



Prevent Child Abuse
Kentucky™

Child Abuse Prevention

Month

Community Outreach Guide
2021

Table of Contents

COVID-19's Impact on the April Campaign & Pinwheels for Prevention Events	2
Resources	3
How to Get Involved	5
Example Activities	6
Media	7
Virtual Background Instructions	9
PCAK Partners in Prevention	10
Instructions for DIY Pinwheel	11
Pinwheel Coloring Sheet	12
Community Scavenger Hunt Card	13
Wear Blue Day Materials	15

Contact Us:

801 Corporate Drive, Ste 120
Lexington KY, 40503

pcaky@pcaky.org

859.225.8879

www.pcaky.org

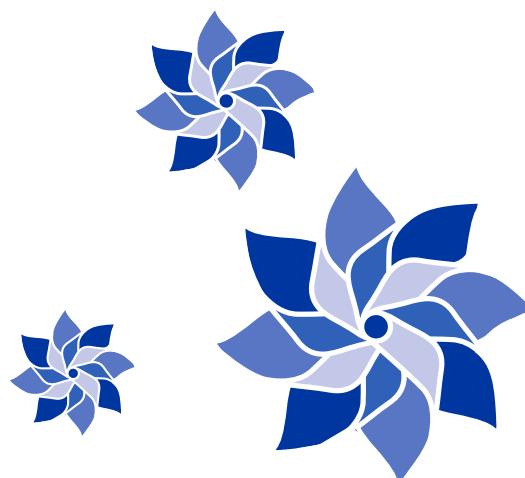
COVID-19's Impact on the April Campaign & Pinwheels for Prevention Events

Prevent Child Abuse Kentucky understands, respects, and reinforces the global responsibility to adapt or cancel large in-person events and gatherings to protect participants and our communities at large. Much like child abuse and neglect prevention, mitigating the impact of COVID-19 requires each of us to play a role.

Given the current increase in COVID-19 infections and related deaths in the Commonwealth, and based on the CDC's projections for continued high rates of the same in the coming months, PCAK strongly recommends individuals and organizations do not host and/or attend large in-person Pinwheels for Prevention events leading up to and during April, Child Abuse Prevention Month. There will be no public planting of pinwheels on the grounds of the Capitol this year, and PCAK staff will "plant" only if we can be assured of our safety and social distancing. We encourage everyone to participate in our Home Kit Planting Day and Wear Blue Day, both on April 1st. Additionally, we are thrilled to be able to participate in a national dynamic virtual pinwheel garden, hosted by Prevent Child Abuse America, which will be released in early March. We actively encourage our partners to participate in these smaller and/or virtual options this year.

We will continue to assess the situation and issue updated guidance if warranted.

~Your Partners at Prevent Child Abuse Kentucky



Resources

We have a number of resources, many of which are pictured on this page, to help you bring awareness to the issue of child abuse prevention throughout the month (and year!). Our home and community planting kits are a great way to visibly show your support while maintaining physical distance and adhering to CDC guidelines. We also have pinwheels, lapel pins, bookmarks, yard signs and so much more! Visit our *Information and Data Center* to show your support of child abuse prevention efforts across the state.

HOME KITS

- 15 pinwheels
- 15 Chopsticks (for planting pinwheels)
- 1 yard sign - "Pinwheels for Prevention – You make a difference. Get involved."
- 5 lapel pins
- 5 Call to Action Bookmarks
- 5 bookmarks with flower seeds
- 5 positive parenting magnets
- 5 Wear Blue Day stickers
- 1 reproducible flyer about Child Abuse Prevention Month and the Pinwheels for Prevention Campaign
- 1 reproducible flyer about Wear Blue Day
- 2 reproducible coloring sheets for kids
- 1 reproducible instruction sheet for making paper pinwheel with kids
- 2 Cookie Cutters
- 1 Warm Fuzzies Coupon Book (while supplies last)
- 1 Kids' Coupon Book (while supplies last)
- 1 Instruction set on using your home kit to promote our mission!



