



BUILDING *together*

PREVENTION IN PARTNERSHIP



Get involved at preventchildabuse.org/building-together-2023
because childhood lasts a lifetime.

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Contact us:

2265 Harrodsburg Rd. Ste. 200
Lexington, KY 40504

pcaky@pcaky.org

859.225.8879

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Using the Resource Guide

This resource guide includes educational materials, flyers, initiatives, and more to make them available to all Kentuckians! We encourage you to use the materials within your own community/organization and share widely.

We encourage you to read through this guide and find ways you, your school, your organization, and your community can get involved in spreading awareness of child abuse and neglect.

Though April is nationally recognized as Child Abuse Prevention Month, we also want to emphasize the importance of raising awareness year-round. We hope this month can be a launching point for conversations that echo throughout our Commonwealth for every month of the year. Several of the materials in this guide are evergreen in the fight to keep Kentucky's children safe.

As you prepare to participate in events this month, we encourage you to share the ways your community will be participating in Child Abuse Prevention Month!

PCAK is excited to see what April has in store!

Sincerely,
The PCAK Staff



Ordering Materials

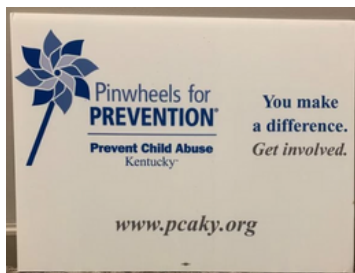
We have a number of resources, some of which are pictured on this page, to help you bring awareness to the issue of child abuse prevention throughout the month (and year!). To order any of the materials, you can place your order on our website or contact landerson@pcaky.org!

Garden Kits

- Pinwheel Garden Flag
- Soil Pucks
- Biodegradable Pinwheel Planters
- PCAK Branded Garden Tools
- 2 Pinwheel Lapel Pins
- "10 Things You Can Do to Prevent Child Abuse" Tip Sheet
- About PCAK Brochure
- "Thank you for participating in the Pinwheels for Prevention Campaign" Talking Points Tip Sheet (English and Spanish)

Pinwheels & More

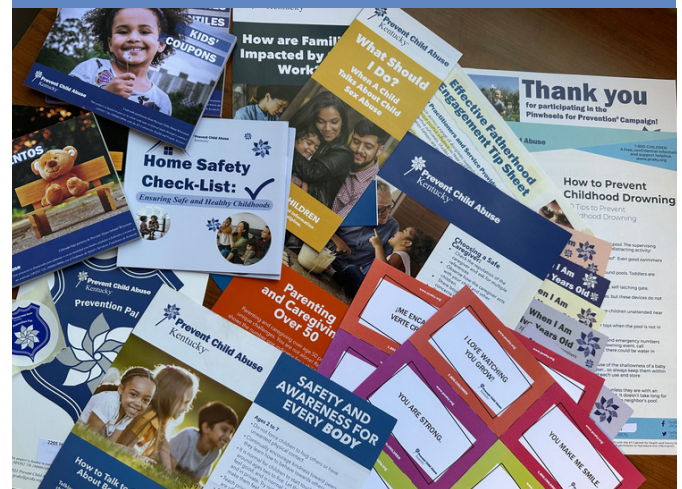
We also have pinwheels, lapel pins, bookmarks, yard signs and so much more! Visit our online store or contact landerson@pcaky.org with your orders to show your support of child abuse prevention efforts across the state.



Materials Highlight

We have created several tools that are useful year-round. Below, we have some listed that we want to highlight for Child Abuse Prevention Month.

- "What Should I Do? When A Child Talks About Child Sex Abuse" Brochure
- "How are Families Impacted by Shift Work" Brochure
- "How to Prevent Childhood Drowning" Tip Sheet (English and Spanish)
- "Safety and Awareness for Every BODY" Tip Sheet (English and Spanish)
- Warm Fuzzies (English and Spanish)
- "Effective Fatherhood Engagement" Tip Sheet
- "Parenting Over 50" Tip Sheet
- Prevention Pal Tip Sheet (English and Spanish)
- Prevention Pal Stickers (English and Spanish)
- "My Body When" Tip Sheets (English and Spanish)
 - Baby-Age Two
 - Two-Five Years Old
 - Five-Eight Years Old
 - Nine-Twelve Years Old
 - Teenager
- Home Safety Checklist (English and Spanish)



How to Get Involved

We hope you plan on taking part in this year's Child Abuse Prevention Month in April!
Check out these exciting ways to get involved!

