



The Power of One – Statewide Initiative

The Michigan Children's Trust Fund's (CTF) statewide initiative for the prevention of child abuse and neglect is *The Power of One*. This initiative asserts that the power of one person, one community, one dollar, one action will help to protect children from abuse and neglect throughout Michigan. The *Power of One* encourages every citizen to take action toward providing the support and assistance that all families need. It is a compelling strategy for the primary prevention of child abuse and neglect. The *Power of One* is an ongoing campaign which is highlighted during April's Child Abuse Prevention (CAP) Month.

The goal of primary prevention is to stop child abuse and neglect before it occurs. Primary prevention strategies create supportive environments that empower parents and help them access the tools they need to raise their children in safe, loving, and nurturing homes. Primary prevention efforts are found in places where families gather: neighborhoods, workplaces, shopping centers, libraries, faith-based organizations, schools, and clubs. *The Power of One* accomplishes primary prevention by raising awareness of the solutions to the problem of child abuse and by mobilizing citizens to engage in those solutions.

We recognize your current prevention efforts and celebrate your successes. During Child Abuse Prevention Month we invite you to broaden your efforts to build upon this important work on behalf of the children and families in your community. There are countless options to strengthening the mission of making child abuse prevention a reality. **No one person can do everything, but everyone can do something. And together, we can do anything!**

Here are some things you CAN do:

Raise the issue. By educating yourself—and others—you can help your community prevent child abuse from happening in the first place.

- Explore the Children's Trust Fund (CTF) Website at <http://tinyurl.com/CTFCAPTToolkit> to access the Child Abuse Prevention Month toolkit and other information you can download, print, photo copy and post in your workplace and in your community.
- Find contact information for other CTF local councils by clicking the applicable county at the following link, <http://tinyurl.com/LocalCouncilbyCounty>. You can inquire, share information and/or collaborate with other councils about your prevention programs and activities.
- Wear a blue pinwheel pin and tell people it stands for the prevention of child abuse and neglect. To purchase go to <http://www.michigan.gov/ctf> and click the eStore button option.
- Lead Child Abuse Prevention Month activities in your local community, e.g., Planting a Pinwheel Garden, Faith-based Campaign/Blue Sabbath, Fund Raisers, etc.
- Attend and invite others to the April 21, 2020 Child Abuse Prevention Awareness Day (CAPAD) rally in recognition of Child Abuse Prevention (CAP) Month at the Capitol steps at 11 AM in Downtown Lansing to show support and to celebrate our state's children and families.



- Participate in the Legislative Education Day (LED) component of the Prevention Awareness Day event. For more information about LED call CTF at 517-241-0042.
- Contact your elected officials and educate them regarding the child abuse and neglect prevention need in your local community, and ask them to support funding and legislative initiatives for parent support and child abuse prevention programs.

Reach out. Anything you do to support families can reduce the stress that often leads to child abuse and neglect.

- Be a friend to parents you know. Ask how their children are doing. If a parent seems to be struggling, offer to baby-sit, run errands, or lend a friendly ear.
- Talk to your neighbors about looking out for one another's children. Encourage a supportive spirit among parents in your community. Join a local Circle of Parents (<http://www.circleofparents.org/>) support group or Great Start Parent Coalition. (<http://greatstartforkids.org/content/great-start-parent-coalition-overview>)
- Donate clothing, furniture, and toys to another family. This can relieve the financial stress that families may experience.
- If you or someone you know feels overwhelmed by the demands of parenting, call Parent Awareness Michigan (PAM) at 1-800-968-4968 for information about family support resources in your community or visit www.preventionnetwork.org to find parenting resources managed by PAM.
- Become a volunteer/member of a child abuse prevention/advocacy group, or organization in your community.
- Make a financial charitable contribution to a cause which will support families and children. Each \$1 donation can make a difference.
- Contact your county's CTF local council to inquire about prevention programs, educational opportunities and Child Abuse Prevention Month activities.
- Explore CTF local council websites by clicking the applicable county at the following link, <http://tinyurl.com/LocalCouncilbyCounty>.
- Adopt *Power of One* approaches and principles as essential concepts in all prevention discussions.
- Be the *Power of One*! Share with others how you are making a positive difference in the lives of children.

