

TOOLKIT

2021

<http://www.cdss.ca.gov/inforesources/OCAP/CAP-Month>



Social Media 2021 Toolkit

The Office of Child Abuse Prevention (OCAP) created this document for organizations and partners supporting Child Abuse Prevention (CAP) month in April 2021. This year is unique in that we will exclusively host CAP Month events and campaigns online to ensure the health and safety of our families across the state. Together we can amplify our messaging through digital media and our network of supporters.

In This Toolkit

In this toolkit you will find social media content for Facebook and Twitter. Some posts contain a suggested link but feel free to link to something else such a program or service within your local community. Also included are talking points, a proclamation, brochure, and images to share on your website and social media pages.



The OCAP encourages you to personalize and localize the content as you see fit, so whether you choose to use the content as-is or to put your own spin on it is up to you.

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Key messages should contain realistic expectations and all prevention messaging must answer the simple question: “What can I do to prevent child abuse?” Share information and messaging that a wide variety of audiences can utilize to influence others to take action – whatever those may be.

Who are your Target Audiences?

Each of us has a role to play in ensuring the safety of our children. We all have various capacities to engage, whether we are a concerned neighbor, a family member, a parent, an elected official or work with a community-based organization.

At OCAP, we recognize that you play an important role in the fight to prevent child abuse and neglect. We want you to be recognized as the leaders you are.

This toolkit provides you with messaging to reach out to the following target audiences – leading them to join together to make a difference for children and families throughout Child Abuse Prevention Month:



Parents and caregivers



Local businesses



Elected officials



Take Part in these Campaigns

Please take part in these two social media campaigns: **#WearBlueDay**, **#PassThePinwheel** and **#FlagsHonoringYoungLivesLost**.

1. WEAR BLUE

April 2



For **#WearBlue4Kids** Day on Friday April 2, post a photo of you and your colleagues, friends or family wearing blue and what prevention means to you! For example, you can say “We wear blue to raise awareness for Child Abuse Prevention Month. **#WearBlue4Kids**”

2. PASS THE PINWHEEL

April



For **#PassThePinwheel**, post a photo or photos throughout April of you and your colleagues. Friends or family with pinwheels with a brief explanation of what they mean (the national symbol of child abuse prevention) and challenge others to plant pinwheels, too!

3. HONOR YOUNG LIVES LOST

April 23



Share **#FlagsHonoringYoungLivesLost** on April 23 for Children’s Memorial Flag Day with a photo of the flag, poster or other item to raise awareness for the children who lost their lives to abuse and neglect. We also encourage you to share photos from a local event honoring this day in your community.

Join the Conversation

This year, we plan to use hashtags to increase our visibility and promote a community conversation about effective child abuse prevention efforts and encourage you to do the same! We’ll be using the following hashtags: **#PassThePinwheel**, **#CAPMonth** and **#WearBlue4Kids**.



Show support with our Twibbon

Please use and share our profile image filter during the month of April on all of your social media pages. Get Twibbon from the [OCAP website](#).

Start Your Own Campaign

Promoting CAP Month exclusively online can present some challenges, but with that some so many opportunities to get creative! Here are some ideas for getting your local communities involved from home:

You can make a difference:

- ✓ Host a Virtual 5K. There are many online platforms to host virtual races through. Participants join in with anyone, anywhere, anytime!
- ✓ Create a YouTube channel to share success stories from families you served.
- ✓ Host a Webinar or Virtual Conference to share data, strategies and resources with other community-based organizations.
- ✓ Create a social media campaign inviting families to participate through specific calls to action and using special hashtags.

Facebook Posts

We encourage you to use the following Facebook posts on your personal or organization's page to promote Child Abuse Prevention Month. These posts are meant to raise awareness about the prevalence of child abuse and neglect, as well as the long-term effects. The messages promote the involvement of families, friends, and neighbors to help stop child abuse and neglect. Don't forget to add in links to your programs and services, as well as, content for your virtual events!



Pose, post, INSPIRE! Snap a picture with your blue pinwheels and share them on social media with the hashtags **#PassThePinwheel** and **#CAPMonth** to raise awareness for Child Abuse Prevention month!

Get ready for **#WearBlue4Kids** Day Friday, April 2! Show your support by raising awareness to help prevent child abuse.

Proclaim April as Child Abuse Prevention Month by taking the Child Abuse Prevention Month Proclamation to your city council or Board of Commissioners. Find it on OCAP's [CAP Month Web Page](#).

You can help prevent child abuse by helping parents be the best moms and dads they can be. Sometimes parents need a little encouragement and guidance. You can be their bright spot in the darker times. **#CAPMonth #PassThePinwheel**.

Your voice can make a difference for kids, from your hometown to the White House! Speak up for children and families— write a letter to the editor, a blog post, or share on social media! **#CAPMonth #PassThePinwheel**.