Wear Blue Day

March 31, 2023

We will have a social media contest for Wear Blue Day! The details are available exclusively on our app - search for Prevent Child Abuse Kentucky wherever you download your apps.

Kick-Off at the Capitol

Date TBD

Join us on the grounds of the Kentucky State Capitol for a pinwheel planting to kick off CAPM 2023!

Spirit Week

April 10-14, 2023

Every day has its own theme! Details on pg. 19.

- Monday - Day of Gratitude
- Tuesday - Blue Out Day
- Wednesday - Mis-Match Day
- Thursday - Team Spirit Day
- Friday - Pajama Day

Door Decorating Contest

Ends April 30, 2023

Decorate a door in your home or office, and enter it into our contest on social media or via email! Find details on page 17.

- Individual Entry
- Family Entry
- PCAK Partner in Prevention Entry
- Group Entry

PCAK Trainings

Visit pcaky.org/trainings or email searlyjenkins@pcaky.org for more information! More details about the three trainings we are offering are on page 13.

Garden Kit Planting

Buy a Garden Kit at pcaky.org/online-store and plant with child welfare advocates across Kentucky!

Take the Lean On Me Kentucky Pledge

Find the pledge on page 15.

Submit Events to the CAPM Calendar

Scan the QR code below to submit your event!



Partner Op-Ed **PARTNER EXCLUSIVE**

If you are a Partner, consider signing on to the letter (more info on page 9). If you are not a Partner, watch out for the letter in your local newspaper this April!



Building Blocks of Prevention

In honor of Child Abuse Prevention Month 2023, we will be sharing our 23 Building Blocks of Prevention in March, leading up to the start of April! Follow along on social media and our website as we share a new building block each day from March 8 to March 31!

The Building Blocks of Prevention



#CAPM2023



Child Abuse Prevention Month 2023



Making your own activities

Email your ideas to pcaky@pcaky.org!

Dress-Down Days

Host a dress down day at your place of work in honor of the month. Collect donations to support child abuse prevention efforts.

Selling Paper Pinwheels

Sell paper pinwheels for \$1 or any increment with proceeds going to PCAK. Let us know and we can supply the pinwheels.

Using Your Voice!

Even though our General Assembly will not be in session for much of April, you can still ensure your voice is heard. While elected officials are back in their home districts, it is a great time to connect with them.

Showing Off Pinwheel Coloring Sheets

Involve businesses in supplying pinwheel coloring sheets to the children that frequent their business or place. Have them display the paper pinwheels for all to see!

Using Social Media to Share Resources

PCAK has several prevention education resources available at pcaky.org Digitally download materials you think your followers can use and share on your social media feed! PCAK also has educational videos you can share on social media throughout the month. Check out our YouTube channel to find a video you would like to share: <https://tinyurl.com/5c7x9sfx>

Planting Pinwheels

Blue and silver pinwheels are the national symbol for child abuse and neglect prevention. Help us cover the Commonwealth in blue this April by planting pinwheels in your community to raise awareness for prevention efforts. Please avoid equating pinwheels with abuse substantiations or child fatalities, and instead use positive imagery such as families served by your organization.

Ideas from our Partners in Prevention

- Draw positive messages in chalk on sidewalks.
- Hang up blue ribbons around your town or city.
- Host a t-shirt making competition to involve kids in CAPM.



Social Media

Check out the information below to see how you can be involved via social media!

Sample Posts

April is nationally recognized as Child Abuse Prevention Month! How will YOU work to prevent child abuse and neglect in your community? Learn more at [\(insert organization's website\)](#) and [pcaky.org](#). #CAPM2023 #BuildingTogether

Small actions can make a big difference in the lives of families and children across KY. Learn more about how you can help with Child Abuse Prevention Month at [\(insert organization's website\)](#) and [pcaky.org](#). #CAPM2023 #BuildingTogether

All children deserve to grow in healthy, stable environments. Join [\(insert organization's name\)](#) and [@PCAKY](#) this Child Abuse Prevention Month as we build a better tomorrow for all children, together. Visit [\(insert organization's website\)](#) and [pcaky.org](#) to learn more. #BuildingTogether

We're working to build a better tomorrow for all children! Help us achieve our goals and prevent child abuse/neglect! Learn more at [\(insert organization's website\)](#) or [pcaky.org](#). #CAPM2023 #BuildingTogether

Make sure to download our app to get information to join the Wear Blue Day social media contest! More app info on page 12.

