



# 2024 Child Abuse Prevention Month Resource Guide



**BUILDING**  
*A Hopeful  
Future*  
**TOGETHER**

**2024**

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# Using the Resource Guide

This resource guide includes educational materials, flyers, initiatives, and more to make them available to all Kentuckians! We encourage you to use the materials within your own community/organization and share widely.

We encourage you to read through this guide and find ways you, your school, your organization, and your community can get involved in spreading awareness of child abuse and neglect.

Though April is nationally recognized as Child Abuse Prevention Month, we also want to emphasize the importance of raising awareness year-round.

We hope this month can be a launching point for conversations that echo throughout our Commonwealth for every month of the year. Several of the materials in this guide are evergreen in the fight to keep Kentucky's children safe.

As you prepare to participate in events this month, we encourage you to share the ways your community will be participating in Child Abuse Prevention Month!

PCAK is excited to see what April has in store!

*-PCAK Staff*





- The theme of 2024 Child Abuse Prevention Month is “Building A Hopeful Future, Together.”
- Throughout Child Abuse Prevention Month, Prevent Child Abuse Kentucky is building a narrative of hope for children and families through collaboration and the creation of an ecosystem of primary prevention. Communities must build positive futures together in partnership.
- Each day is an opportunity to build the foundation for our future. But we know we can’t do this alone – we all have a role to play as healthy partners in our communities.
- Building healthy communities takes work. We all have a responsibility to ensure children have positive experiences, and help families have the resources they need, when they need them.
- Strong communities are built on stable foundations. Everyone benefits when we focus on addressing underlying causes that lead to health and social inequities.
- Policies and programs that put families first build all of us up during stressful times. Working in partnership can allow us to relieve some of the overload experienced by parents and caregivers.
- Children who live in families with access to economic and concrete support are less likely to experience abuse and neglect.
- All children, parents, and families should be able to access the support and resources they need, when they need it, in their own communities, without stigma before they are in crisis.
- Prevention is possible and everyone plays a role.
- Challenging life circumstances can overload and overburden parents and caregivers. Just like how a vehicle burdened with too much weight may be unable to move forward, overburdened parents and caregivers may be unable to provide the necessary care and support to their children.
- Community support and partnerships can help lighten the burden on families.



# Ordering Pinwheels

This year, we will be shipping our signature blue and silver pinwheels directly from our distributor! The pinwheel order form is available [here](#).

Pinwheel orders will be processed by PCAK every Friday and will be shipped from our partners following PCAK processing your order. Boxes of 240 pinwheels will cost \$185. Questions? E-mail [pcaky@pcaky.org](mailto:pcaky@pcaky.org).

## CAPM Merchandise

Stock up on, lapel pins, bookmarks, yard signs and so much more! Visit our online store at [\*\*pcaky.org/information-data/online-store\*\*](https://pcaky.org/information-data/online-store) to show your support of child abuse prevention efforts across the state.

## Educational Materials

Also available on our store are brochures and tipsheets covering everything including preventing child sexual abuse, to parenting over 50, fatherhood engagement, cybersafety for children, managing family stress and more.

## Garden Kits

Our Garden Kits include garden tools, lapel pins, pinwheel flags, and more. Order yours on our website.





# How to Get Involved

## Wear Blue Day

Wear Blue Day will be held on April 5, 2024. We will have a social media contest for Wear Blue Day! Share your Wear Blue Day outfits with #WearBlue4KyKids!

## Pinwheel Planting at the Capitol

Join us on the grounds of the Kentucky State Capitol on March 28 at 9:00 AM for a pinwheel planting to kick off CAPM 2024!



## Submit Events to the CAPM Calendar

If you have events you want featured on our CAPM calendar, submit them here: (<https://forms.office.com/r/J3zvQDVVKK>) or use the QR code!



## Partner Op-ed (Partner Exclusive Opportunity!)

Join our Partner Sign-On Letter to show your organization's support of Kentucky Children. To highlight the collaborative effort put forth by Partners across the state to prevent child abuse and neglect, Prevent Child Abuse Kentucky has drafted a Letter to the Editor. Partners in Prevention will exclusively be offered the opportunity to sign-on to the letter. If your organization is a PCAK Partner in Prevention and would like to sign the letter, please email Amanda at [aroyer@pcaky.org](mailto:aroyer@pcaky.org). If you are not a Partner and would like to sign-on, email [aroyer@pcaky.org](mailto:aroyer@pcaky.org) for more information on how to join our network!

## Door Decorating Contest

We encourage individuals, families, and organizations to decorate their doors with pinwheels and other positive messages for Child Abuse Prevention Month 2024. Enter your decorated door between April 1 and April 30, 2024 for a chance to win a special prize pack! Use #CAPMDoorDec24 to enter your decorated door (Instagram, Facebook and Twitter entries will be accepted).



## Strengthening Caregivers and Communities through Prevention Education One-Day Summit

Hear from field experts on Fatherhood Engagement, Child Sexual Abuse Prevention, Cyber Safety, and Corporal Punishment with a theme of engaging parents in these topics. Free training credits and CEUs provided for a variety of disciplines.