The Power of One **CAN** Make a Difference!



Pinwheels for Prevention: April Statewide Events

The *Pinwheels for Prevention*TM campaign is the national signature campaign of Prevent Child Abuse America (PCAA). The Children's Trust Fund (CTF) serves as the state co-chapter of PCAA. The pinwheel represents child abuse and neglect prevention and the hope, health and happiness of every child.

Note: The only positioning not allowed by PCAA is equating the pinwheel symbol with deaths from child abuse and neglect, or CPS reported cases of child abuse or neglect (i.e. each individual pinwheel does not represent an individual victim of child abuse or neglect).

Throughout April, local councils across the state will plant pinwheel gardens in their communities. The pinwheel garden planting initiative has been a successful event for numerous councils since 2008.

Each year local councils successfully carry out pinwheel gardens by working with local courts, schools, and other prevention partners. Creativity in how you plant the garden will help draw attention to your event and message. For example, plant gardens in the shape of a pinwheel or place at a frequently visited location.

We encourage you to contact CTF or councils who have implemented pinwheel campaigns for ideas on how to work with partners in your community to implement the Pinwheels for Prevention campaign.

Pinwheels for Prevention Campaign Objectives

The four campaign objectives are:

1. Generate greater awareness of our organization, mission and programs;
2. Increase knowledge of child abuse and neglect prevention;
3. Foster measurable changes in attitudes and beliefs toward child abuse and neglect prevention; and
4. Foster measurable changes in behaviors with regard to child abuse and neglect prevention.

Timeline to Plan a Successful CAP Month and Pinwheel Garden Event

This document is to assist you in planning your event(s) as early as possible so that good planning can take place and all logistical considerations will be addressed adequately.

Remember to NEVER use the pinwheel as a symbol of children who've died as a result of child abuse and/or neglect, or as a symbol of the number of CPS reported cases of child abuse or neglect. This goes against PCAA and CTF *Pinwheels for Prevention* protocol.

May to August:

- Evaluate previous events and activities for next year's changes and improvements.
- Identify committee members and set up meeting schedule.
- Determine future CAP Month programmatic and activity priorities. Clarify whether event(s) focus will be educational, awareness building, fundraising or other.
- Decide where the council would like to have the pinwheel garden or other event(s). That decision would be the direct result of some of the following questions:
 - What size and earmarked audience is desired?
 - What venue will give the 'biggest bang for the buck?'
 - Is weather a consideration which might influence whether this is an indoor or outdoor event? If so create a contingency plan.
 - What time(s) seem practical to have the event?
 - What organization(s) would the council like to have participating in the event?
 - Are there logistics (e.g. permissions, licenses, and ordinances) required for the chosen venue?

September to October:

- Decide whether any event will solely be sponsored by the Local Council or whether be a collaborative effort (e.g. join with a particular school, DHHS, Exchange Club, local health department, other) and reach out to those potential partners.
- Decide whether an event will include entertainment, guest speakers and any reading of a local proclamation.
- Plan the length of time for this event. Successful events are anywhere from 30 minutes to an hour, no longer.
- Include alternative/back-up planning for event(s).
- Determine all uses for pinwheels.
- Order pinwheels.
- Create a marketing plan that addresses communications with local media, social media, schools, houses of worship, public and/or private businesses and other applicable sites.
- Develop any needed visual marketing materials. This can include a *Save the Date* announcement(s) at least 3 months prior to the event followed by subsequent announcements leading up to the actual date.

November to January:

- Invite and confirm any speakers, celebrity guests and entertainment.
- Submit any draft proclamations.



- Send invitations to community partners to attend event(s).
- Choose a host(s) for event(s). This could be a board member, Local Council Coordinator, local celebrity or other person.
- Contact legislators for any meetings, appearances, speaking engagements or Legislative Education Day.
- Purchase paid media advertising.
- Recruit event(s) volunteers.

