

Take Action!

Child Abuse Prevention Month is an opportunity to educate individuals about child abuse and neglect and how to prevent it in our community!

1) Build Community Partnerships: Work alongside community members, teachers, business leaders, local agencies, faith-based groups, families, students and other adults to make a lasting impact towards promoting safe, stable, and nurturing environments for children, youth and families. Meet together. Plan together. Join resources to implement effective prevention strategies! Interested in learning about PCAK Partners in Prevention in your area?

Email: pcaky@pcaky.org

2) Understand the Issue of Child Abuse and Neglect: There are four major types of child maltreatment: neglect, physical abuse, sexual abuse and emotional abuse. For details, as well as state and localized data, visit: www.pcaky.org.

3) Decide on Activities to Implement: The variety of activities to be implemented is extensive. Be creative! Ideas include: Proclamation ceremonies, community kick-off events, school events and assemblies, Family Fun Days/ resource fairs, community baby showers, Pinwheels for Prevention gardens and planting ceremonies, community walks, trainings, art and t-shirt contests, luncheons to honor those working to protect children, etc.

Statewide activities include the **Commit To Prevent® Campaign, Pinwheel Planting & Kickoff at the State Capitol (March 27th)**, the **April 5th Commit To Prevent® Wear Blue Day**, as well as **National Blue Sunday on April 28th**.

4) Develop a Strategy: Ask: Who are you trying to reach? What resources do you have? Who can help? What steps will you need to take to implement your plan? Don't forget to tell PCAK about your activity so we can promote it via our social media, and our Statewide Events Calendar! (email: pcaky@pcaky.org)

5) Involve the Media (Traditional and Social Media): What media formats are available? Get the word out via press releases, letters to the editor, public service announcements, radio and television interviews, websites, podcasts, blogs, social networking sites (Facebook and Twitter), as well as photo and video-sharing sites (Facebook, Instagram, Youtube, Vimeo, etc.). PCAK will distribute a packet of information to the Kentucky Press Association and Kentucky Broadcasters Association.

Visit www.pcaky.org, call 859-225-8879, or email pcaky@pcaky.org for more resources and information.

Ideas for Events and Activities

- Add children's books about feelings, development and body safety to your local library(ies).
- Distribute child abuse prevention resources and tip sheets to local doctors' offices, schools, libraries and other high traffic places for caregivers who might deal with parenting challenges.
- Arrange a kickball, soccer, softball or basketball game for caregivers and kids. This would be a family friendly competition and opportunity to bring awareness to the issue of child abuse and neglect. Raise funds for local and state prevention programs. Distribute resources.
- Host a parent and caregiver celebration night. Celebrate all the good things that come with being a parent, the milestones met in child development, encouraging and empowering parents to keep up the good work.
- Host an ice cream social for local partners working in direct service to keep families and children safe; or host a social for the families and children you serve.
- Host a community forum to discuss issues facing families, setting up goals and ways to address these issues.
- Work to ensure local companies, agencies and businesses implement family friendly employment strategies.
- Ask businesses to include positive parenting tips and information in their advertising or on their product packaging.
- Offer parenting classes, or a visitation support program, for the community.
- Host/sponsor an art contest in your community. Get local preschools, elementary schools, middle schools, high schools and other youth serving organizations involved - setting your own parameters, set a time frame, and recognize the winner during April. Remember permission forms from guardians. Display the work at a local business or community event.
- Talk with local faith entities to engage them in the conversation. Meet to discuss ways they can serve families in your community, help empower parents to be their best, and keep children safe.
- Produce mailers for your clients, to be mailed out during April, offering information about the month, parenting tips, ways to engage their community in child safety, etc.
- Host a family resource fair or festival. Celebrate the kids and families in your community, providing activities, games, prizes, food and share about child abuse prevention month. Have community and state organizations set up resource tables.
- Host a regional training on child abuse prevention.

Ideas for Events and Activities, continued...

