



Family Strengthening Toolkit for parents and guardians

Child Abuse Prevention Month Campaign



Overview:

Each April, people join the movement to promote Child Abuse Prevention (CAP) Month to raise awareness that child abuse is preventable. Here at The Child Abuse Prevention Center, we prevent child abuse and neglect effectively through safety, education, health and advocacy. For over forty years, the CAP Center has demonstrated a strong record of reducing child abuse cases by 97% among the children and families we serve.



Thanks for asking! Keep on reading....

Tips and Activities:

Children and families make up a large part of the community. We provide parents and guardians the tools and resources needed to raise children in an environment in which they can thrive and succeed.

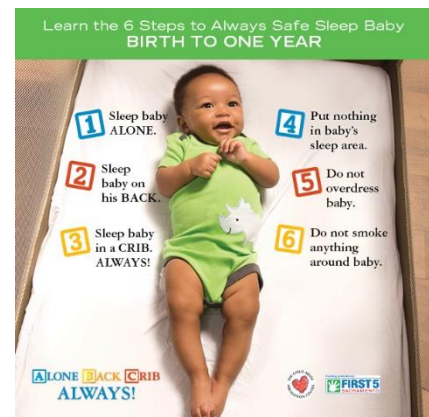
Please consider implementing some of these tips throughout National Child Abuse Prevention Month and revisit them often throughout the year.

- ❖ Volunteer your time: help at your child’s school, read to children at the library, donate to foster youth programs.
- ❖ Organize a play day at the local park for the children and families in your area to get to know one another.
- ❖ Invite your children to share ideas and implement them to help your community.
- ❖ Think safety (home/car/sports) to prevent accidental childhood injuries.
- ❖ Get to know new neighbors or new families at your child’s school.
- ❖ Organize a “Baby Supplies” drive to collect diapers, formula, car seats, and other supplies for new parents and/or families in need.
- ❖ Implement some of these daily acts into your everyday life. Click the English or Spanish version to download the entire month of activities.

Strengthening Families						
Daily Acts of Kindness Towards Children						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
Read to your child.	Compliment and encourage children.	Allow your child options.	Listen to your children’s stories and dreams.	Praise your children for what they are doing well.	Sing a song with your child.	Color a special picture with your child. Hang it on the refrigerator.
Go for a family bike ride.	Set aside time each day to focus entirely on your child.	Plant a garden together.	Create an art and craft activity that you can do with your child.	Take your child to the zoo.	Help your child pick out old toys to give away.	Play your child’s favorite game.

Fortalecimiento de Familias						
Actos de bondad hacia los niños						
Domingo	Lunes	Martes	Miercoles	Jueves	Viernes	Sabado
Leer a sus hijos.	Felicitar y animar a sus hijos.	Dar opciones a sus hijos.	Escuche las historias de sus niños y sus sueños.	Reconozca las cosas positivas que hacen sus hijos.	Cante una canción con sus hijos.	Haga un dibujo especial de usted con su hijo y cuelguelo en el refrigerador.
Vaya a un paseo familiar en bicicletas.	Asigne un tiempo especial cada día para enfocarse solamente en su hijo.	Plantar un jardín juntos.	Crear una actividad de arte que pueda hacer con su hijo.	Lleve a sus hijos al zoológico.	Ayude a sus hijos a escoger juguetes viejos para regalar.	Juegue el juego favorito de sus hijos.

- ❖ Share Safe Sleep Baby information with families with newborns.
 - Learn and share the ABC’s of Safe Sleep Baby: <http://www.thecapcenter.org/what/child-safety/safesleepbaby>
 - Watch and share the video: <https://youtu.be/wiiDiKwa538>



Pinwheels for Prevention Campaign:

During Child Abuse Prevention Month, individuals can help spread the word in a fun, easy way by participating in the Pinwheels for Prevention Campaign. The blue pinwheel is the national symbol for child abuse prevention representing that all children deserve great childhoods.

