



# **2019 Child Abuse Prevention Month Toolkit**

# 2019 CAP MONTH TOOLKIT OVERVIEW

This toolkit is intended for use by the Prevent Child Abuse America chapter network as example communication and community outreach components that can be used throughout April to promote Child Abuse Prevention Month (CAP Month) and help raise awareness for child abuse and neglect prevention within your local communities. These tools can be used in its entirety, in part, or simply for inspiration should you already have efforts happening within your state and local communities.

**This toolkit is for use by the Prevent Child Abuse America chapter network only.** We encourage you to leverage your local partners to help spread the word, but please note that the CAP Month artwork and campaign elements, including images and image licenses, are property of Prevent Child Abuse America and our state chapters. Any campaign components shared with and used by a local partner must be attributed back to PCA America/your state chapter—meaning, they must mention PCA America/your chapter in their outreach efforts, and our logo should be included on all elements. *Note: Last year several chapters had issues with local partners taking PCA America campaign components and using them as their own with no attribution to our organization, thus diluting our network's awareness efforts.*

Please also note that Pinwheels for Prevention® and the blue pinwheel mark are both trademarked by Prevent Child Abuse America. Therefore, partners cannot use these elements without written permission from the state chapter and, if used, must be accompanied with the PCA America/state chapter logo for proper attribution. Any partner who uses these trademarked components without written permission or misuses the marks will be notified of trademark infringement.

If you have any questions, need assistance customizing any of the campaign components, or need help with trademarked materials or any other partner-related questions, please contact Ann Cheeseman: [acheeseman@preventchildabuse.org](mailto:acheeseman@preventchildabuse.org)

# 2019 CAMPAIGN OVERVIEW

For 2019, we are building off of the success of last year's campaign while providing additional tools to help extend the campaign message. This year's campaign will be digitally-focused and will have paid advertising support from the National Office, allowing us to be more targeted in our outreach and ensuring we are reaching the right people with the right message at the right time. This will be supported by the local efforts from the state chapters allowing us to amplify our prevention message from a national and local perspective.



## Campaign Objectives

### **Increase Awareness**

of child abuse and neglect prevention

### **Inspire and Foster Action**

among the public to get involved and help prevent child abuse and neglect in their communities

### **Increase Awareness**

of Prevent Child Abuse America and our state chapters



# 2019 CAMPAIGN THEME

DO MORE OF  
WHAT YOU  
LOVE TO CREATE  
**#GREATCHILDHOODS**



Small steps can make a big difference in a child's life. You can help kids and parents, while making a difference in your own community, by doing some of your favorite things. By helping support kids through mentorship, you are aiding in their healthy development. By helping support parents, you can help ensure positive environments where children can thrive. Because when parents have the support to be able to do their best, kids can be their best. In fact, in a national survey, 94% of parents said they were in need of help and support, and over 86% said they would be grateful for service, childcare or other support as they raise their children; however less than 20% actually seek help. So this April, support great childhoods by doing more of what you love to help make a difference for parents and children in your community.

# 2019 CAMPAIGN COMPONENTS

## Create Great Childhoods Digital Campaign

Throughout April we'll show how anyone can help create great childhoods by simply doing some of the things they love.



## Wear Blue Day

On Friday, April 5, individuals and organizations across the country will band together to make a visible commitment to preventing child abuse and helping create great childhoods nationwide by wearing blue.



## Pinwheels & Pinwheel Gardens

The pinwheel has come to serve as the symbol of the great childhoods we want for all children. Help raise awareness by planting pinwheel gardens or distributing pinwheels at local events.



# 2019 CAMPAIGN OVERVIEW



**GREAT NEIGHBORS MAKE  
#GREATCHILDHOODS**



**Prevent Child Abuse  
America**

The more we can show people how simple actions and doing the things they love relate back to child abuse prevention, the better people will understand what prevention is in the first place. Child Abuse Prevention Month is the perfect time to encourage action and we hope that this toolkit is helpful in activating people in your state.

**You can access and download all of the campaign components included within this toolkit, including images and templates, on the [2019 Chapter CAP Month Toolkit page](#).**



**Prevent Child Abuse  
America**



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## Wear Blue Day Content

- Sample Press Release
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## Pinwheels and Pinwheel Garden Content

- Sample Talking Points
- Sample Press Release
- Pinwheel Handout
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# DO MORE OF WHAT YOU LOVE

———— TOOLKIT ————



# MEDIA TOOLKIT:

## SAMPLE TALKING POINTS

You can use the below talking points, which can be adapted to your own state's campaign, as a guide when talking to the press, hosting community-wide events, or even for PSA messaging throughout CAP Month.

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- April is Child Abuse Prevention Month, a time to celebrate the good things our communities do to promote healthy child development and help prevent child abuse and neglect.
- We all have a role to play in healthy child development, and our goal this April is to help others recognize that role and the ways we can maximize our impact.
- We want to help people understand that it's possible to do the things they love—cooking, making art or music, reading, or playing sports—and, at the same time, help families and their community thrive. Because small steps can make a big difference in a child's life—and a parent's as well.
- Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little support along the way.
- In a national survey, 94% of parents said they needed help of some kind; 86% said they would be grateful for services, childcare or other support. However, in a separate study, fewer than 20% of parents said they would actually seek help.
- Suggestions from Prevent Child Abuse America to help support parents and create great childhoods for children in your community while doing what you love include:
  - Love to read? Volunteer for an after-school reading program or book club—you'll help kids meet new friends and spark their imaginations, too.
  - Love to cook? Give a new mom a break by bringing over dinner.
  - Love sports? Coach a youth sports team to teach kids the value of teamwork—they'll learn how to trust teammates and themselves.
  - Love to play host or hostess? Host a kid-friendly BBQ or organize a block party so parents can socialize without the stress of finding a sitter—social connections with other parents helps to establish a strong support network.
  - Want your voice to be heard? Contact your elected officials and urge them to support policies and programs that promote safe healthy childhoods.

