

APRIL 2019 Prevention Month Tool Kit

PREVENT CHILD ABUSE RHODE ISLAND



APRIL IS
#CAPMONTH



PROMOTE CHILD ABUSE PREVENTION MONTH



#WEARBLUE

WEAR BLUE DAY

FRIDAY, APRIL 5TH

Show your support and raise awareness in your community by wearing blue, the traditional color of prevention.

#WearBlue

#WearBlueRI

MAKE YOUR OWN PINWHEEL DISPLAY

The pinwheel is the national symbol for child abuse prevention because it serves as a reminder of the great childhoods we want for all children.

#GreatChildhoods

#PinwheelsforPrevention



Show off your prevention efforts on social media using the hashtags #GreatChildhoods and #CAPMonth. Be sure to tag PSNRI and PCARI!





WAYS TO MAKE A PINWHEEL GARDEN

We invite you to join us in showing your support for the great childhoods all children deserve by planting a pinwheel garden in your community.

Can't plant a traditional pinwheel garden? You can plant pinwheels in a flower pot near the entrance to your home, school, or place of business. Place pinwheels in small flower pots or vases on counters and desks.

Get the community involved by hosting a community event and invite local families to help plant your pinwheel garden. Encourage others in your community to plant their own pinwheel garden!



DO MORE OF WHAT YOU LOVE TO CREATE #GREATCHILDHOODS

CREATE GREAT CHILDHOODS FOR CHILDREN IN YOUR COMMUNITY WHILE DOING WHAT YOU ❤️!

Love to read? Volunteer for an after-school reading program or book club. You'll help kids meet new friends and spark their imaginations!



Coach a youth sports team to teach kids the value of teamwork. They'll learn how to trust teammates and themselves.

Want your voice to be heard? Contact your elected officials and urge them to support policies and programs that promote safe, healthy childhoods.



For Immediate Release

Date: March 20, 2019

Contact: Lisa Conlan Lewis, Executive Director
Prevent Child Abuse Rhode Island/PSNRI
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Email: l.conlan@psnri.org

Prevent Child Abuse Rhode Island Encourages People to ‘Do More of What You Love’ to Help Families this April, Child Abuse Prevention Month

(Providence, RI)—April is National Child Abuse Prevention Month and Prevent Child Abuse Rhode Island is inviting people across the state to participate by sharing their time and talents to help create great childhoods for children and families. You can support kids and parents, while making a difference in your own community, just by doing some of your favorite things. Even the smallest steps can make a big difference in a child’s life—and a parent’s as well.

“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 help build social connections,” said Karen Nix, Statewide Prevention Coordinator for the Prevent Child Abuse Rhode Island Chapter.

To kick off the year’s campaign, we invite everyone to show support for children and families and raise awareness by wearing blue on Friday, April 5th. Wear Blue Day is an opportunity for the people of Rhode Island to show their commitment to the well-being of children and families in our state. Be sure to take pictures and post them on social media with the hashtags #WearBlue and #WearBlueRI.

On Saturday, April 13th, Prevent Child Abuse Rhode Island (PCA-RI), Parent Support Network Rhode Island (PSNRI), the Department of Children, Youth, and Families (DCYF), and our community partners will be hosting a Family Fun Day at McCoy Stadium in Pawtucket. Join us for a day at the ballpark, which includes tickets to the game, a complimentary all-you-can-eat BBQ buffet beginning at 11:00 a.m., plenty of family-friendly activities, and a pregame High-Five Tunnel for the kids. Game starts at 1 p.m. **Admission is FREE**. Families can RSVP to this event by calling (401) 467-6855. Transportation to the event is available by request. Complimentary parking is also available.

Throughout the month of April, we invite local businesses, hospitals, schools, and community agencies to get involved in Child Abuse Prevention Month by planting a pinwheel garden. Pinwheels are the national symbol for the prevention of child abuse. It is the perfect reminder of the great childhood we want for all children. Parent Support Network is available to assist any local community organization in creating a pinwheel garden. Can’t plant a traditional garden? Plant pinwheels in flower pots or vases and put them on display. Don’t forget to take photos and share your pinwheel gardens on social media with the hashtag #pinwheelsforprevention. Don’t forget to tag PSNRI and PCARI when sharing your #CAPMonth endeavors!