Hashtags

All Month

#CAPM2023

#BuildingTogether

Spirit Week

#CAPMSpiritWeek2023

Lean On Me Kentucky

#LeanOnMeKentucky

#LeanOnMeKY

#LeanOnMePledge

Door Decorating Contest

#CAPMDoorDec23

Our Handles



@PCAKY



Prevent Child Abuse Kentucky



@preventchildabuseky



Engaging the Media

Engaging the local media...

via television, radio and print allows for opportunity to get the word out, to publicize events to a large audience, to reach potential supporters, to build connections and to tell your story in detail. Members of the media, stay tuned for a special announcement from PCAK!

Letters to the editor...

are a great way to reach a general audience. Keep your letters short and focused. Be sure to include a call to action whether it is to support specific legislation or to learn more about a program. You may also highlight actions individuals, agencies and groups take to help families.

Relate programs to prevention.

Given the public's overwhelming tendency to think about child abuse in its worst forms, the term "child abuse prevention" holds little meaning to them outside of reporting. When relating stories of successful prevention strategies, it is important to connect the dots from the program to the prevention of child abuse. Let the public know how they can help.

Ask for your local paper to run a four-week series...

on parenting and child development throughout the month of April. Seek stories of families who have overcome challenges, successfully completed parenting classes, or reached positive milestones as a result of receiving local community services.

Stay on message.

Narrow your message to one or two central points. You do not have to explicitly answer every question a reporter poses. Answer questions in such a way it reflects your key message. Do not repeat something a reporter says that is not part of your point. Emphasize child abuse is a problem with solutions that don't receive the attention they should. Explain the solutions.

Share what works.

Reporters will want statistics. Instead of supplying them with the traditional child abuse statistics on reports, substantiations and deaths, give them statistics on prevention effectiveness. Share how many people you reach with services. Let them know the impact of prevention programs and services for families.

Find 'real people' and share a story.

Demonstrate how effective evidence-based prevention programs and policies can positively impact the lives of children and families. Focus on approaches and commitments which strengthen families and community services for families.

PCAK Partners in Prevention

Prevent Child Abuse Kentucky is fortunate to have the support of 270+ Partners across the state. Each year during Child Abuse Prevention Month, we see their commitment to preventing child abuse and neglect as they raise awareness on social media, plant pinwheels in their lawns, host events to educate and inform caregivers, professionals, and advocates, and so much more! We truly would not be able to accomplish our mission without them. This year, during April and year round, we want to highlight our Partners and the incredible work they do for Kentucky's children and families.

Check out a list of PCAK Partners in Prevention and join us for future networking opportunities with our incredible Partners.

We could not do our work without the help and support of our Partners, and we are thankful for each of them. Visit pcaky.org/partners-in-prevention to view a full list of Partners. You may even find a Partner in Prevention near you with whom to collaborate on Child Abuse Prevention Month planning! If you are not already a Partner in Prevention, contact Amanda Royer at aroyer@pcaky.org for more information.



Scan to view our Partner page!

Partner Exclusive Opportunity!

Join our Partner Sign-On Letter to show your organization's support of Kentucky Children and Families.

In order to highlight the collaborative effort put forth by Partners across the state to prevent child abuse and neglect, Prevent Child Abuse Kentucky has drafted a Letter to the Editor. Partners in Prevention will exclusively be offered the opportunity to sign-on to the letter. If your organization is a PCAK Partner in Prevention and would like to sign the letter, please email Amanda Royer at aroyer@pcaky.org. If you are not a Partner and would like to sign-on, email aroyer@pcaky.org for more information on how to join our network!

Attend a Partner #CAPM2023 Event Near You!

Partners across the state have submitted their #CAPM2023 events to PCAK's event calendar. Check out the calendar via the QR code below. Have you and your organization submitted your event to PCAK? There's still time, using the QR code below!



Scan to view the CAPM 2023 Calendar!



Scan to submit your own event to the calendar!



