

Pinwheels for Prevention . . .

**Safe
Children
First**



Safe Places

**2012 Child Abuse Prevention
Month Family and Community
Resource Packet**

Dear Friends,

Thank you for participating with Safe Places in the 2012 Child Abuse Prevention Month campaign for our community,



Pinwheels for Prevention . . . Safe Children First

These materials are adapted from resource materials developed by Prevent Child Abuse America, and we are grateful to them for their community advocacy and their commitment to help communities throughout the nation prevent the abuse and neglect of children. Whether you are a parent, grandparent, teacher, child advocate, legislator or a concerned citizen, we hope that the information and materials in this packet will be helpful to you.

April is National Child Abuse Prevention Month and by participating, you are joining thousands of other communities, organizations and individuals across our nation who are putting children first and are engaging in activities to raise awareness and to promote the prevention of child abuse.

Child abuse is one of the greatest tragedies of our times, but it does not have to be. We can prevent it by building communities that are committed to families and to the support and services families need to raise strong, healthy, successful, and protected children. That protection begins with awareness.

Safe Places is proud to be part of this national effort. We are working with partner organizations and communities to raise awareness, to build effective services, and to strengthen families. And we encourage every community in Arkansas to be part of this effort.

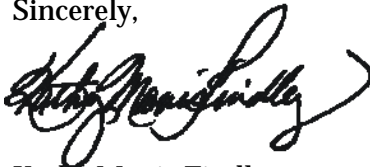
During this special month, we promote the national pinwheel symbol of child abuse prevention alongside the traditional blue ribbon. The pinwheel was chosen for its positive association with children and with happy images of childhood. It represents the hope and promise that every child will be raised in a healthy, safe, and nurturing environment.

Again, thank you for participating with us in this year's campaign

Pinwheels for Prevention . . . Safe Children First

Please feel free to contact us at anytime.

Sincerely,



Kathy Manis Findley
Safe Places Executive Director





FACTS ABOUT CHILD ABUSE

What is Child Abuse and Neglect?

Physical abuse – an injury to a child that is not an accident, may include: beating, burning, biting, kicking, cutting, shaking, or punching a child.

Emotional abuse – maltreatment of a child that may involve criticizing, insulting, yelling, swearing, manipulating, rejecting or withholding love.

Sexual abuse – any sexual contact with a child, including exhibitionism, photographs or films, pornography, prostitution, rape, or fondling.

Neglect – failure to provide for a child’s basic physical, emotional, medical or educational needs.



Who Abuses Children?

Most often the abuser is someone the child knows, such as a parent, relative, neighbor or friend of the family.

Where Does Child Abuse Happen?

Wherever children are, where they live, sleep, learn or play.

How Often Does Child Abuse Occur?

Each year, close to 3 million reports of suspected abuse are filed in the United States.

Many more cases never get reported. One victim of child abuse is one too many!

Where Are Arkansas Statistics Available?

Visit the following link for complete 2011 Arkansas Division of Children and Family Services (DCFS) statistics. The information on the next two pages provide a statewide snapshot of 2011 child maltreatment assessments by county and are included in the full report at the link below.

