

HOPE



# GROWING a Better Tomorrow for All Children, TOGETHER

BETTER TOMORROWS BEGIN HERE:

[WWW.PCAKY.ORG](http://WWW.PCAKY.ORG)

 Prevent Child Abuse  
Kentucky™



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# PCAK STATEMENT on the SUSTAINABILITY OF PINWHEELS

Since 2008, the blue and silver pinwheel has been a shining symbol of happy, healthy childhoods for all children in Kentucky, and across the nation. Prevent Child Abuse Kentucky distributes pinwheels to their partners and supporters throughout the Commonwealth in a unified effort to raise awareness for child abuse prevention during April and year-round. The pinwheel is a beautiful symbol for childhoods, however the materials have increasingly given cause for environmental concern.

At Prevent Child Abuse Kentucky, building a brighter future for Kentucky's most vulnerable population is our top priority. As such, we have a responsibility to address these concerns. As we look toward the future, we will be actively seeking alternative awareness strategies to use in lieu of the pinwheel.

During Child Abuse Prevention Month 2022, we have maintained our stock of pinwheel materials and will honor all orders for materials while supplies last. However, in the coming years, our stock of pinwheels will become smaller and order quantities may be capped as we transition to a more sustainable awareness strategy. We appreciate your understanding and patience as we navigate this challenge to create more sustainable solutions, and we welcome your feedback and suggestions.

Thank you for your continued support of our mission to prevent child abuse and neglect. Together, we can grow a better tomorrow for all children.

*Sincerely,*  
**The PCAK Staff**



# 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!).

## Home & Community Kits

Our home and community planting kits are a great way to visibly show your support while maintaining physical distance and adhering to CDC guidelines.

### 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 Children
- 1 Reproducible Instruction Sheet on Making Paper Pinwheels
- 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!



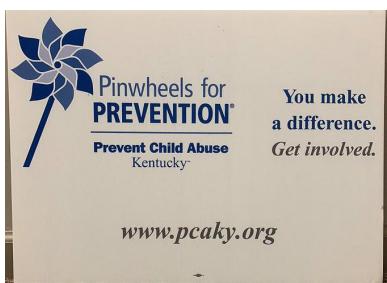
### COMMUNITY KITS

- 240 Pinwheels
- 240 Chopsticks (for planting pinwheels)
- 4 Yard Signs - "Pinwheels for Prevention – You make a difference. Get involved."
- 20 Lapel Pins
- 50 Call to Action Bookmarks
- 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 & More

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.





# HOW to GET INVOLVED

Who would've thought in April 2020 we would still be battling the COVID-19 pandemic in April 2022? 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!

## Wear Blue Day

APRIL 1st, 2022

- Host an office Dress Down Day
- Participate in our social media contest!

Best adult (individual & group),  
Best youth (individual & group),  
Best family

## Child Abuse Prevention is EVERYONE'S Business



APRIL, 2022

- Encourage businesses in your community to become PCAK Partners in Prevention.
- Use the hashtag #CAPisEveryoneBiz when promoting prevention partnerships/activities

## PCAK Trainings

APRIL, 2022

- NEW! Data Training
- Visit [pcaky.org/trainings](http://pcaky.org/trainings) or email [searlyjenkins@pcaky.org](mailto:searlyjenkins@pcaky.org) for more!

## Zoom Backgrounds

APRIL, 2022

- Download at [www.pcaky.org/capm](http://www.pcaky.org/capm)

## Home Kit Planting Day

APRIL 1st, 2022

- Purchase a Home Kit at [pcaky.org/online-store](http://pcaky.org/online-store), and plant with child welfare advocates across Kentucky!

## Door Decorating Contest

ENDS APRIL 30TH, 2022

- Decorate a door in your home or office, and enter it into our contest on social media or email!
  - Individual entry
  - Family entry
  - Business Entry

## Statewide Community Scavenger Hunt

ENDS APRIL 30TH, 2022

- Join our Statewide Community Scavenger Hunt to locate resources in your area, spend quality time with your family and raise awareness for child abuse and neglect prevention efforts!

## Kick-Off At the Capitol

2022 - Date TBD

- Join us on the grounds of the Kentucky State Capitol for a pinwheel planting to kick off CAPM 2022!