# MEDIA TOOLKIT:

## SAMPLE PRESS RELEASE

### Prevent Child Abuse [STATE] Encourages People to ‘Do More of What You Love’ to Help Families this April, Child Abuse Prevention Month

(CITY, STATE)—Prevent Child Abuse [STATE] encourages people across the state to participate in this year’s National Child Abuse Prevention Month by sharing their talents and time to help create better, brighter futures for children and families. Even the smallest steps can make a big difference in a child’s life—and a parent’s as well.

“Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little extra support every now and then,” said [CHAPTER HEAD NAME & TITLE] at Prevent Child Abuse [STATE]. “That’s why we’re asking people to proactively engage parents in their local community and offer their support —whether it’s by making a meal for a family, reading to or tutoring a child, or even hosting a kid-friendly neighborhood block party to build social connections.”

In a national survey, 94% of parents said they needed help of some kind; 86% said they would be grateful for services, childcare or other support. However, in a separate study, fewer than 20% of parents said they would actually seek help.

“While our goal is to help create great childhoods for all children, it’s important that parents get the support they need in order to do so,” explained Prevent Child Abuse America President and CEO Dan Duffy. “Despite the best intentions, parenting can be challenging. We want to help people understand that it’s possible to do the things they love—cooking, making art or music, reading, or playing sports—and, at the same time, help families and their community thrive.”

Suggestions from Prevent Child Abuse America to make a difference in a child’s life and help support parents while doing what you love include:

- Volunteer for an after-school reading program or book club—you’ll help kids meet new friends and spark their imaginations, too.
- Give a new mom a break by bringing over dinner, offering to run an errand, or babysitting.
- Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
- Host a kid-friendly BBQ or organize a block party so parents can socialize without the stress of finding a sitter—social connections with other parents help to establish a strong support network.
- Contact your elected officials and urge them to support policies and programs that promote safe healthy childhoods.

# MEDIA TOOLKIT:

## SAMPLE PRESS RELEASE, cont.

“We all share a responsibility for the physical, emotional, and mental well-being of children and their families,” added [LAST NAME OF CHAPTER HEAD]. “I encourage everyone in the state to do what they love this April and help ensure great childhoods in their community.”

### **About Prevent Child Abuse [STATE]**

[INSERT PCA STATE CHAPTER BOILERPLATE HERE]

### **About Prevent Child Abuse America**

Founded in 1972, Prevent Child Abuse America is a national organization with chapters in all 50 states and nearly 600 Healthy Families America home visitation sites throughout the country. It promotes services that improve child well-being and develops programs that help to prevent all types of abuse and neglect. Ninety-four cents of every dollar spent goes directly into programs and services, which is why it is rated as one of the top charities for children by Consumer Reports and charity oversight organizations, including: Charity Navigator, GreatNonprofits and GuideStar. Visit [preventchildabuse.org](http://preventchildabuse.org) to learn more.

# # #

# MEDIA TOOLKIT:

## SAMPLE LETTER TO THE EDITOR

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### TIP

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Letters to the editor (LTEs) get the most attention when they respond directly to a recent event or article in the news. When writing to your local news outlet, be sure to reference a specific story or community issue that's related to child health and well-being. Also, verify the maximum word count for the outlet to which you're writing; if your LTE is too long it will either be discarded or edited by someone else, sometimes deleting important elements. Up to 250 words is typical for local and regional papers, but many larger newspapers are limited to 150 or so, and some magazines limit letters to less than 100 words.

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#### LTE Sample—Short (~150 words)

*Letter to the editor, intended for publication*

Your recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] reinforces that we all share a responsibility for the well-being of children and their families in [STATE or CITY]. And since April is National Child Abuse Prevention Month, it's the perfect time to help people understand that it's possible to do the things they love and help families and their community thrive.

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. That's why I encourage everyone to proactively engage parents in their community and offer your support—whether it's by making a meal for the family or reading to a child. For more suggestions, please visit [website].

Collectively, these small steps will help create better, brighter futures for children and families in [STATE or CITY].

Sincerely,

[NAME, TITLE]

Prevent Child Abuse [STATE]

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# MEDIA TOOLKIT:

## SAMPLE LETTER TO THE EDITOR, cont.

### LTE Sample—Long (~250 words)

*Letter to the editor, intended for publication*

Your recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] reinforces that we all share a responsibility for the physical, emotional, and mental well-being of children and their families in [STATE or CITY]. And since April is National Child Abuse Prevention Month, it's the perfect time to help people understand that it's possible to do the things they love and help families and their community thrive. Small steps can make a big difference in a child's life—and a parent's.

Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little support along the way. That's why I encourage people across the state to proactively engage parents in their local community and offer your support. Here are some suggestions:

- Volunteer for an after-school reading program or book club—you'll help kids meet new friends and spark their imaginations, too.
- Give a new mom a break by bringing over dinner or offering to babysit.
- Coach a youth sports team to teach kids the value of teamwork—they'll learn how to trust teammates and themselves.
- Host a kid-friendly BBQ or organize a block party so parents can socialize without the stress of finding a sitter.
- Contact your elected officials and urge them to support policies and programs that promote safe, healthy childhoods.

Collectively, these small steps will make a big impact and help create better, brighter futures for children and families in [STATE or CITY].