<http://humanservices.arkansas.gov/dcf/dcfDocs/ARC%20SFY%202011%20Final.pdf>



SFY 2011 ANNUAL REPORT CARD – APPENDICES

APPENDIX A: Child Maltreatment Assessments by Area and County

Area	County	Total	TRUE	True %	Unsub*	Exempt Religion	Exempt UJO	Exempt Prenatal	UTL	Unknown
1	Benton (Bentonville)	2273	469	20.63%	1663	1	13	17	70	40
1	Carroll (Berryville)	317	62	19.56%	233	0	1	0	18	3
1	Madison (Huntsville)	223	41	18.39%	150	0	1	3	16	12
1	Washington (Fayetteville)	2511	575	22.90%	1256	0	9	23	68	580
	Area Total	5,324.00	1,147.00	21.54%	3,302.00	1.00	24.00	43.00	172.00	635.00
2	Crawford (Van Buren)	866	176	20.32%	639	0	2	4	21	24
2	Franklin (Ozark)	240	75	31.25%	144	0	0	6	3	12
2	Johnson (Clarksville)	377	112	29.71%	250	0	1	0	8	6
2	Logan (Booneville)	178	42	23.60%	122	0	1	4	9	0
2	Logan (Paris)	130	31	23.85%	93	0	0	1	4	1
2	Scott (Waldron)	174	36	20.69%	124	0	0	1	13	0
2	Sebastian (Fort Smith)	1702	400	23.50%	1015	2	12	28	123	122
2	Yell (Danville)	323	58	17.96%	256	0	3	3	3	0
	Area Total	3,990.00	930.00	23.31%	2,643.00	2.00	19.00	47.00	184.00	165.00
3	Clark (Arkadelphia)	189	36	19.05%	143	0	2	2	4	2
3	Garland (Hot Springs)	1204	177	14.70%	895	0	5	36	77	14
3	Hot Spring (Malvern)	431	81	18.79%	319	1	1	9	16	4
3	Howard (Nashville)	143	31	21.68%	108	0	0	2	1	3
3	Montgomery (Mount Ida)	91	17	18.68%	61	1	1	2	0	9
3	Perry (Perryville)	111	14	12.61%	86	0	1	1	5	4
3	Pike (Murfreesboro)	105	15	14.29%	88	0	0	0	1	1
3	Polk (Mena)	261	61	23.37%	178	0	0	2	15	5
3	Saline (Benton)	1090	175	16.06%	830	1	7	10	54	13
	Area Total	3,625.00	607.00	16.74%	2,706.00	3.00	17.00	64.00	173.00	55.00
4	Columbia (Magnolia)	188	59	31.38%	114	1	0	1	8	5
4	Hempstead (Hope)	196	53	27.04%	122	1	1	1	7	11
4	Lafayette (Lewisville)	67	12	17.91%	52	0	0	0	2	1
4	Little River (Ashdown)	127	34	26.77%	72	0	0	4	14	3
4	Miller (Texarkana)	485	119	24.54%	284	2	1	13	64	2
4	Nevada (Prescott)	94	26	27.66%	52	0	0	1	2	13
4	Ouachita (Camden)	277	92	33.21%	173	1	0	2	7	2
4	Sevier (DeQueen)	143	40	27.97%	87	0	1	1	11	3
4	Union (El Dorado)	355	106	29.86%	212	0	2	6	21	8
	Area Total	1,932.00	541.00	28.00%	1,168.00	5.00	5.00	29.00	136.00	48.00
5	Baxter (Mountain Home)	394	85	21.57%	297	0	0	2	9	1
5	Boone (Hamison)	547	145	26.51%	382	0	0	3	9	8
5	Conway (Morrilton)	329	117	35.56%	195	0	1	9	4	3
5	Faulkner (Conway)	966	237	24.53%	630	0	8	9	59	23
5	Marion (Yellville)	173	37	21.39%	128	0	1	2	3	2
5	Newton (Jasper)	72	21	29.17%	49	0	1	0	0	1
5	Pope (Russellville)	774	235	30.36%	512	0	3	6	17	1
5	Searcy (Marshall)	101	21	20.79%	76	0	1	0	2	1
5	Van Buren (Clinton)	230	53	23.04%	168	0	0	1	4	4
	Area Total	3,586.00	951.00	26.52%	2,437.00	0.00	15.00	32.00	107.00	44.00
6	Pulaski (East)	482	94	19.50%	354	0	3	13	18	0
6	Pulaski (Jacksonville)	773	165	21.35%	562	0	2	14	28	2
6	Pulaski (North)	907	202	22.27%	647	0	7	27	22	2
6	Pulaski (South)	1023	199	19.45%	743	0	3	20	53	5
6	Pulaski (Southwest)	629	181	28.78%	413	0	4	16	15	0
	Area Total	3,814.00	841.00	22.05%	2,719.00	0.00	19.00	90.00	136.00	9.00



Area	County	Total	TRUE	True %	Unsub*	Exempt Religion	Exempt UJO	Exempt Prenatal	UTL	Unknown
7	Bradley (Warren)	124	24	19.35%	88	0	2	0	6	4
7	Calhoun (Hampton)	42	6	14.29%	33	0	0	0	3	0
7	Cleveland (Rison)	75	15	20.00%	59	0	0	0	1	0
7	Dallas (Fordyce)	102	22	21.57%	75	0	0	1	4	0
7	Grant (Sheridan)	205	43	20.98%	151	0	1	1	9	0
7	Jefferson (Pine Bluff)	752	191	25.40%	495	2	2	13	41	8
7	Lincoln (Star City)	126	32	25.40%	91	0	0	1	2	0
7	Lonoke (Lonoke)	839	244	29.08%	535	0	7	5	23	25
7	Prairie (DeValls Bluff)	104	22	21.15%	77	0	0	0	1	4
	Area Total	2,369.00	599.00	25.28%	1,604.00	2.00	12.00	21.00	90.00	41.00
8	Clay (Piggott & Coming)	210	54	25.71%	146	0	0	4	4	2
8	Craighead (Jonesboro)	1330	336	25.26%	920	0	3	18	32	21
8	Fulton (Salem)	143	51	35.66%	86	0	0	1	2	3
8	Greene (Paragould)	839	217	25.86%	585	0	8	11	18	0
8	Izard (Melbourne)	185	86	46.49%	114	0	0	2	1	2
8	Lawrence (Walnut Ridge)	301	89	29.57%	207	0	0	2	2	1
8	Mississippi (Blytheville)	489	159	32.52%	289	0	0	12	8	1
8	Mississippi (Osceola)	254	85	33.46%	159	0	1	4	5	0
8	Randolph (Pocahontas)	202	40	19.80%	153	0	0	1	8	0
8	Sharp (Ash Flat)	207	61	29.47%	136	0	0	2	3	5
	Area Total	4,140.00	1,158.00	27.97%	2,795.00	0.00	12.00	57.00	83.00	35.00
9	Cleburne (Heber Springs)	332	93	28.01%	230	0	0	0	5	4
9	Crittenden (West Memphis)	612	171	27.94%	405	1	0	17	18	0
9	Cross (Wynne)	241	72	29.88%	155	0	1	2	11	0
9	Independence (Batesville)	519	107	20.62%	398	0	1	8	3	2
9	Jackson (Newport)	278	86	30.94%	199	0	0	1	5	7
9	Poinsett (Hamisburg)	454	127	27.97%	316	0	1	6	4	0
9	Stone (Mountain View)	142	29	20.42%	109	0	0	1	2	1
9	White (Searcy)	841	160	19.02%	630	0	3	4	34	10
9	Woodruff (Augusta)	91	26	28.57%	58	0	1	2	4	0
	Area Total	3,510.00	851.00	24.25%	2,500.00	1.00	7.00	41.00	86.00	24.00
10	Arkansas (Dewitt)	75	22	29.33%	52	0	1	0	0	0
10	Arkansas (Stuttgart)	123	34	27.64%	86	0	2	1	0	0
10	Ashley (Hamburg)	210	51	24.29%	151	1	0	7	0	0
10	Chicot (Lake Village)	114	20	17.54%	93	0	0	1	0	0
10	Desha (McGehee)	149	38	25.50%	108	0	0	2	1	0
10	Drew (Monticello)	183	55	30.05%	127	0	1	0	0	0
10	Lee (Marianna)	73	15	20.55%	51	0	0	4	0	3
10	Monroe (Brinkley)	63	16	25.40%	42	0	0	1	2	2
10	Monroe (Clarendon)	25	4	16.00%	21	0	0	0	0	0
10	Phillips (Helena)	244	48	19.67%	166	0	4	3	13	10
10	St. Francis (Forrest City)	296	41	13.85%	237	0	0	7	4	7
	Area Total	1,555.00	344.00	22.12%	1,134.00	1.00	8.00	26.00	20.00	22.00
99	Unknown County	4	0	0.00%	3	0	0	1	0	0
	Statewide Total	33,849.00	7,969.00	23.54%	23,011.00	15.00	138.00	451.00	1,187.00	1,078.00