COMMUNITY KITS

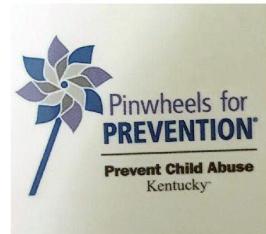
- 240 Pinwheels
- 240 Chopsticks
- 4 Yard Signs
- 20 Lapel Pins
- 50 Bookmarks
- 50 Cookie Cutters
- 50 Wear Blue Day Stickers
- 50 "What Everyone Should Know About Child Abuse & Neglect Brochures
- 1 Reproducible Flyer about Child Abuse Prevention Month and the Pinwheels for Prevention Campaign
- 1 Reproducible Flyer About Wear Blue Day
- 1 Reproducible Coloring Sheet for Children
- 1 Reproducible Instruction Sheet on Making Paper Pinwheels



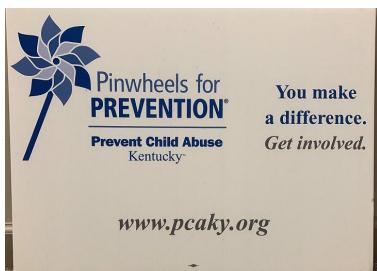
Pinwheels



Bookmarks



Temporary Tattoos



Yard Signs

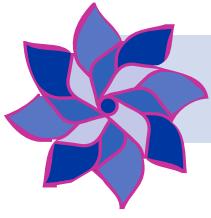


Chopsticks
(for pinwheel planting)



Lapel Pins

How to use and promote your



1.800.CHILDREN

A free, confidential information
and support helpline

HOME KIT



to prevent child abuse and neglect

Resources in your Home Kit can be used to raise awareness and spur individuals to action for child abuse and neglect prevention. Plant your pinwheels in a visible place (just slide them on top of the chopstick in the ground), wear your lapel pin on **Wear Blue Day, April 1st**, and utilize resources to have conversations with your family about preventing child abuse and neglect.

How do I promote my Home Kit to raise awareness for prevention efforts?

- Post photos on social media to peak your friends' interests.
- Talk with your neighborhood associations, friend groups and others — share resources.
- Share opportunities with your place of business or your place of worship.
- If you have social media accounts, follow Prevent Child Abuse Kentucky.

How do I talk to my children about preventing child abuse?

Talk openly and often about body safety. For information on how, when and what to say utilize these resources:

- Learn from a Pediatric expert on how to talk to your children about child sexual abuse prevention: <https://www.youtube.com/watch?v=hjP-erhSems>.
- Check out our Internet Safety Tool Kit on ways to keep kids safe when online or gaming.
- Utilize our healthy child development info cards to understand the developmental stages your child/ren are going through and how to talk to them about body safety. Downloadable resources can be found on our *Information and Data Center* at pcaky.org/digital-downloads.

How do I talk to my children about preventing child abuse in my community?

Child abuse prevention is about stopping abuse before it ever occurs. One way we can accomplish this is by supporting our neighbors and friends and creating awareness of the issue.

- Talk about the importance of volunteering and helping others in your community.
- After talking to your family about personal body safety, make sure children know if they see or hear of others being harmed, they should tell a trusted adult.
- Children need to understand boundaries and respect for others. We aren't just teaching our children personal body safety for themselves, but how to be respectful of others. Talk to your children about bullying and role play what to do if they see another child being bullied.
- Talk to your children about the importance of diversity, culture and race.
- Let children know they have a voice. They can write a letter to their local elected officials explaining why they think elected officials should support the prevention of child abuse. Even young children can draw a picture and participate through art.

How to Get Involved

Who would've thought in April 2020 we would still be battling the COVID-19 pandemic in April 2021? We know we did not! However, we hope this won't stop you from celebrating with us this April. Check out these exciting ways to get involved!

Fireside Chat with Commissioner Marta Miranda Straub

Back by popular demand from our Kids Are Worth It!® Conference, a fireside chat with Commissioner Marta Miranda Straub to discuss DCBS priorities and progress will take place on **April 14, 2021 at 10:00AM-11:30AM EST**. Join us on ZOOM at the following link: <https://tinyurl.com/1t86kx9o>.

