CHILD ABUSE PREVENTION MONTH TOOL KIT

Prepared by the Office of Child Abuse Prevention

For use: April 2017
Introduction:

The Office of Child Abuse Prevention created this document for organizations and partners supporting Child Abuse Prevention (CAP) month in April 2017. Together we can amplify *Community in Unity* messaging through the media and our network of supporters.

The information below is designed to be used as a guide to develop your organization's own, branded *Community in Unity* toolkit for April's Child Abuse Prevention Month. This is a modular guide. It contains the following information:

- Information on your target audiences
  - How to reach them
  - Sample messaging for each
- How to leverage social media during CAP month
- Downloadable resources

The Office of Child Abuse Prevention encourages you to personalize and localize your awareness and take-action efforts. How you utilize these tools will define the success of your campaign.

The following list of tools is available for use under to public awareness tab at www.cdss.ca.gov

**Printable Resources:**

- *Community in Unity* Poster
- *Community in Unity* Postcards
- *Community in Unity* Brochures

**Electronic Resources:**

- Facebook Banner
- Facebook Posts
- Twitter Posts
WHO ARE YOUR TARGET AUDIENCES?

In essence, the Community in Unity campaign theme is a rallying cry that implies preventing child abuse is everyone’s responsibility. Each of us has a role to play in ensuring the safety of our children. We all have various capacities to engage, from being a concerned neighbor who makes a call to an elected official who navigates legislation to the Governor’s desk.

At OCAP, we recognize that you are an important player in the fight to prevent child abuse and neglect. We want you to be recognized as the leaders you are. This toolkit gives you the messaging to reach out to the following target audiences – unifying them as one voice for many families:

- All audiences: General messaging
- Parents and caregivers
- Local businesses
- Elected officials

To resonate, key messages must be cognoscente of realistic expectations and speak to specific audiences directly. However, all prevention messaging must answer the simple question: “What can I do to prevent child abuse?” The following are positioning statements and key messages family service providers and county child welfare agencies can utilize to influence various audiences to take action — whatever that it may be.

As a guideline, the longer positioning statements should be implemented for brochures, About sections on Facebook page and website landing pages; the condensed or shorter version for social media posts; and core messages for billboards, banners, etc.
All Audiences:

By resonating with all target audiences, we hope to spark conversation and action around child abuse prevention. Our goal is to provide direct action all individuals can take in order to prevent child abuse: Volunteer, Speak Up, Reach Out.

Core Message:

Please use this message as is. This messaging can stand alone on social media, billboards, posters, and should accompany all other messaging for this audience.

Community in Unity
Will prevent child abuse
Volunteer, Speak Up, Reach Out

Hashtag:

The frequency of hashtag use is a great way to measure success. We chose a hashtag that will unify our individual efforts, with the hope that community members would share it on their own. Please incorporate into Facebook and Twitter posts.

Primary: #umakeadifference
Secondary: #wearblue4kids,
#CAPmonth, your organization’s hashtag

Shorter Positioning Statement:

Shorter positioning statements are designed to be used in their entirety or broken up into memorable snippets. They can be the basis for social media posts.

With support from the community, parents increase their capacity to provide safe and healthy homes for their children. By doing simple acts to support children and their parents — or give to those organizations and agencies that do — we have the power to prevent child abuse. We can be one voice for many families. We can be a Community in Unity.
Positioning Statement:

Longer positioning statements are designed to be used in their entirety or parsed as needed. This can be used on websites, in brochures, and the *About* section on Facebook.

*Californians work towards a world where no child is harmed by abuse and neglect.*

To keep our children safe, communities across the state are standing up for families who struggle. With support from friends, neighbors, teachers, doctors, employers, elected officials and community service providers, parents increase their capacity to provide safe and healthy homes for their children. By doing simple acts to support children and their parents — or give to those organizations and agencies that do — we have the power to make a difference. We can be one voice for many families. We can be a Community in Unity.

