



What is  
your piece  
of the puzzle?

APRIL IS  
CHILD ABUSE  
PREVENTION  
MONTH

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PREVENT CHILD ABUSE  
**KENTUCKY**



April 2010

Dear Friends and Colleagues:

Annually, the month of April is recognized as Child Abuse Prevention Month. Each individual in our Commonwealth represents a piece of the prevention puzzle and together we can protect Kentucky's children!

So, what can you do to prevent child abuse and neglect?

Here are just a few pieces of the puzzle:

1. **REACH OUT.** Being a parent is hard! Anything you can do to support kids and parents can help reduce the stress that often leads to abuse and neglect.
2. **REMEMBER THE RISK FACTORS.** Child abuse and neglect occurs in all segments of our society, but the risk factors are greater in families experiencing stressful life situations such as financial strain, isolation, domestic violence, substance abuse or any mental or physical health issues.
3. **RAISE THE ISSUE.** By educating yourself and others, you can help your community prevent child abuse and neglect from happening in the first place.
4. **REPORT SUSPECTED ABUSE AND NEGLECT.** If you suspect abuse or neglect may be occurring, *report it* by calling your local Department for Community Based Services office or by calling **1-800-752-6200**. When in doubt, call to find out!
5. **RAISE AWARENESS.** Effective child abuse prevention messages increase awareness, build community support, change attitudes, teach skills and reinforce healthy behaviors.

Everyone can do small things that help children have healthy, safe lives. We encourage you to take a moment to review the information in this packet and think about your piece of the prevention puzzle. Working together, we can prevent the abuse and neglect of Kentucky's children.

Jill Seyfred, ACSW  
*Executive Director*

reach out



### **What Can A Parent Do? Reach Out to Ask for Help.**

Parenting is a challenging job. No one expects you to know how to do it all—or to do it alone. Research has shown that parents who have support and resources are less likely to abuse or neglect their children.

Problems such as unemployment, marital tension or substance abuse can add to family tension. If you think stress may be affecting your parenting, or if you just want the extra support that everyone needs at some point:

- Talk to someone. Tell a friend, healthcare provider, leader in your faith community or call 1-800-CHILDREN about your concerns.
- Join a self-help group for parents or take a parenting class. Nobody was born knowing how to be a good parent. A group or class can help give you the skills and support you need to raise a happy, healthy child.
- Accept help. You do not have to do it all. Accept offers of help from friends, family or neighbors. Do not be afraid to ask for help if you need it!

### **What Can Everyone Do? Reach Out and Offer Support!**

Keeping children safe is everyone's responsibility. Individuals and organizations can help support families in numerous ways—ranging from just an understanding smile or word of encouragement to providing direct assistance and resources. Anything you do to support families can help keep kids safe. Make a commitment to engage in some of these opportunities:

- Be a friend or mentor to a parent you know. Ask how their children are doing. If a parent seems to be struggling, offer to help. You can babysit to give a parent a “break,” run an errand or just lend a friendly ear. Show you care and understand.
- Be a friend to children you know. Remember their names. Smile when you talk to them. Ask them about their day at school. Show them you care.
- Talk to your neighbors about looking out for one another's children. Encourage a spirit of mutual responsibility for the welfare of everyone's children.



- Engage your church, civic organization or neighborhood group in activities that support families and prevent abuse or neglect. Challenge these organizations to make supporting families and children a priority. Offering an activity like a “family night” or “parent’s day out” can help support a family, and create community connections of support for families in need.
- Give your used clothing, furniture and toys for use by another family. This can help relieve the stress of financial burdens that increase the risk in families.
- Volunteer your time, talents and money for programs in your community that support children and families, like parent support groups or day care centers.



### Is There a Piece Missing?

The following additional resources are also available:

Brief informational sheets for parents on topics such as:

- [Being a Nurturing Parent](#)
- [Coping with Crying](#)
- [Toddler Time](#)
- [Taming Tantrums](#)
- [12 Alternatives to Lashing Out at Your Kids](#)
- [Tips for the Trouble Spots](#)
- [Social Web Tips for Parents and Teens](#)

Access the [PCAK Resource Library of Information](#).

