




Kansas Children's Service League
Stronger families start here.

Child Abuse Prevention Month 2024 Toolkit

 **Prevent Child Abuse
Kansas**
A chapter of Prevent Child Abuse America

#BuildingHopefulFutures
#CAPMonthKS

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Overview

April is Child Abuse Prevention (CAP) Month, and this year's theme is

“Building a Hopeful Future, Together.”

Kansas Children's Service League (KCSL), as the Kansas chapter of Prevent Child Abuse America, aims to create a collaborative and cohesive CAP Month effort across the state. We invite you to join us this April as we promote the importance of child abuse prevention. This toolkit provides important CAP Month information, resources and assets. KCSL's Community Resource Library is here to help you get the materials you need for your awareness efforts. We thank you for your dedication to children and families in our community.

What's Inside?

- CAP Month talking points
- **NEW** - Social media assets (*customizable with your logo*)
- **UPDATED** - Awareness materials
- Wear Blue Day flyer and other printables
- **NEW** - Online order form

IMPORTANT DATES

- **Friday, April 5 is Wear Blue Day.** Share photos on social media and use the hashtags #WearBlueDay2024, #CAPMonthKS and #BuildingHopefulFutures. Tag KCSL on Facebook and Instagram so we can share your efforts with our statewide audience!
- **Wednesday, April 24 is Digital Advocacy Day.** Prevent Child Abuse America is hosting Digital Advocacy Day in support of crucial policies like the Child Tax Credit and Child Abuse Prevention and Treatment Act (CAPTA). Learn more at preventchildabuse.org/what-we-do/public-policy/.
- **ALL MONTH** KCSL is offering extended trainings! For CAP Month, our training team is offering a training a day. View all offerings and register on our website, kcsl.org/what-we-do/education/training/.

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 CAP Month

CAP Month is an opportunity to highlight child abuse prevention and your organization's positive contributions. Everyone has a role in this effort, and we encourage creativity in your initiatives. Share your activities and tag KCSL on social media, so we can share the important work you're doing! Contact Kim Osborne at kosborne@kcsl.org if you host any events or plant pinwheels.



Be Creative!

Things to do:



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!



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

CAP Month kicks off with Wear Blue Day on Friday, April 5. Wear blue with your team and encourage others to do the same! Post your blue pictures and why you wear blue to social media.



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.



Attend a KCSL Training

We're offering extended training sessions all month on a variety of topics related to preventing child abuse and neglect. Expand your professional knowledge!

Celebrate and Amplify your Work

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.

CAP Messaging

“Building A Hopeful Future, Together,” means...

We’re emphasizing the importance of collaboration and the creation of a primary prevention ecosystem to support children and families before they reach a crisis point. We’re providing you with talking points to help spread awareness, fostering 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.**

Stick to These Talking Points

- **Each day is an opportunity to build the foundation for our future.** 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.
- **Everyone benefits when we focus on addressing underlying causes that lead to health and social inequities.**
- **Sometimes, building for the future means deconstructing the past.** Proactively addressing inequity and injustice allows us to support safe, stable, and nurturing environments.
- **Policies and programs that put families first build all of us up during uncertain, stressful times.** Working in partnership can allow us to relieve some of the overload experienced by parents and caregivers.
- **Positive childhood experiences build healthy families and strong communities.**
- **Children who live in families with access to economic and concrete support are less likely to experience abuse and neglect.**
- **Prevention is hard work, but it is also heart work.** We listen to families and lift them up.

To report a concern:

- Call 911 if a child is in immediate danger.
- Call Kansas Protection Report Center 1-800-922-5330.

For questions about child abuse prevention:

- Call 1-800-CHILDREN or visit 1800childrenks.org.

Social Media Assets

We're excited to offer social media content and graphics that can be co-branded by partner organizations. Access high-resolution materials by emailing resourcelibrary@kcsl.org and boost our shared message by utilizing [#BuildingHopefulFutures](#) and [#CAPMonthKS](#). We invite you to follow, share and tag us in your creative posts during CAP Month to amplify our collective voice.



MyKCSL



kansaschildren



Co-brand | #CAPMonthKS

Join us in celebrating CAP Month 2024! Below are social media graphics and post copy you can use this April. You can co-brand the graphics with your logo and share the following messages along with KCSL and other state partners. To receive your copy of these assets, including full-resolution graphics, email resourcelibrary@kcsl.org.