Sincerely,

[NAME, TITLE]

Prevent Child Abuse [STATE]

# DIGITAL TOOLKIT: INFOGRAPHIC

This year's infographic shows different ways people can get involved throughout CAP month and help children and parents in their communities by doing some of the simple things they already love to do. We also help make the connection between how these simple acts help create great childhoods and prevent child abuse and neglect. The infographic can be used as stand-alone web content, broken up into smaller pieces of digital content, printed out for distribution, or any number of other uses.

Below are components of the full infographic. The full infographic can be downloaded from the 2019 CAP Month campaign site.

From *Prevent Child Abuse America*

## DO MORE OF WHAT YOU LOVE TO CREATE!

#GREATCHILDHOODS

Small steps can make a big difference in a child's life. You can help kids and parents—and make a difference in your own community—by doing some of your favorite things.

### LOVE TO READ?

Volunteer for an after-school reading program or book club. You'll help kids meet new friends and spark their imaginations, too.

**BECAUSE:** The amount of time kids spend reading for fun directly relates to their overall reading achievement.<sup>1</sup>

### SAY HI TO A NEW PARENT

Have a favorite recipe? Bring over dinner to give new parents a break, offer to run errands or walk the family dog—no thank-you note required!

**BECAUSE:** Eliminating the worry of household tasks can give parents a little time for self-care, so they can be their best selves for their kids.<sup>2</sup>

### GET SOCIAL!

Be an advocate for kids by sharing posts about children's issues and safety on your favorite social media network. Social media networks are an important way to educate the public about child abuse and neglect prevention.<sup>3</sup>

## PLAY BALL!

Catch a youth sports team to teach kids the value of teamwork. They'll learn how to trust teammates and themselves—win or lose.

**BECAUSE:** Kids who play sports learn vital life lessons, such as managing their emotions under stressful situations and working well with others.<sup>4</sup>

### LOVE A COOKOUT?

Host a kid-friendly BBQ or organize a block party so parents can socialize without the stress of finding a sitter.

**BECAUSE:** The more social connections parents develop, the stronger their "safety net." It's also a great way for kids to get to know the adults in their community.<sup>5</sup>

## PROMOTE PINWHEELS

Plant a pinwheel garden to display in your community or your own front yard. You'll raise awareness for Pinwheels for Prevention® and #CAPmonth. In 2008, we introduced the pinwheel as the national prevention symbol—reminding us of the innocence and joy of the #GreatChildhoods every child deserves.

### ENJOY CREATIVITY?

Host a parent-child art night, start an after-school art club or assemble mini-craft kits for kids who might not have art supplies at home.

## HOME

**BECAUSE:** Research suggests that art promotes creativity, social development and self-worth.<sup>6</sup>

## BE A FORCE FOR GOOD

Advocate for children and families by urging your elected officials to support policies and programs that promote safe, healthy childhoods.

**BECAUSE:** Effective policies to prevent abuse and neglect can save taxpayers billions of dollars each year.<sup>7</sup>

### SHARE YOUR TALENTS

If you're good at something, there's a good chance a children's or family organization near you can use your skills to help them deliver services more effectively.

**BECAUSE:** Volunteers save U.S. child and family-serving organizations \$192 billion each year with the time they contribute.<sup>8</sup>

## GIVE THE GIFT OF #GREATCHILDHOODS

Your donations support efforts to help kids thrive in all 50 states, from in-home visits to child sexual abuse prevention programs. Every dollar counts!

**BECAUSE:** Prevent Child Abuse America® is proud to be rated one of the top charities for children by *Consumer Reports*. We dedicate 94 cents of every dollar spent directly to programs that help children and families thrive.

**Prevent Child Abuse America**

Prevent Child Abuse America is a 501(c)(3) nonprofit organization. All contributions are tax-deductible to the extent allowed by law. © 2019 Prevent Child Abuse America. All rights reserved. For more information, visit [www.preventchildabuse.org](http://www.preventchildabuse.org).

# DIGITAL TOOLKIT: CAMPAIGN GRAPHICS + SOCIAL ADS

Included in the toolkit are a series of digital campaign ads and social media graphics for use on Facebook, Twitter, and Pinterest. You are encouraged to use the content and images as is or repurpose for your own specific statewide initiatives. All images and graphics are available for download on the CAP month campaign site.



*NOTE: The CAP month artwork and campaign elements, including all images and image licenses, are property of Prevent Child Abuse America.*



# DIGITAL TOOLKIT:

## SOCIAL MEDIA CONTENT CALENDAR

The following pages outline a sample social content calendar with posting dates, images, and suggested headline and content copy for Facebook, Twitter, and Pinterest. Feel free to use these components as is or add your own local spin.







### FACEBOOK

Date	Social art	Headline	Content
M 4/1		<b>April is #CAPmonth</b>	Today marks the start of Child Abuse Prevention Month! Stay tuned this April for small steps you can take to help kids—and parents—in your own community create #GreatChildhoods. ❤️ #CAPmonth
W 4/3		<b>#WearBlue</b>	<i>[animated]</i> This Friday, #WearBlue and show your support for #GreatChildhoods as we raise awareness during #CAPmonth. Today and every day—it's up to all of us to help prevent child abuse. 👕👖👦👧
F 4/5		<b>#WearBlue</b>	<i>[animated]</i> Will you #WearBlue today? Join us! Wear your favorite blue pants, blue shirt—blue whatever! You'll help raise awareness for Child Abuse Prevention Month. 👕👖👦👧 #CAPmonth #pinwheelsforprevention #GreatChildhoods
M 4/8		<b>Do more of what you love to create #GreatChildhoods</b>	It's easier than you think to make a big difference in a child's life with small steps you can take every day. April is #CAPmonth, but every day matters. Check out all the ways you can get involved. ❤️ #pinwheelsforprevention
W 4/10		<b>When parents do their best, kids can be their best.</b>	Every time you help moms and dads be the best they can be, you make #GreatChildhoods happen! Help a first-time parent or share your favorite go-to resources and referrals with a new neighbor. See more ways you can help #CAPmonth and every month. 😊👍