For partners in your community, check out PCAK’s [Partners in Prevention listing](#).

# risk factors

## Remember the Risk Factors

There are many myths and misconceptions about parents who may abuse or neglect their children. Child abuse and neglect occurs in all segments of our society. Abusive parents can be your friends, neighbors or relatives. It is a myth abuse occurs only among poor families, or is more likely to occur in any particular race or ethnic group. For the most part, even in families in which maltreatment occurs, parents love their children and are doing the best they can. They are ordinary people caught in life situations beyond their control.

While there is no specific “type” of family in which abuse is most likely to occur, there are risk factors that contribute to the likelihood of maltreatment. By knowing these risk factors, you can help identify families at risk and prevent abuse. A significant body of research has identified factors that contribute to the likelihood of abuse:

- A lack of knowledge of critical issues surrounding parenting. Parents may lack knowledge of health, hygiene and nutritional needs of children. A mother or father may simply not know how to care for a young child.
- Parents may not understand their child’s developmental stages. They may have unrealistic expectations for their children’s behavior or abilities. The parent may be unaware of alternatives to physical punishment, or how to discipline effectively at varying developmental stages.
- A parent may be isolated and lack friends or family to help with the heavy demands of raising children.
- There may be a crisis or series of crises such a marital, financial, housing or employment problems, or major illness.
- The parent may have unmet emotional needs or mental health issues. A history of trauma, such as being abused or neglected as a child, can also be a contributing factor.



- Drug and alcohol abuse, domestic violence and violent criminal behavior contribute to the likelihood and seriousness of maltreatment.
- A parent may view a child as difficult, special or different. This child may be the target of maltreatment, or may be a scapegoat in some other manner.

Individual factors relating to a child can also increase risk. Younger children do not have the capacity to protect themselves and are more likely to suffer severe physical injuries. Child developmental delays, or other special needs, may present greater challenges in parenting and increase the level of risk.



## Is There a Piece Missing?

For additional resources, check out the links below:

- Pamphlets and publications on risk factors and parental stress in [PCAK’s online resource library](#)
- [Kentucky Domestic Violence Association](#)
- [Prevent Child Abuse America](#)
- [HANDS \(Health Access Nurturing Development\) Program](#)
- [Mental Health and Substance Abuse Services](#)
- Or, call 1-800-CHILDREN for local resource information

# raise the issue

## What is child abuse and neglect?

Child abuse consists of any act, or failure to act, that endangers a child's physical or emotional health and development.

### What are the four major types of child maltreatment?

**1** **PHYSICAL ABUSE** is the injury of a child by non-accidental means as the result of actions by the parent, guardian or caretaker. Examples include: burning, beating, punching, choking, etc.

Although the injury is not an accident, it is often not the intent of the adult to injure the child. Physical abuse may result from over-discipline or from punishment which is inappropriate to the child's age or condition.

**2** **SEXUAL ABUSE** includes any contacts or interactions between a child and an adult caretaker or someone significantly older than the child, in which the child is being used for the sexual gratification of the perpetrator.

**3** **EMOTIONAL ABUSE** is commonly considered parental behavior that results in damage to a child's emotional, social or cognitive well-being.

Emotional abuse includes blaming, ignoring, terrorizing, belittling, or rejecting a child; constantly treating siblings unequally; and persistent lack of concern by an adult for a child's welfare.

**4** **NEGLECT** is inattention to the basic needs of a child. It is a failure to provide for a child's well-being through lack of adequate supervision, food, clothing, shelter, education or medical care.



### Is There a Piece Missing?

For additional statewide data and national child abuse and neglect statistics, check out the [Kids Count Data Book](#), provided by Kentucky Youth Advocates; or the United States Department of Health and Human Services, Administration for Families and Children [Data Center](#).

# raise the issue

## 2009 Kentucky Child Abuse and Neglect Statistics

63,678\* children were reported as abused, neglected or in need of protective services.

19,419 of these children were confirmed as victims or were found to be in need of protection.