All Audience: Key Messages

The following messages provide a foundation for all social media posts, inquiries, or in-person talking points for supporters, and to attract donors. These can be used in combination with your own organization’s messaging:

- A child’s early experience of being nurtured and developing a bond with a caring adult affects all aspects of behavior and development for the rest of their lives. Support family services in your area. Donate to [______].

- Two of the major risk factors that can lead to child abuse and neglect are family isolation and stress.

- Protective factors such as resilience, support, social connections, and parenting/relationship skills help reduce the risk elements associated with child abuse and neglect.

- When families, friends, and neighbors join together to support and nurture children, we can prevent child abuse and neglect.

- In California, 33 percent of children have had at least one Adverse Childhood Experience (ACEs). Reducing ACEs allows more children to grow into healthy and productive adults.
• As a community, it is important to provide support and resources for parents and guardians, so they may better care for their children.

• To learn more about Child Abuse Prevention Month and what you can do to get involved in your community, visit OCAP’s website.

Social Media Add-Ons:
The short calls to action below were designed to stand alone, or to accompany one of the messages listed above, in order to make a stronger call to action for a social media post.

• To learn more about ACEs scores and how to help your community visit [_______.]

• A Community in Unity will prevent child abuse. Volunteer, Stand Up, Reach Out. #umakeadifference

• Everytime you volunteer, speak up or reach out in your community, you are working to prevent child abuse. Thank you. #umakeadifference

• Today, will you thank someone who helped you during a difficult time, or reach out to someone in need? #umakeadifference

• Donate to [_______.] #umakeadifference

How to reach all audiences during CAP month:
The following suggestions are designed to work on their own, and to inspire creative new ideas. Share these with your team, and see what else you come up with. All tactics need not be used. Consider your capacity before you set your outreach ideas in motion.

• Create localized, CAP month, Community in Unity assets and provide standardized website images, banners, etc. for supporters to utilize on their owned media.

• Provide standardized content for local organizations’ newsletters.

• Engage on social media.
• Collaborate on co-branded assets.

• Post sample social media editorial calendar.

• Celebrate successes and milestones reached by centers/agencies.

• Encourage staff and volunteers to document impact stories demonstrating the vital contribution their organization is making to prevent child abuse.

• Insert documented success stories into online marketing and fundraising channels, annual appeal letters, annual reports, grant applications and events.
Parents and Caregivers

Parents and caregivers are the eyes and ears on the ground, and can be first responders to suspected child abuse. And by volunteering in organizations that build strong families, they also are the key ingredient to a *Community in Unity*.

Core Message:

Please use this message as is. This messaging can stand alone on social media, billboards, posters, and should accompany all other messaging for this audience.

*Community in Unity*
*Will Prevent Child Abuse.*
*Volunteer, Speak Up, Reach Out*

Hashtag:

The frequency of hashtag use is a great way to measure success. We chose a hashtag that will unify our individual efforts, with the hope that community members would share it on their own. Please incorporate into Facebook and Twitter posts.

*Primary: #umakeadifference*
*Secondary: #wearblue4kids,*
*#CAPmonth, your organization’s hashtag*

Shorter Positioning Statement:

Shorter positioning statements are designed to be used in their entirety or broken up into memorable snippets. Use them as the foundations for social media posts.

*To keep children safe, stand up for families. Connect those who need help with local organizations that can help, and volunteer to benefit your neighborhood. We can be a Community in Unity. Find out what you can do, visit [website]*

Positioning Statement:
Longer positioning statements are designed to be used in their entirety or broken up into memorable snippets. They can be used on websites, in brochures, and the About section on Facebook.

To keep our children safe, communities across the state are standing up for families. That means connecting those who need help with those who can help. Nothing can stop us from protecting a child. Neighbors who care, community volunteers and those who speak up at public forums for strong families are all helping vulnerable parents and caregivers. Join with them and do your part. Get to know your local prevention providers. We can be one voice for many families. We can be a Community in Unity. Find out what you can do, visit _____

**Parent and Caregivers: Key Messages**

The following messages provide a foundation for all social media posts, inquiries, or in-person talking points for supporters, and to attract donors. These can be used in combination with your own organization’s messaging:

- **Preventing child abuse is everyone’s responsibility. Volunteer, speak up, reach out.**

