

Child Abuse Prevention Month Toolkit

April 2020



**Alabama Department of Child Abuse & Neglect
Prevention**

The Children's Trust Fund

www.ctf.alabama.gov



Kay Ivey
Governor

State of Alabama
Department of Child Abuse and Neglect Prevention
"The Children's Trust Fund"

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Sallye R. Longshore
Director

Dear Community Partners,

April is Child Abuse Prevention Month! In recognition of this cause, we are encouraging communities across Alabama to raise awareness for the importance of the well-being of Alabama's children and their families. The Alabama Department of Child Abuse and Neglect Prevention (ADCANP), "The Children's Trust Fund," and Prevent Child Abuse Alabama invite businesses, schools, and community groups to place blue pinwheels around their respective towns. Blue pinwheels symbolize our dedication to a future where all of Alabama's children are happy, healthy, and safe.

Through your acts of support, the Alabama Department of Child Abuse and Neglect Prevention, "The Children's Trust Fund," will continue to encourage, support, and fund community-based programs tasked with preventing child maltreatment and strengthening families. Please take time to notify your Legislators regarding the wonderful things you are doing in their district with funding from the Alabama Department of Child Abuse and Neglect Prevention, "The Children's Trust Fund." We want our Legislators to know any extra funding will be invested back into Alabama's communities to support programs that help families thrive.

We can't wait to learn about all of the exciting activities that you are planning for April. Please use this Tool Kit to help develop an event of your own. We would love for you to email Emily Marsh at Emily_marshall@ctf.alabama.gov with your pictures as you promote awareness of child abuse and neglect prevention in your community.

My warmest regards,

Sallye R. Longshore, Director



Preventing Child Abuse and Neglect Since 1983

Table of Contents

- Overview of Department
- Overview of Prevention Month
- April Activities
- Media Tips
- Social Media Content
- Proclamation
- Public Service Announcements

Overview of Department

About Us

- The Alabama Department of Child Abuse & Neglect Prevention (ADCANP), The Children’s Trust Fund, is the only statewide organization designated to prevent child abuse and neglect. We advocate for children and the strengthening of families.
- In 1983, the Alabama Legislature adopted Alabama’s Child Abuse & Prevention Act creating the Children’s Trust Fund to address the state’s growing problem of child neglect and maltreatment. While several state agencies worked on different aspects of child abuse, none of these specifically focused on solving the problem before it occurred.
- In 2007, the Department was established as the Alabama Chapter for Prevent Child Abuse America since our state agency and the national organization share the same mission of preventing child abuse and neglect before it occurs.

Mission: Secure resources to fund evidence-based community programs committed to the prevention of child maltreatment. We advocate for children and the strengthening of families.

Our Work

- The agency funds, supports, and monitors evidence-based community programs statewide that are committed to the prevention of child maltreatment. The types of programs funded by the ADCANP include: parent education and support, fatherhood, home visiting, respite care, mentoring, and public awareness.
- The programs are funded through a competitive grant application process and supported by state and federal dollars.

Significance

- In Alabama, child abuse and neglect costs taxpayers \$2.3 billion dollars every year which equates to an average cost of \$175,344 per child (The University of Alabama College of Human Environmental Science and Center for Business and Economic Research, 2015).

Program Data

- For the 2019-2020 Program Year, the agency funded 153 community-based programs statewide that provide essential services to children and families committed to the prevention of child abuse and neglect.

Overview of Prevention Month

National Child Abuse Prevention Month is a time to acknowledge the importance of families and communities working together to prevent child abuse and neglect, and to promote the social and emotional well-being of children and families. During the month of April, communities are encouraged to share child abuse and neglect prevention awareness strategies and activities that promote prevention across the country.

Child Abuse Prevention Month Theme

Prevent Child Abuse America has announced that the 2020 Child Abuse Prevention Month theme is "Everyone can make #GreatChildhoods happen especially you!" Small steps can make a difference in a child's life. The more we can show people how simple actions and doing the things they love relate back to child abuse prevention, the better people will understand what prevention is in the first place.

Three main campaign components:

- Create Great Childhoods Digital Campaign: Throughout April, we'll show how anyone can create great childhoods by simply doing some of the things they love.
- Wear Blue Day: On Friday, April 3rd, individuals and organizations across the US will band together to make a visible commitment to preventing child abuse and helping make great childhoods happen nationwide by wearing blue.
- Pinwheels & Pinwheel Gardens: The pinwheel has come to serve as the national symbol of the great childhoods we want for all children. Throughout April, planting pinwheel gardens in honor of children in communities nationwide demonstrates how we can all support great childhoods and promote ways to help great childhoods happen. See the next page for an invitation to join us for our pinwheel garden planting in Montgomery!



April is Child Abuse Prevention Month!

