



Family Strengthening Toolkit
for community partners and businesses

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:

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

- ❖ Change corporate protocols to support parents and positive parenting.
- ❖ Promote safety (home/car/sports) to prevent accidental childhood injuries.
- ❖ Raise awareness of child abuse and neglect by setting aside a day in April to observe Child Abuse Prevention Month and celebrate your community's commitment to children and families.
- ❖ Train your employees to recognize the signs of abuse and neglect and to make appropriate referrals.
- ❖ Publish a series of articles on child abuse prevention, awareness and reporting in your business newsletter or blog.
- ❖ Share information on child development, parental stress, and local community resources and supports for parents during counseling sessions with your employees.
- ❖ Organize a "Baby Supplies" drive to collect diapers, formula, car seats, and other supplies for new parents and/or families in need.
- ❖ Invite The CAP Center's experts to provide a training for your staff who work closely with youth on Mandated Child Abuse Reporting. This workshop teaches mandated reporters their legal responsibilities to report known or suspected child abuse and neglect in California, how to recognize indicators (red flags) of the different types of abuse and neglect, and how to make a Suspected Child Abuse Report. Contact us to schedule: (916) 244-1922.

Pinwheels for Prevention Campaign:

Pinwheels for Prevention California Order Form



During Child Abuse Prevention Month, business leaders 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. Create a pinwheel garden or pinwheel display in a high visible area of your business during the month of April.

Display the pinwheels throughout the month of April to help raise awareness. If you can participate, simply click on the California Order Form Image, and submit your order, then send us a pic of your display and we will share that picture on our social media channels showcasing your support for prevention efforts and highlighting your organization as a “partner for prevention”. We hope to partner with you in April and promote happy childhoods!



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



Prevent Child Abuse
California

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.



Email Signatures:

Feel free to use any of the email signatures during the month of April showcasing your support.



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](#).



What *can* Be Done About ACEs?

These wide-ranging health and social consequences underscore the importance of preventing ACEs before they happen. **Safe, stable, and nurturing relationships and environments** (SSNREs) can have a positive impact on a broad range of health problems and on the development of skills that will help children reach their full potential. Strategies that address the needs of children and their families include:

Voluntary home visiting programs can help families by strengthening maternal parenting practices, the quality of the child's home environment, and children's development.
Example: Nurse-Family Partnership



