

# CHILD ABUSE PREVENTION MONTH

APRIL 2022



## COMMUNITY PACKET



**"Growing Better Together"**



**Prevent Child Abuse  
Illinois™**

[www.preventchildabuseillinois.org](http://www.preventchildabuseillinois.org)

Dear Friends,

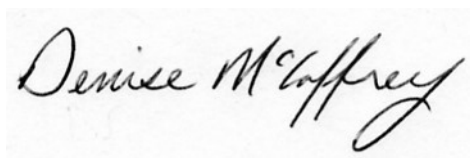
**Child Abuse Prevention Month** has been observed each **April** since its first presidential proclamation in 1983. Since that time, millions of Americans have participated in this vitally important public awareness campaign. People across the nation have planted pinwheels, tied blue ribbons, and changed their Facebook profiles to raise awareness that all children deserve great childhoods, and we all have a role to play in keeping children safe.

This packet was specifically developed to help you plan your **April 2022** events. Feel free to copy, share, and distribute the materials in the packet or use the information to create your own special **Child Abuse Prevention Month** campaign.

The past few years have been hard on us all. Every one of us, including children and parents, have changed our routines, missed out on events, and been under more stress than usual. This year's **Child Abuse Prevention Month** theme, **Growing Better Together**, calls us to action to support each other and focus on the positive environment we all need to survive and thrive.

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. Whether you use the tools in this packet in their entirety, in part or simply for inspiration, we at Prevent Child Abuse Illinois are here to help. Please feel free to contact us at any time.

Sincerely,



Denise McCaffrey  
Executive Director  
Prevent Child Abuse Illinois





# Prevent Child Abuse Illinois™

## 2022 CHILD ABUSE PREVENTION MONTH COMMUNITY PACKET

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**\*PCA Illinois - Prevent Child Abuse Illinois**

**\*\*CAP - Child Abuse Prevention**





# 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 in 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 7 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. Whether you use the tools in this packet in their entirety, in part or simply for inspiration, we at Prevent Child Abuse Illinois are here to help. Please feel free to contact us at anytime: [lcaspar@pcaillinois.org](mailto:lcaspar@pcaillinois.org)

## 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 future.





# 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, friend of the family, or trusted adult like a teacher, mentor or coach.

## Where Does Child Abuse Happen?

Child abuse can 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://www2.illinois.gov/dcf/aboutus/newsandreports/reports/Pages/default.aspx>



# 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 food or money
- 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, relatives, or social supports
- 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.



# HOW TO REPORT CHILD ABUSE AND NEGLECT

**CALL THE DCFS HOTLINE:**

**1-800-25ABUSE (1-800-252-2873)**

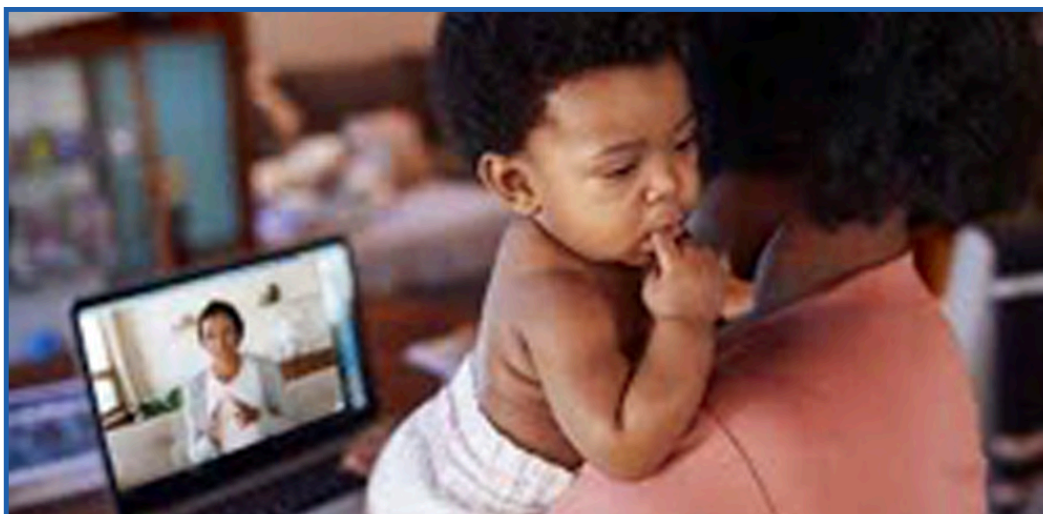


**Have the following information about the child or children, if possible:**

- Name
- Address
- Information about siblings
- Date of birth
- Phone number
- Parent/guardian's name

**More information for calling the hotline:**

- 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](http://www.illinois.gov/dcfs)





# 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.



**CALL THE DCFS HOTLINE:**

**1-800-25ABUSE (1-800-252-2873)**

Illinois Department of  
**DCFS**  
Children & Family Services

Adapted from Prevent Child Abuse America





# 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.
- 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.
- 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.