Data Dashboard

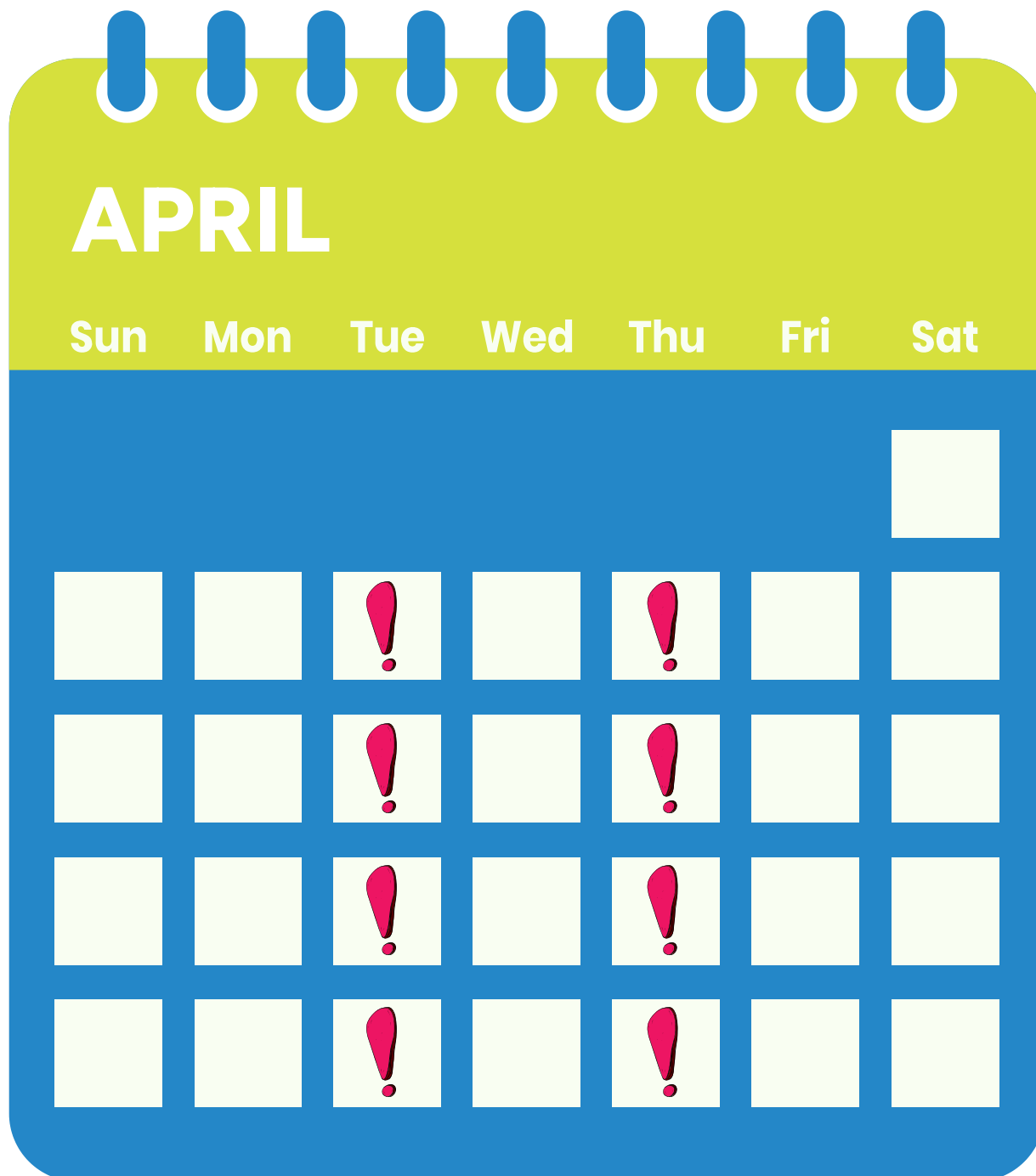
We are working on updating our Data Dashboard. Please check back for current information.

**UNDER
CONSTRUCTION**

Tuesday/Thursday Resources

Make sure to check our social media throughout April, where we will be sharing some excellent resources every Tuesday and Thursday!

You can also download our app for instant updates on the resources!





Download the Prevent Child Abuse Kentucky app!

Your one-stop-shop for PCAK content on the go! Find the app by searching Prevent Child Abuse Kentucky on the Apple App Store or wherever you get your apps!

([& Get information for the Wear Blue Day social media contest!](#))

Location-based services Push notifications
Exclusive information and posts And more!