- **Stress and isolation are child-abuse risk factors. Offer to baby-sit for a friend or family member. Parenting is hard work and everyone deserves a break now and then. Today, will you thank someone who helped you during a difficult time, or reach out to someone in need?**

- **Know your local child abuse prevention service providers. Everyone can take actions that can prevent child abuse and neglect in your family or community.**

- **Neglect is the most common form of child abuse. Jump in. Help out. All kids deserve a happy, healthy childhood.**

- **Every parent experiences tough times. If your family or a family you know could use a helping hand, you can find help and resources through [prevention provider name and website.]**

- **By being social, caring about neighbor, volunteering in the community, and simply knowing the kids on the block and their friends, we are preventing child abuse.**
• Communities in Unity are kind and supportive, particularly to new parents and children. What can you do to be more welcoming to families in your neighborhood?

• Provide support. Offer to watch the kids, bring over a welcome meal, and volunteer in your community.

Social Media Add-ons:
The short calls to action below were designed to stand alone, or to accompany one of the messages listed above, in order to make a stronger call to action for a social media post.

• Volunteer, Speak Up, Reach Out. #umakeadifference

• A Community in Unity will prevent child abuse. #umakeadifference

• We all experience stress. Today, will you thank someone who helped you through a tough time, or reach out to someone in need? #umakeadifference

How to Reach Parents and Caregivers During CAP Month:
The following suggestions are designed to work on their own, and to inspire creative new ideas. Share these with your team, and see what else you come up with. All tactics need not be used. Consider your capacity before you set your outreach ideas in motion.

• Hold an open house and invite neighbors to learn what they can do to prevent child abuse

• Work closely with neighborhood schools. Present at parent events on how to be a good neighbor.

• Demonstrate the meaning of Community in Unity by organizing a fundraiser or a food drive to support a partner organization that helps families.

• Work with the local faith-based community to hold a child abuse prevention summit.
• Develop a “neighborhood watch” for parents to keep an eye out for the children

• Incorporate local customs and cultures in your Community in Unity events.

• Team up with local sports teams. Ask coaches to pass along your Community in Unity materials.

• Don’t forget the dads. Design an event with men in mind.

• Develop a resource guide for parents
**Local Businesses:**

Local businesses have the capacity and the incentive to do their part in a *Community in Unity* campaign. Do not be shy to ask for help.

**Core Message:**

Please use this message as is. This messaging can stand alone on social media, billboards, posters, and should accompany all other messaging for this audience.

*Community in Unity*

*Will Prevent Child Abuse.*

*Volunteer, Speak Up, Reach Out*

**Hashtag:**

The frequency of hashtag use is a great way to measure success. We chose a hashtag that will unify our individual efforts, with the hope that community members would share it on their own. Please incorporate into Facebook and Twitter posts.

*Primary: #umakeadifference
Secondary: #wearblue4kids,*

#CAPmonth, *your organization’s hashtag*

**Shorter Positioning Statement:**

Shorter positioning statements are designed to be used in their entirety or broken up into memorable snippets. They can be the basis for social media posts.

*To prevent child abuse, community-minded businesses across the state are standing up for families. By sponsoring community activities and doing simple acts to support children and their parents — or give to those organizations and agencies that do — businesses have the power to make a difference. We can be one voice for many families. We can be a Community in Unity.*
Positioning Statement:

Longer positioning statements are designed to be used in their entirety or broken up into memorable snippets. They can be used on websites, in brochures, and the About section on Facebook.

*Californians work towards a world where no child is harmed by abuse and neglect. To keep our children safe, community-minded businesses across the state are standing up for families. With support from friends, neighbors, teachers, doctors, employers and community service providers, parents are more likely to provide safe, stable, nurturing environments and relationships for their children.*

*By sponsoring community activities and doing simple acts to support children and their parents — or give to those organizations and agencies that do — businesses have the power to make a difference. We can be one voice for many families. We can be a Community in Unity.*

Local Businesses: Key Messages

The following messages provide a foundation for all social media posts, inquiries, or in-person talking points for supporters to attract donors. These can be used in combination with your own organization’s messaging:

- *Giving back to the community unites employees, improves workplace morale, and energizes a customer base.*

- *There is an established link between economic development and healthy families.*

- *Local family support organizations can flourish only with the financial backing of its citizens and businesses. Your contributions are vital. Decide what to give and then give a bit more.*

- *Mobilizing a collective community response will prevent child abuse.*
• Get involved, save a life, improve a neighborhood. Be a community business that cares about community.

