We encourage you to use messaging and artwork from this document, but please note that the CAP Month artwork and campaign elements, including images and image licenses, are property of Prevent Child Abuse America. Any campaign components shared with and used by a local partner must be attributed back to PCA Georgia, meaning they must mention PCA Georgia in outreach efforts. Please also note that Pinwheels for Prevention® and the blue pinwheel mark are both trademarked by Prevent Child Abuse America. If you have any questions, need assistance customizing any of the campaign components, or need help with trademarked materials or any other partner-related questions, please contact us at PreventChildAbuseGA@gsu.edu.
While April is Child Abuse Prevention Month (CAP Month), child abuse happens every day and so must prevention efforts. PCA Georgia provides sample communications pieces and community event ideas to be used during CAP Month and year round to help promote awareness, educate the general public, and also target specific audiences. Whether you use these tools in their entirety, in part or simply for inspiration, this guide is a stepping stone for your CAP month activities.

All of the documents within this guide are editable and the images are available for download online at PCAGeorgia.org. If you need assistance accessing or customizing any of these pieces, please reach out to PreventChildAbuseGA@gsu.edu.

By helping to show others how they can be involved in child abuse prevention and explaining how every day actions can create the context for thriving communities, we can activate those people who want to be involved and encourage even more to learn about what prevention is and how they can play a role. Child Abuse Prevention Month is the perfect time to encourage action and we hope that this toolkit is helpful in activating people in your community.

The three domains of the 2019 Community Action Guide are:

**Raising Awareness:** Individuals and communities can help prevent child abuse by assisting parents and connecting families with support in their community.

**Wear Blue Day:** On Friday, April 5th, individuals and organizations across the US will make a visible commitment to helping make great childhoods happen nationwide by wearing blue.

**Pinwheels:** The pinwheel is the national symbol of the great childhoods we want for all children. Throughout April, pinwheel gardens are planted to represent community unity supporting great childhoods and strong families.

By collectively supporting parents and caregivers, we can help ensure positive environments where children can thrive. The more we can show people how simple actions can prevent child abuse and neglect, the more people will understand how it is preventable. So this April, support great childhoods by learning how you can make a difference for parents and children in your community.
Talking Points and Blurbs

These are key takeaway messages that can be used during CAP Month and year round. You can adapt these talking points to fit in with your Child Abuse Prevention Month activities and use in newsletters, media relations, and digital content.

- April is Child Abuse Prevention Month, a time to celebrate the good things our communities do to promote healthy child development and help prevent child abuse and neglect.
- Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little support along the way.
- In a national survey, **94% of parents said they needed** help of some kind; **86% said they would be grateful for services**, childcare or other support. However, in a separate study, fewer than **20% of parents said they would actually seek help**.
- Let parents know it is okay to ask for help! Encourage families to seek additional resources by calling the 1-800-CHILDREN (1-800-244-5373) Helpline to talk to trained professionals who can **connect them with supportive programs** in their area. Professionals can also be ready to help families find resources using [PCA Georgia’s online map](https://www.PCAGeorgiaHelpline.org) containing over 3,000 resources that assist Georgia families.
- Most people think child abuse and neglect is a serious problem and believe that the problem is preventable. 97% of adults have said they would take action on behalf of children, **they just don’t know how**.
- **Most people are already involved** in prevention by mentoring children or parents (70%), donating (80%), or advocating for children and families (77%). However, people **don’t realize these actions help prevent child maltreatment**! Only 27% of respondents engaged in those activities reported involvement with child abuse prevention.
- We want to help people understand that it’s possible to do the things they love—cooking, making art or music, reading, or playing sports—and, at the same time, help families and their community thrive. Because small steps can make a big difference in a child’s life—and a parent’s as well.