Statewide Community Scavenger Hunt

Throughout the month of April, PCAK will host a Statewide Community Scavenger Hunt for families! This is an opportunity to get out of the house and discover resources in your area. First place winners will receive a **\$200 VISA gift card**. Find your clue card on page 13.

Home Kit Planting Day

COVID-19 has limited our ability to gather together in support of child abuse prevention, but it will not limit our ability to spread crucial awareness for prevention efforts across the state. Join us for Home Kit Planting Day on **April 1, 2021** where families across the Commonwealth will plant pinwheels in their yards, patio gardens, or flower pots to show their support of child abuse prevention.

Wear Blue Day

Wear Blue Day 2021 will be on **April 1, 2021**! Join us in wearing **blue** to show your support for child abuse prevention. Find your Wear Blue Day Promotional Flyer and selfie sign to let your social media followers know why you wear blue on page 15-16 and be sure to use our hashtag **#WearBlue4KYKids**.

PCAK Trainings

This April, with funding from WellCare Health Plans of Kentucky, PCAK will host a **series of trainings** on a variety of topics, such as: supporting the mental health of children and teens, preventing child sexual abuse in youth serving organizations and building resilience in families. Learn more and register for these trainings or request a training for your group or organization at pcaky.org/trainings.



ZOOM Backgrounds

PCAK will provide downloadable ZOOM Backgrounds for use throughout the month of April. Show your **support for child abuse prevention on your virtual meetings**! See page 9 for instructions.

National Pinwheel Map

Prevent Child Abuse America, the national office of Prevent Child Abuse Kentucky, will be hosting a national virtual pinwheel map this year. Stay healthy at home and work while supporting child abuse prevention by **planting virtual pinwheels** in the state of Kentucky! Help us win our competition for the most pinwheels planted! View the virtual pinwheel map here: pinwheels.preventchildabuse.org.

Example Activities

Much like last April, Child Abuse Prevention Month in 2021 will be a little different. With necessary COVID-19 safety regulations and guidelines, you may be asking yourself, *"How can I participate in Child Abuse Prevention Month this year?"* We have a few suggestions for you, but we would love to hear what you're planning. Email your ideas and events to [pcaky@pcaky.org!](mailto:pcaky@pcaky.org)



Host a Virtual Event:

By now, we all know ZOOM, TEAMS, Google Hangout, or other virtual networking apps all too well. We encourage you to join the Child Abuse Prevention Month celebration by hosting a virtual event using a virtual networking app of your choice! Live stream the event for real-time engagement and conversation. Most platforms allow for break-out sessions and Q&A.

- **Virtual Education Activity**

Do something fun for the whole family, like story time, karaoke or trivia while sharing prevention education resources or guiding families to online resources. Share your screen so they can follow along!

- **Virtual Fitness Activity**

PCAК's Lexi 5K went virtual last year to keep partners and participants healthy and safe. If you are looking to host your own virtual fitness event, contact Brandy Britton at bbritton@pcaky.org to learn how you can organize a virtual fitness activity using fitness apps. She is happy to provide helpful tips!

- **Online Fundraising Event**

Fundraise for child abuse prevention efforts by hosting an online fundraiser, virtual silent auction or sale! Create a Facebook Fundraising page and promote on your social media feeds, or use RallyUp (or another fundraising software) to host a virtual silent auction. Contact Brandy Britton at bbritton@pcaky.org for details.

- **Online Coloring or Craft Contest**

Get children involved by hosting an online coloring or craft contest. Check out instructions for creating your own pinwheel on page 9, or the pinwheel coloring sheet on page 10. Promote on social media using #PinwheelsforPreventionKY.



Activities from Home:

- **Plant Pinwheels Using A Home Kit**

Home Kits are equipped with five more pinwheels than last year! Plant them at home in your yard, the flower pot on your porch, or displayed in your window as a wreath to show your support for child abuse prevention.