# How to use and promote your



# 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 (<https://tinyurl.com/2mrn3u3a>) or online training (<https://tinyurl.com/yt92jm3p>) for 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](http://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.

**For more resources, please visit:  
[www.pcaky.org/online-store](http://www.pcaky.org/online-store)**



# EXAMPLE ACTIVITIES

EMAIL YOUR IDEAS AND EVENTS  
TO PCAKY@PCAKY.ORG!

## VIRTUAL EVENTS

- 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!

- 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.

- 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, the pinwheel coloring sheet on page 10, or join our Door Decorating Contest on page 16. Promote your crafts on social media using #PinwheelsforPreventionKY.

## AT-HOME ACTIVITIES

- 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 display in your window as a wreath to show your support for child abuse prevention.

- Utilize Social Media to Share Prevention Resources

PCA KY has several prevention education resources available at [pcaky.org](http://pcaky.org). Digitally download materials you think your followers can use and share on your social media feed! PCA KY 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: <https://tinyurl.com/5c7x9sfy>

- 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.

## IN-PERSON EVENTS

- Pinwheel Planting

Blue and silver pinwheels are the national symbol for child abuse and neglect prevention. Help us cover the Commonwealth in blue this April by planting pinwheels in your community to raise awareness for prevention efforts. Please avoid equating pinwheels with abuse substantiations or child fatalities, and instead use positive imagery such as families served by your organization.

- Community Baby Shower

Host a baby shower for new parents in your community! Collect donations of needed items, such as diapers, to support families within your sphere of influence. Concrete support in times of need and social connections are protective factors against abuse and neglect!

\*PCA KY supports and encourages adherence to all CDC COVID-19 guidelines and recommendations.



# SOCIAL MEDIA

Social media will be an especially important communications tool this Child Abuse Prevention Month as we continue to adhere to CDC guidelines. 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:



## 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](#). #CAPM2022 #GrowingBetterTogether
- ✿ 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](#). #CAPM2022 #GrowingBetterTogether
- ✿ All children deserve to grow in healthy, stable environments. Join [\(insert organization's name\)](#) and [@PCAKY](#) this Child Abuse Prevention Month as we grow a better tomorrow for all children, together. Visit [\(insert organization's website\)](#) and [pcaky.org](#) to learn more. #GrowingBetterTogether
- ✿ We're working to grow a better tomorrow for all children! Help us achieve our goals and prevent child abuse/neglect! Learn more at [\(insert organization's website\)](#) or [pcaky.org](#). #CAPM2022 #GrowingBetterTogether
- ✿ We've teamed up with [@PCAKY](#) to grow a better tomorrow for all children, together. Reply to this tweet to tell us how you will help us prevent child abuse and neglect this April! #CAPM2022



## Facebook

- ✿ April is Child Abuse Prevention Month! Throughout the month, groups across the state are hosting events and working to grow a better tomorrow for all children, together. 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! #CAPM2022 #GrowingBetterTogether
- ✿ We're working to grow a better tomorrow for all children, together. With Prevent Child Abuse Kentucky [\(and/or insert names of partnering agencies\)](#), we're bringing awareness to the issues affecting families and children across Kentucky. Check out our website: [\(insert organization's website\)](#) #CAPM2022 #GrowingBetterTogether
- ✿ All children deserve to grow in healthy, stable environments. Join [\(insert organization's name\)](#) and [Prevent Child Abuse Kentucky](#) this Child Abuse Prevention Month as we grow a better tomorrow for all children, together. Visit [\(insert organization's website\)](#) and [pcaky.org](#) to learn how you can get involved. #GrowingBetterTogether
- ✿ 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? #GrowingBetterTogether #CAPM2022



# ENGAGING the MEDIA

**1.**

## 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. Members of the media, stay tuned for a special announcement from PCAK!

