**CAP Month 2021 Talking Points**

**CAP Month Theme and Main Messages**

* The theme of the April 2021 Child Abuse Prevention (CAP) Month is **“Growing a Better Tomorrow for All Children, Together.”**
* Throughout CAP Month, Prevent Child Abuse America and its chapters, affiliates, and stakeholders are using a community garden metaphor to reinforce the message that **“Every day, we help positive childhood experiences take root.”**
	+ **Children are locally grown.** We work together to cultivate relationships, connections, and environments that help every child thrive.
	+ **We harvest what we sow.** We plant seeds of support for all children to yield healthier adults with abundant futures.
	+ **Our work is rooted in science.** We know positive childhood experiences in nurturing environments provide fertile ground for physical and mental health, learning, and social skills to flourish.
	+ **We unearth the possibilities.** We focus on innovation every day to give every child what they need and to build bountiful, safe communities.
	+ **Planning and purpose create common ground.** We share resources equitably, expand access to services, and balance conditions for positive childhood experiences to enrich every community.
	+ **We tend and replenish the soil.** We offer homegrown solutions and hardy support to protect what we grow in all elements.
	+ **Hope and commitment are powerful fertilizers.** We combine the promise of a better tomorrow with our resolve to nourish all children and their families in every season.
* Learn how you can plant the seeds of a better tomorrow for children and families in your community by visiting the CAP Month web page at [preventchildabuse.org/growing-better-together-2021](https://preventchildabuse.org/growing-better-together-2021).

**CAP Month During COVID-19**

* This is the second year that CAP Month has taken place during the COVID-19 pandemic.
* The coronavirus outbreak and its subsequent losses have changed our world permanently. In the United States, we are still trying to adapt and understand the new landscape that the pandemic has created and its repercussions for child abuse and neglect prevention.
* The risk to our nation’s children for experiencing child abuse and neglect in times of extreme stress and uncertainty is quite high.
* COVID-19 has added stressors to the lives of parents and caregivers, such as loss of employment, loss of income due to lack of paid leave, school and business closings that necessitate new childcare and homeschool arrangements, and food insecurity.
* Physical distancing leads to the unintended consequence of isolation. The social connections and community services and activities that serve as protective factors against child abuse and neglect under ordinary conditions may not exist in this extraordinary time of physical distancing.
* Prevent Child Abuse America, in close partnership with its nationwide chapter network, supports the expansion of evidence-based home visiting programs, such as Healthy Families America, to help families cope with stress and trauma.
* Another way is to support expanding family-friendly policies, like paid sick and family leave, to help reduce stress on our parents and caregivers.
* This month, you can help us advance these programs and policies by taking action.
* You can show support for promoting positive childhood experiences and preventing adversity by wearing blue on April 1.
* You can also participate in Prevent Child Abuse America’s nationwide digital advocacy day on **April 21.**
* We will be empowering people across the country to contact their members of Congress to take action on **TBD legislation**.
* This is a perfect way to get involved even if you’re working or learning from home and physically distancing.
* Throughout the month, you can make a tax-deductible gift to Prevent Child Abuse America or state chapter—and watch your donation build a virtual pinwheel garden.

**About Prevent Child Abuse America**

* Prevent Child Abuse America is a leading champion for all children in the United States.
* Founded in 1972, Prevent Child Abuse America is the nation’s oldest and largest organization dedicated to the primary prevention of child abuse and neglect.
* Through its nationwide network of state chapters and nearly 600 Healthy Families America home visiting programs, the organization provides services and resources that improve child health and well-being.
* Prevent Child Abuse America experts develop innovative, evidence-based research and prevention strategies.
* Prevent Child Abuse America policy efforts raise public awareness and advocate for family-friendly policies and programs at the national, state, and local levels to ensure that all children and families get what they need to thrive.
* The PCA America tagline is **“Together, we can prevent child abuse, America…because childhood lasts a lifetime.”**
* To learn more about Prevent Child Abuse America, visit the organization’s website at [preventchildabuse.org](https://preventchildabuse.org/).