

Child Abuse Prevention Month Survey - 2010

Below are some of highlights from the CAP Month survey:

- A total of 84.6% of respondents found the CAP Month toolkit useful
- The most widely used tools were (in descending order): the Pinwheels for Prevention-April 1st information (88.9%), the CAP Month poster (51.9%), CAP Month brochure (48.1%), and state and national child abuse statistics (40.7%).
- Of the remaining toolkit items, those utilized most were: The *PCA Pinwheels for Prevention Campaign* (78.3%), the governor's proclamation (47.8%), and the sample press release (39.1%).
- The question regarding the desired order of when the toolkit and pinwheels are delivered, 57% would like them delivered at the same time while 38.5% would like the toolkit sent first. (Note: CTF is considering sending out the toolkit electronically every other year as a means of getting information to councils sooner than the pinwheels and as an instrument of cost-savings.)
- The vast majority of councils used the pinwheels during CAP Month (96.3%). Some councils used the pinwheels as a fundraising effort in addition to their use as an awareness building tool.
- A total of 74.1% of councils responding to the survey planted Pinwheel Gardens in their respective communities.
- A total of 25.9% of councils stated that their awareness activities reached from 501-1,000 people, 18.5% reached 1,001-5,000 and another 25.9% reached more than 5,000. These numbers reflect the great prevention work conducted throughout the state in April!
- Regarding the question about which CAP Month activities were least successful, a number of councils stated that their submitted press releases weren't being published in local newspapers even when submitting more than once. Social media may be a subject to broach in the future to help councils with their publicity campaigns.

The vast majority of respondents noted that pinwheel related activities were their most successful endeavors during CAP Month. The council participation numbers indicate that the national *Pinwheels for Prevention Campaign* effort is making positive and significant gains in Michigan.