

April 2018

CHILD ABUSE PREVENTION MONTH

Community Packet



Prevent Child Abuse
Illinois™

www.preventchildabuseillinois.org

Prevent Child Abuse Illinois

528 South Fifth Street
Suite 211
Springfield, Illinois 62701
217.522.1129 *tel*
217.522.0655 *fax*
www.preventchildabuseillinois.org

Dear Friends,

Thank you for participating in the 2018 Child Abuse Prevention Awareness Month campaign. We hope the information and materials within this packet will be helpful to you and to your community.

April is National Child Abuse Prevention Awareness Month and by participating you are joining thousands of other communities, organizations and individuals across our nation who are putting children first and are engaging in activities to raise awareness and promote the prevention of child abuse.

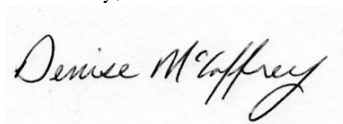
Child abuse is one of the greatest tragedies of our times. It doesn't have to be. Eighty seven percent of adults across America believe that child abuse and neglect is a preventable problem, but many are unsure how to help. You might be helping without even knowing it! From donating time or money to organizations that support children and families, to volunteering and mentoring, or reaching out to an overburdened family – this packet will help you to identify how you, too, can help make great childhoods happen.

Prevent Child Abuse Illinois is proud to be part of this national effort of prevention and awareness. We are working with partner organizations and communities throughout Illinois to raise awareness, to build effective services, and to strengthen families. And we encourage every community in Illinois to be part of this effort.

Whether we use pinwheels, blue ribbons or both, we can all share the hope and vision that all children grow up in nurturing and safe homes. After all, children are our future and they all deserve great childhoods.

Again, thank you for participating in this year's campaign. We hope this resource packet is helpful and we encourage you to go to our website for additional information and links to other resources. And, please feel free to contact us at anytime.

Sincerely,



Denise McCaffrey
Executive Director
Prevent Child Abuse Illinois





Prevent Child Abuse Illinois

2018 Child Abuse Prevention Month

Community Packet

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Prevent Child Abuse Illinois 2018 Child Abuse Prevention Month

CHILD ABUSE PREVENTION: HELP GREAT CHILDHOODS HAPPEN!

Prevention Month Packet Instructions

History

Child Abuse Prevention Month has been observed each **April** since its first presidential proclamation in 1983. Since that time millions of Americans have participated in this exciting public awareness campaign. Individuals, organizations and communities across the country plant pinwheels, tie ribbons, organize trainings, host fundraisers, hold family events, and support a multitude of other activities celebrating childhood and raising awareness that all children deserve to grow up in happy, healthy environments.

Why this packet?

This packet has been designed to give you information about child abuse prevention, ideas for observing Child Abuse Prevention Month, and resources to use with families, programs and communities. Use the ideas and templates presented here to raise local awareness about child maltreatment in Illinois and to foster community projects that make our state a healthier place for children and youth.

Organization

This packet is organized into 8 sections. The sections are not divided by blank pages or section dividers to save on paper and printing costs. The **Table of Contents** highlights each section and lists what is located within that section. For example, in the **Prevention Basics** sections you will find topics that include Warning Signs of Abuse and What to do in a Public Place. In the section titled **Community Prevention Campaigns** you will find information about Pinwheels and Blue Ribbons and in the **Media** section you will find a sample media release to help your organization or group get the information out about your prevention activities.

Permission

You are encouraged to use the packet materials as they are currently written or adapt them to fit your own needs. If you adapt any of the material please give credit to Prevent Child Abuse Illinois as the original source. The packet can be downloaded as a PDF file from our website and re-copied as a complete packet or page by page as needed.

Tell us what you think

After using the packet, please take a moment to fill out the evaluation form located at the end. Your feedback will help us identify the most useful parts as well as those that may need revision. The form can be returned to us via fax, mail, or email. We welcome all comments and suggestions.

Thank you!

Thank you for taking the time to use this packet and for recognizing April as Child Abuse Prevention Month. Together we can raise awareness, educate our communities, and change our society.

Everyone has a role to play and can help make great childhoods happen!



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FACTS ABOUT CHILD ABUSE

What is Child Abuse and Neglect?

Physical abuse – an injury to a child that is not an accident, may include: hitting, punching, beating, burning, biting, kicking, cutting, shaking, or any action that physically harms a child.

Emotional abuse – maltreatment of a child that may involve criticizing, insulting, yelling, swearing, manipulating, rejecting or withholding love.

Sexual abuse – any sexual activity with a child, including exhibitionism, photographs or videos, pornography, prostitution, fondling, or rape.

Neglect – failure to provide for a child's basic physical, emotional, medical or educational needs.

Who Abuses Children?

Most often the abuser is someone the child knows, such as a parent, relative, neighbor or friend of the family.

Where Does Child Abuse Happen?

Wherever children are, where they live, sleep, learn or play.

How Often Does Child Abuse Occur?

Each year, close to 3 million reports of suspected abuse are filed in the United States. Many more cases never get reported. One victim of child abuse is one too many!

Where Are Illinois Statistics Available?

The Illinois Department of Children and Family Services

<http://www.illinois.gov/dcfs/aboutus/newsandreports/reports/Pages/default.aspx>



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Warning Signs of Abuse

Children who are abused may show physical and behavioral signs. You may be a child's only lifeline to safety. Please pay attention to the treatment of children around you. **Child abuse is everyone's business.** If you suspect a child is being abused or neglected in Illinois, call 1-800-25-ABUSE (1-800-252-2873).

Children who have been abused or neglected may be:

- Nervous around adults or afraid of certain adults
- Reluctant to go home
- Very passive and withdrawn—or aggressive and disruptive
- Often tired or complaining of nightmares, or not sleeping well
- Fearful and anxious
- Showing sudden changes in behavior or school performance

Possible signs of physical abuse:

- Unexplained burns, bruises, black eyes or other injuries
- Apparent fear of a parent or caretaker
- Faded bruises or healing injuries
- Injuries that do not match the explanation

Possible signs of sexual abuse:

- Difficulty walking or sitting, or other indications of injury to the genital area
- Sexual knowledge or behavior beyond what is normal for the child's age
- Running away from home

Possible signs of neglect:

- Frequently missing school
- Begging for or stealing money or food
- Lacking needed medical or dental care
- Being frequently dirty
- Using alcohol or other drugs
- Saying there is no one at home to take care of him or her

Possible signs of emotional abuse:

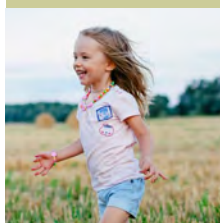
- Acting overly mature or immature for the child's age
- Extreme changes in behavior
- Delays in physical or emotional development
- Attempted suicide
- Lack of emotional attachment to the parent

Many of these signs may also be present in children exposed to violence in their homes and communities, like domestic violence and gang violence. These signs don't prove that a child is being abused. But they could be a signal that the child and his or her family may need help.

Also know the signs of an abusive adult. Consider the possibility of abuse if a parent or caretaker:

- Seems unconcerned about the child's welfare
- Denies problems at school or at home
- Blames the child for causing problems
- Sees the child as worthless or as a burden
- Avoids discussing the child's injuries or gives conflicting explanations for them
- Abuses alcohol and/or other drugs
- Seems isolated from other parents as well as school and community activities
- Uses harsh physical discipline or asks other caretakers to use it
- Depends on the child for emotional support
- Seems indifferent to the child
- Seems secretive or tries to isolate the child from other children and adults
- Frequently blames, belittles, or insults the child

These signs don't prove that an adult is abusive. But they could be a signal that the adult may need help.



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HOW TO REPORT CHILD ABUSE AND NEGLECT!