“Priorities this year for Prevent Child Abuse Rhode Island are fatherhood engagement, parents struggling with mental health and addiction, and of course, working in collaboration with state and community partners to invest in healthy child development,” said Lisa Conlan Lewis, Executive Director for Parent Support Network Rhode Island.

“We all share a responsibility for the physical, emotional, and mental well-being of children and their families,” added Nix. “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 Rhode Island

Founded in 1988, Parent Support Network of Rhode Island (PSNRI) is committed to the support, education, and advocacy of families who have children at risk of emotional, behavioral, and mental health challenges. Many of the families PSNRI works with are at risk or involved with child welfare. As the Rhode Island Chapter of Prevent Child Abuse America, we are committed to raising statewide awareness on the prevention of child abuse and neglect with ongoing community-based activities and educational training events with families, community, and state partners. We offer ongoing parent assistance and educational opportunities focused on strengthening families. To learn more, please visit us at www.psnri.org.

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 to learn more.

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April is Child Abuse Prevention Month



In recognition of **Child Abuse Prevention Month**, please join us for a day out at the ballpark, including an all-you-can-eat BBQ, fun activities for the family, tickets to the game, and your child's participation in the pregame **High Five Tunnel!**



FAMILY ACTIVITIES | FREE ADMISSION | FREE PARKING | FREE ALL-YOU-CAN-EAT BBQ



VS
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Saturday, April 13, 2019
BBQ @ 11 am
First Pitch @ 1 pm
McCoy Stadium, Pawtucket

TO RSVP TO THIS EVENT CALL
PARENT SUPPORT NETWORK RHODE ISLAND
@ 401.467.6855
TRANSPORTATION AVAILABLE BY REQUEST



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

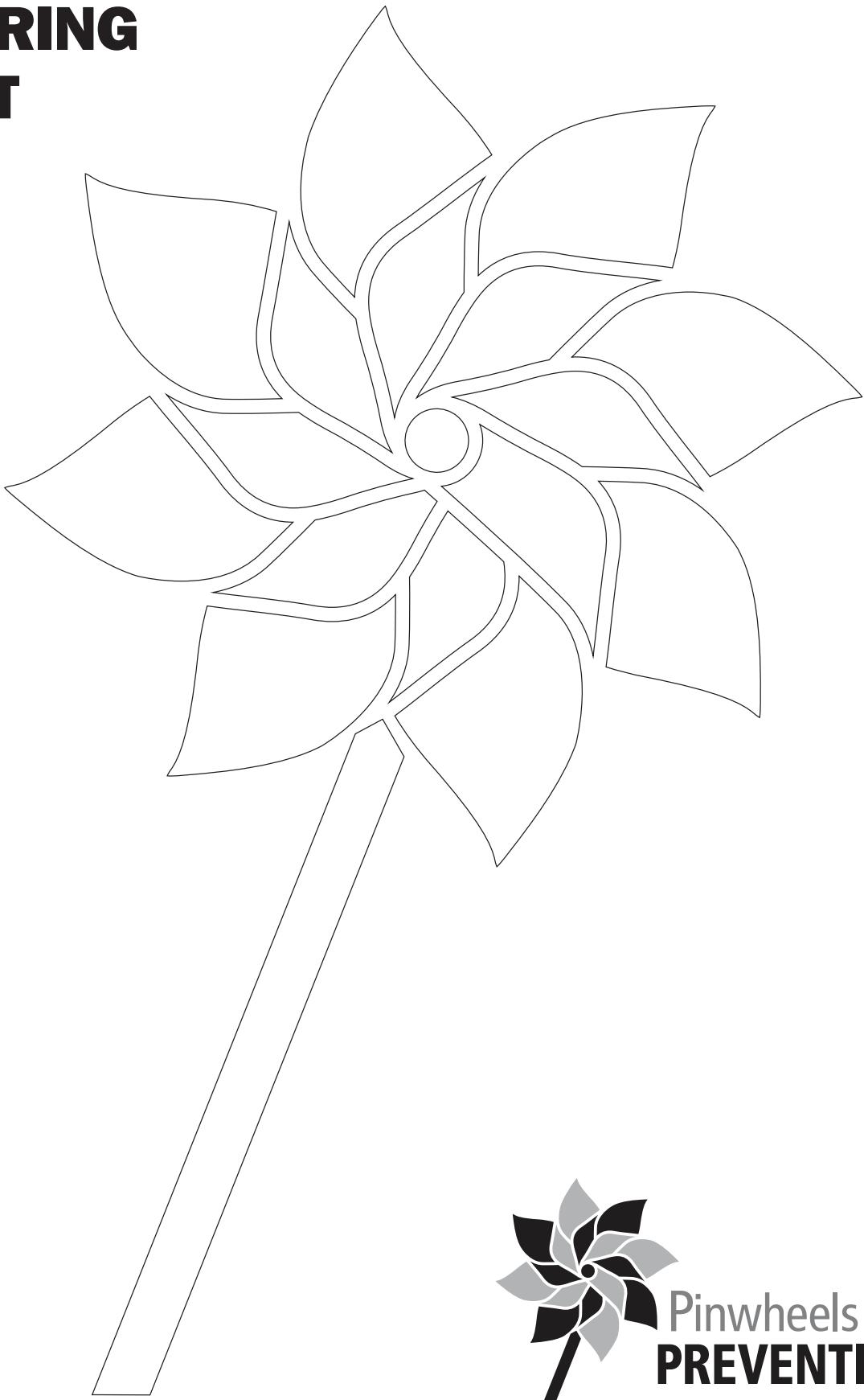
- a push pin
- a square piece of construction paper (about 8.5" x 8.5")
- a sharpened pencil with eraser
- scissors