• Neglect is the most common form of child abuse. Jump in. Help out. All kids deserve a happy, healthy childhood.

• Strengthening at-risk families + improving at-risk neighborhoods = child abuse prevention. Play a positive role in our communities.

Social Media Add-ons:
The short calls to action below were designed to stand alone, or to accompany one of the messages listed above, in order to make a stronger call to action for a social media post. When targeting local businesses, your organization may choose to thank business donors and leaders during CAP month the following way:

• Thank you [business name] for volunteering at the [name of center].
  #umakeadifference

• Did you know that [business name] is very active in preventing child abuse and neglect? They donate, volunteer, speak up and reach out around #CAPmonth. We are proud they are in our community. What do you volunteer for? #umakeadifference

• Volunteer, Speak Up, Reach Out. #umakeadifference

• A Community in Unity will prevent child abuse. #umakeadifference

How to Reach Local Businesses During CAP Month:
The following suggestions are designed to work on their own, and to inspire creative new ideas. Share these with your team. All tactics need not be used. Consider your capacity before you set your outreach ideas in motion.

• Follow businesses’ social media channels.

• Develop website landing page targeted to businesses.
• Activate personal connections with business leaders.

• Support donor businesses with positive reviews and foot traffic.

• Practice retention stewardship by sending thank-yous and regularly scheduled updates.

• Encourage family-service providers, grant recipients and CAP centers to utilize their local-business supporters to get the word out.

• Recruit a high-profile business leader to serve in a leadership role for your community-based partnership.

• Have business leaders challenge fellow business owners/leaders to contribute.

• Publicly recognize companies with family-friendly services and policies, such as onsite childcare, paid sick leave, flexible scheduling, and telecommuting.

• Ask local businesses to consider *Community in Unity* messages in their advertising, on menus, or on product packaging.
Elected Officials:

Elected officials are interested in what their communities or districts care about. They want to be responsive if they can. Remember your votes matter. Hold elected officials accountable. Insist they participate in your Community in Unity campaign.

Core Message:

Please use this message as is. This messaging can stand alone on social media, billboards, posters, and should accompany all other messaging for this audience.

Community in Unity
Will Prevent Child Abuse.
Volunteer, Speak Up, Reach Out

Hashtag:

The frequency of hashtag use is a great way to measure success. We chose a hashtag that will unify our individual efforts, with the hope that community members would share it on their own. Please incorporate into Facebook and Twitter posts.

Primary: #umakeadifference
Secondary: #wearblue4kids, #CAPmonth, your organization's hashtag

Shorter Positioning Statement:

Shorter positioning statements are designed to be used in their entirety or broken up into memorable snippets. They can be the basis for social media posts.

To prevent child abuse, elected officials across the state fight for legislative support so they may stand up for families. Advocate to keep our children safe. Lead a coalition of like minds and fund prevention programs that work. You have the power to make a difference. You can be one voice for many families. We can be a Community in Unity.
Positioning Statement:

Longer positioning statements are designed to be used in their entirety or broken up into memorable snippets. They can be used on websites, in brochures, and the About section on Facebook.

On behalf of Californians, we must work towards a world where no child is harmed by abuse and neglect. To keep our children safe, communities across the state need their elected officials to fight for legislative support so they may stand up for families. With your help, neighbors, teachers, doctors, employers and community service providers can increase a parent’s capacity to provide safe, stable, nurturing environments and relationships for their children. By doing your part, linking like minds and advocating for programs that work among your peers, we have the power to make a difference. We can be one voice for many families. We can be a Community in Unity.