EXAMPLE:



Notes for co-branding:

- » Use a PNG of your logo to avoid white backgrounds
- » Place your logo in the bottom-right corner and make sure to leave space around each logo
- » Please tag us! @MyKCSL on Facebook and @kansaschildren on Instagram

Thank you for supporting CAP Month 2024 and joining us in a partnership approach for prevention in Kansas!

1.



MONDAY, APRIL 1

This April, we are raising awareness for Child Abuse Prevention Month and focusing on Building a Hopeful Future, Together. It's our job as a community to ensure children have support and families have the resources they need.

#CapMonthKS #BuildingHopefulFutures
#PreventionInPartnership

2.



TUESDAY, APRIL 2

April is Child Abuse Prevention Month, and we're participating in Wear Blue Day to show our support. We stand with children and families as we work towards Building a Hopeful Future, Together.

#CAPMonthKS #WearBlueDay #BuildingHopefulFutures

Co-brand | #CAPMonthKS, continued

3. *Share a picture of your team wearing blue!*

FRIDAY, APRIL 5

Today, we proudly wear blue to show our support for Child Abuse Prevention Month. We're Building a Hopeful Future, Together for all children.

#CAPMonthKS #WearBlueDay #BuildingHopefulFutures



THURSDAY, APRIL 11

Children, parents and caregivers can only reach their full potential if they are supported and valued. At [ORGANIZATION NAME], we believe that every family deserves a hopeful future.

#CAPMonthKS #BuildingHopefulFutures #ChildAbusePrevention



MONDAY, APRIL 15

We stand firmly in the belief that every child deserves safe and nurturing environments. That's why we're showing our support for Child Abuse Prevention Month and Building a Hopeful Future, Together!

#ChildAbusePrevention #CAPMonthKS #BuildingHopefulFutures



FRIDAY, APRIL 19

Building a Hopeful Future, Together means supporting one another and spreading love far and wide. Prevention takes strong, supportive communities.

#CAPMonthKS #BuildingHopefulFutures

Awareness & Engagement

The engagement section of our toolkit offers innovative ways to promote child abuse prevention during CAP Month including activities and materials for outreach. We encourage individuals and organizations to participate this April and emphasize the importance of prevention. Each pinwheel garden and event helps increase awareness. We thank you for helping us work towards **“Building Hopeful Futures, Together”** by creating a safer environment for children.



Child Abuse Prevention Month 2024 Proclamation

April 1, 2024

WHEREAS, children are our nation’s most vulnerable members as well as our nation’s most valuable resources, helping to shape the future of _____ **[County or City]**; and

WHEREAS, childhood trauma can have long-term psychological, emotional, and physical effects throughout an individual’s lifetime and impact future generations of their family; and

WHEREAS, childhood trauma, including abuse and neglect, is a serious problem affecting every community in the U.S., and finding solutions requires input and action from everyone; and

WHEREAS, protective factors are conditions that reduce or eliminate risk and promote the social, emotional, and developmental well-being of children; 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, children who live in families with access to concrete economic and social supports are less likely to experience abuse and neglect; and

WHEREAS, we acknowledge that in order to solve the public health issue of abuse and neglect we must work together to change hearts and mindsets through storytelling and sharing, center the needs of families, break down bias and barriers, and inspire action from expected and unexpected partners in prevention; and

WHEREAS, prevention remains the best defense for our children and families.

Therefore, I, _____ **[Name, Title, City or County]**
do hereby proclaim April 2024 as Child Abuse Prevention Month.

Signature





Kansas Children's Service League
Stronger families start here.

Wear Blue Friday, April 5

FOR CHILD ABUSE
PREVENTION MONTH



April is Child Abuse Prevention (CAP) Month, and we're "Building a Hopeful Future, Together." Raise awareness for child abuse prevention programs and share why you **WEAR BLUE!** Share your pictures using [#BuildingHopefulFutures](#), [#CAPMonthKS](#) and [#WearBlueDay2024](#) and tag us on social media.  [MyKCSL](#)  [kansaschildren](#)

**Pinwheels &
Pinwheel Pins**

*available for purchase
at KCSL.*

Celebrate All Month

Along with Wear Blue Day, show your support this April by planting pinwheel gardens, wearing pinwheel pins, organizing community events and more. Order your CAP Month materials today!

- » Order online at tinyurl.com/KCSLMaterials
- » Questions? Email resourcelibrary@kcsl.org



Why Pinwheels?