April 24th, 2024

9 am – 4pm EST

1001 Vandalay Drive, Frankfort, KY 40601

Cost: FREE

Lunch provided



Participants will receive free materials for distribution in their communities. Space is very limited. Fill out this form to register: [surveyMonkey.com/r/NY6JT9D](https://surveyMonkey.com/r/NY6JT9D).

Thank you to the Child Victims' Trust Fund for funding this event.

## Engaging the Faith Based Community

The faith community plays an important role in reaching out and helping families and children at risk. Spiritual leaders can use their messages as a positive force in supporting child abuse and neglect prevention efforts. PCAK has created a guide specifically for the Faith Based Community! Check our CAPM 2024 webpage for more information.



## Coming Soon: Department for Community Based Services Kentucky Statistics

Please email [pcaky@pcaky.org](mailto:pcaky@pcaky.org), or check our website for the latest DCBS stats.

*Note: Please use data wisely. Data is great for grant applications and organizational awareness, but when child abuse data is used publicly, research shows it leaves us feeling hopeless, that the problem is too large to solve, and ultimately the solutions and blame is put on child protective services agencies. When using data, please refer to the ‘From Data to Action’ Checklist on our website for guidance.*

## Lean on Me Kentucky

Take the LEAN On Me Kentucky Pledge this Child Abuse Prevention Month! This pledge is meant to unite all Kentuckians in working toward a better future for our kids and communities. You can record yourself, your family, your coworkers, or anyone around you taking the pledge and post it on social media with the hashtag #LeanOnMePledge!

You can print the pledge, sign it, and hang it up to show you will be a Community Supporter wherever you are.

You can also email your videos and signed pledges to [pcaky@pcaky.org](mailto:pcaky@pcaky.org).

The Lean On Me Kentucky Initiative, created by Prevent Child Abuse Kentucky and the Department for Community Based Services, is intended to help families prior to child protective services involvement, and teach participants ways to become community supporters, utilizing Lean On Me Kentucky tools and resources!

For more information, visit [pcaky.org/about/lean-on-me-kentucky/](https://pcaky.org/about/lean-on-me-kentucky/).



The image shows a template for a Lean On Me Kentucky Pledge Card. It features a blue and yellow circular logo at the top with a pinwheel in the center. The logo contains the words "LISTENING", "EMPATHY", "NONJUDGMENT", and "AFFIRMATION" around the perimeter, and "Lean On Me" across the middle. Below the logo, the text reads: "Dear Community, I \_\_\_\_\_, choose to be a *Community Supporter*, available for you to **LEAN** On Me." followed by "I pledge to do better." and "I pledge to help more and to ask for help when I need it." At the bottom, it says "Signed, \_\_\_\_\_".



## Proclamations

A great way to spread the word about Child Abuse Prevention Month is to get your local elected and/or appointed officials to issue a proclamation. Prevent Child Abuse Kentucky will be getting proclamations from the Kentucky General Assembly recognizing Child Abuse Prevention Month in the commonwealth. We encourage you to reach out to your local political leaders to get proclamations recognizing CAPM in your area. You can use the example below as a starting point.

### *Child Abuse Prevention Month 2023 Proclamation*

*Whereas, National Child Abuse Prevention Month will be recognized throughout the United States, as well as in the Commonwealth of Kentucky during the month of April, 2023; and*

*Whereas, preventing child abuse and neglect is a community problem that depends on involvement among people throughout the community; and*

*Whereas, during periods of economic challenges, families feel more vulnerable, and as a result, child abuse and neglect increases drastically; and*

*Whereas, child abuse and neglect can be reduced by making sure each family has the support they need to raise their children in a healthy environment; and*

*Whereas, child abuse is considered to be one of our nation's most serious public health problems with scientific studies documenting the link between the abuse and neglect of children and a wide range of medical, emotional, psychological and behavioral disorders; and*

*Whereas, all citizens should become involved in strengthening families to raise their children in a safe and nurturing environment; and*

*Whereas, effective child abuse prevention programs succeed because of partnerships created among state and local government agencies, schools, faith communities, civic organizations, law enforcement agencies, and the business community; and*

*Now, Therefore Be It Resolved, that I, Dan Mosley, do hereby proclaim the month of April 2023 Child Abuse Prevention Month in Harlan County, Kentucky. I urge all citizens, community agencies, faith groups, medical facilities, and businesses to increase their participation in our efforts to strengthen families, thereby preventing child abuse and creating healthier communities.*



Dan Mosley  
Harlan County Judge/Executive

*March 31, 2023*

Date



## Creating your own activities

PCAK encourages you to get creative with your Child Abuse Prevention Month activities. We've listed some ideas below to get you started!