- Call the DCFS hotline:
1-800-25ABUSE (1-800-252-2873)
(Outside of Illinois call 217-524-2606)
- Have the following information about the child or children, if possible:
 - ✓ Name
 - ✓ Date of birth
 - ✓ Address
 - ✓ Phone number
 - ✓ Information about siblings
 - ✓ Parent/guardian's name
- Identify if you are a mandated reporter.
- Tell the hotline right away if you think it is an emergency.
- Tell the hotline why you think the child or children are abused or neglected. Report the facts about what you have seen and/or heard.
- Give the hotline as much information about the abuse and the person responsible for the abuse as possible.
- You do not have to have proof of the abuse. If you suspect a child is being hurt, call the hotline.
- Sometimes the hotline will not be able to take the report. It is ok to ask the hotline worker for other resources or ideas to help the family.
- You can make a report to the hotline without giving your name.
- To learn more about the hotline or making a report visit the Illinois Department of Children and Family Services website at:



www.illinois.gov/dcfs

**Child abuse prevention:
Everyone has a role to play!**



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WHAT TO DO IF YOU SEE CHILD ABUSE IN A PUBLIC PLACE

Start a conversation with the adult to direct attention away from the child.

For Example:

“She seems to be trying your patience.”

“My child sometimes gets upset like that, too.”

“Children can really wear you out sometimes. Is there anything I can do to help?”

Divert the child’s attention (if misbehaving) by talking to the child.

For Example:

“That’s a great baseball cap. Are you a Cardinals fan?”

“I like your t-shirt. Did you get that on vacation?”

Look for an opportunity to praise the parent or child.

For Example:

“He has the most beautiful eyes.”

“That’s a very pretty shirt on your little girl. Where did you get it?”

If the child is in danger, offer assistance.

For Example:

If the child is left unattended in a grocery cart, stand near the child until the parent returns.

If the child is in immediate danger, call the police!

Avoid negative remarks or looks.

Negative reactions are likely to increase the parent’s stress or anger, and could make matters worse for the child.

Adapted from Prevent Child Abuse America



CHILD ABUSE AND NEGLECT HOTLINE

In Illinois, call 1-800-25ABUSE (1-800-252-2873)



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WHAT IT TAKES TO BE A NURTURING PARENT



Begin today by being a positive parent or caretaker and help other family members, friends, and neighbors be positive parents too.

- ♥ Make children a priority.
- ♥ Show and tell your children that you love them everyday.
- ♥ Let your children know you are happy to be with them.
- ♥ Give children the sense of security, belonging and support.
- ♥ Catch your children being good and give them lots of praise.

Really listen to your children.

- ♥ Give children your undivided attention when they are talking.
- ♥ Be patient and remember that children move at a different pace when they tell a story about their day.

Spend time with your children.

- ♥ Make some special time for each of your children.
- ♥ Play with them, talk with them, and read with them.
- ♥ Keep your promises.
- ♥ Let your children help with household projects.
- ♥ Tell your children about your own childhood.
- ♥ Go to the zoo, museums and ball games as a family.
- ♥ Make and fly a kite together.
- ♥ Play outside, play a board game, do an art project or other creative activity.



Set a good example.

- ♥ Use good manners.
- ♥ Set clear, consistent limits.
- ♥ Consider how your decisions will affect your children.
- ♥ Open a savings account for college education.
- ♥ Resolve conflicts quickly.
- ♥ Take your children to your place of worship.
- ♥ Allow yourself a time-out when needed. Taking care of yourself is as important as taking care of your family.

Reach out to other family members, friends and neighbors

- ✱ Talk to family, friends and neighbors about parenting.
- ✱ Join a parent support group.
- ✱ Get involved in something where you can socialize with other parents.
- ✱ Seek help if you need it. If you feel out of control or like a bad parent, get help.

Isolation is often a contributing factor to child abuse. Lack of a support system and the feelings of being stressed and alone can intensify problems. Protecting children is everyone's responsibility.

Need to talk to someone? Call:

Childhelp®
National Child Abuse Hotline
1-800-4-A-Child
(1-800-422-4453)



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HOW YOU CAN PREVENT CHILD ABUSE!

The 6 Protective Factors

The Center for the Study of Social Policy spent 2 years investigating protective factors and how to keep kids safe. They reviewed research in the field of child abuse and neglect, prevention, and family resiliency. They also interviewed hundreds of experts, practitioners and parents. Below are the 6 Protective Factors and how you can help build healthy children and strong families. For more information visit <http://friendsnrc.org>.

Parental Resilience

- *Help parents and caregivers see their strengths and find solutions to their problems by building on those strengths.*
- *Focus on flexibility and help parents learn how to bounce back from difficult situations.*

Social Connections

- *Give families a safe place to gather and make friends.*
- *Host or sponsor child and family events, such as health fairs, reading nights, and block parties. Encourage your place of worship, school, daycare, and work to do the same.*

Knowledge of Parenting & Child Development

- *Share information with parents and all caregivers on child development and appropriate discipline.*
- *Start a lending library of books and toys that will help parents understand ages and stages their child is going through.*

Concrete supports in times of need

- *Link families to needed community services in a positive and respectful manner.*
- *Offering support to a parent who is under stress though babysitting, making a meal, or maybe just listening.*

Social and Emotional Competence of Children

- *Teach children to recognize and express their feelings.*
- *Help children learn how to share, cooperate and take turns.*

Parent-Child Relationship

- *Provide opportunities for parents and children to spend fun time together.*
- *Support home visiting programs in your area such as Healthy Families, Early Head Start, and Parents as Teachers which provide families with early bonding experiences.*



Prevent Child Abuse Illinois has developed several tools to help parents and caregivers cope with the everyday challenges and joys of raising strong, healthy children. These resources and many others can be found on our website www.preventchildabuseillinois.org

There are many great websites for parents. Below are just a few suggestions.
www.babycenter.com www.zerotothree.org www.tnpsc.com www.parents.com www.aap.org

IF YOU THINK A CHILD IS BEING ABUSED, REPORT IT

In Illinois, call 1-800-25ABUSE (1-800-252-2873)



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www.preventchildabuseillinois.org





WHAT YOU CAN DO IN YOUR COMMUNITY

Below are some suggested activities to bring **Child Abuse Prevention Month** to your community or organization during the month of **April**. With these activities, you can encourage parents, families, legislators, the media, and groups of concerned citizens to participate in child abuse awareness and prevention. Contact Prevent Child Abuse Illinois or visit our website to promote your event and have it listed on our statewide calendar.

IDEAS FOR CHILD ABUSE PREVENTION MONTH ACTIVITIES

- ✓ Attend a Statewide Media Event – contact PCA Illinois at 217-522-1129 or online to learn about several annual Child Abuse Prevention Month Media events held throughout Illinois.
- ✓ Have local officials issue a formal proclamation and hold a media conference to announce April as Child Abuse Prevention Month in your community.
- ✓ Host a breakfast, luncheon or reception honoring Child Abuse Prevention Month and the work being done in your community.
- ✓ Organize a Pinwheel planting or Blue Ribbon campaign in your area. (Learn how on the following page of this packet.)
- ✓ Participate in Wear Blue Day. (Learn how on page 15 of this packet)
- ✓ Use store windows, business lobbies and bulletin boards to display posters, brochures and other material highlighting positive parenting and child abuse prevention. (See examples of brochures and posters at www.preventchildabuseillinois.org.)
- ✓ Get schools and parent-teacher organizations involved by sponsoring an essay contest, poster contest, art display, material distribution, Pinwheel display, Wear Blue Day, or Blue Ribbon campaign.
- ✓ Mobilize churches, synagogues, and faith communities to be involved in Child Abuse Prevention Month activities by submitting articles for bulletins and newsletters, collecting donations for local charities, displaying Pinwheels or Blue Ribbons, and hosting trainings or parenting classes.
- ✓ Partner with local businesses to host community workshops, health fairs, or fun events for families.
- ✓ Collaborate with your local women's club to host a baby shower or collect baby supplies for a local shelter or crisis nursery. (Find your local GFWC club here <http://gfwcillinois.org/page10.html>.)
- ✓ Provide in-service education or a lunchtime workshop on child abuse prevention for your office.
- ✓ Organize a fundraiser such as a golf outing, garage sale, 5 K run, trivia night, flower sale, movie night, etc. for Prevent Child Abuse Illinois or other family support agency.
- ✓ Join or start a Child Abuse Prevention Coalition in your community. (See page 17 in this packet.)
- ✓ Purchase Child Abuse Prevention items available through PCA Illinois. Items can be used for fundraising efforts, appreciation or recognition awards for parents, staff, board members, and volunteers. (To purchase pinwheels and other merchandise see the fliers at the end of this packet.)
- ✓ April is also National Library month, Alcohol Abuse Awareness month, Sexual Assault Awareness month, and features the Week of the Young Child and Shaken Baby Syndrome Awareness week – contact these groups and others for a collaborative event.

