



April is National Child Abuse Prevention month. Below is a toolkit that individuals, organizations, and communities can utilize to help raise awareness and help ensure Alaska children live in safe, stable and nurturing environments. (There are hyperlinks throughout the document, to access them, place the cursor over the link, press “ctrl” and then click on the link.)

- **Theme**

- [Parent Resiliency](#)- Parenting will never be a stress-free job, but there are some ways to constructively manage the stress such as forming a positive attitude, asking for help, creative problem solving, and listening to your child's feelings. Parent Resiliency is one of the five protective factors. [Get more info on all five protective factors.](#)
- There are [four posters](#) highlighting this theme. Share them all!

- **Social Media**

- Create your own posts sharing how individuals and communities can prevent child abuse. Use hashtag **#CAPAlaska** when discussing Child Abuse Prevention Month.
- [Go Blue Day](#)- Friday, April 10
 - Wear blue to show your commitment to fighting child abuse and creating healthy environments for all children and youth.
 - Volunteer to be a Go Blue Day Captain and encourage others in your workplace, school, or community to wear blue, distribute flyers, and post photos – contact Nick Mauro to be a captain – it is very easy to do! (nmauro@alaskachildrenstrust.org).
 - Post photos on your Facebook using **#907GoBlue**
 - Email photos to Nick to be posted

- Great childhoods today mean a more prosperous future for all, but did you know that 1 in 4 adults have experienced at least one Adverse Childhood Experience (ACEs), such as abuse, neglect, poverty, parental mental illness, and others? Did you know that 1 in 8 have experienced four or more? Did you know that ACEs lead to a greater chance for things like heart disease, lung disease, depression, and joblessness? Find out how we're working to prevent ACEs and child abuse at <http://www.alaskachildrenstrust.org/>, and join with us this April as we recognize Child Abuse Prevention Month.
 - Twitter
 - Example Tweets
 - We all have a role to play in the prevention of child abuse. Learn more about what you can do to make a difference at <http://www.alaskachildrenstrust.org/>.
 - Find more examples on our tip sheet.
- **Enjoy April Events**
 - [Mush for Kids!](#) Join us at Pioneer Park, 2300 Airport Way, in Fairbanks. This free, family-friendly event features dog sled rides for the kids, a puppy petting zoo, live music, games and activities, and displays and demonstrations.
 - Join our [Facebook event](#) & share it.
 - [Go Blue Day](#)
 - Anchorage: attend our Go Blue Day rally outside the Wells Fargo HQ (301 W Northern Light Blvd) from 9-10 am
 - Juneau
 - Go Blue Rally on the Capital Steps at 9am.
 - Family Night - visit the Dimond Park Fieldhouse from 5-6:30 pm for a special family night to celebrate Go Blue Day
- **Share National Resources**
 - 2015 Prevention Resource Guide by the Child Welfare Information Gateway (https://www.childwelfare.gov/pubPDFs/tipsheets-2015_en.pdf)
 - Supporting and Preserving Families (<https://www.childwelfare.gov/topics/supporting/>)
 - Parent Education to Strengthen Families (<https://www.childwelfare.gov/pubs/issue-briefs/parented/>)
- **Advocacy**

- Sample talking points below to help you begin spreading the message of CAP month.
- Contact local media organizations to spread the word
 - Use the op-ed template below to help write your own.
- Contact your federal representatives!
 - Congressman Don Young at <http://donyoung.house.gov/contact/>
 - Senator Dan Sullivan at <http://www.sullivan.senate.gov/content/contact-dan>
 - Senator Lisa Murkowski at <http://www.murkowski.senate.gov/public/index.cfm/contact>
- Contact your state representatives – a full list is at <http://akleg.gov/index.php>

What to say:

- Make them aware of National Child Abuse Prevention Month and the importance in investing in our children, youth and family.
 - Pick an issue that is important to you related to children, youth or families and share why. Issues could be but not limited to nutrition, education, early childhood development, child care, maternity/partnered leave, health care, etc.
- Steering Committee for 2015 Prevention Month
 - Alaska Children's Trust
 - Alaska Early Childhood Coordinating Council
 - All Alaska Pediatric Partnership
 - Best Beginnings
 - Resource Center for Parents and Children
 - Southeast Alaska AEYC
 - State of Alaska – DHSS – Office of Children Services
 - thread

Resource Materials

Show
you  **love** **kids**

Wear
blue



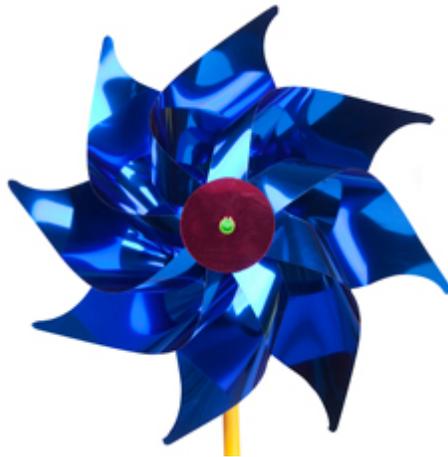
Go Blue Day ♥ **April 10, 2015**

Raise awareness of Child Abuse and Neglect Prevention Month.



alaskachildrenstrust.org

Pinwheel Facebook Photo



Child Abuse Prevention Month 2015 Materials

Sample Social Media Copy for Child Abuse Prevention Month 2015

Twitter

Tips: Make sure to catalog all tweets you can with the hashtag #CAPMonth. Similarly, include calls to action whenever possible. Twitter users are more likely to engage in content that asks a question or that has a picture, video or link that they can easily retweet and share, so try to include as much of this varying content as you can. Additionally, make sure to retweet those that mention you, and reply to those who wish to start a dialogue. It's very important to interact with your followers!