Suggestions from Prevent Child Abuse Georgia to help support parents and create great childhoods for children in your community while doing what you love include:

- Volunteer for an after-school mentoring program.
- Give a new mom a break by bringing over dinner or offering to babysit.
- Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
- Invite friends, neighbors, or colleagues over for a **Civic Dinner** to talk about ‘Nurturing Communities’. When you sign-up to host you will receive a guide to lead people into meaningful conversations.
- Encourage families you know to call the 1-800-CHILDREN (1-800-244-5373) Helpline to talk to trained professionals who will connect them with supportive programs in their area.
- Go online to use the 1-800-CHILDREN Resource Map, [PCAGeorgiaHelpline.org](https://www.PCAGeorgiaHelpline.org), which contains over 3,000 local and statewide programs designed to assist and support families.
Get Involved

- Plant pinwheel gardens to represent adults that have gone through trainings such as Stewards of Children or Mandated Reporter Training. [Request a Training.](#)
- Raise funds to support your family focused organization by selling pinwheels or other pinwheel items at your establishment; putting out donation cans; hosting a bake sale; partner with a local restaurant to have a percent night and sell pinwheels
- Engage elected officials and business leaders to educate, promote and become pinwheels ambassadors to our message
- Seek opportunities to engage people on the issues through the Pinwheels Campaign including: schools, colleges and universities, city departments, faith-based organizations, non-profits, military bases, medical groups, and local businesses
- Wear a pinwheel lapel pin or have pinwheels in your office to spark conversation
- Give out pinwheels at the end of collaborative meetings in April for individuals to plant or share in their office
- Create Pinwheel bulletin boards with positive messages
- Host a Civic Dinner with friends or colleagues dedicated to discussing what a nurturing community looks like
- Plant pinwheel gardens and/or post pinwheel signs at courthouses, city halls, libraries, airports, malls, fairs, stadiums, schools, community centers, parks, along major throughways, and in planter boxes
- Engage local media (print, broadcast, online), campaign spokespeople (radio hosts, athletes, coaches, civic and business leaders), media relations (press material, letters to the editor) to raise awareness
- Integrate pinwheels with other events including at the start/finish lines for runs/walks, board meetings, orientations, sporting events, conferences, and Easter egg hunts
- Have organizations sign-up to host moving pinwheels gardens throughout the community
- Create pinwheel bouquets with message tags to sell or give away

As always, involve and recruit other volunteers to help with any of the ideas or create new ones!
JOIN US AT THE TABLE

for conversations that matter.

Host 6-10 Guests
3 Big Questions
Discuss Nurturing Communities

Host a Civic Dinner with friends or colleagues dedicated to discussing what a nurturing community looks like. Sign up at www.civicdinners.com/nurturingcommunities to receive a host’s guide and other tools to have meaningful conversations around your dinner table this April.

Make T-shirts, for community events.

PCA Athens lined the street with pinwheels for community awareness.

Offer prevention training such as Stewards of Children, Strengthening Families Georgia, or Better Brains for Babies. PCA Georgia also offers in-person mandated reporter training and the Child Welfare Training Collaborative offers multiple free in-person trainings on trauma and brain development upon request. Find more about trainings at www.PCAGeorgia.org.

Involv Pinwheels in community events, like PCA Georgia in Georgia State University’s homecoming community golf cart parade.
Social Media Tips

Social media is a great channel to be able to target specific audiences, engage them with content, and provide ways for them to easily take action.

Facebook = Mass Reach + Scale
We can leverage the size of Facebook’s network and detailed audience targeting capabilities to showcase our mission and engage in a conversational and meaningful way. Try doing a Facebook Live featuring community resources or advocates.

Twitter = Real-Time Opportunities + Engagement
We can participate in real-time conversations that are already happening and create dialogue around our CAP month efforts. Plus, users are more apt to share content publically on the platform, so there is more opportunity to engage them in conversation and CAP month content.

🌟 Consider posting 1-2 organic posts per week. This will help keep followers engaged and will help keep your chapter and CAP month top of mind all month long.

🌟 Always include images. Images help grab your audience’s attention while scrolling through their social feed. Use the campaign images provided by the National Office or create your own. You can find quality (and free!) stock images on websites like Unsplash.com.

🌟 Prioritize video content. Videos have higher engagement rates and tend to outperform static image posts.

🌟 Keep content short, colloquial and to-the-point. The more ad-like it sounds, the lower it will perform and be sure to tag your friends and organizational partners!

🌟 Include a call-to-action to encourage your audience to engage. Whether you want people to click through to your website, share, or comment, make sure you tell your audience what you want. Your calls-to-action can be anything from an intriguing question, a “tease” to entice people to click or read more, or an explicit request. Experiment and see what works best.

🌟 Don’t overload your page with donation requests, event invites, etc. Always try to add value to your page and provide interesting and informative content for your audience.