Remember to share lots of pictures of your activities with us on Facebook, Twitter and Instagram! Use #GreatChildhoods #GoBlueIllinois



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PINWHEELS FOR PREVENTION

PINWHEELS are the national symbol for child abuse and neglect prevention. The pinwheel represents our hope that every child will be raised in a healthy, safe and nurturing environment. It is also a call to action, encouraging people everywhere to recognize that children are our future and that we all have a role to play in keeping them safe. **All children deserve great childhoods.** Your agency or group may want to consider using Pinwheels (either alone or with Blue Ribbons) as a symbol of this positive message.

Join us by bringing Pinwheels for Prevention to your community!

Pinwheels can be used in lots of ways to create a strong visual, to spark interest by the media, and to get people talking about prevention. Here are some ways to use pinwheels in your community.

- * Plant a Pinwheel Garden. Plant as many as you can or plant pinwheels to recognize:
 - ♥ All the children born in your community during the past year
 - ♥ All the children served by your organization, program or school
 - ♥ Your own children, grandchildren or all the children in your neighborhood

(Please do not allow pinwheels to be equated with reports of child abuse or child deaths.)

- * Consider planting Pinwheels at childcare centers, schools, nursing homes, hospitals, courthouses, health departments, libraries, and other highly visible locations.
- * Decorate your home, office, classroom or business with Pinwheels.
- * Make your own Pinwheels as a group or class project using the template found in this packet. (Page 24) Pinwheel color sheets are also available. (Page 23)
- * Carry Pinwheels in parades, give them as prizes or sell them as a fundraiser.
- * Wear Pinwheel jewelry, and tell everyone about why you're involved with Pinwheels for Prevention, the things you are doing in your own family and community, how you are making a difference in the life of a child, and how they can help!
- * Put Pinwheels in vases or flower pots in public places such as libraries, court houses, hospitals, and banks. A small sign can be placed beside the Pinwheels to tell passersby that we all have a role to play in child abuse prevention.

**Pinwheels can be ordered using page 28 of this packet
or from our website www.preventchildabuseillinois.org**



**Check out our great selection of Pinwheel jewelry and other
Pinwheel merchandise on page 29 of this packet!**

**Remember to share lots of pictures of your activities with us on
Facebook and Twitter! Use #GreatChildhoods #GoBlueIllinois**



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Pinwheels for
PREVENTION®

**Prevent Child Abuse
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BLUE RIBBONS AND BOWS

Blue ribbons and blue bows, often used and seen during April, are a traditional symbol of child abuse awareness. They remind us of the seriousness of child abuse and neglect, and the need for its prevention. Many communities across the country conduct Blue Ribbon or Blue Bow campaigns to draw attention to Child Abuse Prevention Month. Here's what you can do:

- ✂ Start or join a Blue Ribbon committee to plan a campaign in your area.
- ✂ Invite everyone to join your campaign including civic groups, schools, childcare centers, churches, law enforcement, media, businesses, medical groups, libraries, social service providers, and domestic violence agencies, just to name a few.
- ✂ Ask fabric stores, florists, or retail stores to donate the ribbon for your campaign. Royal blue is the color to use. Your local dry cleaners might donate some safety pins.
- ✂ Ask fire and police departments, cable and phone companies, school and city busses and utility companies to display Blue Ribbons on vehicles throughout the month.
- ✂ Engage city councils and mayors' offices to get involved in child abuse prevention by making official proclamations.
- ✂ Recruit store owners to display Blue Ribbons on doors, windows, light posts, and other visible areas or ask employees, to wear Blue Ribbons during April.
- ✂ Involve Girl Scout and Boy Scout troops, church youth groups, school groups or classes as volunteers to cut, pin or distribute Blue Ribbons within the community.
- ✂ Distribute ribbons anywhere you can think of. Ribbons can be tied on utility poles or trees on main streets, tied on mailboxes and fences and placed in other visible areas.
- ✂ **Wear a Blue Ribbon each day in April, and encourage others to wear them as well.**

THE HISTORY OF THE BLUE RIBBON

The Blue Ribbon Campaign began in Virginia in 1989 when a grandmother, Bonnie W. Finney, tied a blue ribbon to the antenna of her van "to make people wonder." The story she told to inquisitive community members was a tragic story about the abuse of her grandchildren, which ultimately led to the brutal death of her grandson.

The story of Bonnie Finney demonstrates the effect that just one person can have on raising public awareness of child abuse and in promoting its prevention.

Since Bonnie Finney first tied that blue ribbon to her van antenna in 1989, millions of people across the country have participated in blue ribbon campaigns.

Each year more people join the effort by wearing blue ribbons, encouraging others to wear and display them, and getting involved in community activities to "make people wonder" about the significance of the blue ribbon and how to prevent abuse.

"My grandchildren had suffered and battled so much throughout their young lives that it sickened me. My life was turned into physical and mental chaos. My efforts to understand became a plea to stop abusing children. I tied a blue ribbon on my van antenna to make people wonder."

Prevent Child Abuse Illinois invites you to get involved this year, and make this the best Child Abuse Prevention Month Illinois has ever seen. **Everyone has a role to play!**



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Wear Blue Day!

Wear Blue Day for Child Abuse Prevention in Illinois

Prevent Child Abuse Illinois is proud to join other states across the nation in observing and promoting a Wear Blue Day during Child Abuse Prevention Month in April.

- ◆ Wearing Blue shows your commitment to preventing child abuse and supporting strong families and healthy children in Illinois.
- ◆ Wearing Blue raises awareness and encourages others to support child abuse prevention as well.
- ◆ Wearing Blue connects you with millions of others across the country who support child abuse prevention efforts, strong families, and healthy children.
- ◆ Wearing Blue shows that you believe that - “All children deserve a great childhood because our children are our future!”



There are lots of different ways to participate:

- ◆ Wear blue on Friday, April 6, 2018
- ◆ Encourage your Facebook friends to wear blue
- ◆ Organize a “Wear Blue Day” at your office, school, church or other group
- ◆ Have a “Wear Blue Day” fundraiser (donations could go to PCA Illinois)
- ◆ Print out the Wear Blue Day poster on the next page and put it up around your workplace, school, and other places in your community.
- ◆ Be creative and come up with unique ideas of your own
- ◆ Follow PCA Illinois on Facebook, Twitter, and Pinterest to learn more and hear what others are doing.
- ◆ Take lots of pictures of your Wear Blue Day activities and other CAP month events and share them with us via email, Facebook, Twitter and Pinterest.



Use: **#GreatChildhoods #GoBlueIllinois**



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WEAR BLUE DAY



APRIL 6, 2018

**SHOW YOUR COMMITMENT TO
PREVENTING CHILD ABUSE**

**Wear your prevention blue and send pics to:
#GreatChildhoods | #GoBlueIllinois or
jgoeckner@preventchildabuseillinois.org**

Illinois Department of
DCFS
Children & Family Services



Search for us on all social media platforms



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CHILD ABUSE PREVENTION COALITIONS

Child Abuse Prevention (CAP) Coalitions are local groups of community members made up of parents, social service providers, law enforcement, health care professionals, business representatives and others working together to address and prevent child abuse and neglect within their community.