- **Utilize Social Media to Share Prevention Resources**

PCAК has several prevention education resources available on our *Information and Data Center* at pcaky.org/information-and-data. Digitally download materials you think your followers can use and share on your social media feed! PCAК also has educational videos you can share on social media throughout the month. Check out our [YouTube channel](#) to find a video you would like to share.

- **Use your voice!**

Even though our General Assembly will not be in session for much of April, you can still ensure your voice is heard. While elected officials are back in their home districts, it is a great time to connect with them. Go to tinyurl.com/1ej150gg to find out who represents you in Frankfort. It's never too early to start planning for 2022!

Social media will be an especially important communications tool this Child Abuse Prevention Month as we continue to adhere to CDC guidelines. Prevent Child Abuse Kentucky is thankful to Aetna for sponsoring our social media campaign throughout the month of April! We will share prevention resources every Tuesday and Thursday, promote positive childhood memories and ways to build resilience in this difficult season. Check out these sample posts to use for your own social media platforms:

Facebook:

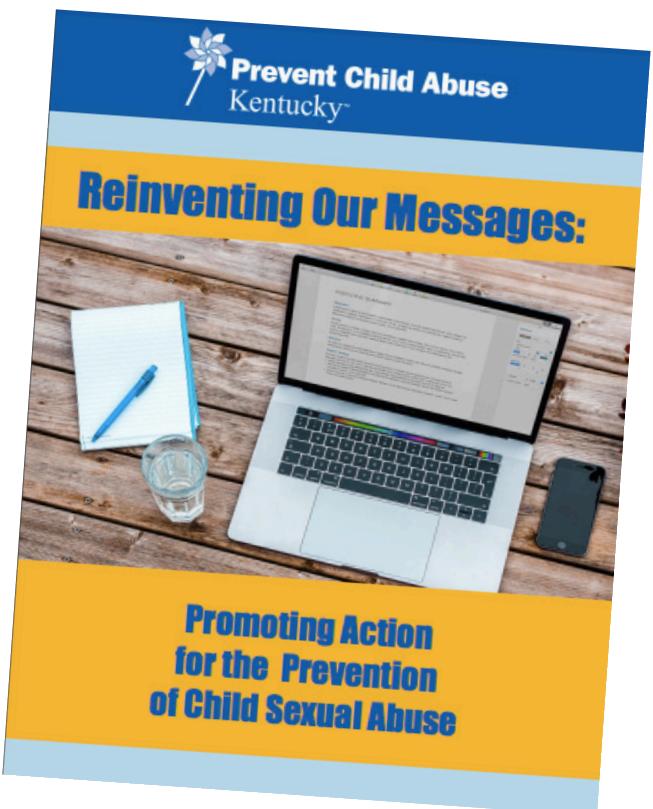
- April is Child Abuse Prevention Month! Throughout the month, groups across the state are hosting events and working to ensure all children in Kentucky have the **#GreatChildhoods** they deserve. How do you plan to prevent child abuse and neglect? Leave a comment and let us know. Share with your friends to get them involved too! **#CAPM2021**
- We're working to make sure all children have the **#GreatChildhoods** they deserve. We've partnered with **Prevent Child Abuse Kentucky** (and/or insert names of partnering agencies) to bring awareness to the issues affecting families and children across Kentucky. Check out our website: <Insert your agency's website> **#CAPM2021**
- Young parents may lack experience with children or be unprepared for the responsibility of raising a child. Take time to help and encourage them, especially now. **#GreatChildhoods #CAPM2020 #TogetherKY**
- Parents' own experiences of childhood trauma impact their relationships with their children, and **#COVID19** has added even more stress. Is there a family you can assist and encourage today? **#GreatChildhoods #CAPM2021**
- Did you know you can celebrate **#CAPM2021** virtually and **#HealthyAtHome**? Learn more by following **Prevent Child Abuse Kentucky** or visiting (insert organization's website) and **pcaky.org**.