Look for the pinwheel!



Free Child Abuse Prevention Month Virtual Training Opportunities!



ECE-TRIS Credits, FRYSC Training Credits, HANDS Wraparound Hours, Social Work CEUs, and General Certificates will be offered. DCBS Training Credits are pending approval.

Data and Messaging Training

March 22, 2023 - 10:00 a.m.-11:30 a.m. EDT

As part of the upcoming launch of Lean On Me Kentucky, we are urging everyone to unite in evidence informed messaging grounded in social norms science. Let's unite in how we message prevention, and data to others, including the media!

Lean On Me Kentucky Training (Offered Twice)

April 18, 2023 - 10:00 a.m.-11:30 a.m. EDT

April 27, 2023 - 2:00 p.m.-3:30 p.m. EDT

The Lean On Me Kentucky Initiative, created by Prevent Child Abuse Kentucky and the Department for Community Based Services, is officially launching this month. This training will introduce participants to the initiative, identify primary prevention strategies to help families prior to child protective services involvement, and teach participants ways to become community supporters, utilizing Lean On Me Kentucky tools and resources!

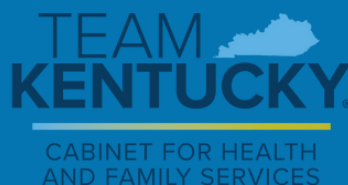
March 22



April 18



April 27



This project is funded in part or in whole with state or federal funds through a contract (#PON2 736 2000003480) with the Kentucky Cabinet for Health and Family Services.

Scan or click the QR codes above to register!



Taking the Lean On Me Kentucky Pledge

Who should take the pledge?

Everyone! This pledge is meant to unite all Kentuckians in working toward a better future for our kids and communities.

How should I take the pledge?

You can take the pledge in two ways:

- You can record yourself, your family, your coworkers, or anyone around you taking the pledge and post it on social media with the hashtag #LeanOnMePledge!
- You can print the pledge, sign it, and hang it up to show you will be a Community Supporter wherever you are, and you can take a picture once you are done to also post on social media with the #LeanOnMePledge hashtag!

How can I make sure my pledge makes it to PCAK?

We will be checking the #LeanOnMePledge hashtag often, but you can also tag our social media accounts when you post your pledge!

You can also email your videos and signed pledges to pcaky@pcaky.org.



Dear Community,

**I _____, choose to
be a *Community Supporter*,
available for you to **LEAN On Me**.**

I pledge to do better.

**I pledge to help more and to ask for
help when I need it.**

Signed, _____

Get ready to be blue
WEAR BLUE DAY

March 31, 2023

Join the social
media contest!



Prevent Child Abuse
Kentucky™

Details of the contest are
exclusively on our app.

Search for Prevent Child Abuse Kentucky
wherever you get your apps!

CHILD ABUSE PREVENTION MONTH

DOOR DECORATING CONTEST

**APRIL
2023**

**\$50
PRIZE**



ENTER IN ONE OF THE FOLLOWING CATEGORIES:

- INDIVIDUAL
- FAMILY (AS DEFINED BY YOU)
- PCAK PARTNER IN PREVENTION
- GROUP (BUSINESS, CLASSROOM, OFFICE, ETC.)

TO ENTER:

**EMAIL YOUR ENTRY TO
PCAKY@PCAKY.ORG OR BY
USING #CAPMDOORDEC23**

www.pcaKY.org



**Prevent Child Abuse
Kentucky™**

NEW THIS YEAR!

GARDEN KITS



Prevent Child Abuse
Kentucky™

INCLUDES:

Garden Tools

Pinwheel Flags

Seed Planters

Lapel Pins

Educational Resources

And More!

Order yours on our website!



CAPM 2023 *Spirit Week*

April 10-14

Every day during spirit week is a chance to have a visual conversation starter to bring up what we are working on during Child Abuse Prevention month! You can follow along with the days below to participate in a fun week while helping raise awareness for child abuse and neglect in Kentucky.