# DIGITAL TOOLKIT: FACEBOOK CONTENT CALENDAR, cont.

## FACEBOOK

F 4/12		<b>Help #GreatChildhoods happen</b>	Love to read? Feel inspired? Got game? Do more of whatever it is you love to help kids—and their parents—right in your own community feel safe, supported and happy. 📖🎮🏀 #CAPmonth
M 4/15		<b>Charitable Tax Tip</b>	Feeling taxed? Your donations to Prevent Child Abuse America are tax-deductible! Plus, 94 cents out of every dollar goes directly to programs and services that help kids thrive. See why we're rated one of the top children's charities by <i>Consumer Reports</i> . 🏆 #CAPmonth #GreatChildhoods
W 4/17		<b>#GreatChildhoods</b>	<b>[animated]</b> Worth sharing: Since 2008, blue pinwheels have become the national symbol for child abuse and neglect prevention—spreading joy and awareness. All April long—let's watch them whirl. 💙 #pinwheelsforprevention #CAPmonth
F 4/19		<b>C is for Childhood</b>	Every child deserves to grow up feeling safe and loved. It's easier than you think to help make #GreatChildhoods happen. Learn how you can help kids in your own community have the childhood they deserve. 💙 #CAPmonth
M 4/22		<b>Stand up for #GreatChildhoods</b>	Tell your elected officials at every level to support policies and programs that promote safe, healthy childhoods. That's how #GreatChildhoods happen! 😊👏 #pinwheelsforprevention
W 4/24		<b>Great neighbors make #GreatChildhoods</b>	Organize kid-friendly social events so parents can connect without the stress of finding a sitter. Check out all the ways you can be a family-friendly pillar of your community. 🍦🚲 #GreatChildhoods #CAPmonth






# DIGITAL TOOLKIT: FACEBOOK CONTENT CALENDAR, cont.

## FACEBOOK

F 4/26		<b>Speak up for kids!</b>	Let your elected officials know you support policies that support kids and families—during #CAPmonth and every month. 🙌😊 #GreatChildhoods
M 4/29		<b>#pinwheelsforprevention</b>	There's one more day to promote #CAPmonth! This April and always, help us raise awareness with the nationally recognized symbol for #GreatChildhoods—blue pinwheels! "Plant" a pinwheel garden and let's keep them whirling! 💙
T 4/30		<b>Thank you for helping create #GreatChildhoods!</b>	You are a force for good: Your generous donations during #CAPmonth will create #GreatChildhoods in your own community—and across the country—for thousands of kids and families in all 50 states. Thanks again for your support! 💙

# DIGITAL TOOLKIT: TWITTER CONTENT CALENDAR












## TWITTER

Date	Social art	Headline	Content
M 4/1		April is #CAPmonth	Today marks the start of Child Abuse Prevention Month—stay tuned for ideas to make #GreatChildhoods happen: <a href="#">URL</a> #CAPmonth
TU 4/2		Small steps impact small lives	It's easier than you think to make #GreatChildhoods happen. Be the support that every mom or dad needs, during Child Abuse Prevention Month and always! #CAPmonth: <a href="#">URL</a>
W 4/3		Do more of what you love to create #GreatChildhoods	Make a big difference in a child's life. It's easier than you think, with small steps you can take during Child Abuse Prevention Month and every day: <a href="#">URL</a> #CAPmonth
TH 4/4		#WearBlue	<b>[animated]</b> Get ready for #WearBlueDay this Friday. You'll raise awareness to prevent abuse and neglect during Child Abuse Prevention Month. 🎗️👕🗣️ #CAPmonth
F 4/5		#WearBlue	<b>[animated]</b> Join us! #WearBlue today and raise awareness for #CAPmonth. Wear your favorite 🎗️👕🗣️ to show your support! #pinwheelsforprevention #GreatChildhoods



# DIGITAL TOOLKIT: TWITTER CONTENT CALENDAR, cont.



## TWITTER

TU 4/9		<b>When parents do their best, kids can be their best.</b>	Help a first-time parent or share your favorite go-to resources with a new neighbor. See more ways you can help during #CAPmonth and every month: <a href="#">URL</a>
TH 4/11		<b>Speak up for kids!</b>	Let your elected officials know you support policies that support kids and families—for #CAPmonth and every month: #GreatChildhoods 
TU 4/16		<b>Generosity counts!</b>	Did you know? 94 cents out of every dollar goes directly to services that help kids have #GreatChildhoods. Rated one of the top children's charities by @Consumer Reports: <a href="#">Donate URL</a>
TH 4/18		<b>#GreatChildhoods</b>	<b>[animated]</b> Worth a retweet: Blue pinwheels are the symbol for prevention of child abuse and neglect—spreading joy and awareness.  #pinwheelsforprevention #CAPmonth
TU 4/23		<b>Stand up for #GreatChildhoods</b>	Tell your elected officials at every level to support policies and programs that promote safe, healthy childhoods. That's how #GreatChildhoods happen!   #pinwheelsforprevention
TU 4/30		<b>Thank you for helping create #GreatChildhoods!</b>	Your generous donations during #CAPmonth will create #GreatChildhoods in your own community—and across the country—for thousands of kids and families in all 50 states. Thanks again for your support! 





