



**Kansas Children's Service League**  
Stronger families start here.

# CAP Month

## 2026 Guide



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# CAP Month Overview

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Kansas Children's Service League (KCSL), as the Kansas chapter of Prevent Child Abuse America (PCA America), leads a unified, statewide CAP Month effort. We invite you to join us in April as we champion prevention and the power of strong families. This guide includes key information, tools and ready-to-use resources to support your CAP Month activities. KCSL's Community Resource Library is here to help you access materials for your outreach and awareness efforts.



**Pinwheels of  
POSSIBILITY**

# 2026 Campaign Theme

***Pinwheels of Possibility***, Prevent Child Abuse America's 2026 CAP Month theme, celebrates what's possible when communities show up for children and families. This April, KCSL will spotlight the impact of early and ongoing support through digital storytelling, events and activations across Kansas. When we invest in families, we create conditions where children can grow up safe, supported and full of possibility.

The campaign reflects our proactive approach to child and family well-being. We work to strengthen families before challenges become crises. *Pinwheels of Possibility* embraces optimism and invites communities to imagine what can happen when families have the support they need to succeed. By addressing pressures such as financial stress, mental and physical health, and access to basic needs, we create conditions for children to thrive and families to stay strong together.

## CAP Month Kansas: Key Activations

- **Wear Blue Day | Friday, April 10**

Show your support for children and families by wearing blue!

- Post your photos or video on social media and include hashtags #WearBlueDay2026, #CAPMonthKS and #PinwheelsofPossibility.
- Tag KCSL on Facebook and Instagram so we can share your efforts with our statewide audience!

- **Week of Action | April 13-17**

Shine a spotlight on the strategies and everyday actions that expand what's possible for children and families.

- Pause and Plant a Pinwheel. Host a pinwheel garden planting event.
- Utilize the CAP Month social media assets (page 10) to raise awareness, share prevention messages and more.

- **National Home Visiting Week | April 20-24**

Celebrate the dedication of home visitors and the impact of evidence-based home visiting in communities.

- Like a blade on our pinwheel, home visiting centers families providing guidance, support and resources they need to thrive. KCSL helps elevate this work and encourages you to connect with local agencies and join the celebration.

**Pinwheels of  
POSSIBILITY**

*We DO NOT encourage events that use items to represent the number of abuse/neglect victims.  
We want to educate the public on the importance of preventing child abuse.*

# Preparing for April

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CAP Month is an opportunity to highlight prevention and the positive impact your organization makes every day. Everyone has a role in this effort, and we encourage you to get creative with your outreach. Hosting an event? Planting pinwheels gardens? Share your efforts on social media and tag KCSL so we can amplify your work across the state! Contact Kim Osborne at [kosborne@kcsl.org](mailto:kosborne@kcsl.org) so we can celebrate and keep track your efforts.



# The Pinwheel

The pinwheel symbol goes deeper than positive childhood experiences; its shape and motion embody PCA America's and KCSL's approach to prevention.

**Prevent  
Child  
Abuse  
America®**

**THE CENTER**  
We center families

**THE BLADES**  
We foster the environment that enables every child and family to thrive.

**TURNING MOTION**  
We create ongoing opportunities for growth and resilience in all communities, throughout the lifespan.

**Centering families through every turn.**

# CAP Messaging

## Pinwheels of Possibility | 2026 Talking Points

We're providing you with talking points to help spread awareness, foster community action and promote policies that ensure the safety and well-being of children and families. **The talking points below are designed to guide discussions and highlight the collective responsibility in creating a nurturing environment free from abuse and neglect.**

- Every child is born full of promise. When families have the support they need early, before stress becomes a crisis, children grow up safer, healthier and full of hope for the future.
- Child abuse and neglect are preventable, and prevention begins when families and communities are empowered to define what support looks like and systems align to meet those needs.
- Pinwheels symbolize childhood joy and imagination, but they also represent something deeper. They remind us that when the conditions are right, children can thrive.
- Prevention is about creating those conditions early by:
  - » Partnering with parents
  - » Strengthening families
  - » Investing in community-defined solutions
- *Pinwheels of Possibility* reflects a strengths-based vision that centers families and communities as the foundation of child well-being.
- This CAP Month, we are intentionally shifting the national conversation:
  - » From individual parental blame → **collective responsibility**
  - » From crisis response → **prevention infrastructure**
  - » From systems deciding → **communities defining solutions**
- Preventing child abuse and neglect is a shared responsibility, one that requires collaboration across early childhood, health, housing, education, business, faith and community-based sectors.
- Prevention is not only possible, it is essential.
- For questions about child abuse prevention, call 1-800-CHILDREN or visit [1800childrenks.org](https://1800childrenks.org).