## **Need To Talk To Someone? Call:**

Childhelp®  
National Child Abuse Hotline

**1-800-4-A-CHILD  
(1-800-422-4453)**

There are many great websites for parents. Below are just a few suggestions.

[www.babycenter.com](http://www.babycenter.com) | [www.zerotothree.org](http://www.zerotothree.org) | [www.tnpc.com](http://www.tnpc.com) | [www.parents.com](http://www.parents.com) | [www.aap.org](http://www.aap.org)



# 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/protective-factors>.

### 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 through 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 at:**

**[www.preventchildabuseillinois.org/20-ways](http://www.preventchildabuseillinois.org/20-ways)**

# 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

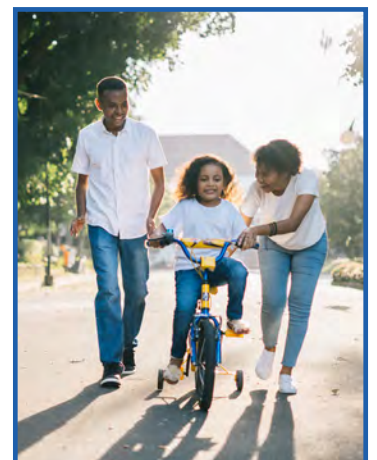
- [Attend a Statewide Media Event](#) – contact PCA Illinois at 217-522-1129 or online to learn about several annual [Child Abuse Prevention Month](#) Media events held across Illinois.
- [Have local officials issue a formal proclamation](#) and hold a media conference to announce [April](#) as [Child 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 3 pages of this packet.)
- [Participate in Wear Blue Day](#). (Learn how on PAGE 16 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 <https://www.preventchildabuseillinois.org/literature>.)



- [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) General Federation of Women's 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 agencies.
- [Join or start a Child Abuse Prevention Coalition](#) in your community. (See PAGE 18 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**





# Pinwheels for **PREVENTION**<sup>®</sup>

**Prevent Child Abuse**  
Illinois<sup>™</sup>





# Pinwheels for **PREVENTION**<sup>®</sup>



## WHAT IS PINWHEELS FOR PREVENTION<sup>®</sup>?

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.

### Bring Pinwheels For Prevention<sup>®</sup> 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.



**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 the Activities For Kids section of this packet. Pinwheel color sheets are also available.

**Carry Pinwheels** in parades, give them as prizes or sell them as a fundraiser.

**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 23 of this packet or from our website: [www.preventchildabuseillinois.org](http://www.preventchildabuseillinois.org)**



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



# BLUE RIBBONS AND BOWS

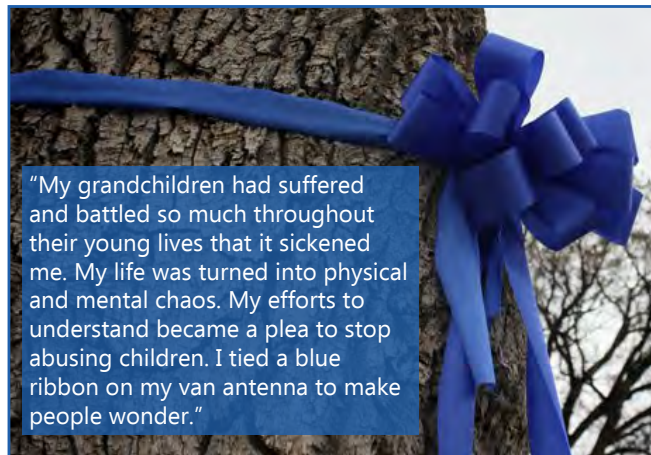
Blue ribbons and blue bows, often used and seen during April, are a traditional symbol of child abuse awareness. They remind us of the seriousness of child abuse and neglect, and the need for its prevention. Many communities across the country conduct Blue Ribbon or Blue Bow campaigns to draw attention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

## 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.



## What to do with Blue Ribbons In April

- 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. Local dry cleaners might donate some safety pins.
- Ask fire and police departments, cable, phone, and utility companies, school and city buses 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 fences, and placed in other visible areas.
- Wear a Blue Ribbon each day in April and encourage others to wear them as well.