Please join us in officially kicking off Child Abuse Prevention Month in Alabama by planting a pinwheel garden in the greenspace across from the RSA tower in downtown Montgomery. Pinwheels are the national symbol for child abuse prevention by representing the happy, healthy childhoods that all children deserve.

Friday, April 3rd at 10:30 am
201 Monroe Street
Montgomery, AL 36104

Alabama Department of Child Abuse & Neglect Prevention
The Children's Trust Fund

www.ctf.alabama.gov



April Activities

For Child Abuse Prevention Month, we encourage you to get creative in hosting a special event or preparing materials that promote prevention. Here are some ideas of popular activities that you can implement throughout your organization, network, and community.

Wear Blue Day

Blue is the color of prevention, and everyone is encouraged to participate in the national “Wear Blue Day” on Friday, April 3rd! By wearing blue, people throughout the state can demonstrate an awareness of and commitment to our shared responsibility for the physical, emotional, and mental well-being of the children and families in our communities.

Pinwheel Garden

Create your own garden of pinwheels, the national symbol for child abuse prevention, to help remind the community of what the pinwheel represents, which is a chance of a healthy, happy, and full life that all Alabama children deserve.

Paint the Town Blue

Get creative in ways you can showcase the color blue throughout your community. Here are a couple of ideas:

- Get permission to illuminate a prominent building or fountain in blue for the month. This can be done by covering the outside lights of the building/foundation with blue film.
- Have organizations, businesses, and families display blue ribbons, balloons, or bows on their doors or mailboxes

*****Please note Child Abuse Prevention Month is a time to focus on the positive, uplifting messages of prevention and pinwheels nor balloon releases should represent those abused or neglected.**

Legislative Visits

Since the Alabama Legislature is typically in session during April, this is a great opportunity to visit the State House and set up a meeting with your State Senator and Representative to emphasize the importance of child abuse and neglect prevention. If you're not able to meet with them, you can always call, write a letter, or email them! Their contact information can be found online here: www.legislature.state.al.us/aliswww/default.aspx

Open House

Grantees and partners of the Alabama Department of Child Abuse and Neglect Prevention are encouraged to host an Open House inviting the community to visit and learn more about them and their role in child abuse and neglect prevention.

Email Signatures

This is a simple, easy way to increase awareness! Edit your email signature for April to add a line promoting prevention month. Here's an example:

-
- April is Child Abuse Prevention Month! Help support Alabama's child abuse and neglect prevention programs here: <https://ctf.alabama.gov/give/>

Children's Activities

Involve children in child abuse prevention month! Here are a couple of fun activities to do with children:

- Pinwheel Coloring Sheet: http://preventchildabuse.org/wp-content/uploads/2016/02/PinwheelColoringSheet_National.pdf
- Make your own paper pinwheel: http://preventchildabuse.org/wp-content/uploads/2016/02/MakeYourPinwheel_National.pdf

Media Tips

Talking Points

Please feel free to use the below talking points when discussing and promoting Child Abuse Prevention Month.

- Main Talking Points:
 - April is Child Abuse Prevention Month, a time to celebrate the good things our communities do to promote healthy child development and help prevent child abuse and neglect.
 - Describe your agency's prevention role in the community and explain that your work is done through a grant from the Alabama Department of Child Abuse & Neglect Prevention.
 - The Alabama Department of Child Abuse & Neglect Prevention, The Children's Trust Fund, provides grant funding to community-based programs that are committed to the prevention of child maltreatment.
 - We all have a role to play in healthy child development, and our goal this April is to help others recognize that role and the ways we can maximize our impact.
- Why do use the pinwheel?
 - The pinwheel is the national symbol for child abuse prevention introduced by Prevent Child Abuse America. The pinwheel represents the happy, healthy childhoods every child deserves.
- Why should I care about prevention?
 - When we invest in healthy child development, we are investing in community and economic development. In Alabama, child abuse and neglect costs taxpayers \$2.3 billion dollars every year which equates to an average cost of \$175,344 per child (The University of Alabama College of Human Environmental Science and Center for Business and Economic Research, 2015).
- How can I help?
 - You can help by donating to the Children's Trust Fund of Alabama where funding will go to support community-based prevention programs. Visit www.ctf.alabama.gov/give to donate online and you can honor someone special with your donation.
 - An alternative to donating is volunteering or getting involved with your local prevention agency. Visit our online map to find one near you: <https://www.ctf.alabama.gov/grants>

Media Advisory

If you host an event or activity in April, you can help secure media attendance by drafting a media advisory. A media advisory is sent 3-4 days prior to your event to invite the media. It typically includes just enough information to get the media there, such as logistics of who, what, when, where, and why.