# Celebrate Your Work

## Be Creative!

Showcase the work your organization is doing to further prevention efforts and strengthen families and communities across Kansas. Let's use this opportunity to highlight the importance of our collective work in child abuse prevention and the positive change we're creating together.

### GET ACTIVE ON SOCIAL MEDIA

Use our provided assets and come up with prevention content of your own! Tell your story and be authentic to your organization and mission. We encourage you to follow KCSL on social media, tag us and share our prevention messaging too!

### HOST A COMMUNITY EVENT

Hosting a community event is a great way to promote togetherness and create a network of support for families. Resource fairs, zoo days and other family-friendly events are encouraged.

### RAISE AWARENESS

Spread awareness by reaching out to local leaders, media and other businesses in your community. Help us communicate the importance of child abuse prevention and programs and policies that support children and families.

### PLANT A PINWHEEL GARDEN

Pinwheel gardens will be popping up across the nation during CAP Month. Order materials to create pinwheel gardens of your own and get involved with local organizations and businesses in the process.

### PARTICIPATE IN WEAR BLUE DAY

Show your support on Friday, April 10 for Wear Blue Day. Wear blue with your team and encourage others to do the same! Share your pictures and why you wear blue to social media.

### ATTEND A KCSL TRAINING

We offer training sessions on a variety of topics related to preventing child abuse and neglect. Expand your professional knowledge! Register at [kcsl.org/what-we-do/education/training/](https://kcsl.org/what-we-do/education/training/).

# Awareness & Engagement

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This section features ready-to-use tools to help you bring ***Pinwheels of Possibility*** to life in your community. Spark conversations, inspire action and elevate prevention all April long. Every pinwheel garden, event and social post highlights what's possible when families have the support they need. Your efforts raise awareness and strengthen communities across Kansas. Need help contacting state legislators? Reach out to Kim Osborne at [kosborne@kcsli.org](mailto:kosborne@kcsli.org).



# Ordering Materials

Ready to plant your *Pinwheels of Possibility*? Order your CAP Month materials using our online form: [tinyurl.com/OrderFormKCSL](http://tinyurl.com/OrderFormKCSL).

- Please allow **up to two weeks** for shipping.
  - Pinwheel boxes are large and costly to ship, so we encourage local partners to arrange pickup when possible.
  - Pickup may be available at our Wichita or Topeka offices.
- After we receive your order, our team will follow up by phone or email to coordinate payment.
  - You may pay by credit card over the phone or by mailing a check.
  - **Mail checks to:**  
Kansas Children's Service League  
Attn: Kim Osborne - CAP Materials  
1365 N Custer Street  
Wichita, KS 67203



*The Pinwheel and Pinwheels for Prevention® are trademarked to PCA America and must be used in accordance with their guidelines.*

## Pricing

- Pinwheels - \$1.25 each, bulk pricing for orders over 500 (\$1 each)
- Pinwheel Lapel Pins - \$2.50 each
- Yard signs - \$8.50 each

### Outdoor Pinwheel Kit - \$50 Includes:

- 25 pinwheels
- 1 yard sign
- 1 lapel pin
- 25 bookmarks
- 25 magnets
- 10 stickers
- 10 tattoos

### Office Pinwheel Kit - \$25 Includes:

- 10 pinwheels
- 1 Why Pinwheels sign
- 1 lapel pin
- 25 bookmarks
- 25 magnets
- 10 stickers
- 10 tattoos

**FOR ALL ORDERING AND MATERIAL QUESTIONS,**  
contact Kim Osborne at (316) 942-4261 x1348 or [kosborne@kcsl.org](mailto:kosborne@kcsl.org).

# Social Media Assets

## Co-Brand #CAPMonthKS

Bring *Pinwheels of Possibility* to your feeds with ready-to-use social media graphics and captions. We've created high-resolution assets you can easily co-brand with your organization's logo.

Download materials at [kcsl.org/resources/cap-month/#social-media](https://kcsl.org/resources/cap-month/#social-media) and share them throughout April. Be sure to use #PinwheelsofPossibility and #CAPMonthKS to connect your posts to the statewide conversation. Follow, share and tag us so we can amplify your work and celebrate prevention together.