**MANY BLUE RIBBON AND BLUE BOW CAMPAIGNS PIN THE RIBBONS AND BOWS ON BOOKMARKS OR RESOURCE CARDS TO HAND OUT WITHIN THEIR COMMUNITY. SAMPLE BOOKMARKS CAN BE FOUND AND DOWNLOADED FROM OUR WEBSITE AT:**

**[www.preventchildabuseillinois.org/cap-month](http://www.preventchildabuseillinois.org/cap-month)**







# WEAR BLUE DAY





# 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 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!"**
- **Wearing Blue raises awareness and encourages others to support child abuse prevention as well.**



### There are lots of different ways to participate:



- Wear blue on **Friday, April 1, 2022.**
- **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 Instagram 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 Instagram. You can also email them to [lcaspar@pcaillinois.org](mailto:lcaspar@pcaillinois.org).

Remember to share your pictures of Wear Blue Day on Facebook, Twitter and Instagram using the hashtags:  
**#GreatChildhoods | #GoBlueIllinois**



Search for us on all social media platforms





# WEAR BLUE DAY

APRIL 1 2022



**Show your commitment to preventing child abuse!**  
Wear your prevention blue and send pics to  
**#GreatChildhoods | #GoBlueIllinois**  
or **lcaspar@pcaillinois.org**

Illinois Department of  
**DCFS**  
Children & Family Services



Search for us on all social media platforms

 **Prevent Child Abuse  
Illinois**  
[www.preventchildabuseillinois.org](http://www.preventchildabuseillinois.org)



# 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.



**Local CAP Coalitions can and do make a difference in the lives of children, families, and communities. Help great childhoods happen!**

**Want to join or start a CAP Coalition in your community? Find your contact below and get started today!**



### Cook County

Belinda Farr:  
[bfarr@pcaillinois.org](mailto:bfarr@pcaillinois.org)

### Northern Illinois

Jennifer Samartano:  
[jsamartano@pcaillinois.org](mailto:jsamartano@pcaillinois.org)

### Central Illinois

Jill Duden:  
[jduden@pcaillinois.org](mailto:jduden@pcaillinois.org)

### Metro East

Tarra Winters:  
[twinters@pcaillinois.org](mailto:twinters@pcaillinois.org)

### Southern Illinois

Amber Anderson:  
[aanderson@pcaillinois.org](mailto:aanderson@pcaillinois.org)



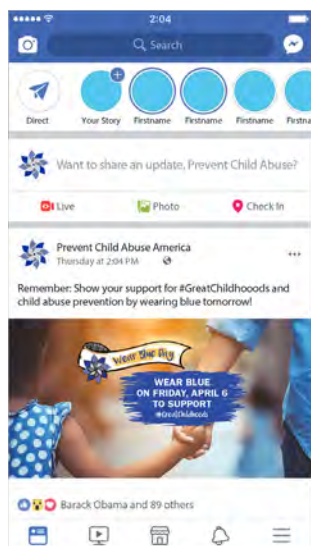
# SOCIAL MEDIA AND CHILD ABUSE PREVENTION MONTH



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, Twitter and Instagram are a great way to share messages and reach large groups of people. Below are some tools and tips for how to leverage the massive reach of social media to help have the most successful [Child Abuse Prevention Month](#) awareness campaign possible.

## SOCIAL MEDIA TOOLS

To make managing social media during [Child Abuse Prevention Month](#) easier, here are a couple of helpful tools. We also post regular images and messages on our social media channels that we encourage all to share on their social media pages throughout the month of [April](#).



### Anatomy of a Facebook Post

← When sharing content, try to include a link whenever possible so that your content goes the extra mile.

← Keep the message SHORT! Facebook calls these "headlines".

← Always include an image in your post, otherwise people will just scroll past.

← Respond to your community. Answer questions and leave positive comments



**Find these images and messages to accompany them on our Facebook page all throughout April. Follow us to make sure you see them all!**

**[facebook.com/preventchildabuseillinois](https://facebook.com/preventchildabuseillinois)**

## TWIBBON CAMPAIGN

A Twibbon is a tool that [allows people to add badges to their social media profiles](#), showing support for a particular cause. The best part of Twibbon is that it's temporary and incredibly easy for people to do!

### How To Use Twibbon:

1. In March, PCA Illinois will send out a link when the campaign begins.
2. Click the link to add the badge to your own social media pages.
3. Click the "Share this campaign" button on the same page you used to add the badge.
4. A message will be sent to all of your friends encouraging them to join.