CITY, AL – [Name of Organization(s)] and the Alabama Department of Child Abuse and Neglect Prevention are raising awareness about Child Abuse Prevention Month by hosting a [describe event or activity] on [Date] [Location] [Location Address].

WHAT: [Describe event or activity];

WHEN: [Date and Time];

WHERE: [Location and Address];

WHO: [Describe who will be at the event or activity]

WHY: [Describe the event or activity's significance to child abuse prevention month]

For more information, please contact (Name of event's contact) at (Phone Number).

Social Media Content

Social media is a free and effective tool for increasing awareness during Child Abuse Prevention Month. We've included sample Facebook and Twitter posts with corresponding pictures below. Also, we encourage you to use the following hashtags when sharing pictures and messages about child abuse prevention month to help us track the conversations on both the national and state level. Whenever possible, please tag us in your posts! Our Facebook and Twitter Account is @CTFofAL

- National Hashtags: #CAPMonth #GreatChildhoods #WearBlue

Facebook Cover Photo



Facebook Posts

- March 27: DYK? April is Child Abuse Prevention Month. Wear Blue next Friday to make #GreatChildhoods happen! #CAPMonth #WearBlueDay



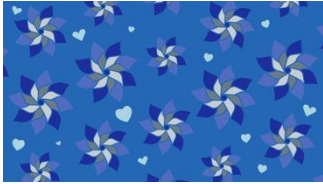
- March 30: This Friday is #WearBlueDay, so get your blue on to make #GreatChildhoods happen! #CAPMonth



- March 31: We're spinning our #pinwheelsforprevention this Friday. How about you? Let's make #GreatChildhoods happen on #WearBlueDay!



- April 1: April is Child Abuse Prevention Month, and we're kicking it off (with blue shoes) on #WearBlueDay this Friday



- April 2nd: Raid your closet for everything blue, because tomorrow is #WearBlueDay! We're going all out to make #GreatChildhoods happen—can we count on you to go blue, too?



- April 3rd: Did you #WearBlue today for Child Abuse Prevention Month? Please take a picture in your blue and tag @CTFofAL



- April 6th: All kinds of people help families create #GreatChildhoods! Who helped make your childhood great? Tag them and tell us all about them!



- April 10th: Every time you help moms and dads be the best they can be, you make #GreatChildhoods happen! Help a first-time parent or share your favorite go-to resources and referrals with a new neighbor.



- April 12th: Love to read? Feel inspired? Got game? Do more of whatever it is you love to help kids – and their parents – right in your own community feel safe, supported and happy. #CAPmonth



- April 13th: According to @CDCgov, relationships with caring adults and positive role models can improve outcomes for kids. You (yes, you) can be that adult.

- April 15th: Reminder: Donations to the Children’s Trust Fund of Alabama are tax deductible and will go to support community-based prevention programs! Make an honorary or memorial donation online: www.ctf.alabama.gov/give/
- April 17th: Research: Mentoring kids improves behavioral, social, and emotional outcomes. Learn how to create #GreatChildhoods by getting involved with kids in your community



- April 24th: How can people without kids help create #GreatChildhoods? By getting involved in their communities and helping parents make the right choices!



- April 26th: Let your elected officials know you support policies that support kids and families during #CAPmonth and every month. #GreatChildhoods
- April 29th: There’s just one more day to promote #CAPmonth! This April and always, help us raise awareness with the nationally recognized symbol for #GreatChildhoods – blue pinwheels! Please take a picture with your pinwheel and tag the state chapter of Prevent Child Abuse America @CTFofAL

Twitter

- April 1st: Today marks the start of Child Abuse Prevention Month! Today and every day – it’s up to all of us to help prevent child abuse. #CAPmonth
- April 2nd: Don’t forget to #WearBlue tomorrow to raise awareness about child abuse and neglect prevention during #CAPmonth



- April 3rd: Did you #WearBlue today for Child Abuse Prevention Month? Please take a selfie in your blue and tag @CTFofAL



-
- April 6th: It's easier than you think to make #GreatChildhoods happen. Be the support that every mom or dad needs during Child Abuse Prevention Month and always! #CAPmonth
 - April 10th: Every time you help moms and dads be the best they can be, you make #GreatChildhoods happen! #CAPmonth
 - April 14th: Donations to the Children's Trust Fund of AL are tax deductible and will go to support community-based prevention programs! Make an honorary or memorial donation online here: www.ctf.alabama.gov/give/
 - April 17th: Blue pinwheels are the symbol for prevention of child abuse and neglect – spreading joy and awareness! #CAPmonth



- April 23rd: Tell your elected officials at every level to support policies and programs that promote safe, healthy childhoods. That's how #GreatChildhoods happen!
- April 29: There's just one more day to promote #CAPmonth! Help us raise awareness with blue pinwheels – the national symbol of prevention! Please take a picture with your pinwheel and tag @CTFofAL

Proclamation

Each year in April, the President of the United States issues a proclamation to announce National Child Abuse Prevention Month. Many State Governors, including Alabama’s Governor, also issue proclamations to encourage public awareness of child abuse and neglect, recommit State resources to the cause, and promote community involvement through State activities. At the local level, we encourage Alabama’s cities and communities to request a proclamation from their mayor. Here’s a sample request letter and proclamation to use.