Raise awareness for California's kids on the road by purchasing a Kids Plate! Proceeds from the specialty plate fee go to the State Children's Trust Fund which provides funding to programs that prevent child abuse and neglect. Get yours on OCAP's [How You Can Help](#) page.

Did you know that 1 in 4 children have experienced abuse or neglect in their lives? You can help raise awareness about child abuse and neglect prevention by sharing on social media and using **#PassThePinwheel!**

In the US, the total lifetime cost associated with 1 year of substantiated child maltreatment cases is \$124 billion. Together, we can cut the **#costofabuse** by raising awareness about prevention programs during Child Abuse Prevention Month!

April is Child Abuse Prevention Month but helping prevent child abuse and neglect is important all year long. Here are ways you can help parents and kids in our community. **#PassthePinwheel**.

Every parent needs support. During Child Abuse Prevention Month, help strengthen families by offering a helping hand! **#PassThePinwheel**.

Did you know that nearly half of the substantiated cases of child abuse and neglect in California are for children ages 0-5? During Child Abuse Prevention Month, help a family in need because it's up to all of us to stop child abuse and neglect. **#PassThePinwheel**.

Children suffering from abuse or neglect often show physical and behavioral signs. Recognizing those signs can help families overcome the underlying issues of maltreatment. If you see something, say something. Learn more by reading the article about [child abuse and neglect](#).

Child abuse and neglect doesn't always happen at home. Parents can investigate childcare providers to see if they have any history of abuse or neglect before enrolling children. Call the Trustline at 800-822-8490.

Wear blue to show your support for Child Abuse Prevention Month. Child abuse and neglect affects everyone, so preventing it is up to all of us. Share photos of you wearing your blue! **#WearBlue4Kids #CAPMonth #PassThePinwheel**.

Sign the Pledge for Prevention to demonstrate your commitment to the prevention of child abuse and neglect. **#CAPMonth #PassThePinwheel** Download [pledge cards](#) today to display in your organization.

TWITTER POSTS

We encourage you to use the following Twitter posts on your personal or organization's page to promote Child Abuse Prevention Month. These tweets are meant to raise awareness about the prevalence of child abuse and neglect, as well as the long-term effects. Don't forget to add in links to your programs and services, as well as, content for your virtual events!



Pose, post, INSPIRE! Snap a pic with your blue pinwheels & share! Use **#PassThePinwheel** & **#CAPMonth**.

Get ready for **#WearBlue4Kids** Day Friday, April 2! Show your support by wearing blue and posting a pic.

Did you know there are over 9 million children in California? That's 9 million reasons to get involved: (LINK) **#PassThePinwheel**.

Together we can prevent child abuse. Learn how you can get involved: (LINK) **#PassThePinwheel**.

1 in 4 kids have experienced abuse or neglect. During **#CAPMonth**, raise awareness and **#PassThePinwheel**.

In the US, the total lifetime cost of 1 year of child maltreatment cases is \$124 billion. Let's cut the **#costofabuse** & **#PassThePinwheel**.

Did you know that nearly half of substantiated cases of child abuse & neglect in CA are for ages 0-5? **#PassThePinwheel #CAPMonth**.

Celebrate Child Abuse Prevention Month by planting a pinwheel garden to honor those who help children and families every day!

How can you help prevent child abuse? Join us & we'll show you how! (LINK) **#PassThePinwheel**.

Child abuse&neglect doesn't always happen at home. Investigate childcare providers before enrolling children. Call Trustline. 800-322-8490.

Know the signs and if you see something, say something. Learn more: <https://bit.ly/32lrqYb> **#CAPMonth**.

Your voice can make a difference for kids, from your hometown to the White House! **#PassThePinwheel**.

Sign the Pledge for Prevention to demonstrate your commitment to support the prevention of child abuse and neglect: (LINK).

What ways can you help parents & kids in your community. (LINK) **#PassThePinwheel**.

Buy a Kids Plate to raise awareness on the roads & give back to California's kids! <https://bit.ly/38k8zkc>.

..... ”
**Tip: Use link shortening sites such as [bitly.com](#) and [tinyurl.com](#) so you use less characters on links and more on content!
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TALKING POINTS

These sample talking points are meant to help you share information about Child Abuse Prevention Month when asked by the media or members of your community. The following sound bites are written in a way to provide basic messages about the most significant aspects of child abuse and neglect. Spread the word and let others know how they can help children and families. Together we have what it takes to prevent child abuse and neglect!

National Child Abuse Prevention Month is an opportunity to share the importance of individuals and communities working together to keep families safe and healthy. Everyone has a role to play in making sure that our community is a great place for children and families to thrive. There are simple steps we can take every day to help reduce the risk factors of child abuse and neglect. When the well-being of children and families becomes the priority of everyone in a community, child abuse and neglect cases will decrease.

