

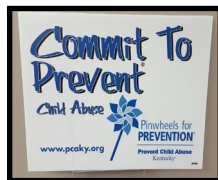
Resources

Visit the PCAK Information and Data Center to download brochures, tip sheets, research and data helpful to implementing Child Abuse Prevention Month efforts.

Visit the PCAK Online Store to purchase promotional items such as blue and silver pinwheels, yard signs, lapel pins, and more.



Blue and Silver Pinwheels



Yard Signs



Pinwheel Lapel Pins



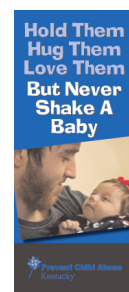
Window Clings



Wear Blue Day Lapel Stickers



Removable Tattoos



Brochures

Additional resources can be found in the Information and Data Center at www.pcak.org.

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TOYOTA



Thank you Toyota Motor Manufacturing, KY for your support of the Pinwheels for Prevention Campaign and Child Abuse Prevention Month!



#CommitToPrevent
#CAPM2018

Take Action!

Child Abuse Prevention Month is an opportunity to educate individuals about child abuse and neglect and how to prevent it in our community!

1) Build Community Partnerships: Work alongside community members, teachers, business leaders, agencies, faith-based groups, families, students and other adults to make a lasting impact towards promoting safe, stable, and nurturing environments for children, youth and families. Meet together. Plan together. Join resources to implement effective prevention strategies! Interested in learning which PCAK Partners in Prevention are in your area? Email: pcaky@pcaky.org

2) Understand the Issue of Child Abuse and Neglect: There are four major types of child maltreatment: neglect, physical abuse, sexual abuse and emotional abuse. For details and definitions, as well as state and localized data, visit: www.pcaky.org or contact pcaky@pcaky.org.

3) Decide on Activities to Implement: The variety of activities to be implemented is extensive. Be creative! Ideas include: Proclamation ceremonies, community kick-off events, school events and assemblies, Family Fun Days/resource fairs, community baby showers, Pinwheels for Prevention gardens and planting ceremonies, community walks, trainings, art and t-shirt contests, luncheons to honor those working to protect children, etc.

Statewide activities include the **Commit To Prevent® Campaign**, the **Pinwheel Planting & Kickoff at the State Capitol March 22nd**, the **April 6th Commit To Prevent® Wear Blue Day**, as well as **National Blue Sunday on April 30th**. Get out and join us at the Kentucky Horse Park on **April 15th for the Lexi Memorial Commit® To Prevent 5K Run/Walk**.

4) Develop a Strategy: Ask: Who are you trying to reach? What resources do you have? Who can help? What steps will you need to take to implement your plan? Don't forget to tell PCAK about your activity so we can promote it via our social media, as well the website's Statewide Events Calendar! (email: pcaky@pcaky.org)

5) Involve the Media (Traditional and Social Media): What media formats are available? Get the word out via press releases, letters to the editor, public service announcements, radio and television interviews, websites, podcasts, blogs, social networking sites (Facebook and Twitter), as well as photo and video-sharing sites (Facebook, Instagram, Youtube, Vimeo, etc.). PCAK will distribute a packet of information to all members of the Kentucky Press Association.

Ideas for Events and Activities

- Add children's books about feelings, development and body safety to your local library(ies).
- Distribute child abuse prevention resources and tip sheets to local doctors' offices, schools, libraries and other high traffic public places for caregivers who might deal with parenting challenges.
- Arrange a kickball, soccer, softball or basketball game for caregivers and kids. This would be a family friendly competition, and opportunity to bring awareness to the issue of child abuse and neglect. Raise funds for local and state prevention programs. Distribute resources.
- Host a parent and caregiver celebration night. Celebrate all the good things that come with being a parent, the milestones met in child development, encouraging and empowering parents to keep up the good work.
- Host an ice cream social for local partners working in direct service to keep families and children safe; or host the social for the families and children you serve.
- Host a community forum to discuss issues facing families, setting up goals and ways to address these issues.
- Work to ensure local companies, agencies and business implement family friendly employment policies.
- Ask businesses to include parenting tips and information in their advertising or on their product packaging.
- Offer parenting classes, or a visitation support program, to the community.
- Offer stress relief and relaxation opportunities for the families you serve.
- Create a community swap event for families to trade items such as books, school supplies or clothes.
- Host/sponsor an art contest in your community: Get local preschools, elementary schools, middle schools, high schools, and other youth serving organizations involved - setting your own parameters, set a timeframe, and recognize the winner during April (Child Abuse Prevention Month) or even in May. Remember permission forms from the parents. Display the work at a local business, store or community event.
- Talk with local faith entities to engage them in the conversation. Meet to discuss ways they can best serve families in your community, help empower parents to be their best, and keep children safe.
- Produce mailers for your clients, to be mailed out during April, offering information on the month, parenting tips, ways to engage their community in child safety, etc.
- Host a family resource fair or festival. Celebrate the kids and families in your community, providing activities, games, prizes, food, and share about child abuse prevention month. Have community and state organizations set up resource tables.
- Host a regional training on child abuse prevention efforts.

Ideas for Events and Activities, continued...

- Host an open house to share more with the community about the resources you provide in keeping kids safe.
- Go Blue for Child Abuse Prevention – invite the entire town to put in blue lights, decorate in blue, put up signs/posters and distribute prevention and educational information throughout the month of April.
- Host a Child Abuse Prevention Walk. Set a date, time and starting point. Have someone briefly speak about child abuse prevention month, and off you go to help bring awareness to preventing child abuse. End with a pinwheel planting ceremony at a local park or business lawn.
- Host a Community Baby Shower. Collaborate to bring together an event for expecting and new parents to find information on pregnancy, birth, nursing, fatherhood, child development, and more. Invite local medical providers, child development specialist, health and safety educational organizations and resources. Provide snacks/food, door prizes, infant CPR mini-courses, safe sleep tips, coping with crying tips, car seat resources, and resources for preventing child abuse and neglect.
- Host a fundraiser for child abuse prevention organizations in your community or PCAK. If hosting a brunch or lunch, remember to include a silent auction!
- Host a proclamation and awards ceremony as part of Child Abuse Prevention Month. Kick-Off with a proclamation signing, have snacks or a meal, and give out awards to those in your community who work diligently to keep kids safe.
- Host a breakfast to raise awareness of child abuse and prevention efforts in your community. Have guest speakers. You could even charge folks to attend in effort to raise funds for local prevention efforts. Ideas include: “Carbs for Kids” or “Pancakes for Child Abuse Prevention.”
- Ask local business, agencies and schools to participate in Wear Blue Day, Friday, April 6th. Your group can’t participate on Friday the 6th? Contact pcaky@pcaky.org, we’ll get you a promotional flyer with a new date. Post group photos wearing your blue on social media, using #WearBlue4KYKids
- Host a candlelight vigil in honor of victims and survivors of crimes and child abuse in your community.
- Host a “Stand Against Child Abuse” or “Stomp Out Child Abuse” event at a local park. Feature a group activity of a walk around the park, or a pinwheel garden planting. Offer resources, food, drinks, games, prizes and community vendors at the event.
- Host a concert to honor those working to keep kids safe in your community, to bring awareness and/or to raise funds for prevention efforts.
- Provide mid-morning coffee and donuts for those working to keep kids safe– invite local law enforcement and child protective service staff, to honor them in the work they do to keep families safe.