EXAMPLE:

### Facebook



### Instagram



## Co-Branding Tips

- Use a PNG of your logo to avoid a white background.
- Place your logo in the designated blank shape and leave space around both logos.
- Tag us: @MyKCSL on Facebook and @kansaschildren on Instagram.

# Items to Download

We are happy to provide free materials to help you celebrate CAP Month. These items are a great way to raise awareness for **Pinwheels of Possibility**. To download the flyers, family activities calendar and more, visit our website [kcsl.org/resources/cap-month/#toolkit](https://kcsl.org/resources/cap-month/#toolkit).

## HANDOUTS:

**Kansas Childrens Service League**  
Stronger families start here.

### Wear Blue on April 10

for Child Abuse Prevention Month

April is Child Abuse Prevention (CAP) Month, and this year we're celebrating **Pinwheels of Possibility**. On April 10, wear blue to show your commitment to support families. Snap a photo, share why you support prevention and help us spread the message across Kansas.

**Celebrate All Month Long**

- Pause and plant a pinwheel garden.
- Wear a pinwheel pin.
- Host a community event.
- Start conversations that strengthen families.

Share your pictures using #PinwheelsOfPossibility, #CAPMonthKS and #WearBlueDay2026, and tag us on social media!

Order CAP Month materials: [tmyurl.com/OrderFormKCSL](https://tmyurl.com/OrderFormKCSL)  
Questions? Contact us at [resource@kcsl.org](mailto:resource@kcsl.org).

Prevent Child Abuse Kansas | [kcsl.org](https://www.kcsl.org) |

Wear Blue Day Flyer

**Kansas Childrens Service League**  
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### Why Pinwheels?

**THE PINWHEEL**  
The blue and silver pinwheel is the national symbol for child abuse prevention, introduced in 2008 by Prevent Child Abuse America through the Pinwheels to Prevention® campaign. Today, the pinwheel represents more than happy childhood. Its shape and motion reflect how prevention works.

With families at the center each turn of the pinwheel represents the systems, programs, policies and everyday acts of care that help families thrive. From home visiting and early childhood supports to health and economic policy, every turn unlocks new possibilities.

The spinning pinwheel reminds us that when communities align around families, children are safer, stronger and full of possibility. In many ways, the pinwheel is a call to action. It highlights our shared responsibility across schools, businesses, faith communities, health care and government to center families in everything we do.

**WHAT IS CHILD ABUSE PREVENTION MONTH?**  
Since 1983, April has been recognized nationwide as Child Abuse Prevention (CAP) Month. Each April, communities across the country come together to strengthen families, prevent child abuse and neglect before it occurs and promote child and family well-being. The color blue and the pinwheel serve as visible reminders of this commitment. When you see pinwheels spinning across Kansas, they signal something powerful: **prevention is possible, and it starts with all of us.**

**HOW CAN YOU GET INVOLVED?**  
Be part of the movement to ensure every child has the chance to grow up safe, supported and loved. You can show your support by:

- Purchasing pinwheels and other CAP Month materials at [tmyurl.com/OrderFormKCSL](https://tmyurl.com/OrderFormKCSL) or email [resource@kcsl.org](mailto:resource@kcsl.org)
- Displaying pinwheels at your business, school, faith community or organization
- Creating a pinwheel garden in your yard or throughout your community
- Wear blue during CAP Month and share why prevention matters to you.

Every pinwheel displayed is more than decoration. It is a visible commitment to center families and strengthen communities, one turn at a time.

Prevent Child Abuse Kansas | [kcsl.org](https://www.kcsl.org) |

Why Pinwheels Flyer

**April 2026**  
Daily Activities to Strengthen Your Family  
#PinwheelsOfPossibility

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Tid a funny joke to your family	2 Celebrate national birthday day for dinner	3 Have a family game night	4 Pick some gardeners and make a flower crown
5 Plan a family themed dinner night	6 Look at the outside then use cotton balls to make cloud art	7 Search for a four-leaf clover	8 Find a rock and look it up in local park	9 Fly a kite	10 WEAR BLUE to support CAP Month!	11 Visit a local museum
12 Play hide in seek (inside or outside)	13 Draw a picture of your favorite animal	14 Play catch or some other fun outside games	15 Decorate a flowerpot and plant some flowers	16 Blow bubbles outside	17 Have a picnic at the park	18 Go camping in your backyard
19 Visit your local library for a story time	20 Bake your favorite dessert	21 Write a note to a friend and deliver it	22 Go on a scavenger hunt	23 Find a new trail and go on a hike	24 Have a family movie night	25 Visit a local or virtual zoo
26 Make pinwheels and plant them in your yard	27 Have a craft day	28 Find a fun puzzle and work on it as a family	29 Play music and have a family dance party	30 Build a fort and read a book together		