CAP Coalitions have the common focus of preventing child abuse in all its forms by:

- ♥ Identifying and addressing child abuse and neglect needs in their communities
- ♥ Developing a comprehensive response to those needs
- ♥ Enhancing and providing public awareness and education
- ♥ Linking families and community members to resources
- ♥ Networking with others to ensure a community wide response
- ♥ **Developing and promoting Child Abuse Prevention Month activities and events**

Benefits of Participating in a CAP Coalition

- ➔ Collective impact, being part of something bigger
- ➔ Enhanced community relationships
- ➔ Easier access to services and resources
- ➔ Access to key members of the community
- ➔ Increased opportunity to effect local policy
- ➔ Statewide support network
- ➔ Technical Assistance
- ➔ Enhanced grant writing opportunities as part of a collaborative effort
- ➔ Access to PCA Illinois and other service provider materials
- ➔ Reduced Prevent Child Abuse Illinois Conference Registration



Local CAP Coalitions can and do make a difference in the lives of children, families, and communities.

Help great childhoods happen!

To join a Child Abuse Prevention Coalition check page 18 of this packet to see if there is a coalition in your area. To start a CAP coalition, contact Kristin at kkaufman@preventchildabuseillinois.org.



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CHILD ABUSE PREVENTION COALITIONS

CAP Coalition Locations

Northern Illinois

DuPage County
Kane County
Kankakee County
Northern Region Child Sexual Abuse
Prevention Coalition

For more information contact:
Jennifer Samartano
jsmartano@preventchildabuseillinois.org
Or
Belinda Farr
bfarr@preventchildabuseillinois.org

Central Illinois

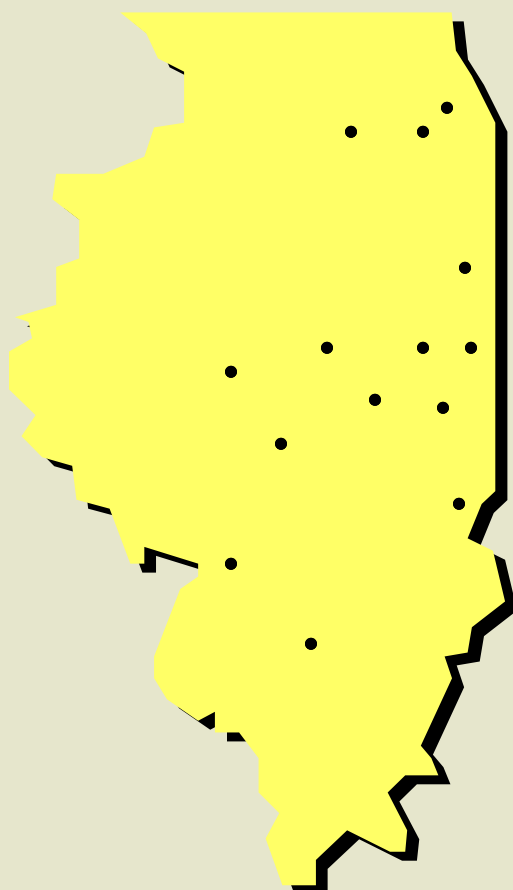
Champaign County
Clark, Coles, and Edgar County
Iroquois County
Douglas County
Macon County
McLean County
Multi County
Ford, Macon, Moultrie, and Piatt
Sangamon County
Tri-County
Peoria, Tazewell, Woodford
Vermilion County

For more information contact:
Kristin Kaufman
kkaufman@preventchildabuseillinois.org

Southern Illinois

MECAM (Metro East Coalition Against
Methamphetamine and Other Drugs)
Bond
Clinton
Madison
Monroe
Randolph
St. Clair

For more information contact:
Tarra Winters
twinters@preventchildabuseillinois.org



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SOCIAL MEDIA, APRIL, AND CHILD ABUSE PREVENTION

Computers, iPads, and smart phones are everywhere and at times it seems like social media sites have taken over our lives. But apps like Facebook and Twitter are a great way to share messages and reach large groups of people. Below are some suggested messages and ideas for raising awareness and spreading the word during April that we all have a role to play in preventing child abuse.



TWITTER

- ♥ Small actions can make big differences in the lives of families and children. April is Child Abuse Prevention Month #GreatChildhoods #GoBlueIllinois
- ♥ All children deserve #GreatChildhoods. Tell us about the ordinary actions you take to make a child's life extraordinary #GoBlueIllinois
- ♥ Celebrate Child Abuse Prevention Month by planting a Pinwheel to honor those who helped you or your children have #GreatChildhoods
- ♥ Simple, everyday actions are what make #GreatChildhoods a reality.
- ♥ All children deserve #GreatChildhoods because our children are our future. RT if you agree! #GoBlueIllinois



FACEBOOK

- Remember on Facebook to keep your message short .
- Always include a picture or meme.
- When sharing content, try to include a link whenever possible.
- Monitor your Facebook page and posts often so you can respond to likes and replies.
- Share and like posts from other community groups and agencies that are also raising awareness.
- Share filters that others can use on their profile picture throughout April.



Follow Prevent Child Abuse Illinois on Facebook and Twitter to learn more and see more great posts during APRIL and year-round.

<https://www.facebook.com/preventchildabuseillinois/>
#GreatChildhoods #GoBlueIllinois



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Illinois**

www.preventchildabuseillinois.org



SAMPLE MEDIA RELEASE FOR YOUR EVENT

Tips for writing a media release:

- Be brief.
- Include vital information about child abuse prevention (i.e. national trends; local significance; the impact on children, families and/or the community.)
- State your planned involvement or activity and the action you hope to generate. (To raise awareness, encourage participation, raise funds, support current programs.)
- Include a paragraph describing your organization or committee, its mission, history and contact information.

Example

Prevent Child Abuse Illinois: “Help Great Childhoods Happen this April!”

State non-profit is encouraging people to get involved with child abuse prevention by taking part in activities like mentoring, advocating or donating on behalf of children

(Springfield, IL) – This April, the leading organization dedicated to the primary prevention of child abuse and neglect has a message for all Americans: “you’re doing great things for children, keep it up!” April is Child Abuse Prevention Month and Prevent Child Abuse Illinois is spreading the message that everyone can help great childhoods happen in their community. Research suggests that many people are already playing a role in preventing child abuse and creating great childhoods in their communities, they just don’t realize it. A study commissioned by Prevent Child Abuse America shows that only 27% of Americans report that they are engaged in prevention. Each of us has the ability to help children and families in our neighborhoods. Did you know that when you mentor a child or parent, advocate for policies that support the next generation, or donate time or money to local child-serving organizations, you are actually helping to prevent child abuse and neglect? Its true! Join us in spreading the word that everyone has a role to play in preventing child abuse and together we can help great childhoods happen!

Insert your local information here, for example

Child welfare advocates from public and private agencies are joining together for a press conference and awards ceremony on April 6, 2018 at 10:00 a.m. at the Illinois State Building in Springfield in observance of National Child Abuse Prevention Month. Speakers at the press conference include representatives from the Governor’s office, the Illinois Department of Children and Family Services, and Prevent Child Abuse Illinois. Entertainment will be provided by Children’s House Daycare. After the press conference, guests are invited to a brief reception. The lawn surrounding the building will be decorated with Blue Ribbons and Pinwheels. Both Blue Ribbons and Pinwheels are nationally recognized symbols of child abuse prevention. The Blue Ribbon serves as a reminder of the hidden bruises and scars of abused children. The Pinwheel symbolizes hope and the promise that every child deserves to be raised in a healthy, safe and nurturing environment.