Twitter:

- April is nationally recognized as Child Abuse Prevention Month! How will YOU work to prevent child abuse and neglect in your community? Learn more at (insert organization's website) and **pcaky.org. #CAPM2021#GreatChildhoods**
- Small actions can make a big difference in the lives of families and children across KY. Learn more about how you can help with Child Abuse Prevention Month at (insert organization's website) and **pcaky.org. #CAPM2021 #GreatChildhoods**
- All children deserve **#GreatChildhoods**. Find out what role you play at (insert organization's website) or **pcaky.org. #CAPM2021**
- We're working to prevent child abuse and neglect before it ever occurs. Help us achieve our goals! Learn more at (insert organization's website) or **pcaky.org. #CAPM2021 #GreatChildhoods**
- We've teamed up with **@PCAKY** to support **#GreatChildhoods** for all children during **#CAPM2021**. Reply to this tweet to tell us how you will help us prevent child abuse and neglect this April!
- Celebrate **#CAPM2021** while you're **#HealthyAtHome** by planting **#PinwheelsforPrevention** in your yard, patio or flower pots using a **@PCAKY Home Kit! #TogetherKY**
- Did you know you can plant virtual pinwheels to support child abuse prevention this year? Visit **pinwheels.preventchildabuse.org** to cover the virtual KY with pinwheels! **#CAPM2021 #HealthyAtHome**

Engaging the Media

- Engaging the local media** via television, radio and print allows for opportunity to get the word out, to publicize events to a large audience, to reach potential supporters, to build connections and to tell your story in detail. A resource packet for media will be distributed to local newspapers via the KY Press Association, as well as broadcasters via the KY Broadcasters Association. You may receive a copy by emailing pcaky@pcaky.org.
- Letters to the editor** are a great way to reach a general audience. Keep your letters short and focused. Be sure to include a call to action whether it is to support specific legislation or to learn more about a program. You may also highlight actions individuals, agencies and groups take to help families.
- Relate programs to prevention.** Given the public's overwhelming tendency to think about child abuse in its worst forms, the term "child abuse prevention" holds little meaning to them outside of reporting. When relating stories of successful prevention strategies, it is important to connect the dots from the program to the prevention of child abuse. Let the public know how they can help.
- Ask for your local paper to run a four-week series** on parenting and child development throughout the month of April. Seek out stories of families who have overcome challenges, successfully completed parenting classes or reached positive milestones as a result of receiving local community services.
- Stay on message.** Narrow your message to one or two central points. You do not have to explicitly answer every question a reporter poses. Answer questions in such a way it reflects your key message. Do not repeat something a reporter says that is not part of your point. Emphasize child abuse is a problem with solutions that don't receive the attention they should. Explain the solutions. For tips on ways to do this, download our "Reinventing Our Messages" Toolkit here: <https://tinyurl.com/1oe2bu3f>.
- Share what works.** Reporters will want statistics. Instead of supplying them with the traditional child abuse statistics on reports, substantiations and deaths, give them statistics on prevention effectiveness. Share how many people you reach with services. Let them know the impact of prevention programs and services for families.
- Find 'real people' and share a story.** Use a compelling story of an individual or group who has found a way to make a difference to show your audience how they too, can implement effective prevention strategies. Demonstrate how effective evidence-based prevention programs and policies can positively impact the lives of children and families. Focus on approaches and commitments which strengthen families and community services for families.



Virtual Background Instructions

Prevent Child Abuse Kentucky is excited to share ZOOM and other virtual backgrounds with you this year to celebrate Child Abuse Prevention Month in a safe and manageable way! If you're not sure how to set a virtual background on your app, check out these instructions.



- ✿ Sign into the Zoom web Portal as an administrator with permission to edit account settings.
- ✿ In the navigation menu, click **Account Management**, then **Account Settings**.
- ✿ In the **Meeting** tab, navigate to the virtual background option (under the meeting- advanced section) and verify the setting is enabled.
- ✿ Click **Manage virtual background** to upload default background images available for users.



- ✿ Go to www.facebook.com/profilepicframes
- ✿ Click your profile picture in the bottom left and select your Page.
- ✿ Search for a frame by entering the frames name or related words "**child abuse prevention**".
- ✿ Choose the frame you want to use.
- ✿ Click **Use as Profile Picture**.