🌟 Use Facebook Insights to help guide content development. The tool can help you learn more about the demographics of your audience, what times of day they are the most active, and which types of content are being interacted with the most.
# Social Media Content

Download images and content [here](#).

This calendar includes sample social media posts that you can use each day during April. Feel free to alter the posts to fit the needs of your organization!

<table>
<thead>
<tr>
<th>Date</th>
<th>Social art</th>
<th>Headline</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 4/1</td>
<td><img src="#" alt="April is #CAPmonth" /></td>
<td>April is #CAPmonth</td>
<td>Today marks the start of Child Abuse Prevention Month! What you do today helps everyone belong to a better community tomorrow. Stay tuned this April for simple actions you can take to help kids and parents in your own community create #GreatChildhoods. 💙 #CAPmonth</td>
</tr>
<tr>
<td>W 4/3</td>
<td><img src="#" alt="#WEARBLUE" /></td>
<td>Wear blue on April 5 to support #WearBlue</td>
<td>Get ready for #WearBlueDay this Friday! Show your support for #GreatChildhoods, and help prevent child abuse. #pinwheelsforprevention</td>
</tr>
<tr>
<td>F 4/5</td>
<td><img src="#" alt="Post your office going blue!" /></td>
<td>Wear blue on April 5 to support #WearBlue</td>
<td>It’s #WearBlueDay! We wear blue because child abuse is PREVENTABLE. We all have a role to play, learn more here <a href="http://abuse.publichealth.gsu.edu/training">http://abuse.publichealth.gsu.edu/training</a></td>
</tr>
<tr>
<td>M 4/8</td>
<td><img src="#" alt="Great neighbors make #GreatChildhoods" /></td>
<td>Great neighbors make #GreatChildhoods</td>
<td>Lots of parents need help, even when they don’t know how to ask for it. Be the help they need, so #GreatChildhoods can happen! Find support for parents at <a href="http://www.PCAGeorgiaHelpline.org">www.PCAGeorgiaHelpline.org</a></td>
</tr>
<tr>
<td>W 4/10</td>
<td><img src="#" alt="Do more of what you love to create #GreatChildhoods" /></td>
<td>Do more of what you love to create #GreatChildhoods</td>
<td>It’s easier than you think to make a big difference in a child’s life with simple actions. What do you do to support #GreatChildhoods?</td>
</tr>
<tr>
<td>F 4/12</td>
<td><img src="#" alt="Help #GreatChildhoods happen" /></td>
<td>Help #GreatChildhoods happen</td>
<td>Even simple actions can nurture a community and help children thrive. SHARE a memory of your childhood mentor and use #simpleactions #CAPmonth</td>
</tr>
<tr>
<td>M 4/15</td>
<td><img src="#" alt="Donations" /></td>
<td>Donations</td>
<td>Our programs help kids &amp; families create #GreatChildhoods. Help us help them, and together we can prevent child abuse. Do your part by donating to Prevent Child Abuse Georgia today! <a href="http://abuse.publichealth.gsu.edu/giving-2/">http://abuse.publichealth.gsu.edu/giving-2/</a></td>
</tr>
</tbody>
</table>
#PinwheelsforPrevention
Worth sharing: Since 2008, blue pinwheels have become the national symbol for child abuse and neglect prevention—spreading joy and awareness. All April long—let’s watch them whirl. 💛 #pinwheelsforprevention #CAPmonth

Every child deserves to grow up feeling safe and loved
You can play a role in preventing child abuse, by educating yourself and your community on the signs of abuse and how to report abuse when you suspect it. Request a free training: http://abuse.publichealth.gsu.edu/training.