HISTORICAL SYMBOL

In 2008, Prevent Child Abuse America introduced the pinwheel as the national symbol of child abuse prevention through its Pinwheels for Prevention® program. Used as a symbol of the whimsy and joy that all children should experience, these awareness pinwheels can be handed out to students, church groups, and members of social service organizations as a physical and poignant reminder of the bright futures that all children deserve.

WHAT IS CHILD ABUSE PREVENTION MONTH?

All children deserve happy childhoods and bright futures. Since 1983, April has been designated as Child Abuse Prevention (CAP) Month. Each April, communities are encouraged to increase awareness about child and family well-being and work together to implement effective strategies that support families and prevent child abuse and neglect. The color for child abuse prevention awareness is BLUE and the symbol is the blue and silver pinwheel used across the nation to promote awareness activities throughout the month.

HOW CAN YOU GET INVOLVED?

Pinwheels for Prevention® campaigns provide a unique opportunity for individuals and organizations to take action. You can show your support for stronger, happier children and families by:

- » **Purchasing pinwheels and other CAP Month materials online at tinyurl.com/KCSLMaterials or contact resourcelibrary@kcsl.org**
- » **Displaying pinwheels in vases on front desks at your business or organization.**
- » **Making your own pinwheel displays around the community.**

The pinwheel represents our efforts to change the way our nation thinks about prevention.

By focusing on community activities and public policies that prioritize prevention right from the start, we can ensure child abuse and neglect never occur.



Name _____

**Happy Children.
Everywhere.**



Pinwheels for
PREVENTION[®]