Elected Officials: Key Messages

The following messages provide a foundation for all social media posts, inquiries, or in-person talking points for supporters to attract donors. These can be used in combination with your own organization’s messaging:

- Effective efforts to build strong families are less costly to California than trying to treat the perilous effects of child abuse and neglect after they have occurred.

- Child abuse and neglect can put a child’s stress system permanently on high alert and prime the brain for future mental illness.

- The most costly health and social problems in our nation arise as a consequence of adverse childhood experiences.

- Neglected children are more likely to have lower reading ability, higher rates of unemployment, higher rates of suicide attempts and criminal records.

- Total lifetime economic burden of child abuse and neglect in the United States is at least $124 billion annually.
• We can’t put a dollar value on the life of a child. But we can play a part in ending the tragedy of child abuse by supporting children and families.

Social Media Add-ons:
The short calls to action below were designed to stand alone, or to accompany one of the messages listed above, in order to make a stronger call to action for a social media post. When targeting elected officials, your organization may choose to thank them for support, or to let them know about CAP month:

• Thank you [Elected Official] for volunteering at the [name of center]. We become a Community in Unity when all of us stand together. #umakeadifference

• Volunteer, Speak Up, Reach Out. #umakeadifference

• A Community in Unity will prevent child abuse. #umakeadifference

How to Reach Elected Officials During CAP Month:
The following suggestions are designed to work on their own, and to inspire creative new ideas. Share these with your team. All tactics need not be used. Consider your capacity before you set your outreach ideas in motion.

• Engage via elected official’s social media.

• Approach elected officials with numbers and statistics, best practices and outcomes.

• Visit legislator’s district office.

• Visit Sacramento on n April is Child Abuse Prevent Month Lobby Day.

• Develop leave-behind collateral utilizing key messaging

• Attend community events that policymakers attend and utilize key messaging to engage.
• Invite legislators on a guided tour of facilities where families are being helped and funding is wisely spent.

• Write friendly, personalized thank-you notes to representatives when they deliver on an initiative.

• Develop a constituent-driven phone/digital campaign to advocate for child abuse prevention legislation.

• Mobilize the community during campaign season for a *Community in Unity* candidate.

• Build and solidify relationships from a position of strength. Remember, you are a valuable resource for elected officials. You have the experience, expertise, data, and stories that are essential to a well-informed policy dialogue.
Leveraging Social Media to Amplify your CAP Month Efforts

Social media is an excellent way to get the word out about your organization during CAP month. During April, the Community in Unity message will be shared across the state. This gives widespread visibility to our efforts and your organization's work.

Use Social Media to Garner Media Attention

In some cases, your supporters activating their social media on behalf of Community in Unity will even be an indirect method to reaching your local reporters and editors. They are often following community leaders, and might be more apt to notice a personal mention of the campaign than responding to a press release in their email boxes. Most enterprising reporters would rather “discover” a story on social media than through official channels to ensure exclusivity of their stories.

Local media coverage is important, and story placement can be quite valuable. A mention in the local newspaper or a segment on TV will give your Community in Unity campaign effort wider reach and credibility to your efforts. Press releases, alerts, op-eds and letters to the editor are still important tactics to utilize.

Engage Your Supporters

Reach out to your most engaged supporters through personal messages, thank them for their past support and encourage them to help advance your Community in Unity child-abuse-prevention campaign goals. Be sure to share with your partners your boilerplate language to use in their own posts.

Your target audience of elected officials, business leaders, board members, donors, volunteers and staff operate their own communication networks through their personal social channels. Multiply 50 key supporters sharing the Community in Unity message by the hundreds of people in their individual networks and you’ve generated considerable reach, awareness and mobilization for your local campaign.
These guidelines and key messages will help prompt your Community in Unity influencers to message their hundreds of Facebook friends and Twitter followers.

**Facebook:**

**Goal:**
Facebook is a reliable friend people visit to feel inspired and to learn about community. Community in Unity for CAP month is a great way to get increased traffic and engagement on your Facebook page and website. Short posts with photos or videos work best in this medium. Instead of using this platform as an event board, encourage conversation with followers. Ask them to share messages of hope – or include you on what they plan to do to Volunteer, Speak Up, and Reach Out. Use the hashtag: #umakeadifference.