# DIGITAL TOOLKIT: PINTEREST CONTENT CALENDAR

## PINTEREST

Date	Social art	Headline	Content
M 4/1		<p><b>Why the blue pinwheels?</b></p>	<p>Did you know? The first Friday of every April is #WearBlueDay—to help raise awareness of child abuse and neglect prevention. #pinwheelsforprevention</p>
M 4/8		<p><b>Do more of what you love to create #GreatChildhoods</b></p>	<p>April is Child Abuse Prevention Month, aka #CAPmonth. Follow us for easy ideas and simple steps you can take to raise awareness and make #GreatChildhoods happen.</p>
F 4/12	<p><i>full infographic</i></p>	<p><b>Do more of what you love to create #GreatChildhoods</b></p>	<p>Make a difference in your community. Visit <a href="http://preventchildabuse.org">preventchildabuse.org</a> for more ideas and ways to volunteer, coach, tutor, inspire—and care! It's easier than you think!</p>


# DIGITAL TOOLKIT: PINTEREST CONTENT CALENDAR, cont.

## PINTEREST

<p>M 4/15</p>		<p><b>Be a force for good!</b></p>	<p>Want more ideas? Visit <a href="http://preventchildabuse.org">preventchildabuse.org</a> for small steps you can take to support kids and parents in your community.</p>
<p>F 4/19</p>		<p><b>When parents do better, kids do better.</b></p>	<p>Every time you help moms and dads be the best they can be, you make #GreatChildhoods happen! Help a first-time parent or share your favorite go-to resources and referrals with a new neighbor. See more ways you can help #CAPmonth and every month.</p>
<p>M 4/22</p>	<p><i>full infographic</i></p>	<p><b>Do more of what you love to create #GreatChildhoods</b></p>	<p>Visit <a href="http://preventchildabuse.org">preventchildabuse.org</a> for more ways you can make a big difference in a child's life. It's easier than you think.</p>
<p>F 4/26</p>		<p><b>When parents do better, kids do better.</b></p>	<p>Want more ideas to help parents be their best? Visit <a href="http://preventchildabuse.org">preventchildabuse.org</a> for ways you can do more of what you love to support families and help create #GreatChildhoods.</p>

# DIGITAL TOOLKIT: PINTEREST CONTENT CALENDAR, cont.

## PINTEREST

<p>M 4/30</p>		<p><b>Why the blue pinwheels?</b></p>	<p>Get more ideas to promote #pinwheelsforprevention at <a href="http://preventchildabuse.org">preventchildabuse.org</a></p>
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# SOCIAL MEDIA TIPS + BEST PRACTICES: PLATFORM OVERVIEW

Social media is a great channel to be able to target specific audiences with our CAP month message, reach and engage them with content, and provide ways for them to easily take action.

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## PRIMARY PLATFORMS

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### **Facebook = Mass Reach + Scale**

We can leverage the size of Facebook's network and detailed audience targeting capabilities to showcase our mission and engage in a conversational and meaningful way.



### **Twitter = Real-Time Opportunities + Engagement**

We can participate in real-time conversations that are already happening and create dialogue around our CAP month efforts. Plus, users are more apt to share out content publicly on the platform, so there is more opportunity to engage them in conversation and CAP month content.



# SOCIAL MEDIA TIPS + BEST PRACTICES:

## PAID SOCIAL MEDIA

Because of the ever-changing algorithms on social platforms, organic content can be deprioritized and may not reach your full follower base, whereas paid content has a greater chance of reaching your intended audience—both followers and non-followers. Therefore, we recommend a mix of paid and organic content throughout CAP month where possible.

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### PAID SOCIAL CONTENT

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Paid social media is essential for creating brand awareness, reaching more audience members, and increasing engagement. Here are a few tips for how to get started:

- **Use the Facebook Ads Manager tool.** You can access the Ads Manager directly by going to [facebook.com/ads](https://facebook.com/ads). Follow the step-by-step instructions to get your Ads account up and running.
- **Determine your target audience and goals.** Who do you want to see your ads? Are you trying to reach potential donors, new volunteers, or just folks interested in your cause? A good tip is to look at your Facebook Insights page to see what kind of demographics you're already reaching most effectively and where your money would be most best spent.
- **Set your budget.** You don't have to spend a lot of money to see a return on the ads. You have the option to set a daily budget or a lifetime campaign budget, and these numbers represent the maximum amount you would spend on your campaign.
- **Use images or video.** In the provided chapter toolkit, we have some images that are optimized for Facebook ad specifications. We've also provided some images that are meant to be used in Carousel ads as well as animated ads that will really grab attention.
- **Track the campaign and optimize content along the way.** If one ad is performing better than another, optimize your paid campaign with higher-performing content.

*NOTE: The National Office will be running a paid national social media campaign throughout CAP month. For extra impact, you can supplement with a local ad buy targeting audiences throughout your state or in specific communities.*

# SOCIAL MEDIA TIPS + BEST PRACTICES: ORGANIC SOCIAL MEDIA

Organic social media is important for building and nurturing relationships with current and potential followers. Our organic content should feel approachable, friendly and drive followers to take further action.