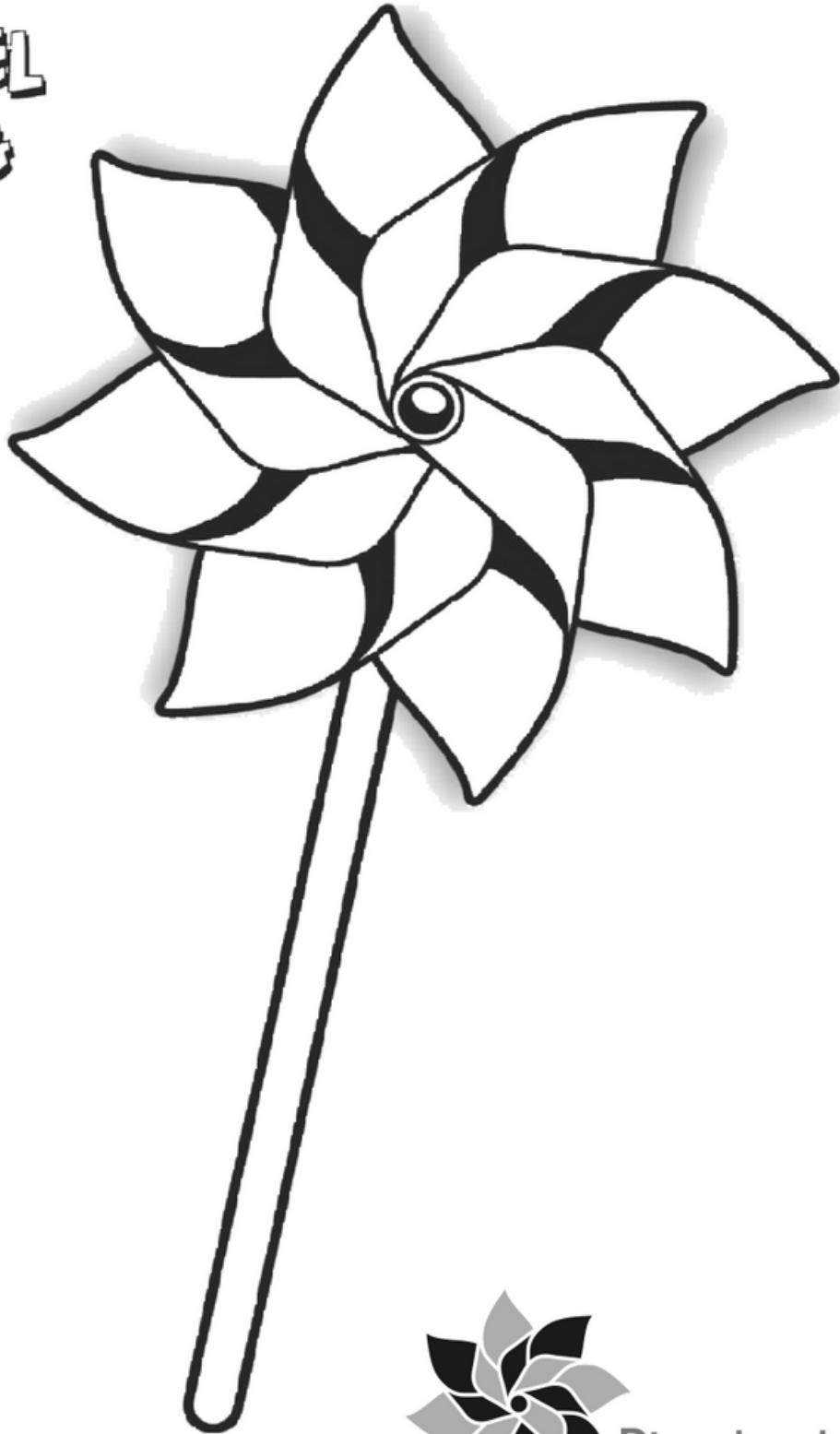
#CAPMSpiritWeek2023

We hope you can join us!

If the week we are celebrating doesn't work for you, we encourage you to pick a week that fits your schedule.

M	<p><i>Day of Gratitude</i></p> <p>Write a note or take some time to thank someone who has been a positive connection at school or in your community.</p>
T	<p> 20 Team SPIRIT Day 23  REPRESENT YOUR FAVORITE TEAM'S COLORS!</p>
W	<p>MIS - MATCH DAY</p> <p><i>Break out all those patterns! There are no fashion rules today!</i></p>
Th	<p>BLUE OUT DAY</p>
F	<p> Pajama Day </p>

**PINWHEEL
COLORING
SHEET**



Pinwheels for
PREVENTION[®]

**Prevent Child Abuse
Kentucky**[™]