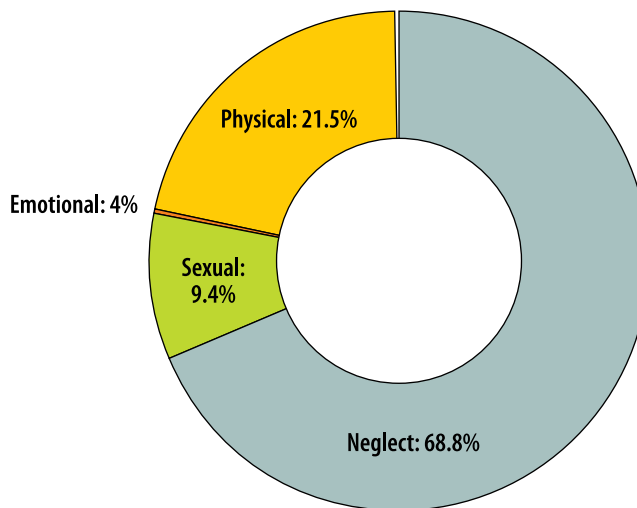
23 children died as the result of child abuse and neglect during the 2009 fiscal year.

Every 8 minutes a child is reported as abused or neglected in the state of Kentucky.

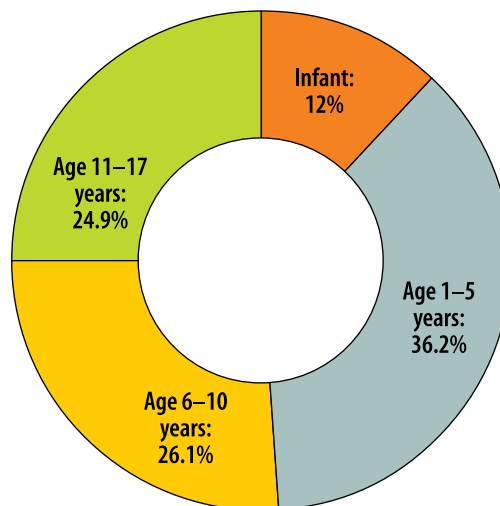
*(Cabinet for Health and Family Services, TWIST data, CY2009)*

*\* Includes reports that met criteria for investigations or "Family In Need of Services" assessment.*

## CY2009 Maltreatment Substantiations by Type



## Kentucky Substantiated Child Victims of Abuse & Neglect by Age (CY2009)



# raise the issue

## Child Abuse and Neglect Reporting Data\*

(1/1/2009–12/31/2009)