February to March:

- Create a press advisory and press release for media distribution.
- Invite media.
- Reconfirm speakers.
- Assure all materials to be distributed at event are on hand.
- Confirm event(s) volunteers.
- Distribute event marketing materials (e.g. brochures, posters)
- Secure audio equipment.
- Create a "Day-of" checklist.
- Prepare all remarks including speaking points that can be provided to guest speakers. These points should include action steps information at the event that people can use to prevent child abuse and neglect.
- Distribute pinwheels.
- Send event(s) general community invitations and get back R.S.V.P.S as warranted.
- Submit financial pre-authorizations.

April:

- Gather and organize supplies and materials.
- Provide final numbers to vendors, venues and others.
- Remind media of the event.
- Get event information on social media sites.
- Final logistical details are completed.
- Obtain vendor payments.
- Collect any in-kind or cash donations.
- Distribute press advisories and press releases to media markets.
- Recognize sponsor(s) in advance of event(s).
- If an outside event monitor weather forecasts.

Day of Event:

- Arrive early to any event to allow for last minute set-up, changes or surprises.
- If having a pinwheel garden and the ground is frozen and/or there is snow consider using a planter box with sand, Styrofoam or other similar base to plant the pinwheels. You may also use a screwdriver to create holes in the ground. Another option is to move an event indoors.
- Have signage and organizational materials to distribute at the event to explain the Pinwheels for Prevention campaign and provide information about the organization's mission and programming.
- Designate a person to take pictures
- If implementing a contingency plan, contact media, social media, etc.
- Schedule clean-up time and volunteers.
- Have a designated person to greet special guests.
- Have fun!!!



Within One Month of Event:

- Send out thank you notes to any notable sponsors, attendees or participants.
- Have a public recognition of sponsors, notable volunteers and supporters. Suggestion include social media posts, giving a certificate, statue or other gift at a separate event.
- Inventory remaining pinwheels and other supplies.

Community and/or Faith Based Campaigns

Q & A - Strengthening Parents, Caregivers and Children

What can you do to enhance existing or establish new programming to support families during CAP Month and beyond?

- Host resource drives such as: diaper, food, backpack, suitcase, sleep sacks and hygiene kits, collection and distribution.
- Request “wish lists” from local organizations and charities.
- Create a tutoring, mentoring or support group program.
- Plant a pinwheel garden.
- Launch emergency relief services.
- Renovate unsafe housing.

What can you do to provide parents information and resources regarding basic family needs to those who may be overwhelmed and struggling to provide proper care?

- Organize volunteers to provide emergency child care. The most common referral to CPS is a child being left alone.
- Host or support a Family Activity Center to include activities such as play groups, Parents' Night Out program, financial education opportunities, and more.
- Join with other community groups or congregations to make such services easily available to those in need.
- Provide ‘family friends’, who are volunteer helpers or partners, to parents of young children. For example, having someone to call when a baby won't stop crying may be an important step in prevention of maltreatment.
- Create parent networks or family clusters.
- Through school partnerships, facilitate parents' interaction with each other and their engagement and leadership in the community.
- Encourage young adults to assume important roles in service to the congregation and the community.
- Connect with your local Children's Trust Fund local council (child abuse and neglect prevention council) organization to consider other strategies to pursue for child protection and family support.

In-Faith OBSERVANCES

In-faith observances can be tailored to fit a particular congregation's interests, needs, and resources. Some of these ideas may be useful to your church, synagogue, temple, mosque or other house of worship in building or strengthening a community of faith in which children and families know that help is available when they need it.