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Sample Newsletter Articles

Child Abuse Prevention Month presents opportunities to promote child abuse prevention through newsletter articles. The following are *samples* of articles which can be submitted for publication in community, business, hospital or any other newsletters. Providing a variety of article lengths to publications gives the editors a choice depending on the size of space they have available. Adapt the following samples by adding your own contact information, etc. to meet your community needs.

One Liner:

April is Child Abuse Prevention Month. Contact Prevent Child Abuse Illinois at 217-522-1129 or visit our web site at www.preventchildabuseillinois.org for ways you can help prevent child abuse in your community. (Or insert your own organization and contact information.)

Brief Message:

Since 1983, when April was designated as Child Abuse Prevention Month, communities across the country have used this month-long observance to increase awareness of child abuse and its prevention. It is a time when individuals, schools, businesses, hospitals, religious organizations, and social service agencies join together to raise awareness of child abuse and neglect. Contact Prevent Child Illinois at 217-522-1129 or visit our web site at www.preventchildabuseillinois.org for ways you can help prevent child abuse in your community. (Or insert your own organization and contact information.)

Short Article.

Since 1983, when April was designated as Child Abuse Prevention Month, communities across the country have used this month-long observance to increase awareness of child abuse and its prevention. It is a time when individuals, schools, businesses, hospitals, religious organizations, and social service agencies join together to educate everyone about child abuse and neglect prevention.

Recognizing that everyone can participate in helping to strengthen families can have an enormous impact on our children's health and success. Preventing child abuse means setting the stage for healthy, stable families who have the tools they need for nurturing their children. Help your community understand prevention. Support programs and services that help families and children. Be a good neighbor. Offer to baby-sit. Donate used children's clothing, furniture and toys for another family. Be kind and supportive to new parents. Respond to families in crisis and link families to needed services and opportunities.

Children are our future and their early years significantly impact their future successes. As citizens we are responsible for ensuring that all parents and families have access to the support, information and services they need to succeed.

To learn more about child abuse prevention and how you can become involved contact Prevent Child Illinois at 217-522-1129 or visit our web site at www.preventchildabuseillinois.org (Or insert your own organization and contact information.)



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Sample Letter to the Editor

(300 words)

April is Child Abuse Prevention Month and I encourage everyone in Illinois to join me this month and stand up for the future of children in our state.

Each of us has the ability to help children and families in our neighborhoods. Did you know that when you mentor a child or parent, advocate for policies that support the next generation, or donate time or money to local child-serving organizations, you are actually helping to prevent child abuse and neglect? Don't worry if you didn't - according to research from Prevent Child Abuse America, most other Americans didn't know either!

But these actions do make a difference. By donating time and money to prevention organizations, taking the time to volunteer for before- or after-school programs, or offering to help families in your own neighborhood, you can have a meaningful impact on the lives of children throughout the community. Actions like these help bring communities together, reduce isolation and help children and families succeed.

Research shows that most Americans are already involved in helping to prevent child abuse and neglect through one of those actions. If you're not already, April is a great time to start!

As we observe Child Abuse Prevention Month this April, I hope you'll take one of three simple steps to make a difference: mentor a child or parent, advocate for family-friendly policies, or donate to a child-serving organization.

If we all pledge to do each of these activities at least once during the month of April, we can make a real difference. More importantly, if we all continue to take steps like these beyond April and into the future, we can help grow the next generation of American leaders, entrepreneurs, and innovators.

Will you join me?

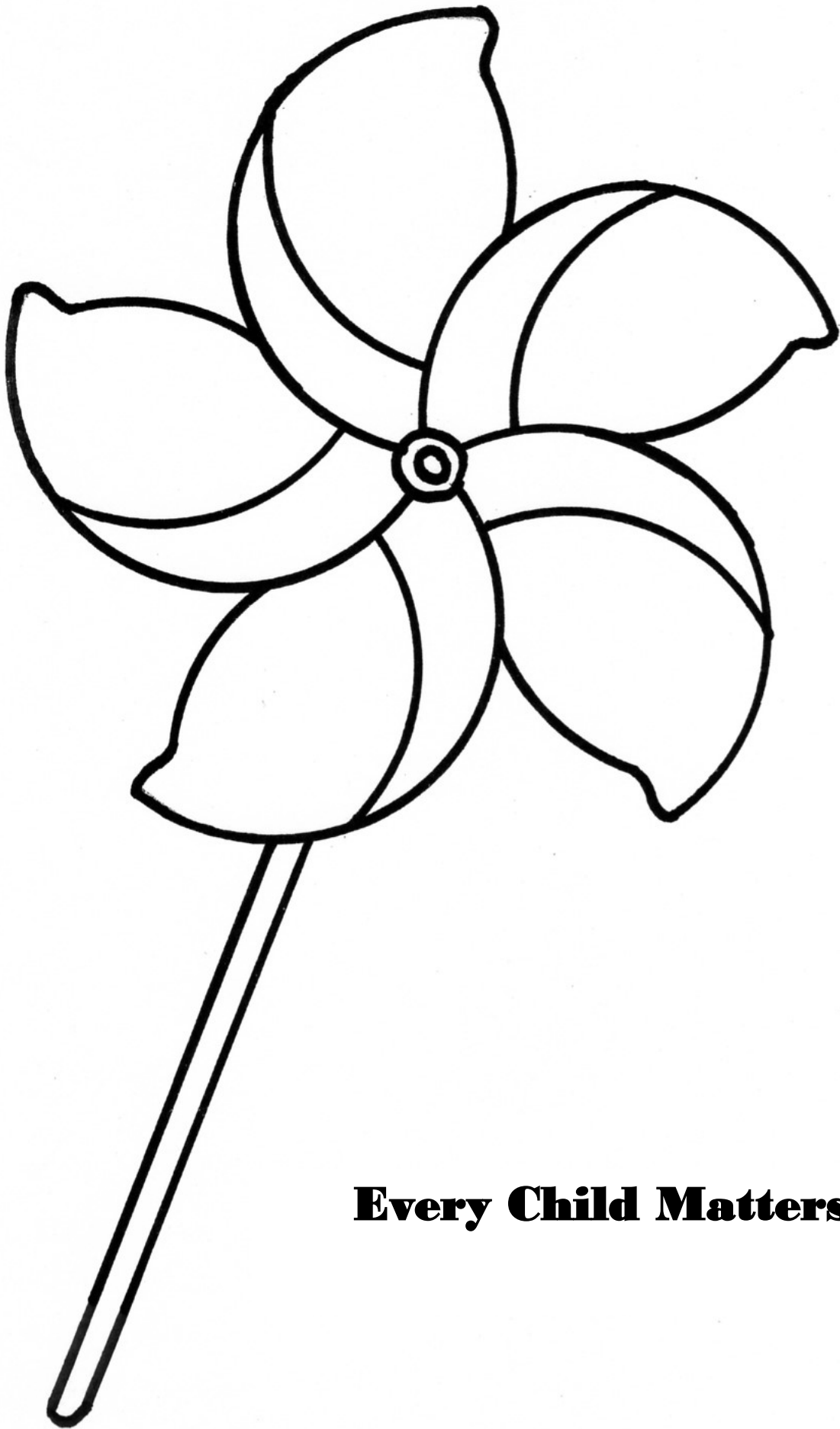
Sincerely,

(Your Contact Information)