* "Unsub" = Unsubstantiated; "UTL" = Unable to Locate; "UJO" = Underage Juvenile Offender; "Unknown" = Status of assessment is not identified in CHRIS.

** This total includes both DCFS and CACD assessments.



WARNING SIGNS OF ABUSE

Children who are abused may show physical and behavioral signs. You may be a child's only lifeline to safety. Please pay

attention to the treatment of children around you.

Child abuse is everyone's business.

If you suspect a child is being abused or neglected in Arkansas, call 1-800-482-5964.

Children who have been abused or neglected may be:

- Nervous around adults or afraid of certain adults
- Reluctant to go home
- Very passive and withdrawn—or aggressive and disruptive
- Often tired or complaining of nightmares, or not sleeping well
- Fearful and anxious
- Showing sudden changes in behavior or school performance



Possible signs of physical abuse:

- Unexplained burns, bruises, black eyes and other injuries
- Apparent fear of a parent or caretaker
- Faded bruises or healing injuries
- Injuries that do not match the explanation

Possible signs of sexual abuse:

- Difficulty walking or sitting, or other indications of injury to the genital area
- Sexual knowledge or behavior beyond what is normal for the child's age
- Running away from home

Possible signs of neglect:

- Missing school frequently
- Begging for or stealing money or food
- Lacking needed medical or dental care
- Being frequently dirty
- Using alcohol or other drugs
- Saying there is no one at home to take care of him or her

Possible signs of emotional abuse:

- Acting overly mature or immature for the child's age
- Extreme changes in behavior
- Delays in physical or emotional development
- Attempted suicide
- Lack of emotional attachment to the parent

Many of these signs may also be present in children exposed to violence in their homes and communities, like domestic violence and gang violence. These signs don't prove that a child is being abused. But they could be a signal that the child and his or her family may need help.

Also know the signs of an abusive adult. Consider the possibility of abuse if a parent or caretaker:

- Seems unconcerned about the child's welfare at school or at home
- Denies problems at school or at home—or blames the child for the problem
- Sees the child as worthless or as a burden
- Avoids discussing the child's injuries or gives conflicting explanations for them
- Abuses alcohol or other drugs
- Seems isolated from other parents as well as school and community activities
- Uses harsh physical discipline or asks other caretakers to use it
- Depends on the child for emotional support
- Seems indifferent to the child
- Seems secretive or tries to isolate the child from other children
- Frequently blames, belittles, or insults the child

These signs don't prove that an adult is abusive. But they could be a signal that the adult and his or her family may need help.



HOW YOU CAN PREVENT CHILD ABUSE

Take the time to CARE!

♥ Create opportunities for positive parent and child interaction by:

Sharing information on with parents and caregivers on child development and appropriate discipline.

Hosting a child or family event such as a family fair, reading night, neighborhood party, etc.

Establishing parent, child or family support groups.

Offering a parent-to-parent family mentoring program.

Providing parents with supportive parenting tips in order to strengthen their abilities.

Helping strengthen your community by getting involved with organizations that support children and families.

♥ Advocate for children and families through:

Sponsoring a child abuse prevention event, activity, and/or campaign.

Finding ways to support community efforts related to child abuse prevention.