We also want to encourage you to live-tweet any events you do during April; this helps really build a buzz around your event and brand. When live-tweeting, including your hashtag on every tweet is important, and make sure to thank all of the partners or attendees at your event and encourage them to live-tweet and retweet as well.

Below are some sample Child Abuse Prevention Month tweets.

- All children deserve great childhoods. Find out what role you can play at CHAPTER WEBSITE.
- We're working to prevent child abuse before it ever occurs. Help us achieve our mission (LINK TO DONATION PAGE)
- Great childhoods today mean a more prosperous future for all. Learn how you can help turn great childhoods into bright futures at CHAPTER WEBSITE.
- We're teamed up with @PCAAMerica to support great childhoods for all children during #CAPMonth. Tweet us and tell us what role you're playing!
- Great childhoods last a lifetime. Find out why at WEBSITE. #CAPMonth
- We all have a role to play in the prevention of child abuse. Learn more about what you can do to make a difference at CHAPTER WEBSITE.

Below are some sample tweets focused on the Connect the Dots initiative.

- Every child deserves a great childhood. Join us and others in STATE in working to build a movement for children and families at whatsyourdot.org
- Simple actions every day can make a big difference in the lives of children. What do you do every day that has an impact? Tell us at whatsyourdot.org
- We want to make STATE the best place for children and families to thrive. You probably already play a part in that. Tell us how at whatsyourdot.org
- It's #CAPMonth and we're bringing together all of the people in STATE who make a difference in the lives of children and families. You are one of them! Join us at whatsyourdot.org

- We all play a role in the lives of children and families. Simple actions every day can make a big difference, tell us how you make an impact at whatsyourdot.org

Facebook

Tips: *Interaction rates on Facebook are highest during non-work hours (beginning after 2 PM and ending before 5 AM), so when you're posting engaging content, try to do it in the late afternoon. Also, make sure that you're using content like photos, videos or links in your updates, as they are more engaging than plain text.*

Additionally, be sure to always include a call to action such as to share, like or comment, since telling your audience what you want them to do often results in better interaction rates. Of course, it is important also to respond and foster a dialogue. Whether you want to simply like posts or comment back and create a deeper dialogue, you should be doing something that, at a minimum, lets your followers know that they're being heard.

- During Child Abuse Prevention Month this April, we're working to make sure that children all across STATE are able to have the great childhood that all children deserve. We need your help! Visit our website at [LINK](#) and follow us on social media as we share our upcoming events as well as tips for how you can make a difference today in your community. Share this status with your friends and let's get everyone in STATE working together to create a more productive and prosperous future for STATE.
- April is Child Abuse Prevention Month! Throughout the month, we'll be holding events and working to ensure that all children in STATE have the great childhood they deserve. What are you doing during Child Abuse Prevention Month to make a difference? Leave a comment and let us know, and share with your friends to get them involved too!
- Great childhoods today mean a more prosperous future for all, but did you know that 1 in 4 adults have experienced at least one Adverse Childhood Experience (ACEs), such as abuse, neglect, poverty, parental mental illness, and others? Did you know that 1 in 8 have experienced four or more? Did you know that ACEs lead to a greater chance for things like heart disease, lung disease, depression, and joblessness? Find out how we're working to prevent ACEs and child abuse at [WEBSITE](#), and join with us this April as we recognize Child Abuse Prevention Month.
- We're working to make sure that our children have the great childhoods they deserve so that they're more likely to contribute to economic prosperity and secure, healthier communities throughout STATE. And we're proud to be a part of an organization that reaches over 100,000 families annually! Visit our website at [LINK](#) and learn how you can help us in this work throughout Child Abuse Prevention Month. *(NOTE: This statement wouldn't necessarily apply to those chapters that do not work with HFA.)*
- Simple actions can make a big difference. Whether you're volunteering at a pre-school, running a daycare or giving your employees family-friendly benefits like flex-time, you can make a difference! Leave us a comment and tell us how you're making an impact during Child Abuse Prevention Month.

We encourage you to use these samples and variations on these same themes throughout the month. Keep in mind that our messaging research shows us that phrases like "all children deserve great childhoods" and language that connects better childhoods to more prosperous and productive futures tests well with external audiences.

Child Abuse Prevention Month 2015 Materials

Sample Talking Points

Note: Each of these is set-up in a way that delivers a basic top-level message with selected proof points to back them up. The repetition of some language, such as “great childhoods” or “productive and prosperous,” is intentional as that language tested well in our recent messaging research.