Download our Child Abuse Prevention Month virtual backgrounds here:

www.pcaky.org/child-abuse-prevention-month



- ✿ To blur your surroundings while remaining in focus, click **blur**.
- ✿ To use a default virtual background, click the one you want.
- ✿ To use your own image for the virtual background, click the + icon.



Google Meet

- ✿ Go to Google Meet > select a meeting
- ✿ On the bottom right of your self view, click **Change Background**.
- ✿ To select a pre-uploaded background, click a background.
- ✿ Click **Join Now**.



twitter

- ✿ Go to your profile.
- ✿ Click or tap the **edit profile** button and you'll be able to edit your header photo or 'banner.'
- ✿ Click or tap the camera icon and select **upload photo or remove**.
- ✿ Click or tap **Save**.

PCAK Partners in Prevention

Prevent Child Abuse Kentucky is fortunate to have the support of 238+ partners across the state. Each year during Child Abuse Prevention Month, we see their commitment to preventing child abuse and neglect as they raise awareness on social media, plant pinwheels in their lawns, host events to educate and inform parents, caregivers, professionals and advocates, and so much more! We truly would not be able to accomplish our mission without them. This year, we want to highlight our partners and the incredible work they do for Kentucky's children and families.

Check out a list of PCAK Partners in Prevention!

We could not do our work without the help and support of our partners, and we are thankful for each of them. Visit pcaky.org/partners-in-prevention to view a full list of partners. You may even find a Partner in Prevention near you to collaborate on Child Abuse Prevention Month planning with!

Joint Letter to the Editor

In order to highlight the collaborative effort put forth by partners across the state to prevent child abuse and neglect, Prevent Child Abuse Kentucky will be drafting a joint letter to the editor with our partners. Partners will be kept abreast of this initiative via partner email updates. If your organization is a PCAK partner and you would like to sign the letter, please email pcaky@pcaky.org.

**Thank you to the following partners for their support of
our Child Abuse Prevention Month efforts!**



TOYOTA

Instructions for DIY Pinwheel

Here's a craft project that will allow children a chance to participate in your community's Pinwheels for Prevention® activities!