Volunteering for or donating to child abuse prevention efforts.

Asking elected officials to support programs and services that help children and families.

Supporting legislation which addresses children's issues.

♥ Respond to the needs of children and families by:

Believing children if they tell you they have been abused and let them know it is not their fault.

Teaching children ways to be safe and how to protect themselves from abuse.

Offering support to a parent who is under stress though babysitting, making a meal or maybe just listening.

Knowing the warning signs of child abuse.

Paying attention to the care of all children and reporting suspected child abuse.

*Remember you do not have to prove that child abuse is happening if you make a hotline call. You are calling because you to **suspect** it, and your call will may well enable the authorities to do their job in keeping children safe.*

♥ Encourage positive growth in your community through:

Volunteer to work with children teaching safety.

Being a nurturing parent and seeking help when you need it. A good example is always the best example.

Helping parents facilitate friendships and build strong social supports.

Linking families to needed community services in a positive and respectful manner.

Being aware of the presence of children and helping ensure protection and safety.

Encouraging schools, community centers and religious organizations to start programs to address unmet needs.



Safe Places Young Women's Leadership Program participant teaching "Hands Are Not for Hitting" to preschool children at the First United Methodist Church Child Development Center

Will you work with Safe Places to make child abuse prevention a priority?



WHAT TO DO IF YOU SEE CHILD ABUSE IN A PUBLIC PLACE

Start a conversation with the adult to direct attention away from the child.

For Example:

“She seems to be trying your patience.”

“My child sometimes gets upset like that, too.”

“Children can really wear you out sometimes. Is there anything I can do to help? ”

Divert the child’s attention (if misbehaving) by talking to the child.

For Example:

“That’s a great baseball cap. Are you a Cardinals fan? ”

“I like your t-shirt. Did you get that on vacation?”

Look for an opportunity to praise the parent or child.

For Example:

“He has the most beautiful eyes.”

“That’s a very pretty shirt on your little girl. Where did you get it?”

If the child is in danger, offer assistance.

For Example:

If the child is left unattended in a grocery cart, stand near the child until the parent returns.

If the child is in immediate danger, call the police!

Avoid negative remarks or looks.

Negative reactions are likely to increase the parent’s stress or anger, and could make matters worse for the child.

Call the Arkansas Child Abuse and Neglect Hotline:

1-800-482-5964



WHAT IT TAKES TO BE A NURTURING PARENT

Begin today by being a positive parent or caretaker and help other family members, friends, and neighbors be positive parents, too.

♥ **Make children a priority.**

Show and tell your children that you love them everyday.

Let your children know you are happy to be with them.

Give children the sense of security, belonging and support.

Catch your children being good and give them lots of praise.

♥ **Really listen to your children.**

Give children your undivided attention when they are talking.

Be patient.

Remember that children move at a different pace when they tell a story about their day.



♥ **Spend time with your children.**

Make some special time for each of your children.

Play with them, talk with them, and read with them.

Keep your promises.

Let your children help with household projects.

Tell your children about your own childhood.

Go to the zoo, museums and ball games as a family.

Make and fly a kite together.

Play outside, play a board game, do an art project or other creative activity.



♥ **Set a good example.**

Use good manners.

Set clear, consistent limits.

Consider how your decisions will affect your children.

Resolve conflicts quickly.

Take your children to your place of worship.

Allow yourself a time-out when needed.

Taking care of yourself is as important as taking care of your family.



♥ **Reach out to other family members, friends and neighbors**

Talk to family, friends and neighbors about parenting.

Join a parent support group.

Get involved in something where you can socialize with other parents.

Seek help if you need it. If you feel out of control or like a bad parent, get help.

Isolation is often a contributing factor to child abuse. Lack of a support system and the feelings of being stressed and alone can intensify problems. Protecting children is everyone's responsibility.

Know the warning signs of child abuse and report it.

1-800-482-5964



WHAT YOU CAN DO IN YOUR COMMUNITY

Below are some suggested activities to bring **Child Abuse Prevention Month** to your community or organization during the month of **April**. With these activities, you can encourage parents, families, legislators, the media and groups of concerned citizens to participate in child abuse awareness and prevention.

Ideas for Child Abuse Prevention Month activities

Have local officials issue a formal proclamation and hold a media conference to announce April as Child Abuse Prevention Month.

Host a breakfast, luncheon or reception honoring Child Abuse Prevention Month and the work being done in your community.

Organize a Pinwheel garden planting or a Blue Ribbon campaign in your area. (Learn how on the following pages of this packet.)

Use store windows, business lobbies and bulletin boards to display posters, brochures and other material highlighting positive parenting and child abuse prevention.

Get schools and parent-teacher organizations involved by sponsoring an essay contest, poster contest, material distribution, Pinwheel display, or Blue Ribbon campaign.

Mobilize churches, synagogues, and faith communities to be involved in Child Abuse Prevention Month activities by submitting articles for bulletins and newsletters, collecting donations for local charities, displaying Pinwheels or Blue Ribbons, and hosting trainings or parenting classes.

Partner with local businesses to host community workshops, health fairs, or fun events for families.

Provide in-service education or a lunchtime workshop on child abuse prevention for your office.

