

## **Child Abuse Prevention Month Toolkit CD - April 2009**

### ***Folder – CTF CAP Month Campaign***

- Cover Letter from CTF Executive Director
- The Power of One – Statewide Initiative
- Pinwheels for Prevention – National Campaign
- Blue Ribbon Community Campaign
- Blue Sunday Campaign
- Turn the Light on Prevention Campaign
- Effective Prevention Strategies
- Partners in Prevention – State & National
- Child Abuse Statistics – State & National
- CPS Trends Report FY 2007
- Promotional Products Order Form
- CAP Month Poster
- CAP Month Survey
- CAP Month Brochure(s)



### ***Folder - Prevention Awareness Day – March 24, 2009***

- Legislative Day & Press Conference – March 18 (Save the Date)

### ***Folder - Media and Marketing***

- Governor's Proclamation
- General Media Tips
- Tips for Developing Effective Media Releases
- Sample Press Release
- CAP Month Tips

### ***Folder - PCA 2009 Toolkit***

- PCA Toolkit

### ***Folder - PSA***

- CTF Public Service Announcement (PSA)