[Share the twibbon early and often!](#) The more people who sign up early, the bigger traction the campaign gets as the month goes on.



**For these and many more materials visit our [Child Abuse Prevention Month](#) webpage at: [www.preventchildabuseillinois.org/cap-month](http://www.preventchildabuseillinois.org/cap-month)**

# MEDIA ENGAGEMENT IN CHILD ABUSE PREVENTION MONTH



A KEY PART of making Child Abuse Prevention Month such a success is engaging the media in your events and activities. The media has the unique ability to inform and report the information of Child Abuse Prevention Month to a wide reach of people. As such it is important to take advantage of every media avenue you can to get your message out there, including Letters to the Editor, newsletter articles, media releases and more.

## 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.

**FOR EVEN MORE TIPS AND FULL SAMPLE PRESS RELEASES, LETTERS TO THE EDITORS, PROCLAMATION AND MORE, VISIT THE MEDIA SAMPLE WEBPAGE AT:**

[www.preventchildabuseillinois.org/cap-month-media-samples](http://www.preventchildabuseillinois.org/cap-month-media-samples)





# PARTNERING WITH PCA ILLINOIS



**Child Abuse Prevention Month** is key for bringing attention to prevention efforts across the state. Because of this we have taken great steps to make participating in **April** as easy and collaborative as possible. However, child abuse doesn't just happen in **April**. It happens every day of every month. Below you will find some ways to partner with us during **April** and throughout the year.

## Join the Statewide Planning Committee

Want to share what you do for **Child Abuse Prevention Month** with others? Our Statewide Planning Committee meets once a year to share information and create partnerships. Make sure your ideas and efforts reach their full potential. To join the committee contact Kristin at [kkaufman@pcaillinois.org](mailto:kkaufman@pcaillinois.org).

## Host A Training

One of the best ways to prevent child abuse and neglect is to know as much as you can about the issues. PCA Illinois offers free trainings that cover a wide variety of topics which impact children and families. See our training flier on PAGE 22 of this packet and schedule a training today.

## Resilience and Paper Tigers Screenings

The documentary films *Paper Tigers* and *Resilience* take on the challenge of exploring childhood trauma and the lasting impact on child, family, and community. Screening one or both of these films is a unique way to bring information to your program or community. To learn more contact Jennifer at [jsamartano@pcaillinois.org](mailto:jsamartano@pcaillinois.org).



## Order Pinwheels

The pinwheel, a symbol of child abuse prevention, is still one of the most strikingly visible ways to show your support for creating great childhoods. For more info and ideas on how to use pinwheels see PAGE 13. To order pinwheels see PAGE 23.

## Order Literature

As a part of our public information mission we have developed brochures based on a variety of common child abuse topics including: *Shaking a Baby Can Be Deadly*, *How Well Do You Know Your Lover?*, and *The Effects of Domestic Violence on Children*. **The Brochures Are Free.** For larger orders we ask you pay a small amount for shipping. See our selection of brochures on the order form on PAGE 25.

## Ordering Merchandise

Pinwheels aren't the only way to show your support during **Child Abuse Prevention Month**. To see the full array of our Prevention Merchandise check out PAGE 24.

## Attend a Kickoff Event

Every year we kick off **Child Abuse Prevention Month** with media and public events across the state to raise even more awareness. For a full list of events visit <https://www.calendarwiz.com/calendars/calendar.php?crd=preventioncalendar&>

## Add Your Event To Our Calendar

Holding a **Child Abuse Prevention Month** event? We try to gather as many events as possible during **April** to show Illinois' commitment to supporting children and preventing abuse. Make sure your event is on the calendar! See PAGE 26 or [www.preventchildabuseillinois.org/cap-month-calendar-submission](http://www.preventchildabuseillinois.org/cap-month-calendar-submission).

## Go Blue Illinois!

Show your support by lighting up your business or home blue for the month of April. Bakeries can sell special blue treats (some donate the proceeds to PCA Illinois). How will you go blue? For more ideas visit our website.



## Wear Blue on Wear Blue Day

Make sure you join us on **April 1st** by bringing Wear Blue Day to your school or organization. See more on PAGE 15, print the poster on PAGE 17, and make sure you share your pictures with us at [lcaspar@pcaillinois.org](mailto:lcaspar@pcaillinois.org).



## PREVENTION TRAININGS

Prevention starts with education. All trainings are offered virtually or in-person and can be adapted to small or large groups. Reach out to us today to schedule your training. Together we can create and sustain #greatchildhoods for all children!