**Best Practices:**
Instruct your influencers and remind your own organization to:
- Post in the late afternoon to increase engagement.
- Use appropriate hashtags.
- Incorporate links.
- As often as possible, use visual or interactive content like photos and videos.
- Include a call to action asking people to get involved and share, like, or comment on the post.
- Ask community questions for engagement (ie. How will you Volunteer, Speak Up, Reach Out in 2017?)
- When someone does share, like, or comment, respond to them and foster a dialogue.
- Consider conducting Facebook Live during your April is Child Abuse Prevention Month special events.

**Sample Written Posts:**
These are designed to get you started and to inspire you to localize and create your own. Additional message ideas are also located under each target audience, earlier in this toolkit.

- Californians are working towards Community in Unity where no child is harmed by abuse and neglect. If we each do something, we have the power to make a difference in children’s lives. Speak up, volunteer, get involved in community, be one voice for many families. #umakeadifference. Visit: (website) for ways to get involved.
• April is Child Abuse Prevention Month! Be a Community in Unity. Make a difference for your youngest residents. Leave a comment and let us know what you are doing. Share with your friends and get them involved too! #umakeadifference. Visit: (website) for ways to get involved. #WearBlue4Kids.

• Simple actions can make a Community in Unity. Do something for children by volunteering at a pre-school, coaching, leading a troop, sprucing up a community playground, or providing a struggling family with a ride or a meal. What are you going to do? #umakeadifference.

Twitter:
The popularity of this social network has exploded in recent years. So, if you aren’t already implementing tactics and strategies to use the Twitter platform for your Community in Unity campaign’s advantage, it’s about time you do. Remember, a hashtag is essentially a searchable term, created by placing a pound sign (#) in front of a word or phrase. #umakeadifference should be included to unify CAP month efforts, but feel free to invent your own. Be careful not to use more than one or two hastags per Tweet, as they can become confusing with overuse.

Best Practices:
Instruct your influencers and remind your own organization to:
• Include calls to action or ask a question
• Post pictures, videos, whenever possible
• Post links and encourage retweets
• Ask community questions for engagement (ie. How will you Volunteer, Speak Up, Reach Out in 2017?)
• Retweet posts in which your organization, hashtag or Community in Unity is mentioned, and reply if you wish to start a dialogue.
• Live-tweet any events during April.

Sample tweets:
• April is Child Abuse Prevention Month. Do something for children, families and our collective future. Visit (website) #umakeadifference #WearBlue4Kids

• We’re teamed up with @OCAP to support #childabuseprevention during
#CAPMonth. Tweet us and tell us what role you’re playing! #umakeadifference, #WearBlue4kids

- Simple, everyday actions are what can make a Community in Unity a reality. #umakeadifference. Get ideas on how you can help at (website link).

- Tag someone in your community who has made a difference in your life. #umakeadifference

**Using an Editorial Calendar:**

Busy organizations using an editorial calendar are more likely to stay on track with their CAP month plan. In Excel, you can recreate the following simple table that will expand as you insert posts. Be sure to incorporate best practices by channel, and don’t forget to log visual assets to accompany future posts.

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<th>WEEK</th>
<th>Monday</th>
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</table>

**Graphics:**

They say a picture is worth a thousand words, and that is definitely the case on social media. During CAP month, we encourage you to share photos and videos, while regional and state-wide attention is focused on child abuse prevention. Acquire branded *Community in Unity* logos, posters, banners and other collateral materials in multiple formats from OCAP website for your organizations’ usage. Provide links to influencers and business and nonprofit partners for their use.

**Downloads Available Online:**

- *Community in Unity* Poster

- *Community in Unity* Postcard
- Facebook Banner
- Talking Points
- CAP Month Brochure
- Facebook Posts
- Twitter Posts
- Press Release
- Letter to the editor
- Letter to your elected official
- Proclamation/resolution declaring April as Child Abuse Prevention Month.

Need something not listed? Contact us and we can do our best to support you.