- Draw positive messages in chalk on sidewalks.
- Hang up blue ribbons around your town or city.
- Host a t-shirt making or drawing competition to involve kids in CAPM.
- Sell paper pinwheels for \$1 or any increment with proceeds going to PCAK. Let us know and we can supply the pinwheels.
- Use your voice! While elected officials are back in their home districts in April, it is a great time to connect with them.
- Plant Pinwheels! 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. Please avoid equating pinwheels with abuse substantiations or child fatalities, and instead use positive imagery such as families served by your organization.
- Use social media to share resources. PCAK has several prevention education resources available at [pcaky.org](https://pcaky.org) you can download and share. PCAK also has sharable educational videos on our YouTube: <https://tinyurl.com/5c7x9sfx>
- Get schools, parent-teacher organizations, faith communities, businesses, hospitals, museums, libraries, and more involved in hosting activities, collecting donations for local charities or displaying pinwheels and blue ribbons.
- Update your Zoom background or e-mail signature using the graphic below.





## PCAK Trainings

We offer a variety of trainings to organizations across Kentucky. We are booked up for April, but child abuse prevention is a year-round effort!

PCAK staff have an array of presentations suitable for Lunch and Learns, employees and community groups. Please contact us at [pcaky@pcaky.org](mailto:pcaky@pcaky.org) for more information. For full descriptions of our trainings, visit [pcaky.org/training/training-list/](https://pcaky.org/training/training-list/).

## Topics

- Abusive Head Trauma
- Are They Good for Your Kids? Child Sexual Abuse Prevention
- The Connection Between Intimate Partner Violence and Child Maltreatment
- The Correlation Between Child Maltreatment and Substance Use Disorder
- Family Thrive
- From Data To Action: Moving Child Maltreatment Data Upstream
- Internet Safety
- Lean On Me Kentucky
- Positive and Adverse Childhood Experiences: Strategies for Supporting Families and Children
- Poverty and Neglect: Understanding the Difference and Supporting Families and Children Living in Poverty
- The Power of Parent Engagement in Healthy Community Outcomes
- Protocol for Youth-Serving Organizations: How Do You Keep Children & Youth Safe While Under Your Supervision?
- Recognizing, Reporting and Preventing Child Abuse and Neglect
- Reinventing Our Messages: Promoting Action for the Prevention of Child Sexual Abuse
- Trauma Informed Care
- Tools for Supporting Families Impacted by Shiftwork
- Understanding Typical Child Development: A Tool to Prevent Child Sexual Abuse

## Parent Education Providers

Parent education is delivered through PCAK's network of providers across Kentucky. Safe and healthy parenting is central to launching children into successful adult life and is the foundation of preventing child maltreatment. Find a provider near you:

Children's Advocacy Center of Green River District	270-830-8400	Daviess, Hancock, Henderson, McLean, Ohio, Union, Webster
Chrysalis House	859-977-2502 859-338-9125	Fayette (Statewide provider)
Cumberland River Behavioral Health/TriCo Mentoring	606-526-6303	Knox, Laurel, Whitley
Family Enrichment Center	270-781-6714	Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Simpson, Warren
Family Nurturing Center	859-538-1618	Boone, Campbell, Grant, Kenton, Pendleton
Harlan FRYSC	606-573-8745	Harlan
Home of the Innocents	502-596-1306	Bullitt, Hardin, Jefferson, Oldham, Shelby, Spencer
Hope's Place CAC	606-325-4737	Bath, Boyd, Carter, Elliot, Greenup, Lawrence, Menifee, Montgomery, Morgan, Rowan
Lake Cumberland Community Action Agency	270-343-4600	Pulaski, Russell
LKLP CAC	606-436-8853	Breathitt, Knott, Lee, Leslie, Letcher, Owsley, Perry, Wolfe
The Nest	859-259-1974	Anderson, Bourbon, Clark, Fayette, Madison, Montgomery, Scott
Regional Prevention Center of Comprehend	606-759-7799	Bracken, Fleming, Lewis, Mason, Robertson
The Sunshine Center	502-875-3495	Anderson, Franklin, Owen, Scott, Woodford
Todd County Health Department	270-265-2362	Christian, Logan, Muhlenberg, Todd



# Tips for Engaging the media

## Letters to the Editor

Submit a letter to the editor of your local paper. 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 and media's tendency to think about child abuse in its worst forms, it is important to emphasize that prevention is possible. When highlighting 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 Local Media to Run a Parenting Series in April

Ask for your local paper to run a four-week series on parenting and child development throughout the month of April. Seek stories of families who have overcome challenges, successfully completed parenting classes, or reached positive milestones as a result of receiving local community services.

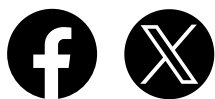
## Stay on Message

Narrow your message to one or two central points. You do not have to 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. Refer to the talking points in this guide for guidance.



# Social Media

Follow Us on Social Media to Keep Up With CAPM



@PCAKY



@PreventChildAbuseKy

## Tuesday/Thursday Resource Sharing

We will be sharing resources for preventing child maltreatment in your community on our social media every Tuesday and Thursday in April. Please keep an eye out and share these resources with your networks!

## Hashtags

### Child Abuse Prevention Month:

#CAPMonth2024  
#BuildingTogether  
#Hopeful Futures

### Wear Blue Day

#WearBlueForKYKids

### Door Decorating Contest

#CAPMDoorDec24

### Lean on Me Kentucky

#LeanOnMeKY

#LeanOnMePledge