**3.**

## 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

**2.**

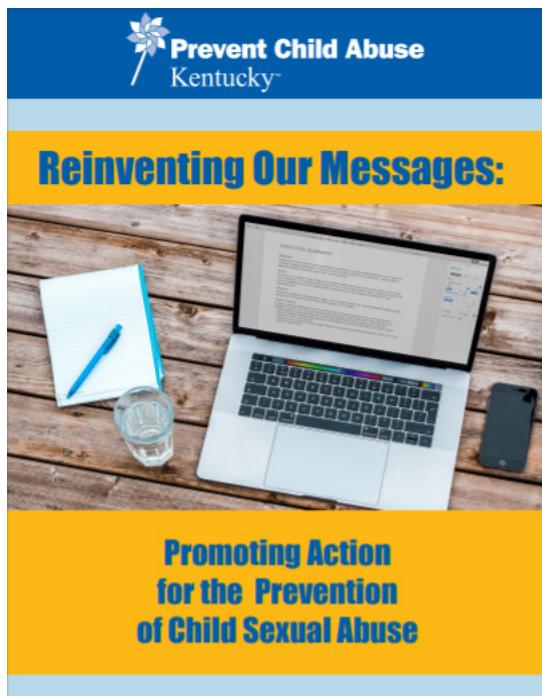
## Letters to the editor

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.

**4.**

## 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.

**5.**

## 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/32x23zt>

**6.**

## 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.

**7.**

## Find 'real people' and share a story.

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

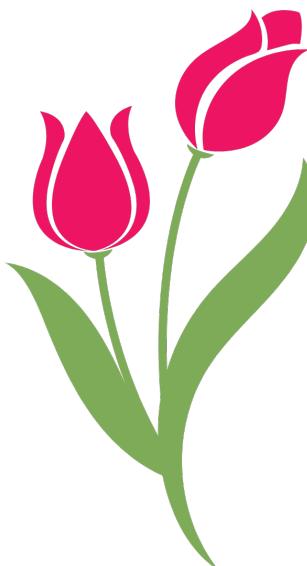
Prevent Child Abuse Kentucky is excited to share ZOOM and other virtual backgrounds with you again this year to celebrate Child Abuse Prevention Month in a safe and manageable way! If you're not sure how to set a virtual background on your app, check out these instructions.

## zoom

- ✿ 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.

## facebook

- ✿ Go to [www.facebook.com/profilepicframes](http://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 virtual  
backgrounds at  
[pcaky.org/capm](http://pcaky.org/capm).

## Cisco webex

- ✿ 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 250+ 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, during April and year round, 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 and join us for future networking opportunities with our incredible partners.**

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](http://pcaky.org/partners-in-prevention) to view a full list of partners. This year, we are thrilled to announce a networking opportunity with PCAK Partners in Prevention called "2-in-20" - learn more by emailing Amanda Royer at [aroyer@pcaky.org](mailto:aroyer@pcaky.org). You may even find a Partner in Prevention near you with whom to collaborate on Child Abuse Prevention Month planning!

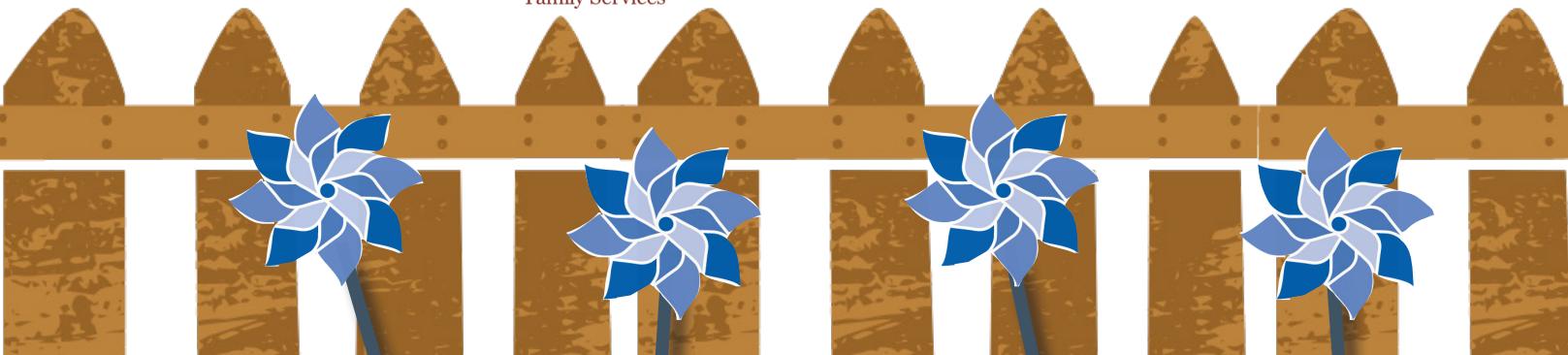
## Joint Letter to the Editor

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 [aroyer@pcaky.org](mailto:aroyer@pcaky.org).