### INFANT CARE AND SAFETY

- Shaken Baby Syndrome
- Happiest Baby on the Block

### CHILDHOOD TRAUMA

- Trauma 101: Understanding the Impact of Childhood Trauma
- Understanding ACES: Why the Body Doesn't Forget
- Addressing Secondary Trauma
- Effective Engagement
- Building a Road to Resilience
- Poverty: Cycles of Risk

### SUBSTANCE USE

- Identifying Drug Endangered Children: A Collaborative Approach
- Moving from Awareness to Action

### DOMESTIC VIOLENCE

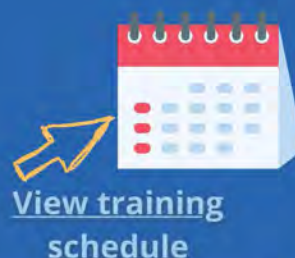
- The Effects of Domestic Violence on Children

### CHILD ABUSE PREVENTION

- Child Sexual Abuse Prevention
- Stewards of Children
- Child Abuse Prevention 101

### OTHER LEARNING OPPORTUNITIES

- Parent Cafés
- Paper Tigers Documentary
- Resilience Documentary



**Contact us to learn more or schedule a training:**

Tarra Winters, Director of Programs  
Brittney Hale, Program Assistant  
Kristin Kaufman, Home Visiting  
Belinda Farr, Cook County  
Jennifer Samartano, Northern Region  
Jill Duden, Central Region  
Amber Anderson, Southern Region  
Kelsey Greene, ACEs Project Director

[twinters@pcaillinois.org](mailto:twinters@pcaillinois.org)  
[bhale@pcaillinois.org](mailto:bhale@pcaillinois.org)  
[kkaufman@pcaillinois.org](mailto:kkaufman@pcaillinois.org)  
[bfarr@pcaillinois.org](mailto:bfarr@pcaillinois.org)  
[jsamartano@pcaillinois.org](mailto:jsamartano@pcaillinois.org)  
[jduden@pcaillinois.org](mailto:jduden@pcaillinois.org)  
[aanderson@pcaillinois.org](mailto:aanderson@pcaillinois.org)  
[kgreene@pcaillinois.org](mailto:kgreene@pcaillinois.org)

[www.preventchildabuseillinois.org](http://www.preventchildabuseillinois.org)



# Pinwheels for PREVENTION®

## PINWHEEL ORDER FORM

**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 \$1.25 each

Shipping is \$12 per 50



#### Number of Pinwheels

\_\_\_\_\_ at \$1.25 each      \$ \_\_\_\_\_

Shipping      \$ \_\_\_\_\_

TOTAL AMOUNT      \$ \_\_\_\_\_

#### **Please mail or fax this form to:**

Prevent Child Abuse Illinois  
528 So. 5<sup>th</sup> Street, Suite 211  
Springfield, IL 62701  
Telephone 217.522.1129  
Fax 217.522.0655  
[www.preventchildabuseillinois.org](http://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 \_\_\_\_\_



<b>Blue Wristbands</b> 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	<hr/> Quantity <hr/>
		<hr/> Total \$
<b>Pinwheel Magnets</b> 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	<hr/> Quantity <hr/>
		<hr/> Total \$
<b>Pinwheel Lapel Pin</b> Pin measures .75" x 1.4" Two color enamel pin with butterfly clasp	1 - 5 Lapel Pins \$3.00 each	<hr/> Quantity <hr/>
	6 or more Lapel Pins \$2.50 each	<hr/> Total \$

Other items may be available in limited quantities. For full details on these items  
call 217-522-1129 or visit: [www.preventchildabuseillinois.org/merchandise](http://www.preventchildabuseillinois.org/merchandise)

Please mail or fax this form to:

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

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

Prevent Child Abuse Illinois brochures, slicks, and posters are available throughout Illinois at no or low cost. Order up to 200 Brochures / Parent Slicks per title per quarter for free (shipping and handling charges will apply). For pricing and to order larger quantities call our office at 217-522-1129.

Please print clearly:

Name		Organization Name	
Address		Email Address	
City	State	Zip	Phone

## Prevent Child Abuse Illinois Professional Development Brochures:

### Shaking a Baby Can Be Deadly

An overview of Shaken Baby Syndrome and tips to help caregivers calm a crying baby. Each order will include 2 - 8 1/2" x 16 1/2" Posters.

### The Effects of Domestic Violence on Children

Understanding the warning signs and basic skills to help children who have been exposed to domestic violence.

### 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.

### 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

An overview of the impact of substance abuse on families and how to respond.