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## ORGANIC SOCIAL CONTENT

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Here are a few tips for how to create compelling organic social content:

- **Consider posting 1-2 organic posts per week.** This will help keep followers engaged and will help keep your chapter and CAP month top of mind all month long.
- **Always include images.** Images help grab your audience's attention while scrolling through their social feed. Use the campaign images provided by the National Office or create your own. You can find quality (and free!) stock images on websites like Unsplash.com.
- **Prioritize video content.** Videos have higher engagement rates and tend to outperform static image posts.
- **Keep copy short, colloquial and to-the-point.** The more ad-like it sounds, the lower it will perform.
- **Include a call-to-action to encourage your audience to engage.** Whether you want people to click through to your website, share, or comment, make sure you tell your audience what you want. Your calls-to-action can be anything from an intriguing question, a "tease" to entice people to click or read more, or an explicit request. Experiment and see what works best.
- **Don't overload your page with donation requests, event invites, etc.** Always try to add value to your page and provide interesting and informative content for your audience.
- **Use Facebook Insights to help guide content development.** The tool can help you learn more about the demographics of your audience, what times of day they are the most active, and which types of content are being interacted with the most.

# SOCIAL MEDIA CAMPAIGN HASHTAGS

Hashtags # are used to help categorize content on social media and allow you to connect with and engage others based on a common theme or interest. It also makes your own content discoverable and allows you to find relevant content from others.

Here are some of the hashtags we will be using throughout CAP month:

**#greatchildhoods**

**#CAPmonth**

**#wearblue**

**#pinwheelsforprevention**

# OUT OF HOME BILLBOARD

Some chapters have expressed interest in campaign materials that can be used as part of out of home billboard placements through local partnerships or statewide media opportunities. In 2019, we have provided a billboard template that can be used and localized with your state chapter logos and campaign information.





# TURNKEY ACTIVATION IDEAS

Looking for new opportunities to help raise awareness throughout CAP month? Here are a few turnkey activation ideas that you can adapt throughout your state and with local partners. This file can be downloaded on the CAP month campaign site.



## ADD SOME SNAP TO CAP MONTH

In addition to our national Child Abuse Prevention campaign, here are a few ways you can build on the momentum locally.

### Tap into community spirit

**Community pinwheel garden.** This longtime favorite is a great way to get the public engaged. Kick off the month with a small ceremony so people know what the garden represents.

**Get business on board.** Suggest local bakeries, cafés and restaurants create special desserts (e.g., cupcakes for kids) and link additional proceeds toward your chapter's programs.

**Activate your advocates.** Share templates for letters and emails people can use to advocate for programs that promote healthy kids and families, or host a letter-writing campaign in partnership with a local organization.

### Get seriously social

**Stream for success.** Stream any of the above events on live social media via Facebook or Snapchat, or create a story on Instagram. Don't forget your #WearBlueDay and #GreatChildhoods hashtags!

**Pass the pinwheel.** Encourage followers to share a virtual pinwheel with someone who helped them have a #GreatChildhood or gave support as a parent.

**Seek out stories.** Ask people to share their stories about the valuable parenting support they've received. You can even create an online form so people can work from a template.

### Make a happening happen

**Rev up Wear Blue Day.** Friday, April 5 is Wear Blue Day. Don't just remind people to wear blue—get something special going!

- Hold a "blues" night at a local coffee shop or tavern featuring local musicians (wearing blue, of course), with a portion of the cover going to donations to your chapter.
- Host a tournament—softball, kickball, dodgeball, etc.—with parents coaching, kids playing and volunteers sharing CAP month information.
- Create a Facebook contest for your local partners—whoever posts the most pics with #WearBlueDay wins a free pinwheel pack!

**Ask the expert.** Host an informational meeting, webinar or live Q&A session around child abuse prevention featuring a well-known subject matter expert.

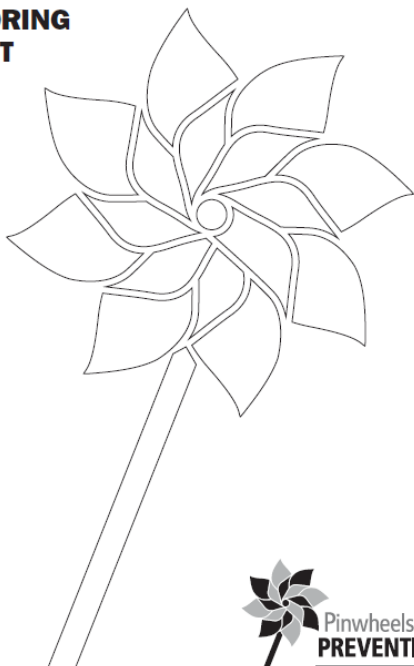


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# ADDITIONAL RESOURCES

Another great way to help get kids involved throughout CAP month is using pinwheel coloring sheets and build-your-own pinwheel activities at local events and with partners. These sheets can be downloaded from the 2019 CAP Month Toolkit page.

## PINWHEEL COLORING SHEET



preventchildabuse.org



## MAKING YOUR OWN PINWHEEL

Here's a craft project that will allow children a chance to participate in your community's **Pinwheels for Prevention** activities. This activity can be used in schools, daycare centers, after-school programs, church groups, etc.

### Materials

- a push pin
- a square piece of construction paper (about 8.5" x 8.5")
- a sharpened pencil with eraser
- scissors

### Procedure

1. Lay the square paper flat on a table and draw a line diagonally from each corner to the opposite corner.
2. Mark the center of the square where the two lines cross and punch a small hole through it with the pencil tip.
3. Next, cut along each line stopping about an inch from the hole in the center of the square.
4. Take the pin and punch a hole in the top left corner of each of the four flaps. (No two holes should be next to each other.)
5. Pick-up a flap at a punched corner and carefully curve it over toward the center hole, securing it with the pin.
6. Repeat this for the other flaps.
7. When all four flaps are held by the pin, carefully lift the paper without letting the flaps unfurl.
8. Lay the pencil flat on a table and carefully push the point of the push pin into the side of the eraser.
9. Now your pinwheel is complete and ready to go. Pick-up the pinwheel near the pencil point and let it catch the wind.



