

# April - Child Abuse Prevention (CAP) Month

## Promotion & Awareness

### PLAN EARLY!!!

- Enlist the help of other agencies/organizations – County Co-op, Child Abuse Prevention Council, Family Collaborative, YMCA, CTF Kids, Crime Victims Crisis Center, Public Health/WIC, ECFE, Head Start, University of MN Extension Service, DHS, Health services, Community Action agencies, schools, Project Intercept, etc.

### Special Events

- Participate in community awareness family fairs throughout the month
- Distribute “Rock” story printed on business cards or receipt cards with a small rock glued onto it
- Host a ‘Violent Toy’ drive in your building or neighborhood (remove violent toys their kids own)
- Participate in cutting out construction paper hands and display on trees/buildings/windows to signify “hands are not for hitting”
- Promote national ‘No Hit Day’ during April
- Distribute folders with blue ribbons and CAP information to all Head Start, ECFE, Home Visitors Program, Parents as Teachers and support group parents
- Host a public awareness day at your local shopping mall or courthouse
- Hang a banner across main street ‘Being a Child Should Not Hurt’ or ‘Hug, Don’t Hit’
- Promote “*Week of the Young Child*” event during April with resource tables
- Pass out CAP materials to visiting families at jails/prisons
- Organize anti-violence story hours at the local public library
- Have parents and children participate in a 5K run/walk during April
- Host a CAP open house with media coverage
- Host a town meeting with Circle of Parents program coordinator
- Host luncheon with parents, volunteers & local agencies with media coverage
- Display a tri-fold prevention display board in lobby of Public Health/WIC & social service offices
- Display a table with CAP information at local *Farm and Home* show with sign-up sheets for interested volunteers/parents or starting a support group in your community
- Send mass-mailing containing blue ribbons, CAP information, general prevention brochures and/or local group information to all agencies or referral sources
- Distribute *Parent Survival* brochures, with local group info, at a neighborhood prevention forum
- Display prevention tables w/ local resources & Parents Survival Tips brochure at local food shelves
- Host an awareness/fundraising raffle, bake/runnimage sale or display coin collection cans at stores
- Host a community car wash with signs saying ‘washing away child abuse in \_\_\_\_\_ county’

### Communitywide Awareness

- Create ‘Blue Ribbon’ trees, buildings, bridges and/or utility poles throughout your community
- Encourage the public to tie a small ribbon on designated branches in honor a child. The tree will be full of ribbons by the end of the month
- Host a *CAP month kick-off* day with the mayor, county commissioners, school board members, teacher of the year, school children and/or director of the local child care center signing a Child Abuse Prevention Month proclamation. Media coverage. Invite the public and other county agency/organization employees
- Make 200 large blue ribbons and place on Broadway/Main Street, all schools, malls, daycare centers and clinics/hospitals
- Ask permission to display CAP information on local business signs
- BILLBOARDS – rent or get one donated for the month of April
- Distribute blue ribbon story with a blue ribbon attached in local restaurants
- Host an awareness concert or benefit dance

- Print local chapter information on business cards for distribution to agencies, churches, businesses, schools, day care centers
- Display a bouquet of large blue balloons in town square/central location – each balloon representing each child abuse case reported within the past year
- Distribute CAP, ‘Stressed Parent’ or Circle of Parents bookmarks and blue ribbons at local bookstores (Barnes and Nobles) and libraries
- Distribute or sell ‘Hands are not for Hitting’ books, CAP coloring books, pens, pins, stickers, pencils, magnets, nightlights, outlet plugs, bumper stickers, neckties, hair ribbons, etc.
- Sponsor a community baby shower
- Host a community-wide awareness candlelight vigil

### **Media**

- PSAs on local radio stations with children reading messages, ‘*Don’t hit me, teach me what you want*’ or ‘*Don’t ignore me, hug me all you can*’ or ‘*Don’t yell at me, show me a better way*’ or ‘*Be with me, guide me, love me*’
- Blue ribbon symbol in the top corner of local newspaper each day (or each Sunday) during April
- Give radio interviews, feature stories, articles and ads in local newspapers
- Run parent’s personal stories regarding their experience with child abuse in newspaper
- Promote Prevent Child Abuse Minnesota website - [www.pcamn.org](http://www.pcamn.org)
- Create your own CAP awareness webpage page or a link to Prevent Child Abuse Minnesota website
- Send awareness e-mail to college students and instructors
- Insert flyers in local shopper/advertiser/newspapers
- Have ads/CAP information run on cable, PBS, TV-memo pages, community calendars
- Blue ribbons on television news sets and newscasters wear blue ribbons during April
- Host a radiothon (awareness and fundraising event)