| Region                          | County     | # of Reports | # of Children | Region                           | County       | # of Reports | # of Children |
|---------------------------------|------------|--------------|---------------|----------------------------------|--------------|--------------|---------------|
| Eastern Mountains               | Lee        | 113          | 134           | Northern Bluegrass               | Owen         | 42           | 54            |
| Eastern Mountains               | Pike       | 1131         | 1424          | Northern Bluegrass               | Boone        | 840          | 1075          |
| Eastern Mountains               | Floyd      | 931          | 1178          | Northern Bluegrass               | Grant        | 453          | 598           |
| Eastern Mountains               | Knott      | 333          | 435           | Northern Bluegrass               | Scott        | 542          | 681           |
| Eastern Mountains               | Perry      | 806          | 974           | Northern Bluegrass               | Kenton       | 3052         | 3883          |
| Eastern Mountains               | Wolfe      | 220          | 260           | Northern Bluegrass               | Bourbon      | 246          | 320           |
| Eastern Mountains               | Leslie     | 164          | 223           | Northern Bluegrass               | Carroll      | 401          | 517           |
| Eastern Mountains               | Martin     | 561          | 595           | Northern Bluegrass               | Campbell     | 950          | 1313          |
| Eastern Mountains               | Owsley     | 221          | 257           | Northern Bluegrass               | Gallatin     | 121          | 188           |
| Eastern Mountains               | Johnson    | 1403         | 1702          | Northern Bluegrass               | Harrison     | 298          | 363           |
| Eastern Mountains               | Letcher    | 528          | 656           | Northern Bluegrass               | Nicholas     | 97           | 116           |
| Eastern Mountains               | Magoffin   | 343          | 441           | Northern Bluegrass               | Pendleton    | 200          | 257           |
| Eastern Mountains               | Breathitt  | 384          | 417           | <b>Northern Bluegrass Total:</b> |              | <b>7242</b>  | <b>9365</b>   |
| <b>Eastern Mountains Total:</b> |            | <b>7138</b>  | <b>8696</b>   |                                  |              |              |               |
| Jefferson                       | Jefferson  | 8073         | 10663         | Salt River Trail                 | Henry        | 372          | 424           |
| <b>Jefferson Total:</b>         |            | <b>8073</b>  | <b>10663</b>  | Salt River Trail                 | LaRue        | 383          | 444           |
|                                 |            |              |               | Salt River Trail                 | Meade        | 361          | 399           |
| Northeastern                    | Bath       | 183          | 214           | Salt River Trail                 | Hardin       | 2360         | 2623          |
| Northeastern                    | Boyd       | 2523         | 2890          | Salt River Trail                 | Marion       | 327          | 401           |
| Northeastern                    | Lewis      | 190          | 241           | Salt River Trail                 | Nelson       | 751          | 826           |
| Northeastern                    | Mason      | 255          | 333           | Salt River Trail                 | Oldham       | 598          | 613           |
| Northeastern                    | Rowan      | 387          | 479           | Salt River Trail                 | Shelby       | 879          | 949           |
| Northeastern                    | Carter     | 544          | 635           | Salt River Trail                 | Bullitt      | 1256         | 1321          |
| Northeastern                    | Morgan     | 195          | 247           | Salt River Trail                 | Grayson      | 472          | 539           |
| Northeastern                    | Bracken    | 95           | 132           | Salt River Trail                 | Spencer      | 258          | 287           |
| Northeastern                    | Elliott    | 127          | 152           | Salt River Trail                 | Trimble      | 218          | 229           |
| Northeastern                    | Fleming    | 160          | 232           | Salt River Trail                 | Anderson     | 291          | 391           |
| Northeastern                    | Greenup    | 527          | 629           | Salt River Trail                 | Franklin     | 712          | 820           |
| Northeastern                    | Menifee    | 135          | 166           | Salt River Trail                 | Woodford     | 340          | 355           |
| Northeastern                    | Lawrence   | 289          | 369           | Salt River Trail                 | Washington   | 172          | 210           |
| Northeastern                    | Robertson  | 83           | 88            | Salt River Trail                 | Breckinridge | 284          | 354           |
| Northeastern                    | Montgomery | 405          | 460           | <b>Salt River Trail Total:</b>   |              | <b>10034</b> | <b>11185</b>  |
| <b>Northeastern Total:</b>      |            | <b>6098</b>  | <b>7267</b>   |                                  |              |              |               |

# raise the issue

| Region                           | County    | # of Reports | # of Children |
|----------------------------------|-----------|--------------|---------------|
| Southern Bluegrass               | Boyle     | 433          | 490           |
| Southern Bluegrass               | Clark     | 498          | 543           |
| Southern Bluegrass               | Estill    | 233          | 264           |
| Southern Bluegrass               | Mercer    | 302          | 307           |
| Southern Bluegrass               | Powell    | 279          | 335           |
| Southern Bluegrass               | Fayette   | 4701         | 5614          |
| Southern Bluegrass               | Garrard   | 210          | 281           |
| Southern Bluegrass               | Lincoln   | 363          | 405           |
| Southern Bluegrass               | Madison   | 1096         | 1177          |
| Southern Bluegrass               | Jessamine | 501          | 613           |
| <b>Southern Bluegrass Total:</b> |           | <b>8616</b>  | <b>10029</b>  |