Organize a fundraiser for Safe Places or other child advocacy or family support agency such as a golf outing, garage sale, 5 K run, trivia night, flower sale, movie night, etc.

Join or start a Child Abuse Prevention Coalition in your community.

April is also National Library month, Alcohol Abuse Awareness month, Sexual Assault Awareness month, and features the Week of the Young Child and Shaken Baby Syndrome Awareness week – contact these groups and others for a collaborative event.



DEVELOP COMMUNITY PREVENTION CAMPAIGNS

PINWHEELS for PREVENTION . . . Safe Children First

Prevent Child Abuse America established the PINWHEEL as a national symbol for child abuse and neglect prevention. The PINWHEEL was chosen to represent the hope and promise that every child deserves to be raised in a healthy, safe and nurturing environment.

Pinwheels for Prevention . . . Safe Children First is designed to show the public in a very dramatic way that child abuse happens in every community. The campaign encourages everyone to focus on prevention as part of an overall plan to break the cycle of abuse.



The Pinwheel is a happy and uplifting symbol of childhood and allows us to celebrate children and families. Pinwheels are fun. The image of children and parents playing with pinwheels reflect an image of positive parent-child interactions. Your agency or group may want to consider using Pinwheels (either alone or with Blue Ribbons) as a symbol of this positive message.

Join Safe Places in bringing **Pinwheels for Prevention** to your community!

♥ Use Pinwheels as a symbol for prevention

Plant a Pinwheel Garden.
Plant pinwheels in honor of:

All the children born in your community during the past year

All the children served by your organization, program or school

Your own children or all the children in your neighborhood

♥ Consider planting Pinwheels at childcare centers, schools, hospitals, courthouses, health departments, libraries, and other visible locations.

♥ Decorate your home, office, classroom or business with Pinwheels.



- ♥ **Make your own Pinwheels as a group or class project using the template found in this packet.**
- ♥ **Carry Pinwheels in parades, give them as prizes or sell them as a fundraiser.**
- ♥ **Wear Pinwheel jewelry or buttons and tell everyone about Pinwheels for Prevention.**

*To purchase Pinwheel jewelry or buttons from Safe Places,
call 501-374-7233 or visit our website.*



BLUE RIBBONS AND BOWS: MORE IDEAS FOR COMMUNITY CAMPAIGNS

♥ The Story of the Blue Ribbon

The Blue Ribbon Campaign began in Virginia in 1989 when a grandmother, Bonnie W. Finney, tied a blue ribbon to the antenna of her van “to make people wonder.” The story she told to inquisitive community members was a tragic story about the abuse of her grandchildren, which ultimately led to the brutal death of her grandson.

“It has been so long since I sat by my grandson’s side in the hospital. Of course, I knew something was wrong as I sat there, I saw fear on his face, the bruises on his body, and the healing cigarette burns on his hands. His doctor did not believe my daughter’s story that ‘he fell in slippery water in the bathtub.’”

“After the ordeal at the hospital my grandson was placed into foster care for three weeks. He cried when they came to take him back to his mother . . . I ached for this dilemma, but I was not physically able to care for him.”

“I never saw him again. My 16-month old granddaughter was hospitalized after being beaten severely . . . her leg broken in four places and her hand burned from the tip of her little fingers to her wrist. It was only then that the search was on for my grandson. We learned that he had been killed, wrapped in a sheet, stuffed in a toolbox and dumped into the dismal swamp three months earlier.”

“My grandchildren had suffered and battled so much throughout their young lives that it sickened me. My life was turned into physical and mental chaos. My efforts to understand became a plea to stop abusing children. I tied a blue ribbon on my van antenna to make people wonder.

Why blue?

I intend never to forget the battered, bruised bodies of my grandchildren. Blue serves as a constant reminder to me to fight for protection for our children.”

The story of Bonnie Finney demonstrates the effect that just one concerned citizen can have on raising public awareness of child abuse and in promoting prevention.

Since Bonnie Finney first tied that blue ribbon to her van antenna in 1989, millions of people across the country have participated in blue ribbon campaigns. Each year more people join the effort by wearing blue ribbons, encouraging others to wear and display them, and getting involved in community activities to ask about the significance of the blue ribbon.

The Blue Ribbon is a symbol to remind us of the seriousness of child abuse and the need for its prevention. Many communities across the country conduct Blue Ribbon or Blue Bow campaigns to draw attention to Child Abuse Prevention Month.

♥ Here’s what you can do:

Start or join a Blue Ribbon committee to plan and implement a campaign in your area.

Invite as many community sectors as possible including: civic groups, schools, childcare centers, churches, law enforcement, media, businesses, medical groups, libraries, social service providers, and domestic violence agencies to join your campaign.

Contact florists, fabric stores, or other retailers to order the needed ribbon. Local merchants may make a donation or offer the ribbon at a reduced cost.

Ask fire and police departments, cable and phone companies, school and city busses and utility companies to display Blue Ribbons on vehicles throughout the month.

Engage city councils, mayors' offices, states' attorney's offices, and other government staff to get involved in child abuse prevention activities including wearing Blue Ribbons throughout the month, or making official proclamations.