Help #GreatChildhoods happen
Being a parent is hard work, and sometimes we can all use a little help to get through the tough parts. The 1-800-CHILDREN helpline is a free statewide helpline that is a source of information and support for families. www.PCAGeorgiaHelpline.org

Great neighbors make #GreatChildhoods
April is almost over but you can keep the conversation going by hosting a Civic Dinner. Invite your friends over and talk about what you can do to help your neighbors 🍦🚲 #GreatChildhoods #nurturingcommunities https://www.civicdiners.com/nurturingcommunities

Speak up for #GreatChildhoods
April is Child Abuse Prevention Month, but helping kids have #GreatChildhoods is important all year long. See what Georgia is doing to Strengthen Families! www.strengtheningfamiliesga.net #CAPMonth

Thank you for helping create #GreatChildhoods!
You are a force for good: Your involvement in a child’s life will create #GreatChildhoods in your own community—and across the country—for thousands of kids and families in all 50 states. Thanks again for your support! 💛

More content and images are available at www.PCAGeorgia.org

Share your own posts and activities with us by tagging @PreventGeorgia
Infographic

This infographic is meant to show the different ways that people can get involved with child abuse prevention during CAP Month 2019 and beyond. The content is organized around the idea of “Do More of What You Love to Create #GreatChildhoods” and can be used as stand-alone web content, broken up into social media posts, printed out for distribution, or any number of other creative ways!

*Note: the image below is just the first few pieces of the infographic; the full content is available for download at the PCA Georgia Toolkit link*
Letters to the Editor

Letters to the editor (LTEs) get the most attention when they respond directly to a recent event or article in the news. When writing to your local news outlet, be sure to reference a specific story or community issue that’s related to child health and well-being. Also, verify the maximum word count for the outlet to which you’re writing; if your LTE is too long it will either be discarded or edited by someone else, sometimes deleting important elements. Up to 250 words is typical for local and regional papers, but many larger newspapers are limited to 150 or so, and some magazines limit letters to less than 100 words.

Sample—Short (150 words)
Letter to the editor, intended for publication

Your recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] reinforces that we all share a responsibility for the well-being of children and their families in [STATE or CITY]. And since April is National Child Abuse Prevention Month, it’s the perfect time to help people understand that it’s possible to do the things they love and help families and their community thrive.

All parents want to provide and nurture their child in a positive, healthy environment, but sometimes they need a little extra support along the way. That’s why I encourage everyone to proactively engage parents in their community and offer your support—whether it’s by making a meal for the family or reading to a child. An easy way for professionals and caregivers to find supportive resources in their community is by calling 1-800-CHILDREN (244-5373), PCAGeorgiaHelpline.org.

Collectively, these small steps will help create better, brighter futures for children and families in [STATE or CITY].
Sincerely,

[NAME, TITLE]
[ORGANIZATION]
Letters to the Editor

Sample-Long – Call to action focused
Letter to the editor, intended for publication

Your recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] reinforces that we all share a responsibility for the physical, emotional, and mental well-being of children and their families in [Georgia or CITY]. And since April is National Child Abuse Prevention Month, it’s the perfect time to help people understand that it’s possible to do the things they love and help families and their community thrive. Small steps can make a big difference in a child’s life—and a parent’s.

Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little support along the way. That’s why we encourage community members to proactively engage parents and offer your support. Here are some suggestions:

• Volunteer for an after-school mentoring program.
• Give a new mom a break by bringing over dinner or offering to babysit.
• Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
• Encourage families you know to call the 1-800-CHILDREN (1-800-244-5373) Helpline to talk to trained professionals who will connect them with supportive programs in their area.
• Go online to use the 1-800-CHILDREN Resource Map, PCAGeorgiaHelpline.org, which contains over 3,000 local and statewide programs designed to assist and support families. See what services are available in the areas you live.

Collectively, these small steps will help create better, brighter futures for children and families in [STATE or CITY].

Sincerely,

[NAME, TITLE]

[ORGANIZATION]
Press Release
CAP Month

Prevent Child Abuse Georgia Encourages People to ‘Do More of What You Love’ to Help Families this April, Child Abuse Prevention Month

(CITY, STATE)—[Organization] along with Prevent Child Abuse Georgia encourages people across the state to participate in this year’s National Child Abuse Prevention Month by sharing their talents and time to help create better, brighter futures for children and families. Even the smallest steps can make a big difference in a child’s life—and a parent’s as well.

“Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little extra support every now and then,” said Julia Neighbors, Director at Prevent Child Abuse Georgia. “That’s why we’re asking people to proactively engage parents in their local community and offer their support—whether it’s by making a meal for a family, reading to or tutoring a child, or just connecting a family with local resources.”