|                              |            |              |              |
|------------------------------|------------|--------------|--------------|
| The Cumberland               | Bell       | 500          | 593          |
| The Cumberland               | Clay       | 380          | 441          |
| The Cumberland               | Knox       | 584          | 756          |
| The Cumberland               | Adair      | 243          | 266          |
| The Cumberland               | Casey      | 197          | 229          |
| The Cumberland               | Green      | 154          | 163          |
| The Cumberland               | Wayne      | 345          | 378          |
| The Cumberland               | Harlan     | 519          | 594          |
| The Cumberland               | Laurel     | 3488         | 3909         |
| The Cumberland               | Taylor     | 312          | 339          |
| The Cumberland               | Clinton    | 184          | 250          |
| The Cumberland               | Jackson    | 232          | 291          |
| The Cumberland               | Pulaski    | 1354         | 1546         |
| The Cumberland               | Russell    | 296          | 345          |
| The Cumberland               | Whitley    | 705          | 773          |
| The Cumberland               | McCreary   | 238          | 253          |
| The Cumberland               | Cumberland | 11           | 13           |
| The Cumberland               | Rockcastle | 269          | 327          |
| <b>The Cumberland Total:</b> |            | <b>10011</b> | <b>11466</b> |

| Region                  | County     | # of Reports | # of Children |
|-------------------------|------------|--------------|---------------|
| The Lakes               | Lyon       | 1337         | 1474          |
| The Lakes               | Todd       | 187          | 221           |
| The Lakes               | Trigg      | 119          | 156           |
| The Lakes               | Fulton     | 138          | 168           |
| The Lakes               | Graves     | 397          | 485           |
| The Lakes               | Ballard    | 29           | 34            |
| The Lakes               | Hickman    | 0            | 0             |
| The Lakes               | Hopkins    | 572          | 734           |
| The Lakes               | Caldwell   | 99           | 111           |
| The Lakes               | Calloway   | 340          | 394           |
| The Lakes               | Carlisle   | 165          | 195           |
| The Lakes               | Marshall   | 321          | 384           |
| The Lakes               | Christian  | 596          | 840           |
| The Lakes               | McCracken  | 941          | 1078          |
| The Lakes               | Crittenden | 160          | 184           |
| The Lakes               | Livingston | 141          | 143           |
| The Lakes               | Muhlenberg | 347          | 415           |
| <b>The Lakes Total:</b> |            | <b>5889</b>  | <b>7016</b>   |

|                          |           |             |              |
|--------------------------|-----------|-------------|--------------|
| Two Rivers               | Hart      | 215         | 252          |
| Two Rivers               | Ohio      | 348         | 393          |
| Two Rivers               | Allen     | 204         | 270          |
| Two Rivers               | Logan     | 232         | 268          |
| Two Rivers               | Union     | 211         | 232          |
| Two Rivers               | Barren    | 3368        | 3919         |
| Two Rivers               | Butler    | 157         | 182          |
| Two Rivers               | McLean    | 166         | 201          |
| Two Rivers               | Monroe    | 116         | 150          |
| Two Rivers               | Warren    | 1207        | 1418         |
| Two Rivers               | Daviess   | 1712        | 1926         |
| Two Rivers               | Hancock   | 77          | 96           |
| Two Rivers               | Simpson   | 207         | 239          |
| Two Rivers               | Webster   | 153         | 162          |
| Two Rivers               | Edmonson  | 119         | 144          |
| Two Rivers               | Metcalfe  | 141         | 153          |
| Two Rivers               | Henderson | 668         | 728          |
| <b>Two Rivers Total:</b> |           | <b>9301</b> | <b>10733</b> |

|                          |  |              |              |
|--------------------------|--|--------------|--------------|
| <b>Statewide Total :</b> |  | <b>72402</b> | <b>86420</b> |
|--------------------------|--|--------------|--------------|

*\*NOTE: These figures include all referrals received, including calls that do not meet criteria for investigation or assessment. (Cabinet for Health and Family Services, TWIST Data, CY2009)*

# report

## Report Suspected Abuse or Neglect 1-800-752-6200

Kentucky law requires, “**any person** who knows or has reasonable cause to believe that a child is dependent, neglected or abused shall immediately make an oral or written report to a local law enforcement agency, the Kentucky State Police or the Cabinet for Health and Family Services.” KRS 620.030(1). When making a report of suspected abuse or neglect, you are taking a positive step to protect a child and prevent abuse.

If you believe a child is being abused or neglected, call the Abuse Hotline at **1-800-752-6200** or the Department for Community Based Services Office in your area.

