. We will provide these as they become available.

#GrowingBetterTogether is the hashtag.

Thursday, April 1 is Wear Blue Day. Please post a photo of yourself wearing blue. Use #WearBlueDay2021 hashtag.

Different Concepts:

- Concept 1: Growing a Better Tomorrow for All Children, Together
- Concept 2: Children Are Locally Grown
- Concept 3: We Harvest What We Sow
- Concept 4: Our Work Is Rooted in Science
- Concept 5: Unearth the Possibilities
- Concept 6: Planning and Purpose Create Common Ground

PCAA will plant a virtual pinwheel garden again this year. We are encouraging socially distanced, safe activities.

Suggestions: plantings in planters or garden pots that can also include a pinwheel. Could be flowers, vegetables, etc. Using this theme around an Earth Day celebration; planting flowers that are attractive to bees or butterflies.

Proclamation request has been sent to the Governor's Office. The proclamations are in the tool kit on the KCSL website. Please reach out to the smaller cities and neighboring counties with proclamation requests.

We have pinwheels, lapel pins, yard signs and a few other related items available. The order form will be in the tool kit or you can email resourcelibrary@kcsl.org.

Maine

Our network is utilizing the PCA America Toolkit for campaign materials and displaying pinwheels all over the state. We are also partnering with the business, Wicked Whoopie, again this year that has prevention messaging. (Whoopie pies are the official state treat.) We plan to send out a press release to the media about April as Child Abuse Prevention Month. We are also highlighting our local efforts to train the general public with The Front Porch Project through an ad that will be on social media and television. In addition, we will continue to highlight the local parenting supports provided by our Prevention Councils such as parenting education, support groups, and other activities located in every county in Maine.

Mississippi

This is something that we have been researching and trying to figure out this year. I know that we will be creating a calendar with family-oriented activities for the month of April. We also plan to do billboard advertisement and pinwheels. Additionally, one of our subgrantee's will be hosting a social distance Child Abuse picnic. We will be present with promotional items.

New Hampshire

For April 2021 we've realized that despite its tremendous positive impact, primary prevention of child abuse and neglect is a nebulous thing to understand for community leaders, legislator, and the general public. Additionally, though strengthening families protective factors are easy to read about, there seems to be disconnect in their everyday application and need.

Here in lies what we are trying to accomplish throughout the month of April: The New Hampshire Children's Trust is creating a PREVENTION IS campaign that will 1) define primary prevention in "human" terms (which I will explore later) that directly connects it to support services and family strengthen programming; 2) highlight family strengthening service providers in NH; and 3) create clear pathway(s) for participation NH caregivers.

We will accomplish this through a robust mix of the following content:

- 5 short films illustrating Strengthening Families Protective Factors
- A comprehensive website landing page
- Static images/Animation/Infographics
- Parent Café
- Podcasts
- Webinar
- Strengthening Families Across New Hampshire coloring book, Edition 2
- A toolkit and much more

Each week of the month we will elevate a new strengthening families' protective factor, define it in everyday terms, locate it in the self (i.e., demonstrate its relationship to the individual), deepen understanding of it through a parent cafés, podcasts, and webinars; and then locate it in the community (i.e., demonstrate its role in healthy communities), and then report back via community participation.

Films will be 60 to 120 seconds in length, feature voice overs, diverse family situations, artful animation, and present clear calls to action.

Oklahoma

The Super CAP Month Challenge:

- Like Us on Facebook – Like **OK Child Abuse Prevention** on Facebook.
- Wear Blue Day, April 1 – Organize your work place, classroom or your family and **Wear Blue**. Help raise awareness of child abuse and neglect.
- Plant a Pinwheel Garden – show your support for your community’s children by planting a pinwheel garden at your place of business, your school, your church or home.
- Happy Day Coloring Challenge – Have your child/children create a drawing of their happiest day or simply a “Happy Day Picture”.
- Build a Blue Ribbon Tree – Decorate or create a tree. Blue flagging tape doubles as “ribbons” for outside trees; bright, affordable and weather resistant.

North Carolina

Prevent Child Abuse NC and NC Department of Health and Human Services plan to recognize Child Abuse Prevention Month 2021 Virtually.

- Pinwheels – Will have ideas on how to use pinwheels including tips to make your own pinwheel, pinwheel coloring sheets, and more out of the box ways to incorporate pinwheels in CAPM without large/in-person gatherings.
- Wear Blue Day – Thursday, April 1st is Wear Blue Day for CAPM 2021. We encourage all North Carolinians to participate by wearing blue and sharing with the hashtags: #WearBlueDay #BeAConnection and #CAPMMonth to be shared/retweeted by PCANC.
- CAPM Press Release – PCANC to draft CAPM press release co-authored with NCDHHS.
- #BeAConnection Social Media Campaign – PCANC to create “Ask the Expert” video series during CAPM 2021 since there are no in-person press conferences or events.
- Online Toolkit – PCANC to create online toolkit with talking points, web banners and cover photos, social media graphics and pre-written copy, newsletter content, press releases, etc. for use by NC DHHS and other statewide partners to use throughout CAPM.
- Enewsletter/Email about CAPM – PCANC to support NCDHHS in creation of email to be sent internally and/or externally to DHHS, local DSS agencies and local health Departments in March 2021 in preparation for April 2021.
- Blog Posts – PCANC to publish blog posts on the PCANC blog about how to get involved in a virtual CAPM and what prevention really means (primary vs. secondary/tertiary), and other ways to get involved.

- Connecting with Office of Rural Health – PCANC to target rural communities who haven't historically participated in Child Abuse Prevention Month with separate outreach asking them directly to participate in CAPM and offer all of the tools/resources they would need.

Rhode Island

We will be partnering with the Parent Support Network that has been working closely with PCA on the national message and ideas.

South Dakota

South Dakota is planning a Governor's Proclamation and press release.

We're also developing a series of social media postings on various platforms including data.

Given the virtual nature of efforts this year we'll be recommending to update signature lines of emails and encouraging staff to wear blue for virtual meetings for group pictures.

South Dakota CPS and an area advocacy group are collaborating to update brochures which will be available for handout (counseling offices, schools, daycares, etc., those settings which not shut down in South Dakota).

Sample social media postings may be shared with area partners as well, encouraging their use and promotion.

Utah

"We're thinking of hosting a "Mistake Day" -- a family event where we orchestrate different "mistakes"...wearing your clothes wrong side out, misspelled signs, etc. ... having children spill a cup of milk or paint on the floor and asking everyone to pause, close their eyes, FEEL the feeling, wait and see what happens. Did the world end? Did we clean it up together? Did you feel angry? Were you stopping yourself from lashing out at your child? Was your brain full of critical, negative thoughts toward your child? Or were there thoughts about your being a "bad" parent, etc. We would facilitate a conversation and imperfections and learning and making room for mistakes and how being aware and intentional in our parenting is one of the ways we make our homes safe for our kids to grow. There would be developmental material about what typical kids can do according to developmental stages, etc." This would be open to families in three counties in northern Utah.

Wyoming

Wyoming has a committee of a variety of organizations and agencies planning the events for 2021 CAP month. A few items planned for this year: Governor Proclamation virtual signing presentation; April 2021 calendar with a family/child activity each day; wearing blue every Thursday in April, and wearing (cowboy) boots every Friday. We also are sending a packet with a template for mayor proclamation to 100 Wyoming mayors to support statewide efforts. We also have planned a social media campaign for posts every day in April.