In a national survey, 94% of parents said they needed help of some kind; 86% said they would be grateful for services, childcare or other support. However, in a separate study, fewer than 20% of parents said they would actually seek help. While our goal is to help create great childhoods for all children, it’s important that parents get the support they need in order to do so. An easy way for professionals and caregivers to find supportive programs in their community is by calling 1-800-CHILDREN (244-5373), or visiting PCAGeorgiaHelpline.org.”

Suggestions from Prevent Child Abuse Georgia to help support parents and create great childhoods for children in your community while doing what you love include:

• Volunteer for an after-school mentoring program.
• Give a new mom a break by bringing over dinner or offering to babysit.
• Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
• Encourage families you know to call the 1-800-CHILDREN (1-800-244-5373) Helpline to talk to trained professionals who will connect them with supportive programs in their area.
• Go online to use the 1-800-CHILDREN Resource Map, PCAGeorgiaHelpline.org, which contains over 3,000 local and statewide programs designed to assist and support families. See what services are available in the areas you live.

We all share a responsibility for the physical, emotional, and mental well-being of children and their families. [Insert Organization] and PCA Georgia encourages everyone in the state to do what they love this April and help ensure great childhoods in their community.

# # #
PINWHEELS FOR PREVENTION®
FAQs

Pinwheels for Prevention and Pinwheel Gardens

What are Pinwheels for Prevention®?

Pinwheels for Prevention® is a national public awareness campaign during Child Abuse Prevention Month (CAP Month) every April. It was designed by Prevent Child Abuse America to communicate efforts and change the way people think about prevention. Prevent Child Abuse (PCA) Georgia encourages community activities and the support of public policies that prioritize healthy child development right from the start!

To learn more, visit www.PCAGeorgia.org

Why does this matter?

Georgia is ranked 39th in the nation for child wellbeing. We can do better! When we invest in healthy child development, we are investing in community and economic development. Each year thousands of pinwheels are planted in “pinwheels gardens” or used in other creative ways by our community partners in conjunction with public service announcements, social media outreach, and educational materials to raise awareness of strategies to prevent child abuse and strengthening families.

How does it work?

Pinwheels for Prevention® is the perfect conversation starter between individuals or communities to discuss prevention in your area. Instead of opening the conversation with child abuse, start reframing the dialogue by introducing the topic of child maltreatment with an emphasis on safe, stable, nurturing relationships and environments that are key to building a solid base for healthy child development. This will avoid directing the conversations towards “abused children” or “bad parents” which can make it difficult for people to connect with bigger prevention efforts.

Shared fundraising model

PCA Georgia encourages organizations to use the pinwheels to raise money for family support services which are at the heart of child abuse prevention. We try to keep the cost of the pinwheels as low as possible so the community-based organizations can sell the materials and recognize a gain from their sales. PCA Georgia will happily share fundraising ideas and materials used by other organizations across the state.

NOTE: We ask that pinwheels are not used with negative or graphic content (a common example is the number of child deaths in a given year) because prevention is about promoting programs and resources that strengthen families.
**What is the call to action?**

There are simple things people can do every day to make a difference, and in fact research from Prevent Child Abuse America suggests they’re probably already helping! Whether it’s mentoring children through a local pre- or after-school program, providing relief to an overburdened family by volunteering to babysit, or preparing a ready-make meal, there are many things you can do to promote great childhoods and strengthen families in your community!

Connect Pinwheels and Pinwheel Gardens to **community resources or needs**, let others know how they can help families in their community!

- Avoid giving lots of numbers, pick just one thought-provoking statistic
- Educate people on what child abuse prevention is and looks like in action
- Talk about the importance of healthy child development
- Focus on **success stories** and **community**
- Give **specific actions** others (individuals, business, etc.) can do to get involved

Connecting Pinwheels to local resources or the 1-800-CHILDREN community resource helpline are great ways to share and educate families on supportive programs near them.

**How can I participate?**

**Plant a pinwheel garden at your child’s school or child care center, in front of a business, town hall or community center, the possibilities are endless.**

PCA Georgia supports over 20 local councils throughout the state of Georgia that are dedicated to preventing child abuse in all forms. Many provide direct services and act as prevention advocates in their community. Reach out to a council near you or engage community partners to plan a pinwheel garden. Use this guide for content and ideas to engage your community in this project.

While pinwheels are available to be purchased through many craft stores or online vendors, purchasing pinwheels from PCA Georgia supports programs and services that are helping reduce child abuse and neglect in your own state!