Please share these images on social media using the hashtag #PassThePinwheel to help raise awareness.

I'm sharing this bouquet of pinwheels

with you because you had a
positive impact on my childhood.

For that I thank you!



#PassThePinwheel



I'm sharing this bouquet of pinwheels

because I support great childhoods



#PassThePinwheel



WearBlue4Kids Day:

Locally, statewide, and nationally people are joining together to WearBlue4Kids on Friday, April 3, and Friday, April 3 through Sunday, April 5 in the faith-based communities.

Save and share this postcard:

#WearBlue4Kids Selfie Day!

Show your support!

Friday, April 3, 2020



Take a selfie of you wearing blue and
share it online using #WearBlue4Kids



Faith Based Wear Blue 4 Kids Weekend - Friday, April 3-Sunday, April 5

Save and share this postcard:

#WearBlue4Kids

Faith Based Selfie Day!

Show your support!

Friday, April 3 - Sunday, April 5, 2020



Take a selfie of you wearing blue and share it online using #WearBlue4Kids



Prevent Child Abuse
California

[Here is a photo of our CAP Center Board of Directors and staff showing their support.](#)



Social Media:

Share your CAP Month activities on social media using these hashtags:

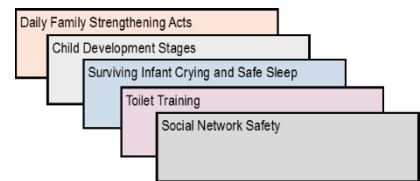
#Unite4Kids
#WearBlue4Kids
#CAPmonth
#GreatChildhoods

Follow and share Wear Blue Day on social media.



Tip-sheets for families:

- ❖ <http://www.thecapcenter.org/what/provide-resources/tip-sheets>



Talking points:

- ❖ 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.
- ❖ Abuse can be physical, sexual, emotional and neglect, sometimes all. Learn more about types of abuse [here](#).
- ❖ Adverse Childhood Experiences (ACE's) include things like child abuse (including physical, sexual, and emotional), neglect, parental stress, divorce, parental unemployment, parental mental illness or addiction. More 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. Learn more about ACE's [here](#).

New data:



California is home to over **9 million children**. 43% are low income. Over 61K are in foster care. 49% are Latino. Over 4M are from immigrant families.

Here are some highlights of data collected by Childrennow.org for the 2020 California Children's Report Card. [Click here for the 2020 California Children's Report Card.](#)

Health Care Access	C-	Preventing Trauma & Support Healing	C-
Food Security	C-	Voluntary Evidence Based Home Visiting	C-
Income Assistance for Low Income Families	B-	Stable Homes & Enduring Relationships	C
Health Care for Foster Kids	C-	Supports for Unaccompanied Homeless Youth	D+



Adverse Childhood Experiences (ACEs) are potentially traumatic events that occur in childhood. ACEs can include violence, abuse, and growing up in a family with mental health or substance use problems. Toxic stress from ACEs can change brain development and affect how the body responds to stress. ACEs are linked to chronic health problems, mental illness, and substance misuse in adulthood. However, ACEs can be prevented.