### What the Cabinet Needs to Know:

- The child’s identity
- Any person believed to be responsible for the abuse or neglect if that person is known
- The nature and extent of the abuse or neglect
- The name and address of the reporter  
(You may remain anonymous)
- Where the child can be found

If a child is in immediate danger, call 911 or contact the closest police department. Police officers can take immediate protective action.



### Is There a Piece Missing?

- For a detailed guide regarding child abuse and neglect reporting, please read [our Child Abuse & Neglect Booklet](#).
- For local phone numbers for DCBS offices to report abuse or neglect, please review [the DCBS Service Regions website](#).
- Additional information regarding what everyone needs to know about reporting may also be found in [PCAK’s online resource library](#).

# raise awareness

## Sharing Your Message

Effective child abuse prevention messages increase awareness, build community support, change attitudes, teach skills and reinforce healthy behaviors. Messages which take a positive approach by emphasizing the many ways communities can support families are more likely

to resonate with the public. These messages may take many forms, depending upon the goals you are trying to achieve. The key to changing behavior is to tailor each message to reflect the point of view of a specific target audience. When developing messages promoting safe

children and healthy families, keep the following in mind:

- Choose the Right Audience
- Understand the Target Audience
- Consider the Best Method of Communication
- Consider the Messenger

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## Community Awareness Campaigns

Child Abuse Prevention Month provides an opportunity for interested citizens to engage their communities in events that bring awareness to the issue of child abuse and neglect. Listed below are two examples of such events.



### The Blue Ribbon Campaign

The Blue Ribbon Campaign began in Virginia in 1989 when a grandmother, Bonnie Finney, tied a blue ribbon to the antenna of her van. The following is an excerpt from a letter she wrote, courtesy of the Virginia Coalition for Child Abuse Prevention:

*My grandchildren had suffered and battled so much throughout their young lives that it sickened me. My life was turned into physical and mental chaos. My efforts to understand became a plea to stop abusing children. I tied a blue ribbon on my van antenna to make people wonder.*

*Why blue? I intend never to forget the battered, bruised bodies of my grandchildren. Blue serves as a constant reminder to me to fight for protection for our children.*

*Join me...we must protect our most precious gift of all...our children. Please wear a blue ribbon...put one on your car...give one to your friends...tell them what it means...you may save a child's life!*

Prevent Child Abuse Kentucky (PCKA) invites you to participate in Child Abuse Prevention Month by wearing a blue ribbon. Every year during the month of April, citizens and organizations throughout the Commonwealth support the mission of PCKA by educating the public on the importance of preventing the abuse and neglect of Kentucky's children. To order your blue ribbon, complete the enclosed order form and return fax to 859-225-8969 or to request additional information, visit our website at [www.pckaky.org](http://www.pckaky.org) or call 1-800-CHILDREN.

## Pinwheels For Prevention!

The blue and silver pinwheel is used nationwide to raise awareness about child abuse and neglect prevention. The pinwheel was chosen to represent imagery of hope and promise, depicting that when individuals take part in this campaign they are making the statement, "Every child deserves to be raised in a healthy, safe and nurturing environment." We hope the utilization of this image will impact not only the way the public views children, but will also encourage involvement in the prevention of child abuse and neglect. Kentucky agency participation in the Pinwheels for Prevention Campaign has increased over 400% within a two-year span.

We invite you to take part in the 2010 Pinwheels for Prevention Campaign. The goal of this campaign is to encourage individuals and organizations to join together in raising public awareness of child abuse and its prevention. We hope through effective community-wide participation, each individual is engaged in the prevention of child abuse and neglect. We look forward to the day that as a result of blanketing the Commonwealth in a sea of

pinwheels, our efforts are unified, local communities are engaged and a consistent message to the public is provided.



To secure your order of blue and silver pinwheels, please complete the enclosed pinwheel order form and send it along with payment via US mail, fax (859-225-8969) or email to [jestepjordan@pcaky.org](mailto:jestepjordan@pcaky.org) or PCAK, 300 East Main Street, Suite 110, Lexington, KY 40507.

## Is There a Piece Missing?

Visit our [Child Abuse Prevention Month website](#) to download media templates, public service announcement samples, the Proclamation template and electronic versions of the pinwheels for prevention and blue ribbon order forms.