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



**TOYOTA**





WWW.PCAKY.ORG

## SOCIAL MEDIA PHOTO CONTEST:

- BEST ADULT (INDIVIDUAL & GROUP)
- BEST YOUTH (INDIVIDUAL & GROUP)
- BEST FAMILY

USE #WEARBLUE4KYKIDS TO ENTER!

# WEAR BLUE DAY APRIL 1, 2022

Growing a better tomorrow  
for ALL children, together

...because childhood lasts a lifetime.



#WEARBLUE4KYKIDS  
#GROWINGBETTERTOGETHER

# I'M WEARING BLUE FOR CHILD ABUSE

## PREVENTION!

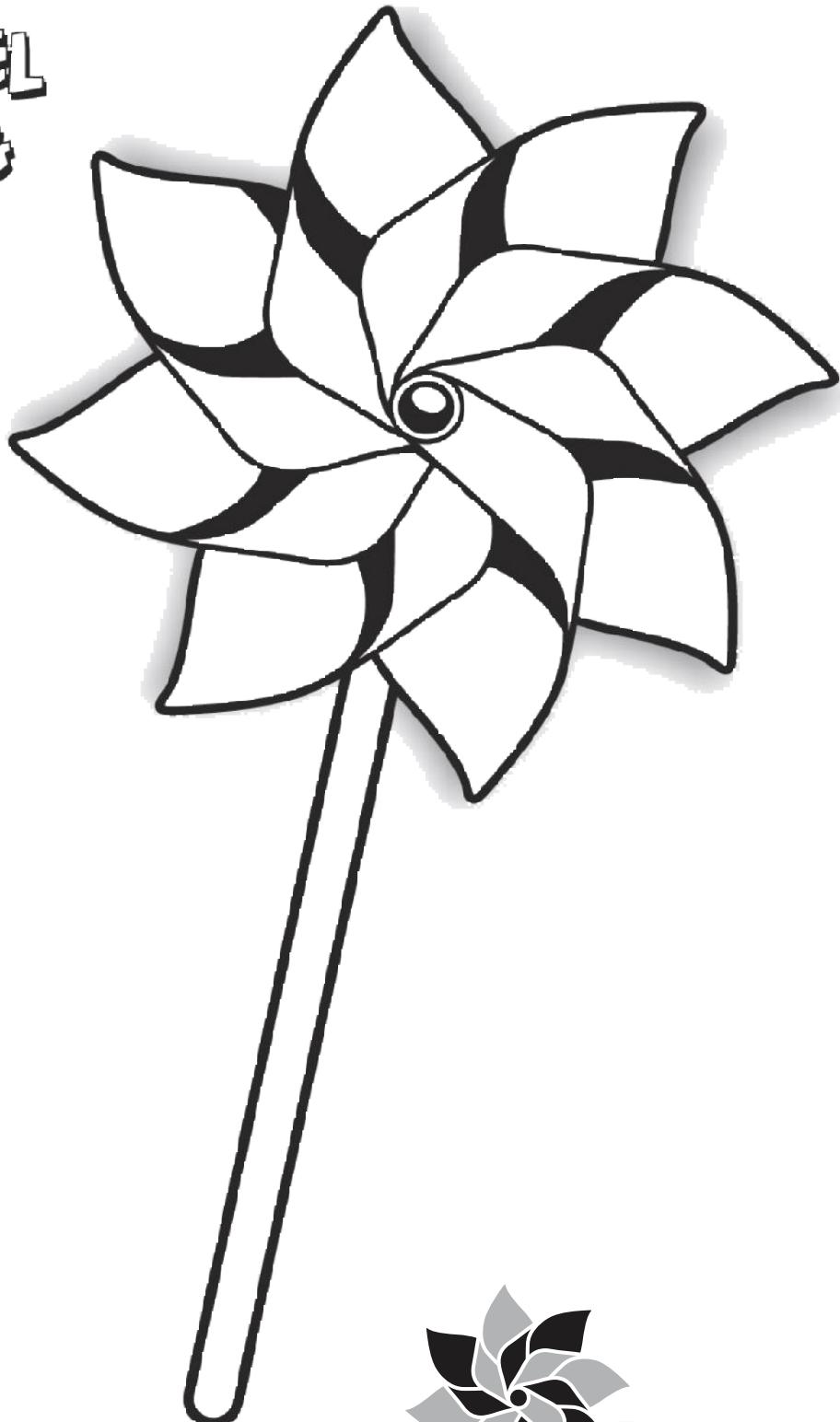
....Because childhood lasts a lifetime.