Request Letter

(Address)

(Date)

Dear Mayor (Name),

April is nationally recognized as Child Abuse Prevention Month to increase awareness on the importance of child abuse prevention. As your constituent, I am asking if you will join me and the Alabama Department of Child Abuse and Neglect Prevention in promoting the importance of prevention by proclaiming April as Child Abuse Prevention Month in (name of community).

Thank you for your consideration of signing a proclamation for Child Abuse Prevention Month in (name of community) to remind us all of the collective responsibility we have to protect the children in our community.

With much appreciation,

(signature)

(name, title, organization)

Mayor’s Proclamation

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

Whereas, child maltreatment occurs when people find themselves in stressful situations, without community resources, and don’t know how to cope; and

Whereas, the majority of child abuse cases stem from situations and conditions that are preventable in an engaged and supportive community; 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 and neglect not only directly harm children, but also increase the likelihood of criminal behavior, substance abuse, health problems such as heart disease and obesity, as well as risky behavior such as smoking; and

Whereas, all citizens should become involved in supporting families in raising their children in a safe and nurturing environment; and

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

Now Therefore, I, _____, Mayor of _____, on behalf of the Alabama Department of Child Abuse and Neglect Prevention, The Children’s Trust Fund, do hereby proclaim April 2020 as Child Abuse Prevention Month.

Public Service Announcements

A Public Service Announcement, often referred to as a PSA, is a short informational clip that is meant to raise the audience's awareness about an important issue. You can contact your local radio stations to request a PSA and we've provided three different samples for you to use by filling in your agency information.

PSA #1

(Name of organization) is a partner organization with the Alabama Department of Child Abuse and Neglect Prevention by working to prevent child abuse and neglect. During the month of April, (name of organization) and the Alabama Department of Child Abuse and Neglect Prevention encourages you to join them in observing Child Abuse Prevention Month. Everyone can play a role in prevention. This message is brought to you by (name of organization) and the Alabama Department of Child Abuse and Neglect Prevention.

PSA #2

There are many ways to help strengthen families and prevent the likelihood of child abuse and neglect. During April, which is designated as Child Abuse Prevention Month, what can you do to strengthen families? Reach out to a parent, volunteer with a prevention program, or put a blue ribbon on your door. Together we can raise awareness and reduce the risks of child abuse and neglect in (name of community). This message is brought to you by (name of organization) and the Alabama Department of Child Abuse and Neglect Prevention.

PSA #3

April is Child Abuse and Neglect Prevention Month! During this month and throughout the year, (name of organization) is supporting the mission of the Alabama Department of Child Abuse and Neglect Prevention of advocating for children and the strengthening of families. Throughout April, please consider helping to promote child abuse and neglect prevention in (name of community). This message is brought to you by (name of organization) and the Alabama Department of Child Abuse and Neglect Prevention.

Support the prevention of child abuse & neglect in Alabama

Give to the Children's Trust Fund



HONORARY OR MEMORIAL FUND

Donate to honor the life of someone special by designating the Department of Child Abuse and Neglect Prevention, The Children's Trust Fund, as a recipient of a tax-deductible honorary or memorial donation. Donate online at www.ctf.alabama.gov/give



SPECIALTY LICENSE PLATE

When you buy a Children's Trust Fund specialty license plate for \$50, approximately 92% of the purchase price goes directly to fund community-based prevention programs in Alabama. These tags are available at every County Probate office and are tax-deductible. They can be personalized with any combination of six letters or numerals at no additional charge.

INCOME TAX CHECK-OFF

Donate all or part of your State of Alabama tax refund to the Child Abuse Trust Fund. This tax-deductible donation can be done by simply attaching Schedule DC to your state return and indicating the "Child Abuse Trust Fund" (1d) as your preference.

KEEPSAKE BIRTH CERTIFICATE

Commemorate your little one's special day with the gift of a Keepsake Birth Certificate. Choose from three designs at the cost of just \$45, in which the proceeds benefit the Children's Trust Fund of Alabama. www.alabamapublichealth.gov/vitalrecords/keepsake-birth-certificate.html

SHOP ONLINE WITH IGIVE

By using iGive, you can shop with over 1,900 online stores offering deals and rates to save you money while also donating a percentage of the purchase to the Alabama Children's Trust Fund. www.iGive.com/alctf



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