### **Schools**

- Have teachers pass out blue ribbons to the parents at parent/teacher conferences, along with display tables with parenting tips, local support group information, etc.
- Encourage elementary children wear blue ribbon stickers during April
- Display children’s drawings of how they picture/view/interpret abuse – or hand out “*When I get ANGRY, I will...*” written on a piece of paper and have the kids draw/write what they would do when they get angry...then display at mall/schools
- Create a prevention bulletin board display in each school during April
- Give presentations or assembly for students
- Read the CAP material over the loud speaker during announcements in your school
- Send awareness e-mail to college students and instructors
- Recruit a high school volunteer to pass out blue ribbon stickers, sell ‘prevention’ wristband for \$1 in school, or designate a *blue ribbon day* at school
- Recruit bus drivers pass out blue ribbons to passengers
- Distribute ‘seeds of change’ packets with parenting tips and local support group information
- Distribute ‘hot chocolate’ packets with the same (encouraging quality time between parent & child)
- Distribute blue ribbon stickers in elementary lunch lines
- Include positive conversation tips, blue ribbons or report card inserts promoting ‘how to talk to kids about grades’ or ‘turn a negative into a positive’ with each report card packet sent home (K-1<sup>st</sup>)

### **Faith Based**

- Distribute ‘Worshipping w/ Children’ or ‘Welcoming Places’ to local churches
- Ask to speak or insert CAP information/blue ribbons in your church bulletin and/or pass out ribbons after the service
- Insert a different parenting tip in bulletin each Sunday

### **Support Group topics**

- During group, discuss the different kinds of abuse, prevention and discipline using materials from the CAP packet
- Use tax day (April 15<sup>th</sup>) for a special event at local post office
- Promote Prevent Child Abuse Minnesota website - [www.pcamn.org](http://www.pcamn.org)
- Host a positive parenting education class/curriculum
- Recruit a marketing person(s) in your group or advisory team

### **Local businesses/employers**

- ‘Blue Ribbon Friday’. Encourage a local business to promote ‘wear a blue ribbon sticker or buy a blue ribbon lapel pin on Thursday and you get to dress casual on Friday
- Create a display table, banner, blue ribbons, lapel pins and/or posters in local banks/financial institutions (or with each teller)
- Distribute blue ribbons at places of employment
- Distribute blue ribbons in grocery bags and have available at checkouts/service counters
- Distribute brochures, flyers, CAP information and blue ribbons with paychecks
- Set up an informational booth at a local store, Wal-Mart, K-Mart, Target, etc., for a day
- Have the PCAMN bookmark, CAP information or local group information printed on restaurant placemats
- Host a bake sale fund-raiser at a designated department store with brochures, blue ribbons and CAP information
- Distribute “*Shopping with Children*” brochure in grocery store bags
- Give presentations to local agencies – referral sources
- Place ‘Do All You Can to Protect Us’ brochures and/or CAP information in all clinics, medical centers, day cares, agency offices, mental health centers, chemical dependency center, shelters, etc.
- Have your local utilities company distribute information with monthly bill
- Ask local businesses to display CAP information posters in windows and have blue ribbons at checkout/front counter
- Make 1000s of large paper blue ribbons to sell for \$1.00. Once purchased, the blue ribbon is hung on the walls/ceilings of bars, stores, clubs, etc. with or without the buyers name written on each one
- Recruit a beverage company to print “*Parenting Tips*” with PCAMN logo/1-800-CHILDREN on the side of their cans/boxes (Pepsi has done this in the past)
- Recruit all hair salons in your community to hand out blue ribbons to every customer during April
- Have a local restaurant display “*table tents*” with local group information, CAP, PCAMN, or 1-800-CHILDREN information
- Display blue ribbons, 1-800-Children and ‘washing out child abuse’ on water bottles, tea bags, hot chocolate pouches, soda cans