*Join me!*



#WEARBLUE4KYKIDS

# 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* two years. 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](mailto:pcaky@pcaky.org). We would love to follow along! Post photos on social media using the hashtag [#CAPMScavHunt22](#).

## 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](mailto:pcaky@pcaky.org), including your full name and phone number, 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 3 of the 12 clues, your name will go in one time. If you complete 6 of the 12 clues, your name will go in twice. If you complete all 12 clues, your name will be entered 3 times. Additionally, complete the two bonus clues for an additional 2 entries! 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**

✿ **Third Place Winner = \$75 VISA Gift Card**

**Email proof photos and a contact phone number to [pcaky@pcaky.org](mailto:pcaky@pcaky.org)**





Child Abuse Prevention Month



# COMMUNITY SCAVENGER HUNT

- Take a walk or find a nearby park in your neighborhood.
- Download or view a resource from PCAK! All resources can be found here: <https://tinyurl.com/2p85m9d9>.
- Pinwheels for Prevention: find a pinwheel in your community, color a pinwheel coloring sheet, or make your own pinwheel using the directions found on our website here: <https://pcaky.org/about/capm/>.
- 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?" To help with this conversation, use PCAK's Home Safety Check-List found here: <https://tinyurl.com/zvk5jakp>.
- Bake your favorite treat or cook your favorite meal together as a family. Eat your treat or dinner together after it is complete!
- Find a resource office in your community. Community resources could range from your local courthouse to your 4-H Extension Office.
- Spend time together as a family doing a fun activity! Watch a movie together or create a new family tradition!
- Follow PCAK on any social media platform (Facebook, Twitter, Instagram or YouTube) and use PCAK's Internet Safety Toolkit to discuss internet safety: <https://tinyurl.com/2mrn3u3a>.
- Do something nice for a friend or neighbor! Connections Matter!
- Happiness Show & Tell - Each family member finds something that makes them happy and explains why they chose it.
- Celebrate diversity! - Find out more about the culture with which you identify.
- Locate your closest PCAK Partner in Prevention - partners are on the PCAK website [www.pcaky.org](http://www.pcaky.org).

## BONUS CLUES

- Watch PCAK's new campaign: Safety and Awareness for Every Body video to be released this April!
- View the PCAK event calendar to find a Child Abuse Prevention Month event near you. Attend the event if you are comfortable doing so!



**Prevent Child Abuse  
Kentucky™**

# DOOR DECORATING CONTEST

Help us celebrate Kentucky's families and children this Child Abuse Prevention Month by decorating your door! Be creative!  
Visit [www.pcaky.org/capm](http://www.pcaky.org/capm) for inspiration and more information.

**APRIL 2022**



**POST ENTRIES ON  
SOCIAL MEDIA  
USING**

**#CAPMDOORDEC2022**

**OR EMAIL**

**PCAKY@PCAKY.ORG.**

\*Must specify category of submission.

## CATEGORIES FOR SUBMISSION INCLUDE:

- INDIVIDUAL ENTRY
- FAMILY ENTRY  
Family defined by the submitter
- BUSINESS/GROUP ENTRY
- PCAK PARTNER ENTRY

**GIFT CARD PRIZES!**

\*Varies per category



**#CAPM2022**

**#GrowingBetterTogether**