Raising awareness for Child Abuse Prevention Month is more important than ever! The pandemic, the current political state and the need for social justice reform has added so much stress for many parents and that stress is passed on to their children. Families need our support right now and we all need to work together to empower and uplift them.

During Child Abuse Prevention Month, we use the pinwheel to serve as an uplifting reminder of childhood and the bright futures all children deserve. Planting a pinwheel garden symbolizes California's commitment to children.

All children deserve the opportunity to be raised in healthy, nurturing homes, free from abuse and neglect. Children who are raised in supportive, stable and nurturing environments are more likely to lead healthy and successful lives.

Adverse Childhood Experiences (ACEs) have a significant impact on a child's future. Having four or more ACEs can contribute to issues including physical, emotional and sexual child abuse, neglect, and parental stress or illness.

In California, 16% of children have experienced four or more ACEs and 33% of children are reported to have had at least one ACE.¹ Reducing the number of ACEs can drastically lower the risks of long-term health and wellness issues, allowing children to grow into healthy and productive adults.²

A high number of ACEs is linked to a greater risk of life long issues like diabetes, smoking, substance abuse, homelessness or inability to work. Long-term exposure to adversity, such as child abuse and neglect, results in harmful levels of toxic stress, which can ultimately alter the child's brain, leading to long-term health effects.

The most severe health and social problems in our nation are a consequence of adverse childhood experiences. Children experiencing ACEs are more likely to have lower reading ability, higher rates of unemployment, higher rates of mental health issues and suicide attempts, as well as criminal records.

Prioritize the well-being of California's children by implementing policies that strengthen families. When we ensure the healthy development of the next generation, they are more likely to contribute positively to our communities and be productive, responsible members of society.

Experiencing physical abuse or witnessing violence early in life can become a cycle and may be passed down through generations. Children who grow up being exposed to violence may consider it to be acceptable, and therefore the cycle of violence continues and can lead to other violent or dangerous actions. Children who have experienced abuse are nine times more likely to become involved in criminal activities.³

Children are incredibly resilient and with the help of a supportive community and the Five Protective Factors, they can overcome their ACEs with time. The Protective Factors have been shown to strengthen families, reduce the likelihood that abuse and neglect will occur, and mitigate long-term consequences of experiencing childhood abuse and neglect.



..... ”
Spread the word and let others know how they can help children and families.
.....

The Five Protective Factors are parental resilience, social connections, knowledge of parenting and child development, concrete support in times of need and social and emotional development of children.

Neglect is a part of abuse that isn't often acknowledged. Child neglect accounts for 67% of all child maltreatment cases in California. It occurs when a parent or guardian fails to provide adequate care for a minor.⁴

Protective Factors are often identified in healthy children and families. Parental resilience, social connections, knowledge of parenting and child development, concrete support for families, and children's social and emotional development all contribute to creating strong families and help reduce risk factors of child maltreatment.

Every year more than 3 million cases of child abuse are reported across the country. Two of the major risk factors leading to child abuse and neglect are family isolation and stress.⁵

Preventing child abuse is everyone's responsibility. Even though California is comprised of many different families, we are all part of one community. Together we can stop child abuse and neglect.

Child abuse and neglect can put a child's stress system permanently on high alert and prime the brain for future mental health issues. Studies by Kaiser Permanente and the Centers for Disease Control and Prevention show that childhood trauma leads to the adult onset of chronic diseases, depression and other mental illness, violence, and greater likelihood of being a victim of violence. Support policies that benefit the health and well-being of families in California.

The total lifetime economic burden of child abuse and neglect in the United States is at least \$124 billion annually. Studies show that each death due to child maltreatment has a lifetime cost of \$1.3 million and the lifetime cost for each victim of child maltreatment who lived is \$210,012.

We can't put a dollar value on the life of a child. But by supporting family-friendly policies we can help end the tragedy of child abuse. The benefits of implementing prevention programs greatly outweigh the substantial economic costs of maltreatment.

Protecting children is a community responsibility. You can help by showing your support for a parent you know. It can be as simple as just offering a helping hand.



Resources

- 1 Kids Data (2013). Prevalence of Adverse Childhood Experiences (Adult Retrospective). Available at: <http://www.kidsdata.org>.
- 2 Child Trends (2014). Adverse Childhood Experiences: National and State Level Prevalence. Available at: <http://www.childtrends.org/?publications=adverse-childhood-experiences-national-and-state-level-prevalence>.
- 3 [https://www.childwelfare.gov/pubPDFs/long_term_consequences.pdf#page=5&view=Behavioral Consequences](https://www.childwelfare.gov/pubPDFs/long_term_consequences.pdf#page=5&view=Behavioral%20Consequences).
- 4 Kids Data (2014). Summary: Child Abuse and Neglect. Available at: <http://www.kidsdata.org/topic/2/child-abuse-and-neglect/summary#>.
- 5 Child Help (2013). Child Abuse Statistics. Available at: <https://www.childhelp.org/child-abuse-statistics>.