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Illinois

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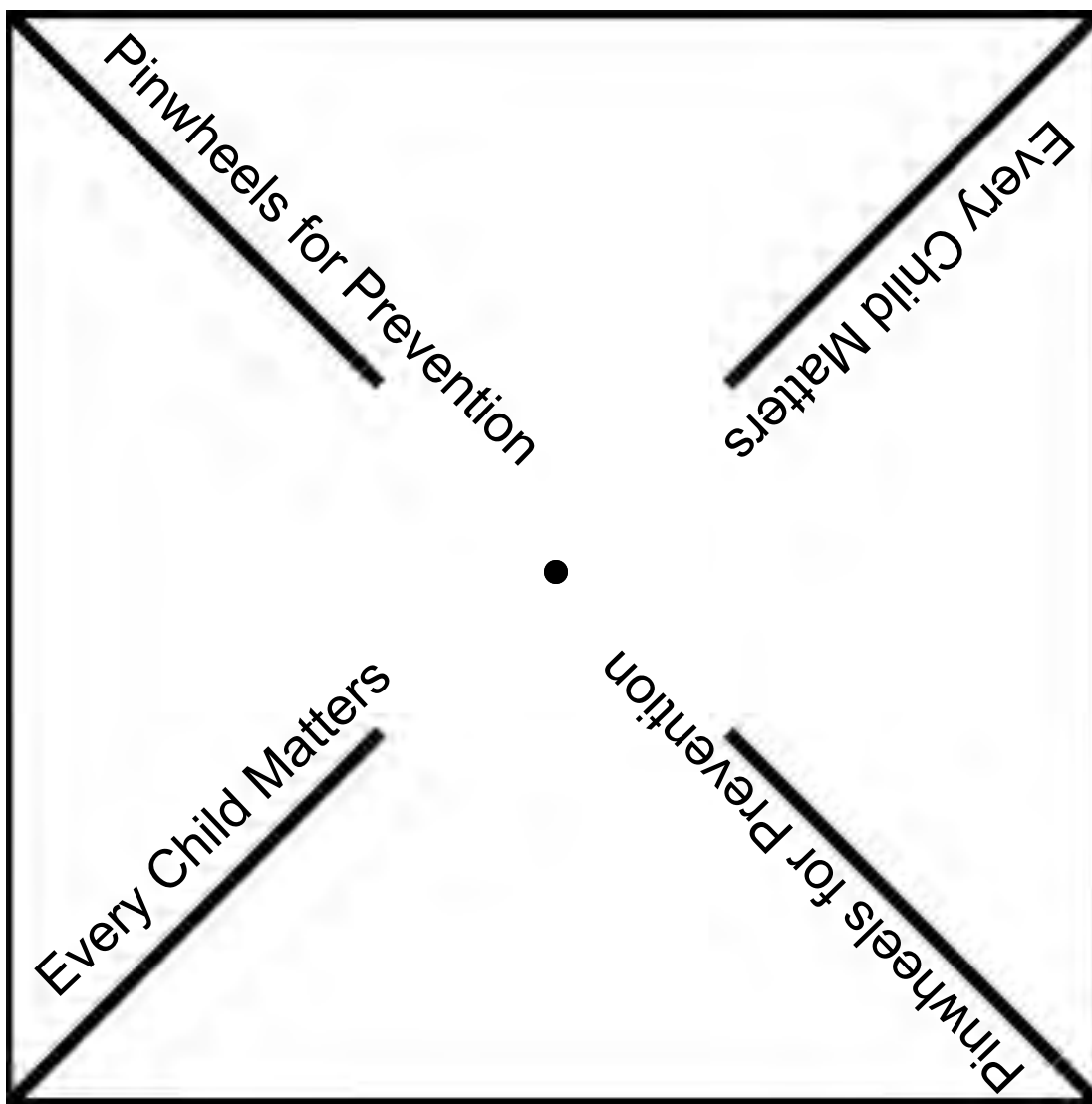


Every Child Matters!

Make your own Pinwheel

Pinwheels for **PREVENTION**[®]

Create a pinwheel to indicate your commitment to always putting children first in everything that you do on a daily basis.



Directions:

Decorate the pinwheel as you desire, cut along the solid black lines.

Fold the blank corner toward the center black dot.

Connect the center pieces, by poking a straight pin or fastener through the center.

Attach to a straw or pencil.

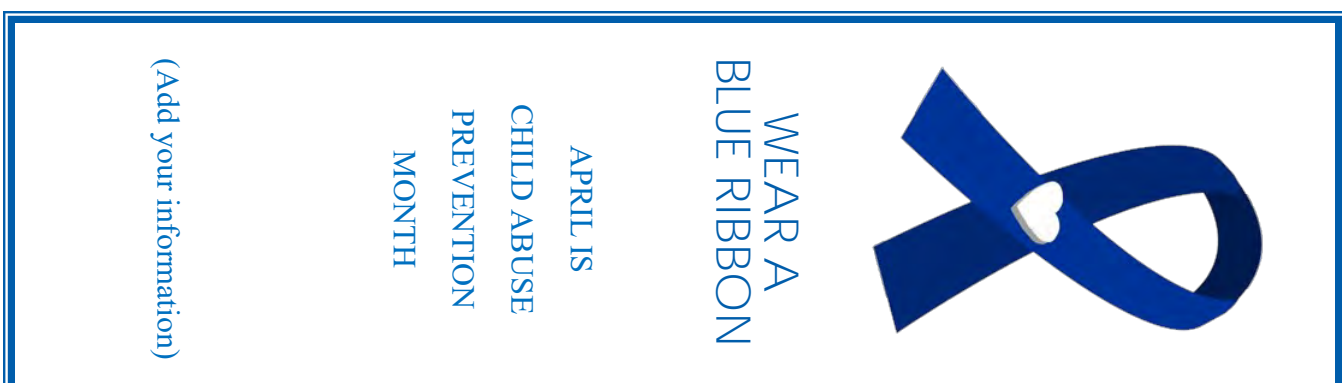


Sample Bookmarks for Blue Ribbon Campaigns and other activities.