Prevent Child Abuse
Kansas

preventchildabusekansas.org



Name _____

**Happy Children.
Everywhere.**

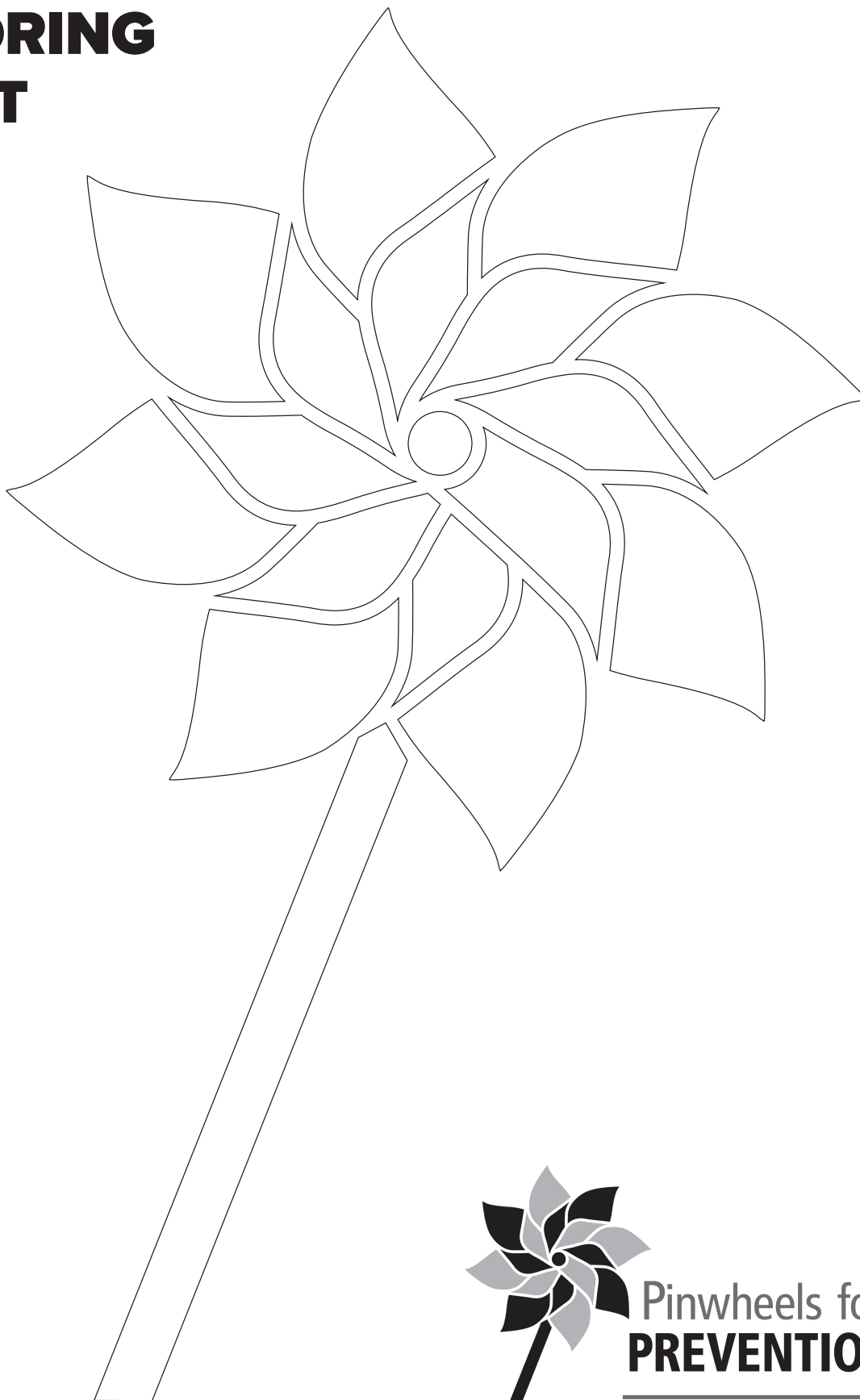


Pinwheels for
PREVENTION[®]

Prevent Child Abuse
Kansas

preventchildabusekansas.org

PINWHEEL COLORING SHEET

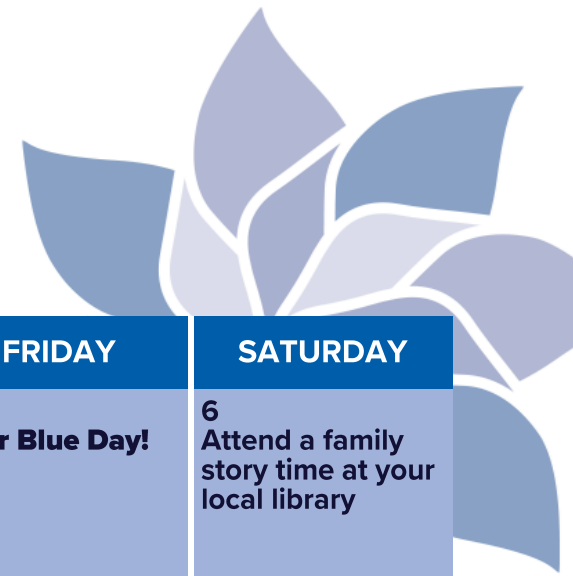


Pinwheels for
PREVENTION[®]

Prevent Child Abuse
Kansas™

April 2024

30 days of #BuildingHopefulFutures



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Create a fun obstacle course inside or outside	2 Learn a new recipe and cook as a family	3 Go on a nature walk	4 Paint some rocks and sit them around town	5 Wear Blue Day!	6 Attend a family story time at your local library
7 Plan a themed dinner night (taco or pizza night)	8 Go on a scavenger hunt in your neighborhood	9 Write a letter to a family member	10 Learn a magic trick	11 Volunteer with your family	12 Watch the sunset or sunrise	13 Visit your local museum
14 Have an arts & craft session	15 Build a fort	16 Visit your local zoo	17 Make instruments & create a band	18 Have a family sing-a-long in the car	19 Record your own family movie	20 Have a family movie night
21 Go on a one-on-one date with your child	22 Play hide & seek	23 Go on a bike ride	24 Read a book together aloud	25 Put a puzzle together	26 Hold a family game night	27 Have a park day and have a picnic
28 Stargaze from the back yard	29 Create chalk art in the driveway	30 Plant flowers				



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Kansas
A chapter of Prevent Child Abuse America

Ordering Materials

To purchase CAP materials, please complete our updated online order form at tinyurl.com/KCSLmaterials. A Memorandum of Understanding (MOU) is included on the next page. The Pinwheel and Pinwheels for Prevention® are trademarked to Prevent Child Abuse America and must be used to their standards. Fill out and return to Kim Osborne kosborne@kcsl.org. Pinwheels will not be shipped until receipt. For payment, we will contact you by phone or email. Payment can be made by credit card over the phone or check by mail.

Mail to:

Kansas Children's Service League
Attn: Kim Osborne - CAP Materials
1365 N Custer Street
Wichita, KS 67203

Please allow two weeks for shipping. Pinwheel boxes are large and take quite a bit of time and cost to ship. Pick up in the Wichita or Topeka offices may be possible. Please contact Kim Osborne for details.