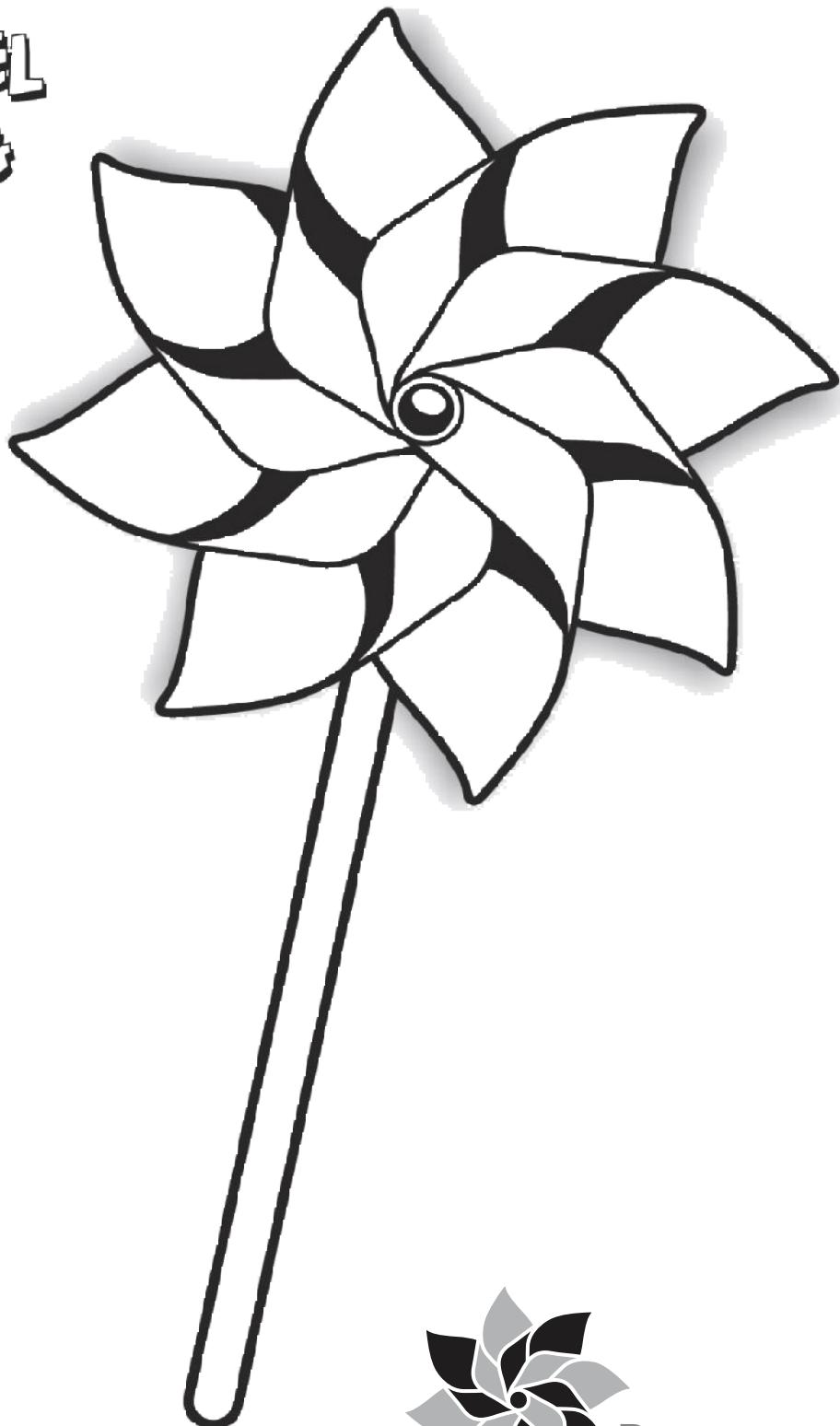
Materials

- A push pin
- A square piece of construction paper (about 8.5" x 8.5")
- A sharpened pencil with an eraser
- Scissors

Instructions

1. Lay the square paper flat on a table and draw diagonally from each corner to the opposite corner.
2. Mark the center of the square where the two lines cross and punch a small hole through it with the pencil tip.
3. Next, cut along each line stopping about an inch from the hole in the center of the square.
4. Take the pin and punch a hole in the top left corner of each of the four flaps. (No two holes should be next to each other.)
5. Pick up a flap at a punched corner and carefully curve it over toward the center hole, securing it to the pin.
6. Repeat this for the other flaps.
7. When all four flaps are held by the pin, carefully lift the paper without letting the flaps unfurl.
8. Lay the pencil flat on a table and carefully push the point of the push pin into the side of the eraser.
9. Now your pinwheel is complete and ready to go. Pick up the pinwheel near the pencil point and let it catch the wind.

PINWHEEL COLORING SHEET



Pinwheels for
PREVENTION®

Prevent Child Abuse
Kentucky™



Child Abuse Prevention Month



COMMUNITY SCAVENGER HUNT

What is the Child Abuse Prevention Month Community Scavenger Hunt?

It has been a *hard* year. COVID-19 has limited what families can do or where they can go, but we hope this won't stop you from spending quality time together. The Child Abuse Prevention Month Community Scavenger Hunt will lead your family to resources and encourage conversations that will help you learn more about each other! Each clue will take you to a physical location, a website or encourage a family activity. The more clues you "find," the more likely it will be that you will win a prize!

If you are a service provider, you can encourage the families you serve to use the scavenger hunt not only to identify resources, but also as a family bonding activity.

How should I deliver my "proof?"