FRONT



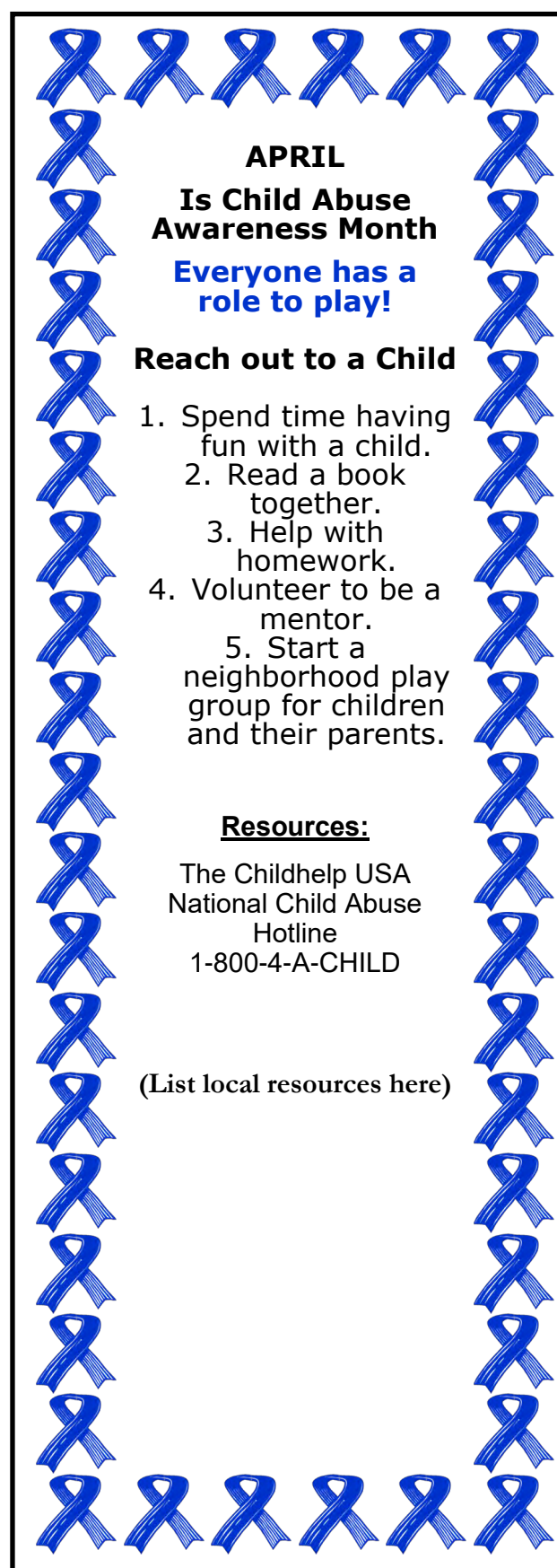
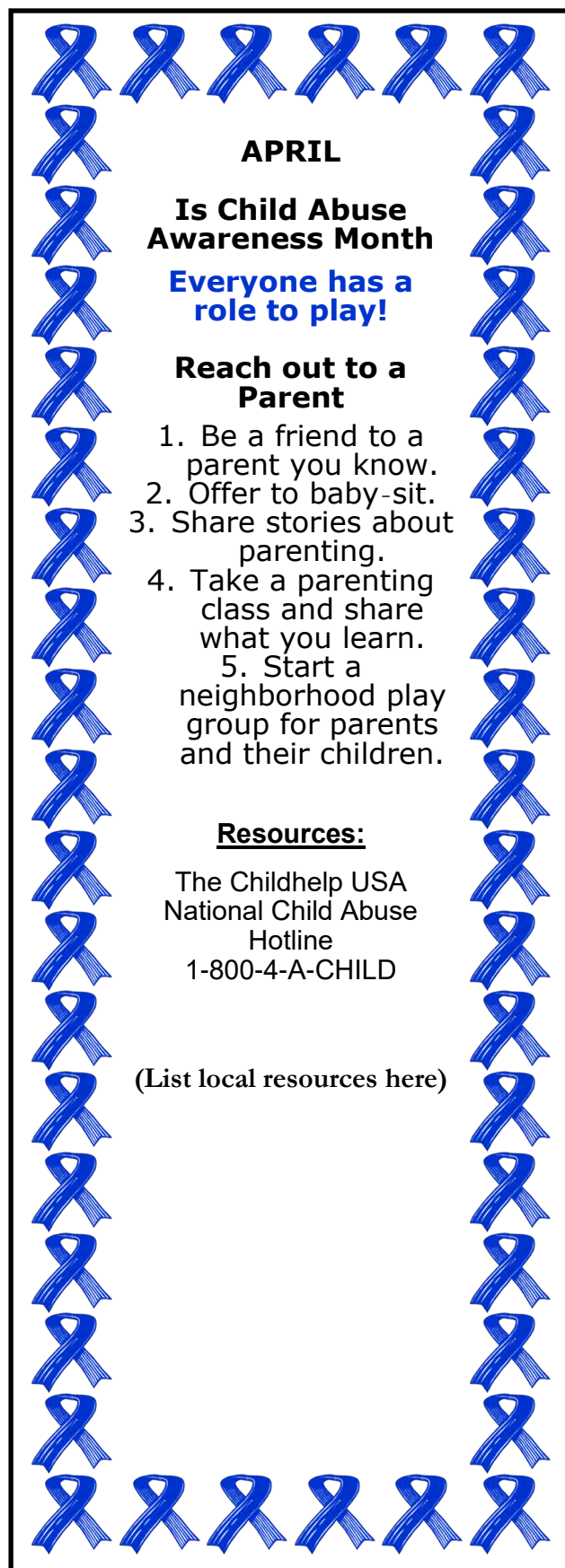
BACK



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Sample Bookmarks for Blue Ribbon Campaigns and other activities.





Prevent Child Abuse Illinois

Prevention Trainings and Workshops

♥ Stewards of Children

Stewards of Children is a 2 hour evidence based training that teaches adults how to recognize, react responsibly, and prevent child sexual abuse. This training, developed by the Darkness to Light Organization, is for parents, professionals, and anyone who wants to make a difference in their community by protecting children.



♥ Childhood Trauma

Children who have experienced complex trauma often have difficulty identifying, expressing, and managing emotions, which can lead to their behavior being unpredictable and explosive. Traumatic experiences in childhood have been linked to increased physical and mental health issues that can last into adulthood. PCA Illinois offers several trainings addressing childhood trauma, secondary trauma, and how to be trauma sensitive.

♥ The Effects of Domestic Violence on Children

Living in a home with domestic violence can have a significant impact on a child's emotional and physical well-being. More than half of families where a woman is abused, the children are abused as well. This training will provide an overview of the cycle of violence, warning signs that may be exhibited by children, and ways you can help.

♥ Shaken Baby Syndrome

Shaken Baby Syndrome (SBS) occurs when an infant or young child is violently shaken. This training will help participants understand the signs, effects and causes of SBS and the impact on families and society. (Also available in a Train-The-Trainer format.)



♥ Happiest Baby on the Block

The *Happiest Baby on the Block* is a technique developed by Dr. Harvey Karp for soothing a crying infant. It includes five specific components which trigger what Dr. Karp calls the "calming reflex". This training provides valuable tools and techniques for new and expectant parents.



♥ Child Abuse Prevention 101

As adults we can make a difference in the life of a child by taking the time to recognize and respond to signs and symptoms associated with child abuse and neglect. This training will provide an overview of the physical and behavioral signs, causes and dynamics associated with abuse, as well as what to do if you suspect a child is being hurt or neglected.

♥ Child Sexual Abuse Prevention

Child sexual abuse can happen to any child. Children need adults who know about child sexual abuse and who are willing to do something about it. This training will provide an overview of the facts, signs and symptoms, how to respond, and how to prevent it from happening. Child sexual abuse is a global problem that not only affects the child and family, but the entire community. With your help child sexual abuse can be prevented.

♥ The Effects of Methamphetamine on Children

There is a strong connection between methamphetamine use and abuse by parents and child maltreatment. This training will provide an overview of methamphetamine production and use, as well as the warning signs, risk factors and dangers to children.



**For information on these and other trainings visit our website
www.preventchildabuseillinois.org
 or contact the PCA Illinois office near you.**

Tarra Winters, Director of Programs
Belinda Farr, Cook County
Jennifer Samartano, Northern Region
Kristin Kaufman, Central Region
Brittney Hale, Southern Region

618-583-2116
773-371-6500
630-701-4710
309-693-5415
618-993-7122





Pinwheels for PREVENTION®

PINWHEELS are a national symbol for child abuse and neglect prevention and can be promoted in many different ways including health fairs, community events, candlelight vigils, school projects, pinwheel gardens and more.

Prevent Child Abuse Illinois is pleased that we can make brightly colored 7" diameter PINWHEELS on 12" stems available to you and your community. The PINWHEELS can be carried, given out at events, planted as a lawn display, lined up along a sidewalk or pathway, or used in any number of ways to raise awareness of child abuse prevention and the promise that every child deserves a great childhood.