**Do you have any fun pinwheel activities I can do with my children / students?**

Absolutely! You can download a pinwheel coloring sheet that is great for children of all ages. For older children, download instructions on how to make your own paper pinwheel! Visit our media toolkit webpage to download coloring sheet and pinwheel making instructions, [www.PCAGeorgia.org](http://www.PCAGeorgia.org).
Pinwheel
Download Resources & Activities

Involve kids throughout CAP month by using pinwheel coloring sheets and build-your-own pinwheel activities at local events and with partners. These sheets can be downloaded from the 2019 CAP Month Toolkit page.

Use PCA Georgia’s Pinwheels for Prevention factsheet to help explain how pinwheels represent positive and preventative action anyone can take to help children and families.

Connect families with resources in your area by downloading posters, flyers, and rack cards to promote the 1-800-CHILDREN Helpline and online Resource Map among parents, caregivers, early care and education providers, and other family serving professionals.

www.PCAGeorgiaHelpline.org
Prevent Child Abuse Georgia
Online Store

Pinwheels for Prevention • Child Abuse Prevention Month • Promotional Products

Items available for purchase.

Pinwheels for Prevention, Pinwheels
100% recyclable blue and silver plastic

Pinwheels for Prevention lapel pins
made from Zinc alloy, measure 1-3/8”H x ¾”W

CAP Month Customizable Lawn Sign
24 x 18 inches

Post-it Notes with Positive Messages for Kids on Each Sheet.

Each Sheet has a Different Message
Post-It Notes with positive messages on each sheet. Measures 3 x 2 inches

Magnet
Size: Large Business Card

Pinwheels Car Magnet
8 inches tall, says “Supporting GA Kids & Communities”

20 Ways to Praise Magnets
Product Size: 2-1/2”w x 4-1/8”h x 20 mil

Visit the PCA Georgia Online Store at www.PCAGeorgia.org or email PreventChildAbuseGA@gsu.edu.
Press Release
Pinwheel Gardens

Pinwheels for Prevention® Gardens Demonstrate Support for Children and Families this April, Child Abuse Prevention Month

(CITY, STATE)—[Organization] will be at [LOCATION] on [DATE] to plant a Pinwheels for Prevention® garden and show support for children and families during National Child Abuse Prevention Month.

Pinwheels connote happy, healthy childhoods and have become the national symbol of child abuse prevention. Advocates and volunteers across the state come together annually to plant pinwheel gardens in their communities, drawing attention to the need for effective programs and policies that ensure the physical, emotional, and mental well-being of children and their families.

Each year over 15,000 pinwheels are planted in the state through Prevent Child Abuse Georgia’s Pinwheels for Prevention® Campaign. In addition to planting pinwheel gardens, people are encouraged to participate in positive, supportive activities throughout Child Abuse Prevention Month.

“Small steps can make a big difference in a child’s life,” explained Prevent Child Abuse Georgia Director, Julia Neighbors. “We want to help people understand that it’s possible to do the things they love—whether it’s by making a meal for a family, reading to or tutoring a child, or just connecting a family with local resources.”

In addition to planting pinwheel gardens, Prevent Child Abuse Georgia encourages everyone to help support parents and create great childhoods for children in your community while doing what you love include:

- Volunteer for an after-school mentoring program.
- Give a new mom a break by bringing over dinner or offering to babysit.
- Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
- Invite friends, neighbors, or colleagues over for a Civic Dinner to talk about ‘Nurturing Communities’. When you sign-up to host you will receive a guide to lead people into meaningful conversations.
- Encourage families you know to call the 1-800-CHILDREN (1-800-244-5373) Helpline to talk to trained professionals who will connect them with supportive programs in their area.
- Go online to use the 1-800-CHILDREN Resource Map, PCAGeorgiaHelpline.org, which contains over 3,000 local and statewide programs designed to assist and support families.

[Insert your organizations information here]

# # #
Social Media Content
Pinwheel Gardens

✴ Why are there pinwheels in the ground everywhere? Find out at www.PCAGeorgia.org!

✴ #DYK? April is Child Abuse Prevention Month and we’re planting pinwheels across [COUNTY] to represent [number of children born? number of families served]. Learn more at [WEBSITE LINK] here!

