



Jill Seyfried, ACSW
Executive Director

Thank you for the work you do throughout the year to protect children and strengthen families across the Commonwealth.

We encourage you to, please, take a moment to review the contents of this packet and explore the additional resources included on our website. We hope this information will help you think of ways you make a difference in lives of our children, our future. To view a full version of this packet, please check out our web site, www.pckay.org or call 1-800-CHILDREN today to request additional copies.

We all have a stake in ensuring that parents have access to the tools and resources they need to be successful. Increased awareness, building community support, changing attitudes, teaching skills and reinforcing healthy behaviors are essential to effective child abuse prevention efforts.

- Educating members of the community about child abuse and neglect prevention
- Inspiring parents, caregivers and professionals to become leaders in prevention efforts in their community
- Providing opportunities to raise awareness and begin a conversation about prevention

By partnering together to promote Child Abuse Prevention Month, we can create many benefits and generate continuing interest and involvement in our important work, including:

April is Child Abuse Prevention Month! Prevent Child Abuse Kentucky recognizes this month as an opportunity to raise awareness of the tragedies of child abuse and neglect as well as an opportunity to celebrate families. Included in this packet are tools to assist you in organizing your own public awareness efforts to reach out to parents and caregivers. Further, additional resources are available for you to download from our website, including a proclamation template, media releases, staffs and informational pages for distribution to parents and caregivers. Please check our website (www.pckay.org) for a wealth of additional information!

Child abuse prevention has more than one solution--and we need look no further than our friends, families, neighbors, human service providers, educators, civic leaders, elected officials and members of the faith community to see those solutions. Now, more than ever, it is essential we all work together to accomplish our mission of protecting Kentucky's children. Engaging in partnerships with the goal of building and supporting safe and nurturing families is at the crux of what we all do. Working together, the voices of the families and children we serve will be heard and will help to shape policy and practice resulting in a positive difference in the lives of all citizens.

Dear Friends,

April 2009



**Prevent Child Abuse
Kentucky**

300 East Main Street, Suite 110
Lexington, Kentucky 40507

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Child Abuse Prevention Month

Being A Parent Is The Toughest Job In The World

Kids don't come with instructions, so it is often the day-to-day living that teaches parents about parenting. Often this may seem like an uphill battle, but there are resources to help!



There is Help Out There!

Check out the resources available on our website at www.pckay.org addressing these challenges and more! Resources are available for you to download and reproduce for distribution.

Building Prevention In Your Community Public Awareness Ideas for 2009

Pinwheels for Prevention

The blue and silver pinwheel symbol is now being used nationwide to raise awareness about child abuse and neglect prevention. It was chosen to represent imagery of hope and promise, depicting that when individuals take part in this campaign they are making the statement they believe every child deserves to be raised in a healthy, safe and nurturing environment. It is our hope this image can positively help impact the way the public views both children, as well as the prevention of child abuse and neglect.

Blue Ribbon for Kids Campaign

Work with law enforcement officers, schools, childcare centers, doctors, faith organizations and businesses to distribute blue ribbons and informational brochures throughout the month of April. Why Blue Ribbon? Log on now to read the Blue Ribbon Story.

Involve Local Media

Work with local newspapers and media outlets to publish parenting tips and prevention information throughout the month. Distribute public service announcements to all media outlets in your area. Invite members of the media to participate in your community awareness activities and proclamation signing events. Sample media releases, a Proclamation template, public service announcements and statistics are available for your review online at www.pckay.org

Family Carnival

Games, activities, food and fun- who could resist? Contact local businesses and ask them to sponsor an event with specified monetary donations in return for signage, exhibit space and recognition in all advertising. Distribute positive parenting information and brochures. PCAK recognizes the best way to promote prevention is to provide parents with the skills and resources they need to understand and meet their children's needs, for a listing of brochures available, check out PCAK's resource library listing.

Paint the Town Blue

Distribute blue ribbon, posters and information about child abuse prevention to local businesses, schools, banks, doctor's offices, day cares, and other organizations in your community and ask them to display the information during April to promote child abuse prevention.

Other Ideas Include

- Work with local schools to distribute information to all students and parents.
- Partner with your local library and volunteer to read to children.
- Volunteer at an agency providing family support services
- Ask pediatricians to set up brochure displays in their offices.
- Invite local experts to give presentations and speeches on positive parenting to local parent groups.

Your activities are limited only by your imagination. Call 1-800-CHILDREN or visit www.pckay.org for more information!



You Can Play A Part In Prevention:

5 Things You Can Do Now:

1. Reach Out

Anything you can do to support kids and parents can help reduce the stress that often leads to abuse and neglect.

2. Raise the Issue

By educating yourself and others you can help your community prevent child abuse and neglect from happening in the first place.

3. Remember the Risk Factors

Child abuse and neglect occur in all segments of our society, but the risk factors are greater in families experiencing stressful life situations such as financial strain, isolation, violence, substance abuse or any mental or physical health issues.

4. Recognize the Warning Signs

The behavior of children may signal abuse or neglect long before any changes in physical appearance.

5. 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!



Prevent Child Abuse
Kentucky