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.



PINWHEEL COLORING SHEET





2019 National Child Abuse Prevention Month

FAMILY FUN DAY - Media Kit

April is National Child Abuse Prevention Month! Parent Support Network Rhode Island (PSNRI), Prevent Child Abuse Rhode Island Chapter (PCA-RI), The Department of Children, Youth and Families (DCYF), and Family Care Community Partnerships (FCCP's) will be hosting a "Family Fun Day" at McCoy Stadium on Saturday, April 13th at 11:00 a.m. By using the attached Media Kit, you may promote the event and help inform families of this opportunity.

Attached you will find:

- Sample Press Release
- Sample E-mail for families
- Sample Facebook and Twitter Messages
- Sample Social Media Square
- Official Event Flyer (formatted for 8.5" X 11" paper)

Utilizing social media, local press, and e-mail provide channels for getting out the message about Child Abuse Prevention Month and the Family Fun Day event.

These samples are for your use to promote your agency and tickets for the event leading up to Saturday, April 13th.

Utilizing any of the tools provided is FREE. Press releases can be easily emailed to local media outlets. And, you can use your agency's currently operating Twitter and Facebook accounts to tweet and share.

Please feel free to edit the attached samples provided in this media kit with your agency's information. You are not required to use the tools in this kit. Please choose the options that work best for your agency.

If you have any questions, or need any help with any of these tools, please do not hesitate to get in touch.

Contact:

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Parent Support Network of Rhode Island
535 Centerville Road, Suite 202
Warwick, RI 02886
401.467.6855
www.psnri.org [psnri.org]
k.nix@psnri.org



AGENCY LOGO HERE

**Sample Press Release for
National Child Abuse Prevention Month 2019**

FOR IMMEDIATE RELEASE

[Contact Name]

[Contact Title]

[Contact Email]

[Contact Phone Number]

**Family Fun Day at McCoy Stadium in Recognition of
April as Child Abuse Prevention Month**
FREE admission for families

PAWTUCKET, RI (MONTH DATE, YEAR) – [ORGANIZATION NAME] together with Parent Support Network of RI (PSNRI), Prevent Child Abuse RI (PCA-RI), and the Department of Children, Youth, and Families (DCYF) will be hosting Family Fun Day at McCoy Stadium on Saturday, April 13th. FREE admission is available to all families serviced by **[ORGANIZATION NAME]**. Families can RSVP to this event by calling (401) 467-6855. Free transportation is available by request. Complimentary parking is also available.

In recognition of April as Child Abuse Prevention Month, Family Fun Day is a family-friendly event at the ballpark including an all-you-can-eat barbecue buffet beginning at 11:00 a.m., family fun activities, and the High-Five Tunnel for children with PawSox players prior to the game.

This month and throughout the year **[ORGANIZATION NAME]** encourages all individuals and organizations to play a role in making **[COMMUNITY NAME]** a better place for children and families. Our organization works year-round to ensure parents have the knowledge, skills, and resources they need to care for their children. We can help prevent child abuse and neglect by making meaningful connection with children, youth and families in our community.