After you accomplish a task, snap a photo! If you are at a physical location, take a family selfie in front of it. If you visit a website or download a resource, take a screenshot. During an activity, take a photo of your family while you spend that time together. If going to a physical location right now is not comfortable or realistic for your family, please feel free to visit the corresponding website instead. **Screenshots are acceptable proof of accomplishment!** After you complete the desired amount of tasks, send proof photos to pcaky@pcaky.org. We would love to follow along! Post photos on social media using the hashtag [#CAPMScavHunt21](#).

How do I win?

Each time you accomplish a task, take a photo or screenshot for proof. After emailing your proof photos to pcaky@pcaky.org, including your full name, your name will be entered into a drawing. Depending on how many clues your family has accomplished, your name may go in once, twice, three or four times. During the first week of May, Prevent Child Abuse Kentucky will draw the names of winners.

What are the prizes?

During the first week of May, Prevent Child Abuse Kentucky will draw the names of the Child Abuse Prevention Month Community Scavenger Hunt winners. If you complete 15 of the 34 clues, your name will go in one time. If you complete 20 of the 34 clues, your name will go in twice. If you complete all 34 clues as a family, your name will be entered three times. As a bonus, if you complete Prevent Child Abuse Kentucky's online internet safety training at pcaky.org/onlineinternetsafetytraining, your name will be entered one additional time. All winners will be alerted via email and announced on social media.



First Place Winner = \$200 VISA Gift Card



Second Place Winner = \$100 VISA Gift Card



Three Third Place Winners = \$75 VISA Gift Card

Email proof photos to pcaky@pcaky.org

13



COMMUNITY SCAVENGER HUNT

- Find your local library
- Find your local 4-H extension offices
- Find your local Department for Community Based Services (DCBS) office (or locate the state child welfare agency's website)
- Find your local health department
- Find your local police department or sheriff's office
- Find your local fire department
- Find your local school (any school within your community)
- Find a safe place in your community or have a discussion as a family about what to do in an emergency: "If something happens to mom/dad and you can't reach us, where will you go?"
- Find your local courthouse
- Find a nearby park
- Do something nice for someone
- Have dinner together as a family
- Take a walk
- Create a new family tradition
- Find the Healthy Development info card aligning with your child's age on the PCAK website (www.pcaky.org)
- "All About Me" Day - Share more about yourself with the people in your life! Connections Matter!
- Locate your closest PCAK Partner in Prevention - partners are on the PCAK website
- Happiness Show & Tell - Each family member finds something that makes them happy and explains why they chose it
- Follow PCAK on any social media platform (Facebook, Twitter, Instagram or YouTube)
- Share a photo or a souvenir from a fond family memory
- Locate a mental health care provider online
- Bake your favorite treat or cook your favorite meal together
- Download PCAK's *Ages and Stages* brochure
- Find a blue and silver pinwheel in your community!
- Volunteer in your community!
- Download PCAK's *As A Family* tipsheet
- Visit the parent education section of the PCAK website
- Practice and teach internet safety using PCAK's *Internet Safety Toolkit*
- Watch a movie together as family
- Watch Former PCAK Board Member Dr. Jaime Pittenger's "Say What?" video – it can be found on the PCAK website
- Have a game night as a family
- Recreate your favorite old family photo
- Earth Day April 22 - go outside and plant a tree, take a hike or pick up litter as a family!
- Celebrate diversity! - Find out more about the culture with which you identify

WEAR BLUE DAY

Thursday April 1, 2021



Show your support for child abuse prevention by wearing blue on April 1!

For a downloadable Wear Blue Day Selfie sign, FREE Wear Blue Day stickers, resources, and ideas for how you can participate in Child Abuse Prevention Month this April, visit pcaky.org!

Share your Wear Blue Day photos on social media using
#WEARBLUE4KYKIDS

1.800.CHILDREN
A free, confidential information and support helpline

 **Prevent Child Abuse**
Kentucky™

859.225.8879
801 Corporate Dr., Ste. 120
Lexington, KY 40305

I'M WEARING BLUE FOR CHILD ABUSE

PREVENTION!

....*Because childhood lasts a lifetime.*

Join me!



**Prevent Child Abuse
Kentucky™**

#WEARBLUE4KYKIDS