Pricing for Materials

- Pinwheels - \$1.00 each, bulk pricing for orders over 500 (\$.85) and over 1,000 (\$.75)
- Pinwheel Lapel Pins - \$2.50 each
- Yard signs - \$8.50 each (free sign if you purchase 250 pinwheels or more!)

Pinwheel Kit - \$45 Includes:

- 40 pinwheels
- 1 yard sign
- 1 lapel pin
- 10 pinwheel stickers
- 10 pinwheel tattoos
- 10 pinwheel buttons
- 1-800-CHILDREN magnets
- and CAP bookmarks!

Kits are a great deal for community outreach efforts!

QUESTIONS?

Contact Kim Osborne at (316) 942-4261 x1348 or kosborne@kcsl.org.



877.530.5275
kcsl.org

AGREEMENT FOR PROFESSIONAL SERVICES

KANSAS CHILDREN'S SERVICE LEAGUE (PREVENT CHILD ABUSE KANSAS)

AND

_____ **[AGENCY NAME]**

Kansas Children's Service League enters into an agreement with _____ **[AGENCY NAME]** to provide pinwheels at \$1 each (or bulk pricing) for Child Abuse Prevention Month activities.

_____ **[AGENCY NAME]** hereby agrees to conduct their participation in the Pinwheels for Prevention® Campaign in accordance with the following guidelines as determined by Prevent Child Abuse America:

- Use of the campaign name, Pinwheels for Prevention®, in all campaign materials;
- Use of the approved campaign logo and adherence to its graphics standards;
- Utilization of approved campaign messaging—Growing a Better Tomorrow for All Children, Together—localizing per the needs of your organization;
- Provide Kansas Children's Service League with date(s), time(s) and location(s) of event(s) as well as number of people who attended;
- Pinwheels for Prevention® is a registered U.S. trademark held by Prevent Child Abuse America. Pinwheels must be utilized within approved national positioning of the pinwheel including representation of positive outcomes (births, parents enrolled in parenting classes, etc.). Pinwheels are **NOT** to be equated with deaths from or reported cases of child abuse in your state, county, city, etc.

Please sign and return to:

*Kimberly Osborne
Kansas Children's Service League
1365 N. Custer
Wichita, KS 67203
Fax: 316-943-9995
Email: kosborne@kcsl.org*

SIGNATURE

DATE

PRINT NAME

TITLE, ORGANIZATION

Submit with order form indicating quantity requested



Kansas Children's Service League is the Kansas chapter of Prevent Child Abuse America and Circle of Parents, a Kansas multi-site system of Healthy Families America® and a member of the United Way.

Media Kit

Our media kit is designed to enhance public awareness and engagement surrounding child abuse prevention. This will support your CAP Month efforts and amplify our collective work for children and families' safety. If you need assistance contacting state legislators, reach out to Kim Osborne at kosborne@kcsf.org.



Working with the Media

COMPOSE YOUR STORY

You don't have to be a published writer to develop a story that will interest the media. But before you contact the media, you should compose your thoughts about why your pitch is important, why it will make news.

- Is your effort the first of its kind in your community?
- Do readers want to know that there is someone in their town acting as part of a larger movement to end child abuse and neglect? —and can others join you?
- Is there a special volunteer (perhaps a local student or club member) who is working with you, whose story would inspire others?
- Is there a family that is willing to share their story and how your program has helped them?

Find your story, and the rest is easy.

CREATE A MEDIA LIST

Comb your local media's websites, or call them directly to find out who you should talk to about your story. You can usually find contact information for the exact person you need to reach. For instance, if you want to have your story appear in the local newspaper, find out which reporter or editor covers "metro," "news" or "lifestyle" and contact them directly.

You might want to talk live on a local television or radio's public affairs show—visit their website and find out exactly who is in charge of that show. Oftentimes opportunities are scheduled weeks in advance, so contact producers now to schedule interviews.

Make sure you include community newsletters and school papers on your list. Once you have your media list, you're half-way there!

DRAFT PRESS RELEASE OR LETTER TO THE EDITOR

This document tells your story. Use the story you've composed, and put it on paper.

- Keep the release to no more than two pages—use the CAP month template to help you. If you write a letter to the editor, make sure you respect word count guidelines.
- Use quotes from people involved with your event/program.
- Give exact dates, times, locations and contact information.
- Make sure you provide your own contact information for media follow-up.