- Host an open house to share with the community resources you provide in keeping kids safe.
- Go Blue for Child Abuse Prevention Month - invite the entire town to put in blue lights, decorate with blue, put up signs/posters and distribute prevention and educational information throughout the month of April.
- Host a Child Abuse Prevention Month Walk. Set a date, time and starting point. Have someone briefly speak about child abuse prevention month, and off you go to help bring awareness to preventing child abuse. End with a pinwheel planting ceremony at a local park or business lawn.
- Host a Community Baby Shower. Collaborate to bring together an event for expecting and new parents to find information on pregnancy, birth, nursing, fatherhood, child development, and more. Invite local medical providers, child development specialists, health and safety educational organizations and resources. Provide snacks/food, door prizes, infant CPR mini-courses, safe sleep tips, coping with crying tips, car seat resources, and resources for preventing child abuse and neglect.
- Host a fundraiser for child abuse prevention organizations in your community or for Prevent Child Abuse Kentucky. If hosting a brunch, lunch or dinner, remember to include a silent auction!
- Host a proclamation and awards ceremony as part of Child Abuse Prevention Month. Kick-Off with a proclamation signing, have snacks or a meal, and present awards to those in the community who work diligently to keep kids safe.
- Host a breakfast to raise awareness of child abuse and prevention efforts. Have a guest speaker. You could even charge for attendance to raise funds for local prevention efforts. Ideas include: "Carbs for Kids" or "Pancakes for Prevention."
- Ask local businesses, agencies and schools to participate in Wear Blue Day, Friday April 5th. Your group can't participate on Friday the 5th? Contact pcaky@pcaky.org, we'll get you a promotional flyer with a new date. Post group photos wearing your blue on social media using #WearBlue4KYKids.
- Host a candlelight vigil in honor of victims and survivors of crimes and child abuse in your community.
- Host a "Stand Against Child Abuse" event at a local park. Feature a group activity of a walk around the park, or a pinwheel garden planting. Offer community resources, food, drinks, games, prizes and community vendors at the event.
- Host a concert to honor those working to keep kids safe in your community, to bring awareness and/or raise funds for prevention programs.
- Provide mid-morning coffee and donuts for those working to keep kids safe- invite local law enforcement and child protection service staff, to honor them for the work they do to keep families safe.

The Commit To Prevent Pledge

Use our website (www.pcaky.org/commit-prevent), this page, or come up with your own ideas to make a commitment pledge towards preventing child abuse and neglect. Create a pledge card, or contact PCAK (pcaky@pcaky.org) to receive pledge cards you may print and distribute. Post your pledge at a business, school or on social media using #CommitToPrevent - or send your pledge(s) to PCAK!

- Share my experience positively handling stress with families facing similar challenges.
- Babysit free of charge so a caregiver can take a break.
- Arrange a “parent support group” so caregivers can share the joys and challenges of parenting while children have the opportunity to play together.
- As a grandparent, offer to take care of a grandchild(ren) once each week to relieve some pressure on my adult child.
- As a preschool teacher, establish informational meetings for parents of young children to provide them with information on developmental expectations, normal behavior and positive parenting.
- Offer a neighbor a ride to an activity.
- Learn the names of all the children, and their caregivers, in my neighborhood.
- Volunteer my time to a child or youth-serving organization.
- Run an errand, bake a dessert or prepare a meal for a new parent in the neighborhood.
- As an employee, ask my boss/human resources department about participating in Child Abuse Prevention Month efforts. Plant pinwheels and a Commit To Prevent® Yard Sign at our office, sell paper pinwheels for prevention, or participate in April 5th Commit To Prevent® Wear Blue Day.
- Wear Blue on April 5th for Commit To Prevent® Wear Blue Day, and post photos on social media using #WearBlue4KYKids.
- Organize the planting of pinwheels in my community. www.pcaky.org/pinwheels-for-prevention.
- Talk to members of my worship community about involvement in child abuse prevention efforts.
- Ask my place of worship or child’s athletic organization what steps they are taking to ensure our children are safe from child predators. www.pcaky.org/self-assessment-questionnaire-organizations
- Advocate by writing or calling elected officials to seek greater support for child abuse and neglect prevention statewide, and to let them know children are a priority.
- Learn more about the Kentucky Strengthening Families, resiliency and protective factors. Share the information with friends, family and social groups.
- Visit www.pcaky.org to plant a virtual pinwheel to show my commitment to child abuse prevention.
- Donate \$5 or more towards prevention programming. www.pcaky.org

Dress Down Days

Dress Down Days, or wearing casual attire to the office or school, have become increasingly popular, and a positive way to engage both employers and employees, and even school students towards a mutual cause. Allowing employees to wear more relaxed clothing makes them feel they have been rewarded for their good work and contribution. It is great for morale, allowing individuals to show off their personal expression.

Support Child Abuse Prevention Month by raising funds and much needed awareness for child abuse prevention efforts across the state by hosting a Dress Down Day. These days can be hosted any day of the year, but especially any day during April. Ask for a \$1-\$5 donation per person to wear their casual clothes. Contact PCAK for your Dress Down Day lapel stickers, promotional flyers and other materials to assist in promotion.

Participants are encouraged to take photos of their Dress Down Day activities, posting to social media using #CommitToPrevent.

- Already wear jeans or casual clothes to work?
 - Host a dress down day around a theme - maybe a favorite sports team? Or, use April 5th, Commit To Prevent© Wear Blue Day, as your dress down day. Post photos on the 5th using #WearBlue4KYKids.
 - Be specific about accessories - for example, host a "Hat Day."
- Allow staff to buy-in at certain increments throughout the year. The amount they pay is equal to the number of days that month they may dress casual.
- Host contests between different departments, divisions or classrooms of the organization.

For more information about Dress Down Days for PCAK, call 859-225-8879,
or email pcaky@pcaky.org.