Recruit store owners to display Blue Ribbons on doors, windows, light posts, and other visible areas or ask employees, seen by the public, to wear Blue Ribbons during April.

Encourage grocery stores to print information about Child Abuse Prevention Month on grocery bags, receipts and/or shopping cart inserts.

Involve Girl Scout and Boy Scout troops, church youth groups, school groups or classes as volunteers to cut, pin or distribute Blue Ribbons in the community.

Distribute ribbons anywhere you can think of. Ribbons can be tied on utility poles or trees on main streets, tied on mailboxes and fences and placed in other visible areas.

Wear a Blue Ribbon each day in April, and encourage others to wear them as well.

♥ Sample Media Release for Your Event

Tips for writing a media release:

Be brief.

Include vital information about child abuse prevention (i.e. national trends; local significance; the impact on children, families and/or the community.)

State your planned involvement or activity and the action you hope to generate. (To raise awareness, encourage participation, raise funds, support current programs.)

Include a paragraph describing your organization or committee, its mission, history and contact information.

Example:

Local Group Brings Awareness to the Issue of Child Abuse

FOR IMMEDIATE RELEASE

Date:

Contact name:

Phone number:

April is Child Abuse Prevention Month. Since 1983 millions of Americans have participated in this exciting public awareness campaign. People across the country work to raise awareness of the terrible tragedy of child abuse and neglect and to promote specific ways to join the prevention effort. April is devoted to celebrating everything we can do to transform our communities into places that care about – and actively support – children and families.

By making sure all parents in our communities have access to quality childcare, affordable health services, parenting education resources, substance abuse and mental health programs, we make progress toward what the month stands for, preventing child abuse! Child Abuse Prevention Month is about connecting all of these things so that solutions to child abuse receive the attention that we need and that people expect. It is not enough to care about the problems of child abuse and neglect and to address the consequences. We also have to pay attention to the kinds of efforts that will prevent it from happening in the first place.

Insert your local information here, for example:

Safe Places and other child welfare advocates from public and private agencies are joining together for a press conference on April 1, 2012, at 10:00 a.m. at the _____ in (city) in observance of National Child Abuse Prevention Month.

Speakers at the press conference include _____, _____ and _____.

Entertainment will be provided by _____. After the press conference, guests are invited to a brief reception. The fence and lawn surrounding the _____ will be decorated with Blue Ribbons and Pinwheels.

Both Blue Ribbons and Pinwheels are nationally recognized symbols of child abuse prevention. The Blue Ribbon serves as a reminder of the hidden bruises and scars of abused children. The Pinwheel symbolizes hope and the promise that every child deserves to be raised in a healthy, safe and nurturing environment.

♥ Sample Newsletter Articles

Child Abuse Prevention Month presents opportunities to promote child abuse prevention through newsletter articles. The following are *samples* of articles which can be submitted for publication in community, business, hospital or any other newsletters. Providing a variety of article lengths to publications gives the editors a choice depending on the size of space they have available. Adapt the following samples by adding your own contact information, etc. to meet your community needs.

One Liner:

April is Child Abuse Prevention Month. Contact Safe Places at 501-374-SAFE (7233) or visit our web site at www.SafePlacesLR.org for ways you can help prevent child abuse in your community. *(Or insert your own organization and contact information.)*

Brief Message:

Since 1983, when April was designated as Child Abuse Prevention Month, communities across the country have used this month-long observance to increase awareness of child abuse and its prevention. It is a time when individuals, schools, businesses, hospitals, religious organizations, and social service agencies join together to raise awareness of child abuse and neglect. Contact Safe Places at 501-374-SAFE (7233) or visit our web site at www.SafePlacesLR.org for ways you can help prevent child abuse in your community. *(Or insert your own organization and contact information.)*

Short Article.

Since 1983, when April was designated as Child Abuse Prevention Month, communities across the country have used this month-long observance to increase awareness of child abuse and its prevention. It is a time when individuals, schools, businesses, hospitals, religious organizations, and social service agencies join together to educate everyone about child abuse and neglect prevention.

Recognizing that everyone can participate in helping to strengthen families can have an enormous impact on our children's health and success. Preventing child abuse means setting the stage for healthy, stable families who have the tools they need for nurturing their children. Help your community understand prevention. Support programs and services that help families and children. Be a good neighbor. Offer to baby-sit. Donate used children's clothing, furniture and toys for another family. Be kind and supportive to new parents. Respond to families in crisis and link families to needed services and opportunities.

Children are our future and their early years significantly impact their future successes. As citizens we are responsible for ensuring that all parents and families have access to the support, information and services they need to succeed.

To learn more about child abuse prevention and how you can become involved contact Safe Places at 501-374-SAFE (7233) or visit our web site at www.SafePlacesLR.org for ways you can help prevent child abuse in your community. *(Or insert your own organization and contact information.)*

♥ Sample Letter to the editor

(personalize on your letterhead and include your activity/program information)

Re: April Child Abuse Prevention Month

Date: April 1, 2012

Contact: (your info here)

Dear Editor:

Arkansas participates in a national tradition of observing April as Child Abuse Prevention Awareness Month. April is devoted to celebrating everything we can do to transform our communities into places that care about and actively support families and children.