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Prevent Child Abuse Kansas | [kcsl.org](https://www.kcsl.org) |

Family Activities Calendar

## PARTNER TEMPLATES:

**Kansas Childrens Service League**  
Stronger families start here.

### 2026 CAP Month | Proclamation Template

**Child Abuse Prevention Month 2026 Proclamation**

April 1, 2026

**WHEREAS**, prevention is possible. With strong policies and investments, families and children can thrive, fostering prevention, stability and long-term well-being; and

**WHEREAS**, supporting families early reduces the need for a crisis response, improves lifelong outcomes, strengthens communities, and saves public dollars and costly downstream interventions across multiple systems;

**WHEREAS**, every family and child is filled with tremendous potential, and we all have a collective responsibility to prevent Abuse, Childhood Experiences (ACEs), lessen the potential of every child, and promote Positive Childhood Experiences (PCEs); and

**WHEREAS**, positive Childhood Experiences (PCEs)—such as loving caregivers and safe, stable, and nurturing relationships—play a vital role in helping children thrive by mitigating trauma and the negative impact of Abuse, Childhood Experiences (ACEs); and

**WHEREAS**, families who receive the support they need before a crisis occurs are better equipped to provide safe, healthy, and nurturing environments, leading to children who are safer, healthier, and more hopeful about their future; and

**WHEREAS**, childhood trauma, including abuse and neglect, can have long-term psychological, emotional, and physical effects that tear at an individual's lifetime and impact future generations; and

**WHEREAS**, primary prevention of child abuse and neglect can reduce the lifetime economic burden associated with child maltreatment; and

**WHEREAS**, strengthening families through access to concrete economic, social, and community-based supports reduces the likelihood of abuse and neglect and ensures children have the foundation for thriving and being and

**WHEREAS**, effective child abuse prevention activities succeed because of the partnerships created between child welfare professionals, education, health, community, and faith-based organizations, businesses, law enforcement agencies, and families; and

**WHEREAS**, we acknowledge that we must work together as a community to increase awareness about what families need before they are in crisis and contribute to promoting the social and emotional well-being of children and families in a safe, stable, and nurturing environment; and

**WHEREAS**, investments to prevent initiatives—such as home visiting programs, family-strengthening policies, economic supports, and community-based child abuse prevention efforts—reduce the likelihood of abuse and neglect and ensure children have the foundation for thriving and being and

**WHEREAS**, we can prevent child abuse and neglect before it happens.

Therefore, I, \_\_\_\_\_ (Name, Title, City or County), do hereby proclaim April 2026 as CHILD ABUSE PREVENTION MONTH in \_\_\_\_\_ (Location). Together, we can create a state where every child can grow up happy, healthy, and safe with hope for their future.

Signature \_\_\_\_\_

Proclamation

**Kansas Childrens Service League**  
Stronger families start here.

**[YOUR LOGO HERE]**

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**  
[INSERT NAME/PHONE]  
[TITLE]  
[EMAIL ADDRESS]  
[PHONE NUMBER]

**Kansas Turns Blue on April 10 for Wear Blue Day**

**[CITY, STATE, DATE]** – April is National Child Abuse Prevention (CAP) Month, when communities across the country commit to strengthening families and preventing child abuse and neglect before it occurs.

On Friday, April 10, **[YOUR ORGANIZATION]** will join Kansas Children's Service League (KCSL), the Kansas chapter of Prevent Child Abuse America, to recognize Wear Blue Day. The 2026 theme, "Pinwheels of Possibility," celebrates the potential of children and families when communities provide the support they need to succeed. By wearing blue, Kansans show their commitment to prevention and helping children grow up safe, supported and full of possibility.

"Prevention is a shared responsibility," said Gail Coocodi, CEO of Kansas Children's Service League. "When we keep families at the center and ensure they have the resources they need, we unlock possibilities that last a lifetime."