## NEW!!! Prevent Child Abuse Illinois 2-Sided Parent Slicks:

### Shaken Baby Syndrome / Parent Pledge

A quick overview of the dangers of Shaken Baby Syndrome and how to prevent it.

### Childhood Trauma / ACEs

When trauma is experienced in childhood, it can have life-long effects.

### How Well Do You Know Your Lover?

Parents believe their children will be safe at home; make sure those around them pass the test.

### Child Sexual Abuse Prevention

One of the most under-reported forms of abuse can often leave no physical signs.

### Domestic Violence and Children

Children are often aware of abuse in the home and may show signs they are hurting.

Quantity English	Quantity Spanish
_____	_____
_____	_____
_____	Available Soon
_____	_____
_____	Available Soon
_____	_____
_____	Available Soon
_____	Available Soon
_____	Available Soon

## Shipping and Handling Charges

### Number of Brochures

0 to 25 - No Charge

26 to 300 - \$9.00

301 to 600 - \$12.00

601 to 900 - \$15.00

901 to 1200 - \$18.00

1201 to 1500 - \$21.00

1501 to 1800 - \$23.00

1801 to 2000 - \$25.00

2000+ - call for charges

### METHOD OF PAYMENT:

Total Enclosed: \$ \_\_\_\_\_

☐ Check/Money Order Enclosed

☐ MasterCard

☐ Send Invoice

☐ Visa

Card # \_\_\_\_\_

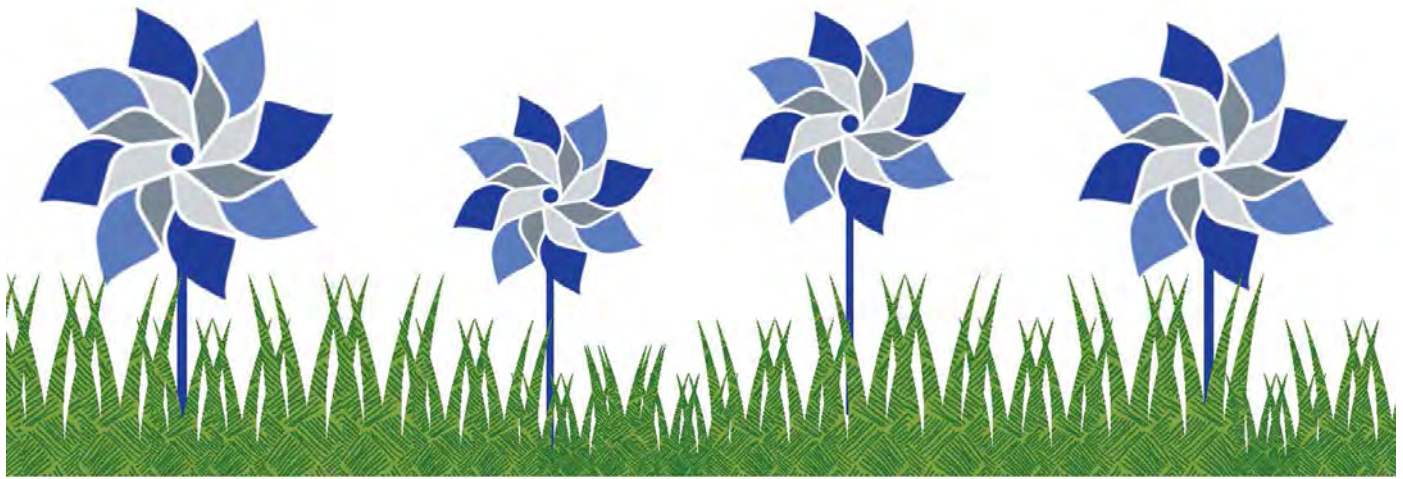
Exp. Date \_\_\_\_\_

3 Digit Security Code \_\_\_\_\_

Name on Card (Please Print) \_\_\_\_\_

Signature of Card Holder \_\_\_\_\_





## April Child Abuse Prevention Month Activity Calendar Registration Form

Do you have an event or activity in April that you want to share with the public? Let Prevent Child Abuse Illinois help you get the word out! Use your phone camera to scan the QR code or click the link below to fill out our calendar registration form for CAP Month 2022.