- **All children deserve great childhoods**
 - Children that are raised in loving and supportive environments are more likely to grow up and help create secure, healthy communities and be more productive, prosperous workers.
 - Children that are raised in stable families do better academically, are shown to be more financially successful and contribute more to society.
- **We all have a role to play in making sure that our community is the best place for children and families to thrive**
 - There are simple actions each of us can take every day to help reduce family isolation and stress, which are two of the major risk factors of child abuse and neglect.
 - Such actions include making yourself known to new neighbors and families, volunteering your time at pre- or post-school programs, or providing time for parents to have an occasional break from the rigors of parenthood.
- **Great childhoods, and healthy, productive futures, are undermined by Adverse Childhood Experiences (ACEs)**
 - ACEs include things like child abuse (including physical, sexual, and emotional), neglect, parental stress, divorce, parental unemployment, parental mental illness or addiction.
 - Greater than one in four people have experienced at least one ACE, and one in eight have experienced at least four or more ACEs during their childhood. The greater number of ACEs increases the risk of long term adverse consequences.
 - Reducing ACEs leads to positive long-term outcomes for children and communities, including lowering risk for serious health complications and helping children grow into more prosperous and productive adults.
- **Prevent Child Abuse STATE is working to prevent child abuse and neglect before it ever takes place.**
 - HIGHLIGHT THE PREVENTION WORK IN YOUR STATE. *Below are just some back-up suggestions.*
 - Prevent Child Abuse State is the only organization that actively works to prevent child abuse as opposed to treating victims after abuse has occurred. Visit us at WEBSITE.
 - Through the Healthy Families America program, Prevent Child Abuse America serves more than 100,000 families annually.
- **We need your help during Child Abuse Prevention Month.**
 - At Prevent Child Abuse STATE we are asking the public to help bring about change for children through acts big or small. (List 2-4 calls to action germane to your chapter here.)

- Spread this message via Twitter, Facebook, your blog or other preferred social media sites.
- Make sure to check out our Facebook and Twitter profiles for updates!
- Let us know what simple steps you're taking this April to promote great childhoods in your community. Share your actions with us on social media!

Child Abuse Prevention Month 2015 Materials

Sample Op-Eds for Child Abuse Prevention Month 2015

Note: *This is simply an example of an op-ed that you can pitch during April. Whatever you choose to write about, make sure that the topic is of interest to whatever editorial board you are targeting and that you aren't submitting something that doesn't conform to their expectations (length, subject, etc.).*

Have you ever taken the time to ask yourself “what do we want for our children?” I believe that everyone who answers would say that we want our country to provide an equal playing field for all of our children; that we want all children to have great childhoods, to succeed in school, and to grow into healthy and productive citizens.

Yet somehow, this doesn't always seem to be reflected in either our attitudes, or actions, toward our children. There are numbers to support that statement too: according to UNICEF, the United States is ranked 26th out of the 29 wealthiest nations in the world in terms of child wellbeing, and 32nd out of 34 industrialized nations in terms of children living in poverty. I'm not sure why our nation can't do better by our children, but I am sure that right now we have the time and the knowledge to improve these numbers and the lives of our children. We just need to have the public and political will to accomplish it.

If we really want to do better for children in this country, we can't just rely on the government. We can't believe it is one person or one department or one organization's job. We have to recognize that we all play a role in the lives of children and families, and that each of us has both the ability to promote the kind of actions and factors that help families thrive, while reducing the risk factors for child abuse and neglect, such as stress and isolation.

What we can do is start by working to ensure that children are born healthy and raised in stable and nurturing environments. Services that help reduce incidences of birth complications or issues like low birth weight, which can lead to lifelong health problems like diabetes and heart disease, are an example of the ways we can help the first part. For the second, there are individual actions that we can take every day, as parents or otherwise, that can help raise up families and consequently, our communities.

Take coaching a sports team, for example. After-school programs like sports or academic clubs provide low cost opportunities for children to learn and grow without forcing parents to leave work early. If you're more of the social type, you could organize a block party in the summer for neighborhood, which helps create connections between neighbors and form the kind of community that reduces social isolation and provides a stable environment for families.

If you're a business owner, instituting family-friendly policies can be good for both your bottom line and the families of your employees. For example, studies have shown that flexible scheduling for employees can help reduce stress, which is a risk factor for child maltreatment, and also improve their happiness, which is good for productivity.

The impact of these policies go even further and open employment opportunities to those who wouldn't be able to have a regular 9-to-5 job. These examples here are simple and in some cases could be

instituted by as few as one person, but at the same time will help families attain their self-sufficiency and reduce the number of children living in poverty.

These are merely a few examples of the ways that we can improve our standing to UNICEF, but more importantly how we improve our standards for ourselves. Working to create a better country for children and families isn't complicated, but it is hard. That's why it takes all of us. I encourage you to log on to our website at [LINK](#), or call us at [NUMBER](#) and find out how you can help.

We should be – and I know we can be – a nation that develops the leaders of tomorrow by supporting our children of today.