**[YOUR ORGANIZATION]** will recognize Wear Blue Day by **[INSERT DETAILS OF EVENTS, PINWHEEL GARDENS, PROCLAMATIONS, SCHOOL OR BUSINESS PARTICIPATION, SPECIAL GUESTS, TIMES AND LOCATIONS]**

**INSERT QUOTE FROM YOUR AGENCY DIRECTOR OR CAP MONTH COORDINATOR**

According to KCSL, prevention begins with simple actions. Community members can join the movement by wearing blue on April 10, planting a pinwheel garden, sharing messages on Facebook and Instagram using #PinwheelsOfPossibility and #CAPMonthKS and supporting policies and practices that strengthen families. Each local effort contributes to a nationwide movement to prevent child abuse and neglect before it occurs.

To learn more about CAP Month or Wear Blue Day, contact **[YOUR NAME/INFORMATION]** or visit **[YOUR WEBSITE]**.

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Press Release

**Kansas Childrens Service League**  
Stronger families start here.

### 2026 CAP Month | Partner Letter to the Editor

(APPROX. 150 WORDS)

When families have what they need, children grow up safe, supported and full of possibility. This April, during National Child Abuse Prevention (CAP) Month, we invite the people of **[CITY]** to imagine what's possible when families are at the center of our community. This year's theme, Pinwheels of Possibility, reminds us that all families deserve to live happy lives with love for the future.

Preventing child abuse and neglect is a shared responsibility. Every parent wants to raise their child in a safe, healthy environment, but sometimes families need extra support. By strengthening prevention programs, advocating for family-centered policies and showing up for one another, we can ensure families have resources before challenges become crises.

Children thrive when communities ease the pressures families face, from financial stress to mental and physical health needs. Together, we can build a stronger **[CITY]** where every child and family reaches their full potential.

Sincerely,

**[NAME, TITLE]**

Letter to the Editor

# Working with the Media

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Our media kit helps you raise awareness and drive engagement around child abuse prevention during CAP Month. Use these tools to strengthen your outreach, share the impact of your work and highlight the power of Pinwheels of Possibility across your community. Together, we can amplify a clear, consistent message: prevention works, and families thrive when communities invest in them.



# Media Kit: Tell the Story of Possibility

Media outreach helps you spotlight Pinwheels of Possibility and show your community what prevention looks like in action. Keep it simple, clear and compelling.

## Find Your Story

You don't need to be a professional writer; you just need a clear reason why your effort matters. Lead with heart. Lead with impact. That's your story. Ask yourself:

- Is this the first event of its kind in your community?
- Are you part of a larger movement to prevent child abuse and neglect?
- Is there a volunteer, student or partner with a story that inspires?
- Is a family willing to share how your program made a difference?

## Build Your Media List

A strong media list sets you up for success. Identify the right contact before you pitch.

- Check local news websites for reporters covering metro, community or lifestyle.
- Contact producers of local TV and radio public affairs shows. Book early, as interviews often schedule weeks in advance.
- Include community newsletters and school papers.

## Write the Press Release or Letter to the Editor

Keep it clear and concise, no more than two pages.

- Use quotes from partners or participants.
- Include exact dates, times, locations and contact information.
- Add your own contact information for follow-up.
- Follow word-count guidelines for letters to the editor.

***Access CAP Month Letter to the Editor and Wear Blue Day press release templates at [kcsf.org/resources/cap-month/#toolkit](https://kcsf.org/resources/cap-month/#toolkit).***

## Contact the Press

Email your press release several weeks before your event or before April begins. Paste the release directly into the body of your email. Avoid attachments.

- For day-of coverage, send a short media alert two to seven days in advance.
- Post your release on your website and promote it through social media to extend your reach.

## Follow Up

Call to confirm receipt and briefly pitch your story. Be respectful of deadlines. If they're busy, ask for a better time to reconnect. Professional persistence works.

# Media Kit, continued

## Prepare for Interviews

Be ready with:

- Key statistics
- Event details
- Clear talking points
- A strong, two-minute “mission message”

Know your message and stick to it. Bring printed materials reporters can reference later. Be prepared to answer:

- Why does this effort matter?
- How does your organization support families?
- How can people get involved?
- Why should the community care about child abuse prevention?

## Share Your Success

Media coverage builds momentum. Send links or copies of coverage to KCSL at [kosborne@kcs.org](mailto:kosborne@kcs.org). We love highlighting partners and sharing your success across Kansas!

Every story you tell plants another *Pinwheel of Possibility*, and brings prevention to life.



**Kansas Children's Service League**  
Stronger families start here.

# **Pinwheels of** **POSSIBILITY**

*We thank you for your dedication to Kansas children and families!*