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# WEAR BLUE DAY

———— TOOLKIT ————

# SAMPLE PRESS RELEASE

## [STATE] Residents Urged to Wear Blue in Support of Children and Families this April, Child Abuse Prevention Month

(CITY, STATE)—Prevent Child Abuse [STATE] invites people across the state to wear blue on Friday, April 5, to show support for children and families during National Child Abuse Prevention Month.

“‘Wear Blue Day’ is an opportunity for people of all backgrounds to collectively and unequivocally draw attention to effective programs and policies that help children and families thrive,” said [CHAPTER HEAD NAME & TITLE] at Prevent Child Abuse [STATE]. “Additionally, by wearing blue, people throughout the state demonstrate an awareness of and commitment to our shared responsibility for the physical, emotional, and mental well-being of the children and families in our communities.”

In addition to participating in this year’s Wear Blue Day, people are encouraged to engage in positive, supportive activities throughout Child Abuse Prevention Month.

“Small steps can make a big difference in a child’s life,” explained Prevent Child Abuse America President and CEO Dan Duffy. “We want to help people understand that it’s possible to do the things they love—cooking, making art and music, reading, or playing sports—and, at the same time, help families and their community thrive.”

In addition to wearing blue, Prevent Child Abuse America suggests the following to make a difference in a child’s life and help support parents while doing what you love:

- Volunteer for an after-school reading program or book club—you’ll help kids meet new friends and spark their imaginations, too.
- Give a new mom a break by bringing over dinner, offering to run an errand, or babysitting.
- Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
- Host a kid-friendly BBQ or organize a block party so parents can socialize without the stress of finding a sitter—social connections with other parents helps to establish a strong support network.
- Contact your elected officials and urge them to support policies and programs that promote safe healthy childhoods.

### About Prevent Child Abuse [STATE]

INSERT PCA STATE CHAPTER BOILERPLATE HERE



# # #




# SOCIAL MEDIA CONTENT CALENDAR

The following outlines the sample social content calendar with posting dates, imagery, and suggested headline and content copy to help raise awareness for Wear Blue Day on Facebook and Twitter. Note that the imagery is animated, however you can feel free to customize any of the social post copy for each channel.

## FACEBOOK

W 4/3		#WearBlue	<b>[animated]</b> This Friday, #WearBlue and show your support for #GreatChildhoods as we raise awareness during #CAPmonth. Today and every day—it's up to all of us to help prevent child abuse. 📌 👕 👤 🗣️
F 4/5		#WearBlue	<b>[animated]</b> Will you #WearBlue today? Join us! Wear your favorite blue pants, blue shirt—blue whatever! You'll help raise awareness for Child Abuse Prevention Month. 📌 👕 👤 🗣️ #CAPmonth #pinwheelsforprevention #GreatChildhoods

## TWITTER

TH 4/4		#WearBlue	<b>[animated]</b> Get ready for #WearBlueDay this Friday. You'll raise awareness to prevent abuse and neglect during Child Abuse Prevention Month. 📌 👕 👤 🗣️ #CAPmonth
F 4/5		#WearBlue	<b>[animated]</b> Join us! #WearBlue today and raise awareness for #CAPmonth. Wear your favorite 📌 👕 👤 🗣️ to show your support! #pinwheelsforprevention #GreatChildhoods

# PINWHEELS & PINWHEEL GARDENS

———— TOOLKIT ————

# SAMPLE TALKING POINTS

Below are sample talking points you can use to respond to frequently asked questions about the pinwheel as a symbol and pinwheel gardens.

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## Why do you use the pinwheel?

In 2008, Prevent Child Abuse America introduced the pinwheel as the new national symbol for child abuse prevention through Pinwheels for Prevention®. What our research showed, and what our experiences since then have borne out, is that people respond favorably to the pinwheel. We believe that the pinwheel is a perfect way to represent the happy, healthy childhoods every child deserves. Over the years, the pinwheel has taken off and is a popular symbol of the great childhoods we want for all children.



## Why should I care about child abuse prevention?

When we invest in healthy child development, we are investing in community and economic development. Unfortunately, children are sometimes exposed to extreme and sustained stress like child abuse and neglect, which can undermine a child's development. Research conducted by Prevent Child Abuse America estimates that implementing effective policies and strategies to prevent child abuse and neglect can save taxpayers over \$80 billion per year. The cost of not doing this is measured in increased costs for foster care services, hospitalization, mental health treatment and law enforcement, as well as loss of individual productivity and expenditures related to chronic health problems, special education and the justice system.

## How can I help?

There are simple things you can do every day to make a difference. In fact, research from Prevent Child Abuse America suggests you are probably already helping. Whether it's mentoring children through a local pre- or after-school program, providing relief to an overburdened family by volunteering to babysit or preparing a ready-make meal, or calling your local legislators to advocate for policies like home visiting, there are many things you can do to help promote great childhoods and the prevention of abuse and neglect. During Child Abuse Prevention Month, connect with your Prevent Child Abuse America state chapter to learn more about the ways you can make an impact locally.

# SAMPLE TALKING POINTS, cont.

## **I want to plant a pinwheel garden. Where do I start?**

Get in touch with your local Prevent Child Abuse America state chapter to learn how you can buy pinwheels to make your own garden. By purchasing pinwheels from your local chapter you can further support programs and services that are helping reduce child abuse and neglect in your own state

*NOTE: When people ask to plant their own pinwheel gardens, gently remind them not to use the pinwheel to message around graphic content (a common example or stat that people jump to is the number of child deaths in a given year) that make people disengage with our cause.*

## **Do you have any fun pinwheel activities I can do with my children / students?**

Absolutely! You can download a pinwheel coloring sheet that are great for children of all ages. For older children, download instructions on how to make your own paper pinwheel.