Calendar Submission Deadline: **March 18, 2022**



[http://www.calendarwiz.com/  
cwsuggest/cwsuggestform.p  
hp?crd=preventioncalendar](http://www.calendarwiz.com/cwsuggest/cwsuggestform.php?crd=preventioncalendar)



For help filling out the form or for more information, contact Lane Caspar at [lcaspar@pcaillinois.org](mailto:lcaspar@pcaillinois.org)



528 S. 5th Street, Springfield, IL 62701 | (217) 522-1129 | [preventchildabuseillinois.org](http://preventchildabuseillinois.org)

**CHILD ABUSE**  
**PREVENTION MONTH**  
A P R I L



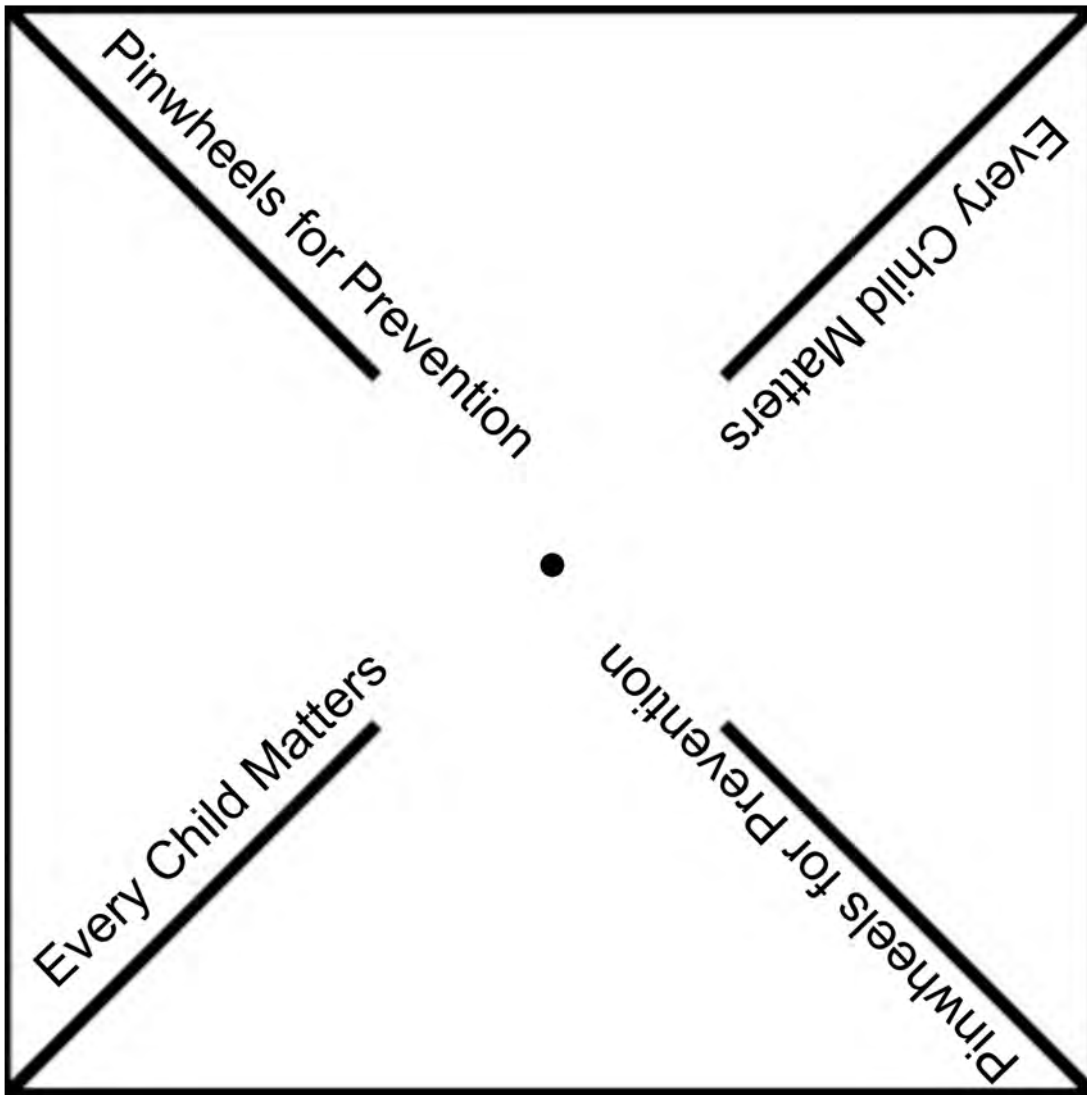


# COLOR THE BERENSTAIN BEARS!



# Pinwheels for **PREVENTION**<sup>®</sup>

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.