✴ All children deserve #GreatChildhoods. How are you helping to make this a reality for children where you live?

✴ Want a fun way to get involved in #CAPMonth and help #GreatChildhoods happen? Plant a pinwheel garden! Contact us for info on how to get involved.

✴ Pinwheels represent the happy, healthy childhoods all children need to thrive. You can help by mentoring, advocating or donating on behalf of kids in our community. Find out more at www.PCAGeorgia.org.

✴ In [COUNTY] we’re working to prevent child abuse and neglect all year round! Here’s how you can help us as we recognize April as #CAPMonth [LINK]

✴ Pinwheels are whimsical and fun just like a childhood should be! Will you join us as we work to prevent child abuse and neglect in [COUNTY]? Find out what you can do to get involved and help #GreatChildhoods happen at [LINK]
JOIN US!

WEAR BLUE ON FRIDAY, APRIL 5 TO SUPPORT #GreatChildhoods
Press Release
Wear Blue Day

Georgia Residents Urged to Wear Blue in Support of Children and Families this April, Child Abuse Prevention Month

(CITY, STATE)—Prevent Child Abuse Georgia and [Insert Organization] invite people across the state to wear blue on Friday, April 5, to show support for children and families during National Child Abuse Prevention Month.

Wear Blue Day is an opportunity for people of all backgrounds to collectively and unequivocally draw attention to effective programs and policies that help children and families thrive. Additionally, by wearing blue, people throughout the state demonstrate an awareness of and commitment to our shared responsibility for the physical, emotional, and mental well-being of the children and families in our communities.

In addition to participating in this year’s Wear Blue Day, people are encouraged to engage in positive, supportive activities throughout Child Abuse Prevention Month.

“Small steps can make a big difference in a child’s life,” explained Prevent Child Abuse Georgia Director, Julia Neighbors. “We want to help people understand that it’s possible to do the things they love—whether it’s by making a meal for a family, reading to or tutoring a child, or just connecting a family with local resources.”

In addition to wearing blue, Prevent Child Abuse Georgia encourages everyone to help support parents and create great childhoods for children in your community while doing what you love such as:

• Volunteer for an after-school mentoring program.
• Give a new mom a break by bringing over dinner or offering to babysit.
• Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
• Invite friends, neighbors, or colleagues over for a Civic Dinner to talk about ‘Nurturing Communities’. When you sign-up to host you will receive a guide to lead people into meaningful conversations.
• Encourage families you know to call the 1-800-CHILDREN (1-800-244-5373) Helpline to talk to trained professionals who will connect them with supportive programs in their area.
• Go online to use the 1-800-CHILDREN Resource Map, PCAGeorgiaHelpline.org, which contains over 3,000 local and statewide programs designed to assist and support families.

[Insert short description of your organization]

###

WEAR BLUE ON FRIDAY, APRIL 5 TO SUPPORT

#GreatChildhoods
## Social Media Content

### Wear Blue Day

<table>
<thead>
<tr>
<th>W 4/3</th>
<th>#WearBlue</th>
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</thead>
</table>
| ![Image](image1.png) | This Friday, #WearBlue and show your support for #GreatChildhoods as we raise awareness during #CAPmonth. Today and every day—it's up to all of us to help prevent child abuse. 🙏🏼💫

<table>
<thead>
<tr>
<th>F 4/5</th>
<th>#WearBlue</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>Will you #WearBlue today? Join us! Wear your favorite blue pants, blue shirt—blue whatever! You’ll help raise awareness for Child Abuse Prevention Month. 🙏🏼💫 #CAPmonth #pinwheelsforprevention #GreatChildhoods</td>
</tr>
</tbody>
</table>

Be creative with your staff and families!
Join Prevent Child Abuse Georgia and help show others how they can make an impact with every day actions to create thriving communities. Let’s encourage everyone to learn more about what prevention is and how they can play a role. Sign-up for PCA Georgia’s newsletter to stay involved year round in statewide efforts to create stable, safe, and nurturing environments and relationships.

Other Recommended Child Abuse Prevention Resource Guides:

**CDC’s Essentials for Childhood**

**CDC’s Preventing Child Abuse and Neglect**


You can access and download all of the components included within this toolkit, including images and templates on the [PCA Georgia CAP Month Toolkit Page](https://www.PCAGeorgia.org).

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