# SAMPLE PRESS RELEASE

## Pinwheels for Prevention® Gardens Demonstrate Support for Children and Families this April, Child Abuse Prevention Month

(CITY, STATE)—Prevent Child Abuse [STATE] will be at [LOCATION] on [DATE] to plant a Pinwheels for Prevention® garden and show support for children and families during National Child Abuse Prevention Month.

“Pinwheels connote happy, healthy childhoods and have become the national symbol of child abuse prevention,” said [CHAPTER HEAD NAME & TITLE] at Prevent Child Abuse [STATE]. “Since 2008, advocates and volunteers across the country have come together annually to plant pinwheel gardens in their communities, drawing attention to the need for effective programs and policies that ensure the physical, emotional, and mental well-being of children and their families.”

Since 2008, more than 5 million pinwheels have been distributed for Pinwheels for Prevention® gardens nationwide. In addition to planting pinwheel gardens, people are encouraged to participate in positive, supportive activities throughout Child Abuse Prevention Month.

“Small steps can make a big difference in a child’s life,” explained Prevent Child Abuse America President and CEO Dan Duffy. “We want to help people understand that it’s possible to do the things they love—cooking, making art and music, reading, or playing sports—and, at the same time, help families and their community thrive.”

In addition to planting pinwheel gardens, Prevent Child Abuse America suggests the following to make a difference in a child’s life and help support parents while doing what you love include:

- Volunteer for an after-school reading program or book club—you’ll help kids meet new friends and spark their imaginations, too.
- Give a new mom a break by bringing over dinner, offering to run an errand, or babysitting.
- Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
- Host a kid-friendly BBQ or organize a block party so parents can socialize without the stress of finding a sitter—social connections with other parents helps to establish a strong support network.
- Contact your elected officials and urge them to support policies and programs that promote safe healthy childhoods.

### About Prevent Child Abuse [STATE]

INSERT PCA STATE CHAPTER BOILERPLATE HERE

# # #

# PINWHEEL INFORMATIONAL HANDOUT

For 2019, we created a pinwheel handout that can be printed and distributed at local events or shared with partners who plant pinwheel gardens in their local communities to help reinforce the meaning of the pinwheel and pinwheel-related prevention messaging. This flyer can be customized and there is a panel on the backside of the document where your local chapter contact information can be included (simply type your information inside of the field).



**PINWHEELS FOR PREVENTION®**

**More than a reminder—  
It's a movement**  
In 2008, Prevent Child Abuse America® launched the Pinwheels for Prevention® campaign as a grassroots effort for individuals and organizations across the U.S. to take action. The campaign promotes healthy child development while raising awareness to prevent child abuse and neglect—before it ever happens.

**Why pinwheels?  
An expression of #GreatChildhoods**  
Prevent Child Abuse America introduced the blue pinwheel as the nationally recognized symbol for prevention because it represents the great childhoods all children deserve and the prevention efforts that help them happen. Today, it inspires all of us to play a role in providing the best possible environment for every child to flourish and thrive.

#PinwheelsForPrevention

Prevent Child Abuse America

**JOIN US!**

**Looking for pinwheels?**  
Contact your local Prevent Child Abuse America state chapter to purchase pinwheels and learn more about getting involved in local initiatives.

**Put prevention in motion with a pinwheel campaign:**

- Organize a pinwheel coloring contest
- Plant a pinwheel garden
- Display pinwheels in store windows and local businesses
- Host a pinwheel craft class/activity for kids at a local library
- Place pinwheels around your office or home to show your support
- Create pinwheel "bouquets" to help raise awareness

**Pinwheel tips:**

**Encourage others to participate!**  
You'll be surprised how quickly community buzz will spread when you tell friends, neighbors and family members about pinwheels—and their significance.

**Remember to have fun!**  
As they say, many hands make light work. The Pinwheels for Prevention campaign is ideal for school service projects, scout outings, club get-togethers, Greek philanthropy and special volunteer days.

**Emphasize the positive!**  
Use pinwheels to call out the positives in your community—for instance, the number of children enrolled in an early Head Start program, or of local volunteers dedicated to helping great childhoods happen. The pinwheel represents happy, healthy childhoods, so please do not use pinwheels to present negative statistics.

For more information, contact your local chapter:

#PinwheelsForPrevention  
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Prevent Child Abuse America

# SAMPLE SOCIAL MEDIA POSTS

Below are a couple of additional posts you can use on Facebook or Twitter to help promote pinwheel gardens and other local events.

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- Why are there pinwheels in the ground everywhere? Find out here [WEBSITE LINK].
- #DYK? April is Child Abuse Prevention Month and we're planting pinwheels across [STATE] to represent [number of children born? number of families served]. Learn more at [WEBSITE LINK]
- All children deserve #GreatChildhoods. How are you helping to make this a reality for children where you live?
- Want a fun way to get involved in #CAPMonth and help #GreatChildhoods happen? Plant a pinwheel garden! Contact us for info on how to get involved.
- Pinwheels represent the happy, healthy childhood all children need to thrive. Learn more about how you can help children and families in your community [LINK].
- In [STATE] we're working to prevent child abuse and neglect all year round. Here's how you can help us as we recognize April as #CAPMonth [LINK]



# THANK YOU

If you have any questions  
regarding the toolkit or any of the  
materials, please contact  
Prevent Child Abuse America  
Marketing Director,  
Ann Cheeseman



**Prevent Child Abuse**  
America®