Home visiting to pregnant women and families with newborns



Parenting training programs



Intimate partner violence prevention



Social support for parents



Parent support programs for teens and teen pregnancy prevention programs



Mental illness and substance abuse treatment

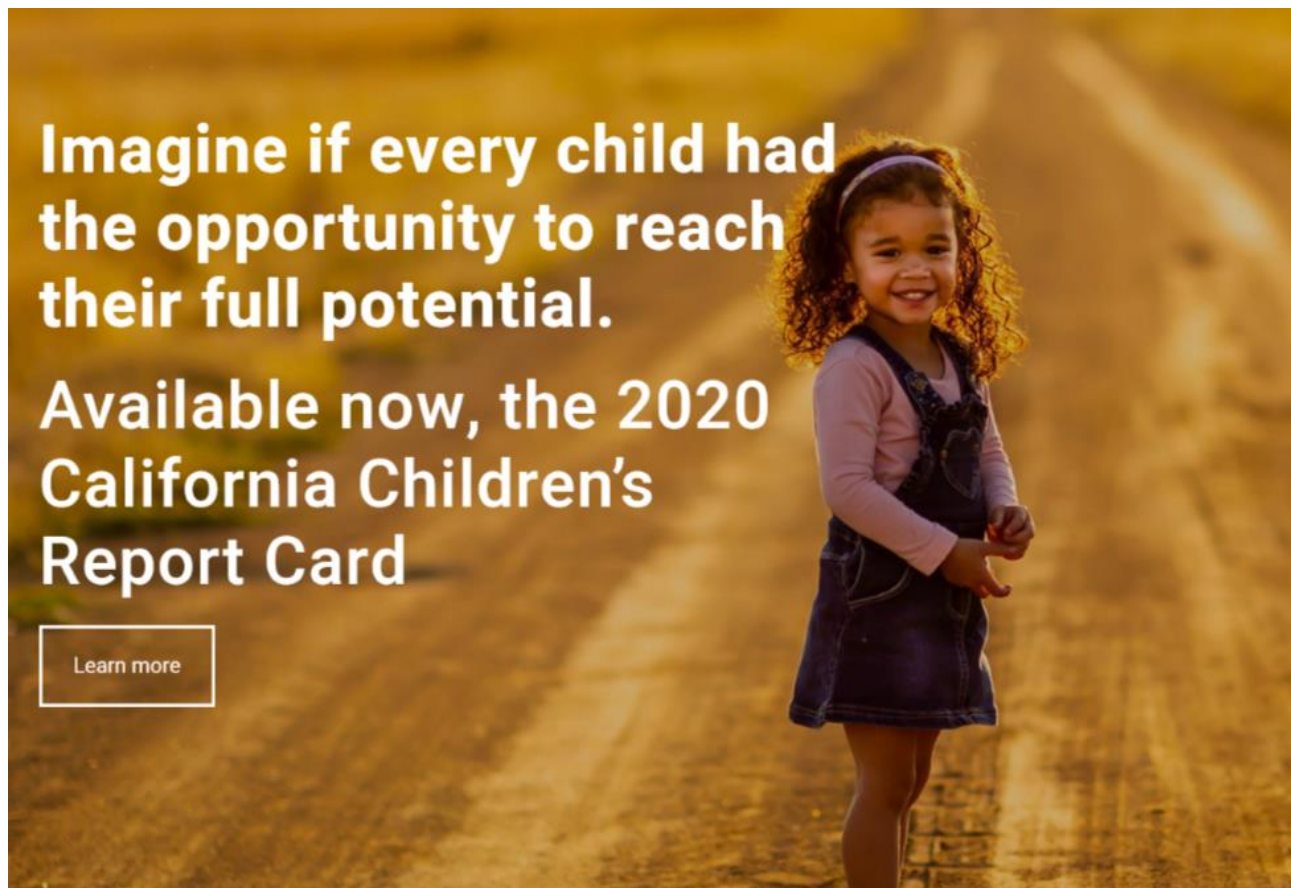


High quality child care



Sufficient Income support for lower income families

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.

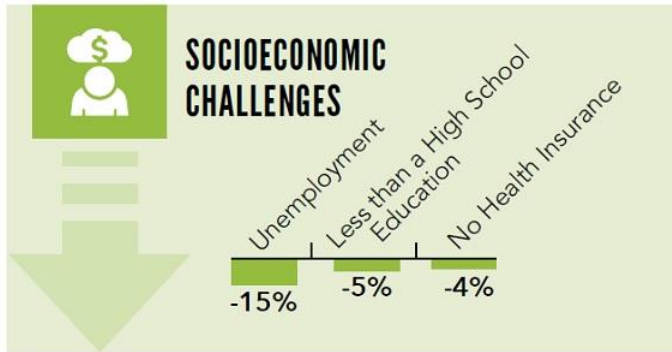
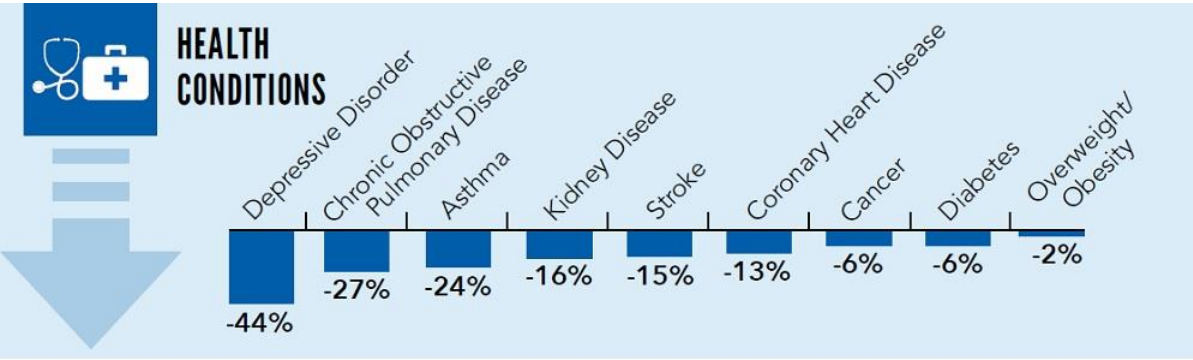
Preventing ACEs can help children and adults thrive and potentially:

- 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.