CONTACT THE PRESS

Several weeks prior to your event or in advance of the beginning of April, send your press release to your media list by email. When emailing a press release, copy the text and paste it into the body of your email. Most reporters will not open emails that have files attached.

For day-of-event coverage, you may consider using a media alert format in addition to the press release. This document should be sent two to seven days prior to your event.

Working with the Media | Continued

SHARE YOUR PRESS RELEASE ONLINE

If available, you will also want to post your release on your website. If you utilize social media sites, you can post about your event and direct users to your press release.

FOLLOW UP

Follow up with each contact by phone to confirm receipt, and while you have their ear, ask them if they have the time for you to pitch your story idea. Ask them if they think your story will be of interest to them, or if they have other suggestions. Most reporters are happy to talk to you if you are professional and respect their deadlines. If they are on deadline, ask them if you can call them back at a more convenient time.

INTERVIEWS

Be prepared! Make sure you bring to an interview: statistics, important dates and times, and any other information you want to share with the public. Always respect reporters' deadlines. Know your message and stay on it! Talking to the media should be an expanded version of your "mission speech," that two-minute spiel you can be awakened from a dead sleep and spit out. Rehearse this if needed. Write down talking points before you do an interview. It's your story and if you want to control it you need to be the impeccable expert. Also, be prepared to answer:

- Why are you involved with this effort?
- What does your organization do?
- Dates, times, locations, specifics for your event.
- How can people get involved?
- What do you want the public to know about child abuse prevention and efforts to keep children safe and families strong?
- Why it should be important to readers/viewers to become part of this effort.

Provide copies of invitations, press release and any other materials with further details about your event. The reporter may refer to these after you leave.

SHARE YOUR SUCCESS

KCSL would love to post your media coverage or share it with other interested volunteers. Send copies or links to Kim Osborne, kosborne@kcsl.org. You can also send copies to special vendors or guests who attended your event to let them know they were part of something newsworthy.

FOR IMMEDIATE RELEASE:

Kansas Turns Blue on April 5 for Child Abuse Prevention

(City, Kansas- Month Day, Year)--Recognized nationally as Child Abuse Prevention (CAP) Month, April is also a time to help families and our community thrive.

The **[YOUR ORGANIZATION]** is joining Kansas Children's Service League (KCSL), the Kansas chapter of Prevent Child Abuse America, for Wear Blue Day to show that we are **"Building a Hopeful Future, Together"** for Kansas children. By wearing blue on April 5, we are showing support for promoting positive childhood experiences and preventing adversity.

[INSERT QUOTE FROM AGENCY DIRECTOR OR CAP MONTH COORDINATOR]

[DETAILS OF ANY CAP MONTH EVENTS/DATES/TIME/SPECIAL GUESTS]

According to KCSL, there are many additional ways that people can get involved in child abuse prevention. Some suggestions include planting a pinwheel garden to raise awareness of prevention programs that help families cope with stress and trauma; reaching out to parents in your life to cultivate relationships, connections and environments that help every child thrive; or advocating for family-friendly workplace policies like paid leave. All of these actions help build a hopeful future for all children.

If you are interested in additional information about how you can be involved, contact **[YOUR NAME/INFORMATION]**.



Letter to the Editor | Template

(APPROX. 150 WORDS)

April 2024

We share a responsibility for the well-being and healthy development of children and families as it is crucial for the future health of [CITY]. This April's National Child Abuse Prevention (CAP) Month is the perfect time to help people understand that prevention only happens in partnership. The theme of this year's awareness and impact campaign, led by Kansas Children's Service League and its parent chapter Prevent Child Abuse America, is "Building A Hopeful Future, Together."

All parents want to provide and nurture their child in a positive, healthy environment, but sometimes they need a little extra support along the way. As a community, we have a responsibility to ensuring children have positive experiences and families have the resources they need when they need them, before they are in crisis. For more information, visit [website].

Collectively, our actions help create a hopeful future for children and families in [CITY].

Sincerely,

[NAME, TITLE]

You may use the Letter to the Editor template as is or pieces of it. We try to reach all the major newspapers across the state. Contact Kim Osborne at kosborne@kcsf.org with the newspapers you will be submitting letters as well as the signee of the letter.



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BUILDING
A Hopeful
Future
TOGETHER