By making sure all parents in our communities have access to quality childcare, affordable health services, parenting education resources, child advocacy, substance abuse treatment, and mental health programs, we make progress toward what the month stands for – preventing child abuse!

Child Abuse Prevention Month is about connecting all of these things so that solutions to child abuse receive the attention that we need and that people expect. It is not enough to care about the problems of child abuse and neglect and to address the consequences. We also have to pay attention to the kinds of efforts that will prevent it from happening in the first place. It's a shared responsibility. We all play a part in caring for our nation's children and supporting families.

Insert your program or agency information here, for example:

Safe Places, an organization established in 2002, focuses on the prevention of child abuse and neglect through child advocacy, public awareness campaigns, community education, volunteer and professional training, program technical assistance, and community prevention services.

To learn more about child abuse prevention, and what you can do get involved visit www.SafePlacesLR.org.

Sincerely,

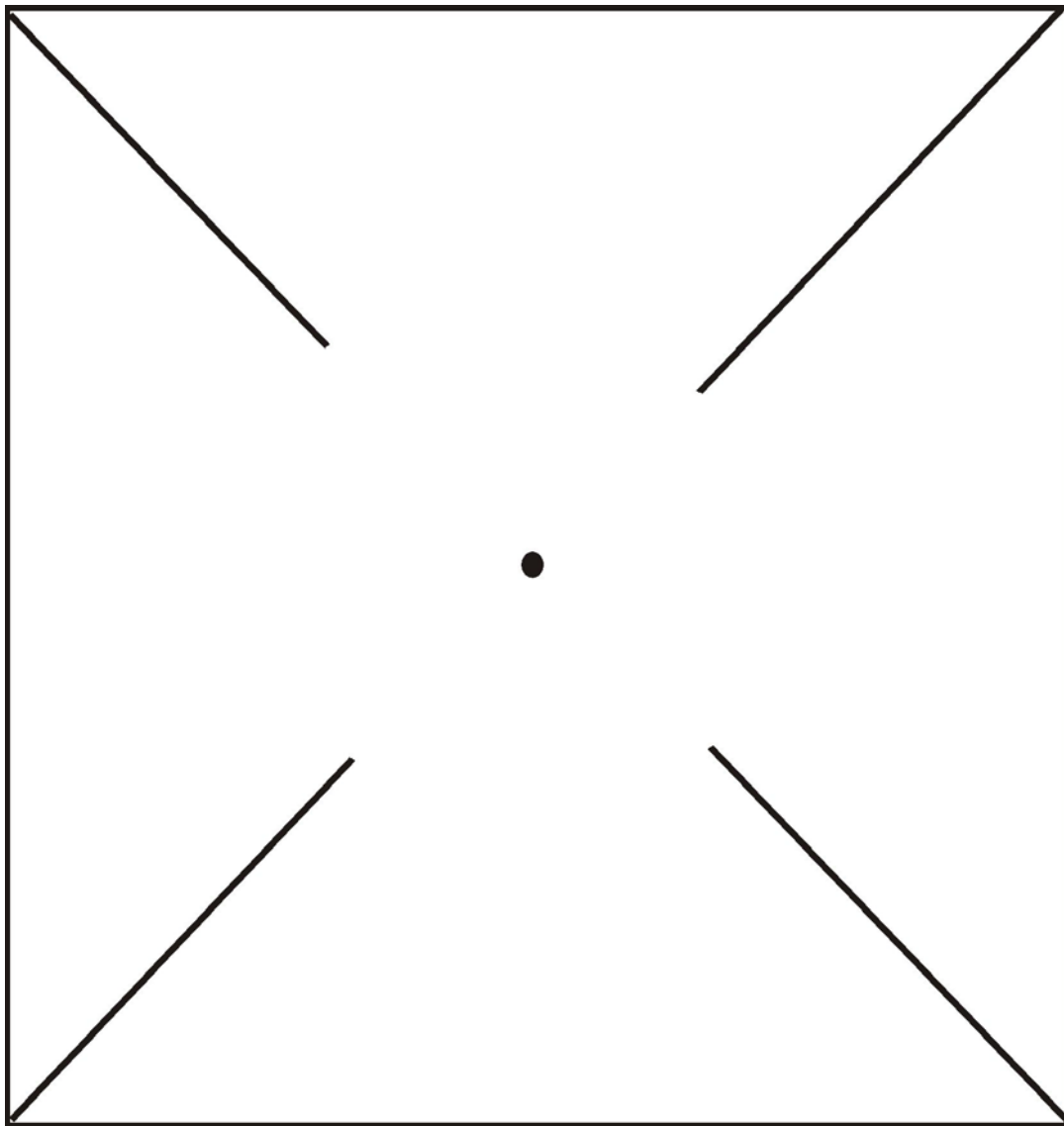
(Your Contact Information)