ORDERING PINWHEELS:

PRICE

Pinwheels are \$1.00 each

Shipping is \$8.00 per 50



Number of Pinwheels

_____ at \$1.00 each \$ _____

Shipping \$ _____

TOTAL AMOUNT \$ _____

Please mail or fax this form to:

Prevent Child Abuse Illinois
528 So. 5th Street, Suite 211
Springfield, IL 62701
Telephone 217.522.1129
Fax 217.522.0655
www.preventchildabuseillinois.org

Please print clearly:

Name _____ Organization Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email Address _____

METHOD OF PAYMENT:

Total Enclosed: \$ _____ ☐ Check/Money Order Enclosed ☐ Visa ☐ MasterCard

Card # _____ Exp. Date _____ 3 Digit Security Code _____

Name on Card (Please Print) _____ Signature of Card Holder _____

Billing Zip Code _____



Blue Ribbon Key Chain 2.5" x 1.5" with a spinning blue ribbon	1 - 3 Key Chains \$6.00 each 4 or more Key Chains \$5.25 each	_____ Quantity _____ Total \$	Blue Wristbands Silicone wristbands	10 Bands \$10.00 25 Bands \$22.50 50 Bands \$40.00 75 Bands \$52.50 100 Bands \$60.00 Over 100 \$0.60 each	_____ Quantity _____ Total \$
Pinwheel Memo Holder 6" tall spinning metal pinwheel	1 Holder \$10.00 3 or more Holders \$9.00 each	_____ Quantity _____ Total \$	Pinwheel Magnets Car magnet measures 8" x 4.5"	1-9 Magnets \$5.00 ea 10-24 Magnets .. \$4.50 ea 25-49 Magnets .. \$4.00 ea 50-99 Magnets .. \$3.50 ea 100+ Magnets ... \$3.00 ea	_____ Quantity _____ Total \$
Blue Ribbon Grocery Bag Textured non-woven polypropylene with cardboard bottom measures 13" x 15" x 10"	1-2 Bags \$4.00 ea 3-10 Bags... \$3.60 ea 11-25 Bags . \$3.20 ea 26-50 Bags . \$2.80 ea 50 Bags + ... \$2.40 ea Shipping charges apply	Call for shipping information	Pinwheel Lapel Pin Pin measures .75" x 1.4" Two color enamel pin with butterfly clasp	1 - 5 Lapel Pins \$3.00 each 6 or more Lapel Pins \$2.50 each	_____ Quantity _____ Total \$

Please mail or fax this form to:

Prevent Child Abuse Illinois ♦ 528 So. 5th Street, Suite 211 ♦ Springfield, IL 62701 ♦ Phone ♦217.522.1129
 ♦ Fax 217.522.0655 ♦

Order and Shipping Information Name: _____ Organization (if applicable): _____ Address: _____ City, State, Zip: _____ Phone: _____ Fax: _____ Email: _____	Payment Method Grand Total \$ _____ _____ Check/Money Order - _____ Visa _____ Mastercard Card #: _____ Exp. Date: _____ Security Code: _____ Billing Zip Code: _____ Printed Name on Card: _____ Signature: _____
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Prevent Child Abuse Illinois Literature Request Form

Prevent Child Abuse Illinois brochures and posters are available to agencies, professionals and families throughout Illinois at no cost except for shipping and handling. You may order up to 200 brochures per title per quarter. Accommodations can be made for larger quantities by calling the office at 217-522-1129.

Please print clearly:

Name	Organization Name	
Address	County	
City	State	Zip
Phone	Fax	
Email Address	Date of Order	Date Order Filled

Prevent Child Abuse Illinois Professional Development Brochures:
200 brochures **FREE** per quarter per title (*shipping and handling charges will apply*).

Quantity	Quantity
English	Spanish

Shaking a Baby Can Be Deadly

An overview of Shaken Baby Syndrome and tips to help caregivers console a crying baby.
Each order will Include 2 – 8 ½" x 16 ½" Posters

_____	_____
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The Effects of Domestic Violence on Children

Understanding the cycle of violence, effects on children, warning signs and basic skills to assist with children who have been exposed to Domestic Violence.

_____	_____
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The Effects of Methamphetamine on Children

Provides facts on the effects of Methamphetamine, what it is and how children are affected.
Each order will Include 2 – 17" x 11" Posters

_____	_____
-------	-------

How Well Do You Know Your Lover? Children in Danger

A checklist and tips to identify how relationships can impact the safety of children.

_____	_____
-------	-------

Today's Children, Tomorrow's Future

What everyone can do to prevent and respond to Child Abuse

_____	Not Available
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Child Sexual Abuse Raising Awareness and Protecting Children

Know the signs and symptoms of child sexual abuse, how to respond, and how to help prevent it in your family and community.

_____	_____
-------	-------

Substance Abuse and Families

Overview of the impact of substance abuse and addiction on families and children.

_____	Not Available
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Please consider making a donation to support our literature program

Amount \$ _____

Shipping and Handling Charges

Number of Brochures

0 to 50 – No Charge	301 to 600 - \$9.00	901 to 1200 - \$15.00	1501 to 1800 - \$21.00
51 to 300 - \$6.00	601 to 900 - \$12.00	1201 to 1500 - \$18.00	1801 and above - \$24.00

METHOD OF PAYMENT:

Total Enclosed: \$ _____ ☐ Check/Money Order Enclosed ☐ Send Invoice ☐ Visa ☐ MasterCard

Card #	Exp. Date	3 Digit Security Code
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Name on Card (Please Print)	Signature of Card Holder
-----------------------------	--------------------------

Billing Zip Code _____

Please mail or fax to:

Prevent Child Abuse Illinois · 528 So. 5th Street, Suite 211 · Springfield, IL 62701 ·
Telephone 217.522.1129 · Fax 217.522.0655

www.preventchildabuseillinois.org

Child Abuse Prevention Month Packet Evaluation

We would greatly appreciate your feedback regarding this Child Abuse Prevention Month packet. We are interested to find out how you used these resources, if you shared them with others, and if they were helpful. Please take a minute to complete the following evaluation and return it to Prevent Child Abuse Illinois via email, fax, or mail.

1. Where did you hear about or find this Prevention Month Packet?

- ☐ Email sent to me by Prevent Child Abuse Illinois
☐ Email sent to me by a co-worker or colleague
☐ Prevent Child Abuse Illinois Website
☐ Google/online
☐ Other: _____

2. Did you find this packet helpful?

- ☐ Very helpful
☐ Somewhat helpful
☐ Neutral
☐ Not helpful

3. Which pieces of this packet did you use or find most helpful? (Please check all that apply.)

- | | | |
|--|---|---|
| <input type="checkbox"/> Letter from Executive Director Roy Harley | <input type="checkbox"/> Pinwheels for Prevention | <input type="checkbox"/> Sample Letter to the Editor |
| <input type="checkbox"/> Table of Contents | <input type="checkbox"/> Pinwheel Gardens | <input type="checkbox"/> Pinwheel Coloring Page |
| <input type="checkbox"/> Prevention Month Packet Instructions | <input type="checkbox"/> Blue Ribbons and Bows | <input type="checkbox"/> Make your own Pinwheel |
| <input type="checkbox"/> Facts About Child Abuse | <input type="checkbox"/> Wear Blue Day | <input type="checkbox"/> Sample Bookmarks |
| <input type="checkbox"/> Warning Signs of Abuse | <input type="checkbox"/> Wear Blue Day Poster | <input type="checkbox"/> PCA Illinois Trainings |
| <input type="checkbox"/> How to Report Abuse | <input type="checkbox"/> CAP Coalitions | <input type="checkbox"/> Pinwheel Order Form |
| <input type="checkbox"/> What to Do in a Public Place | <input type="checkbox"/> Location of CAP Coalitions | <input type="checkbox"/> Merchandise Order Form |
| <input type="checkbox"/> What it Takes to be a Nurturing Parent | <input type="checkbox"/> Social Media | <input type="checkbox"/> Literature Order Form Packet |
| <input type="checkbox"/> How You Can Prevent Child Abuse | <input type="checkbox"/> Sample Media Release | <input type="checkbox"/> Evaluation |
| <input type="checkbox"/> What You Can Do in Your Community | <input type="checkbox"/> Sample Newsletter Articles | <input type="checkbox"/> Other _____ |

4. Did you print out this packet? ☐ Yes ☐ No

5. Did you share this packet with others? ☐ Yes ☐ No

6. Please tell us about any activities you hosted or participated in during April. (Attach additional sheets and include attachments if desired.)

Please email, mail or fax this form to:
 Prevent Child Abuse Illinois, 528 S. 5th, Suite 211,
 Springfield, Illinois 62701 Fax: 217-522-0655
www.preventchildabuseillinois.org

Optional Information:

Organization name: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____ Email address: _____