Each year, Rhode Island receives approximately 14,000 reports of child maltreatment. “April is a time to celebrate the important role that communities play in raising child abuse awareness, protecting children, and strengthening families,” said **[YOUR SPOKESPERSON’S NAME AND TITLE]**. “This Family Fun Day event is an excellent opportunity for families to enjoy a day together at McCoy Stadium. It is also a great reminder that everyone’s participation is crucial. Focusing on a way to connect with families is the best thing our community can do to strengthen families and prevent child abuse and neglect.”

[ADDITIONAL DETAILS ABOUT LOCAL EVENTS AND/OR PROGRAMS] For more information about child abuse prevention programs and activities during the month of April and throughout the year, contact **[ORGANIZATIONS CONTACT INFORMATION]**.

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Sample E-mail for National Child Abuse Prevention Month 2019

Subject: FREE Admission for our families to Family Fun Day at McCoy Stadium

Hello [ORGANIZATION NAME] family:

[ORGANIZATION NAME] together with Parent Support Network of RI, Prevent Child Abuse RI, and the Department of Children, Youth, and Families (DCYF) will be hosting Family Fun Day at McCoy Stadium on Saturday, April 13th. **FREE admission** is available to all our families. Families can RSVP to this event by calling (401) 467-6855. Transportation to the event is available by request. Complimentary parking is also available.

In recognition of April as Child Abuse Prevention Month, Family Fun Day is a family-friendly event at the ballpark including a complimentary all-you-can-eat barbecue buffet beginning at 11:00 a.m., family activities, and the High-Five Tunnel for children with PawSox players prior to the game.

We hope you will join us!

April is National Child Abuse Prevention Month. This month and throughout the year [ORGANIZATION NAME] encourages all individuals and organizations to play a role in making [COMMUNITY NAME] a better place for children and families. Our organization works year-round to ensure parents have the knowledge, skills, and resources they need to care for their children. We can help prevent child abuse and neglect by making meaningful connection with children, youth and families in our community.

If you have any questions about Family Fun Day at McCoy Stadium, or about any of the services and programs we offer, please contact **[ORGANIZATION CONTACT]**.

Sincerely,

[ORGANIZATION CONTACT]

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National Child Abuse Prevention Month 2019

Sample Tweets and Facebook Messages

SAMPLE TWEETS

- April is National Child Abuse Prevention Month #CAPmonth We are helping host Family Fun Day at McCoy Stadium! Call (401) 467-6855 for RSVP for your family.
- #CAPmonth Please visit our website for information about Family Fun Day at McCoy Stadium on Saturday April 13th! Free admission for our families!
- #CAPmonth Join us at McCoy Stadium on Saturday, April 13th! Tickets are available for FREE to our families! Call (401) 467-6855 for RSVP for your family
- Make a difference during April, National Child Abuse Prevention Month. Come to our Family Fun Day! Visit **[INSERT ORGANIZATION WEBSITE]** for more info! #CAPmonth

SAMPLE FACEBOOK MESSAGES

Share messages below with social media graphic provided.

- #WearBlueRI on Friday, April 5th to show your support for #GreatChildhoods as we raise awareness during #CAPmonth. Today and every day, it's up to all of us to prevent child abuse.
- April is Child Abuse Prevention Month. #CAPmonth Please visit **[INSERT ORGANIZATION WEBSITE]** for information about Family Fun Day at McCoy Stadium on Saturday, April 13th. Admission is free for our families. Come out and help us raise awareness in our community!
- **[INSERT ORGANIZATION NAME]** is making a difference for #CAPmonth. Together with PSNRI, PCA-RI, and DCYF we are hosting Family Fun Day at McCoy Stadium on April 13th. Please visit **[INSERT ORGANIZATION WEBSITE]** for more information. Free tickets are available!
- April is National Child Abuse #CAPmonth and we are hosting Family Fun Day at McCoy Stadium. Share this post. Free admission for our families!
- It's National Child Abuse Prevention Month #CAPmonth Help Us Spread the Word! Share this update and visit **[INSERT ORGANIZATION WEBSITE]** for more information about local events.
- Want a fun way to get involved in #CAPMonth and help #GreatChildhoods happen? Plant a pinwheel garden! #PinwheelsforPrevention Contact **[INSERT ORGANIZATION NAME]** for info on how to get involved.