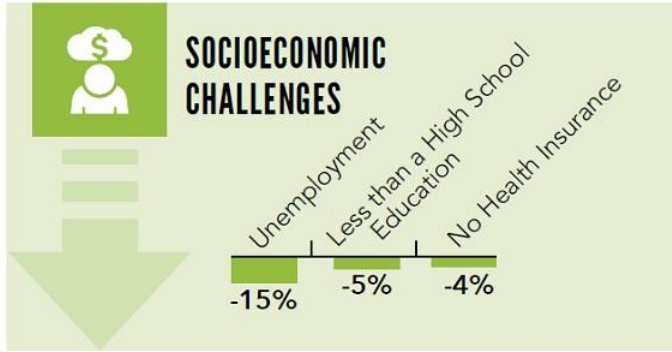
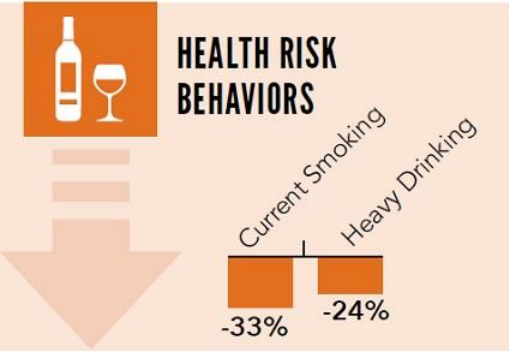
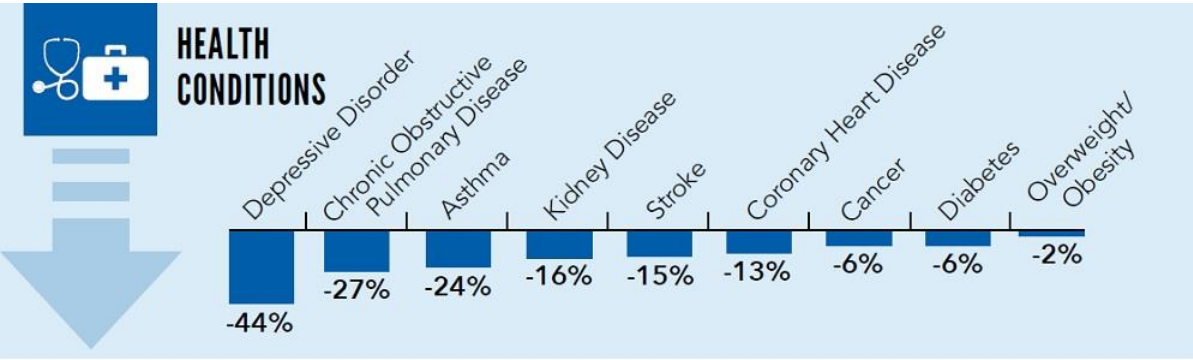
Preventing ACEs can help children and adults thrive and potentially:

- Lower risk for conditions like depression, asthma, cancer, and diabetes in adulthood.
- Reduce risky behaviors like smoking and heavy drinking.
- Improve education and employment potential.
- Stop ACEs from being passed from one generation to the next.

Here are some highlights of data collected by the CDC for the Vital Signs Adverse Childhood Experiences. [Click here to read the full CDC Vital Signs report on ACEs.](#)

- 1 in 6 adults experienced four or more types of ACEs.
- At least 5 of the top 10 leading causes of death are associated with ACEs.
- Preventing ACEs could reduce the number of adults with depression as much as 44%.
- Preventing ACEs can help children and adults thrive and potentially lower risk for conditions like depression, asthma, cancer and diabetes in adulthood.
- Reduce risky health behaviors like smoking, excessive alcohol or drug use.
- Improve education and employment potential.
- Potentially end the cycle of abuse from being passed on to the next generation.







Here are some highlights of data collected by Safe and Sound for the report titled The Economics of Child Abuse, A Study of California. [Click here to read the full report on The Economics of Child Abuse.](#)

- There are nearly 500,000 reports of child abuse in California each year — that’s about one report every minute.
- The economic cost to California for the 71,289 victims in 2017 is \$19.31 billion — that same amount could send more than 2 million children to preschool.
- Given significant underreporting, the estimated cost incurred because of one year of abuse could be as high as \$284.4 billion.
- Community risk factors that make California children and families more vulnerable to abuse include socioeconomic inequality and poverty, lack of adequate and affordable housing, high unemployment rates, homelessness, community violence, substance abuse, social isolation and marginalization, and wildfires and natural disasters.

Treatment costs 100 times more than prevention – and it is after the harm has occurred. Invest in your children, your family and your community with prevention. We aren’t searching for a cure. We have evidence-based methods that are proven to reduce child abuse cases by 97% among families served. Prevention works.



To learn more about The Child Abuse Prevention Center and the services we provide, please visit www.thecapcenter.org.