♥ **Make Your Own Pinwheel**

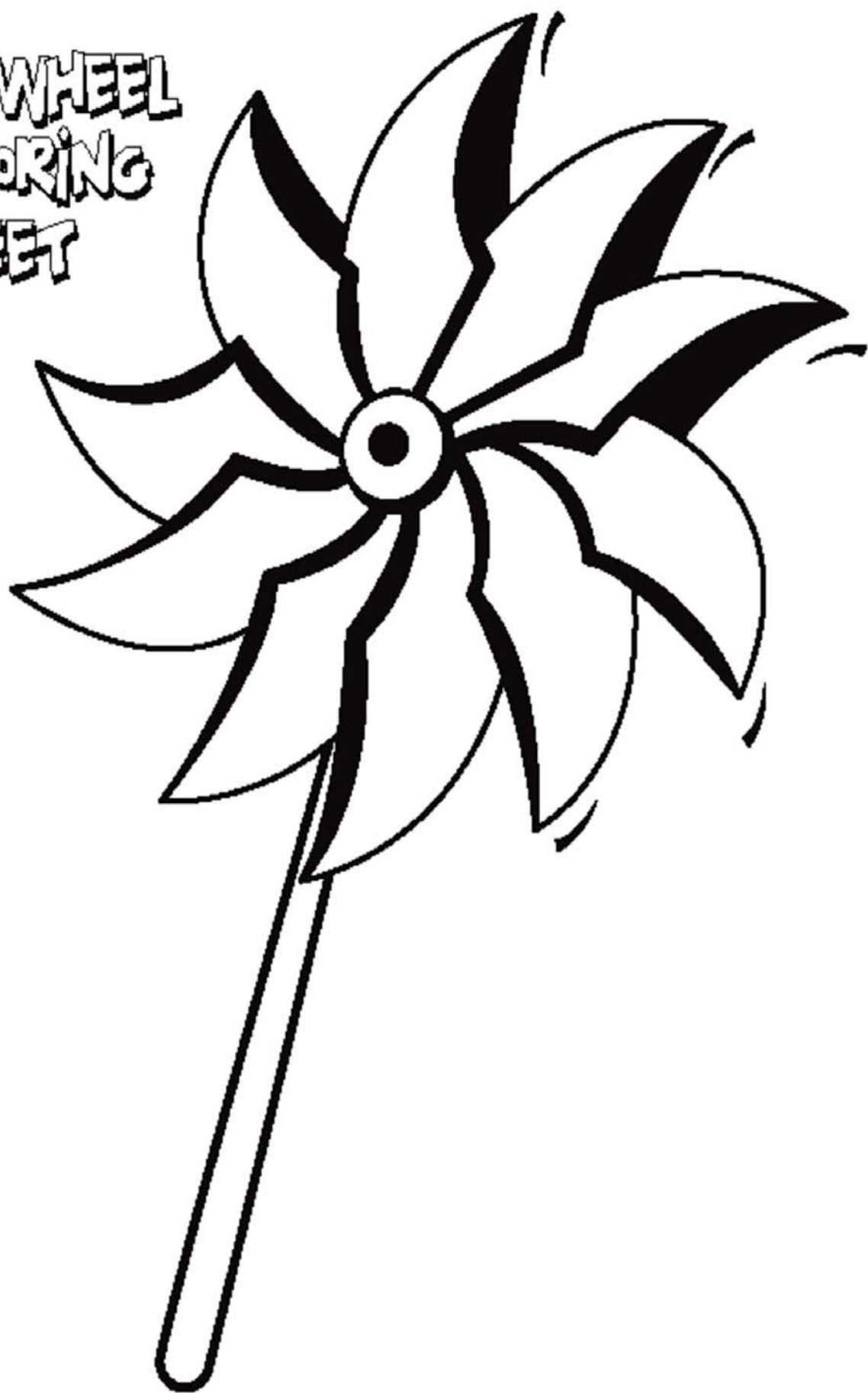
Create your own pinwheel to show your commitment to always working to keep children safe in everything you do on a daily basis.

Directions:

- ♥ **Color and decorate the pinwheel.**
- ♥ **Fold the corners toward the center black dot.**
- ♥ **Connect the center pieces by poking a straight pin or fastener through the center**
- ♥ **Attach to a stick, straw, or a pencil.**



PINWHEEL
COLORING
SHEET





PINWHEELS FOR PREVENTION

Coming to Life Throughout the Nation Each April



Syracuse, New York
Colleen Charette, of Chittenango, Bonnie Marzullo, of Syracuse, Zoe Olmsted, 12, of Oneida, and her mother, Renee, pose for a picture in front of a pinwheel garden, in Oneida, in memory of Aadon Olmsted. "He will always be 3," said his grandmother, Colleen Charette. "It's our way to keep him alive."



Salt Lake City, Utah
Pinwheel Garden planted at Utah State Capitol Building



Prevent Child Abuse Louisiana
Pinwheel Garden



Prevent Child Abuse Nevada
2008 Pinwheel Garden



Pinwheel Garden in **Virginia**



Pinwheels for Prevention

Safe Children First

Safe Places

**2012 Child Abuse Prevention Month
Family and Community Resource Packet**



1609 Broadway

Little Rock, AR 72206

501-374-SAFE (7233)

24-Hour Crisis Line: 501-801-2700 (Pulaski County)

Statewide, toll-free: 1-877-432-5368

www.SafePlacesLR.org