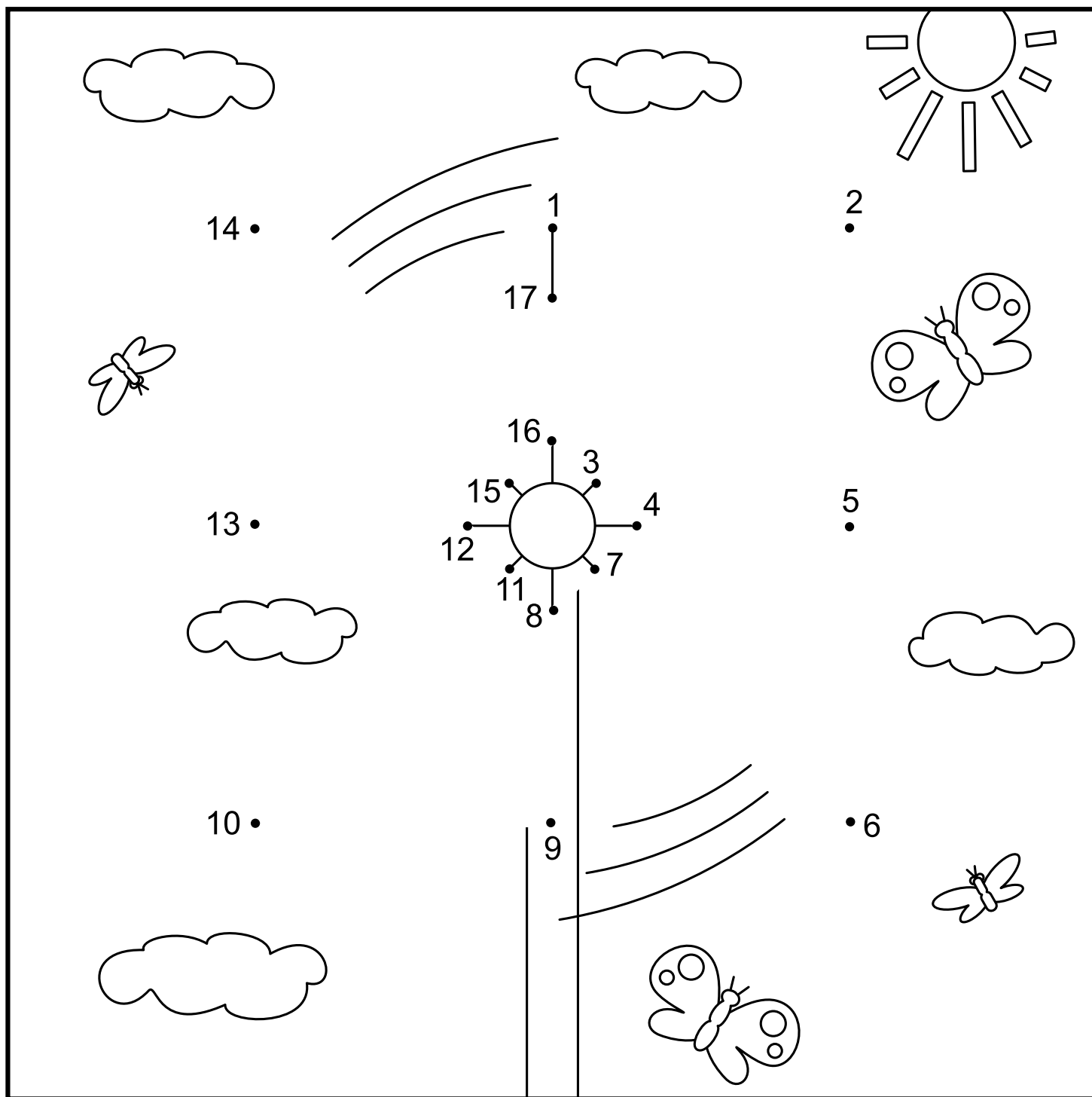
Fold the blank corner toward the center black dot.

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

Attach to a straw or pencil.



Draw a straight line from dot number 1 to dot number 2, then from dot number 2 to dot number 3, 3 to 4, and so on. Continue to join the dots by straight lines until you have connected all the numbered dots. Then, color the picture!



SEE THE ANSWER ON OUR WEBSITE AT: [www.preventchildabuseillinois.org](http://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 the most helpful?** (Please check all that apply.)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Letter from Executive Director Denise McCaffrey | <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 other?** ☐ Yes ☐ No

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

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Please email, mail or fax this form to:  
Prevent Child Abuse Illinois, 528 S. 5<sup>th</sup>, Suite 211,  
Springfield, Illinois 62701 Fax: 217-522-0655  
[www.preventchildabuseillinois.org](http://www.preventchildabuseillinois.org)

**Optional Information:**

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_