Have Special Observances in a Worship Service

- Build the entire worship service around themes of building community, supporting families, and caring for children.
- Engage youth leadership (including children's programming leadership) to enable youth participation in the planning and implementation of the worship service.
- In adult classes, discuss the myths and facts about keeping children safe (e.g. you might invite a Children's Trust Fund of Michigan Local Council staff member or volunteer to lead the discussion).
- Ask members of the congregation to bring items to replenish the supplies of a community organization serving children and families.
- During the worship service, host a brief presentation about CAP Month, the reasons for it, and the possible role of the faith-based community.
- Honor members who are leaders in advocating for families in the congregation and the community.
- Sign pledges to support and connect with families of young children.
- At your worship service encourage parishioners to wear blue clothing or pinwheel pins in support of the national Pinwheels for Prevention campaign. Pinwheel pin information can be found at www.michigan.gov/ctf.
- Include inserts in the bulletin or newsletter that explains and describes opportunities for volunteer service that supports families through the faith organization itself or the local child abuse and neglect council.
- Explore if there is an interfaith or interdenominational council in your community and work with that council to protect children in your community.
- Incorporate Marian Wright Edelman's "Prayer for Children" into your faith observance.
- Display or "plant" pinwheels near the house of worship's door for your faith service and/or for the entire month of April.
- Conduct a candlelight vigil to commemorate your Blue Sabbath event.
- Honor those who lead and support families in the congregation and the community.
- Set up a table with information about child abuse and available local services.
- Reach out to your local child abuse and neglect prevention council to schedule a presentation, distribute parenting resources and find out ways in which you can collaborate with other like-minded community organizations.

(For additional ideas contact the MI Children's Trust Fund, www.michigan.gov/ctf or Insert Local Council Name and contact information in this space).



Examples of In-Faith Observances

Children's Defense Fund Children's Sabbath Campaign:
<http://www.childrensdefense.org/child-advocacy-resources-center/faith-based-programs/national-observance-of-childrens-sabbaths-celebration/>

The above website contains multi-faith resources and information about the National Observance of Children's Sabbaths Celebration (Children's Defense Fund). Although there is an event which takes place traditionally in October, Children's Sabbaths may be celebrated throughout the year, including during CAP Month (April).

Blue Sunday: www.bluesunday.org

Blue Sunday is a national Christian child abuse prevention initiative whose mission is to inspire others to create their own child abuse prevention efforts. If everyone did a little we would see BIG results for children. National Blue Sunday is April 26, 2020. Encourage local faith communities to join other faith communities across the nation as they take the time in their morning service to pray for the victims of child abuse.



Note: This is a letter for your local council to use when reaching out to faith communities. Faith community Sabbaths occur on various weekdays depending upon each particular faith, e.g. Muslims on Fridays, Jews on Saturdays, many Christian denominations on Sunday etc. Please modify this letter accordingly.

Sample Letter

Dear Faith Community Leader,

Child abuse is a major problem in our state. In 2018 nearly 38,000 children or abused or neglected in Michigan. Across Michigan efforts are being made to raise awareness about the impact of child abuse and neglect. We encourage faith communities to designate one Sabbath service in April to child abuse and neglect prevention.

Join faith communities across the nation as they participate in campaigns such as the Children's Defense Fund - Children's Sabbath Campaign (<http://www.childrensdefense.org/child-advocacy-resources-center/faith-based-programs/national-observance-of-childrens-sabbaths-celebration/>) or Blue Sunday (www.bluesunday.org). Your organization can take the lead in making a difference in supporting families and protecting children.

On behalf of Michigan's children and families, we thank you for your time and consideration. Someone from our organization will be contacting you shortly to follow-up on how you might be involved in Child Abuse Prevention Month efforts.



Helpful Hints for Making Child Abuse Prevention (CAP) Month a Success

Start by planning early, prior to when pinwheel orders are requested from the Michigan Children's Trust Fund (CTF), months in advance. That plan should include goals, objectives, activities and tasks, and logistical considerations.

Partners:

- Engage the Local Council's board, staff and volunteers in CAP Month planning and activities.
- Make use of other community members such as senior citizens, National Honor Society members, Local Exchange Clubs, Local Council services recipients or other volunteers for CAP Month events.
- Collaborate with other community organizations to accomplish CAP Month objectives.
- Communicate with other Local Councils to share ideas and receive feedback about plans (and to perhaps collaborate in efforts).

Marketing:

- Plan how to utilize the free pinwheels that CTF provides to Local Councils and any additional ones purchased (e.g. for fundraising and/or awareness).
- Use Facebook, Twitter and other social media outlets for messaging and promotion of CAP Month activities. Post daily messages.
- Promote the Michigan CAP Month theme *The Power of One* in all communications and marketing.
- Use PCAA and other official CTF talking points so that communications and messaging are uniform across the state.
- Seek support from local newspaper(s) and/or write an editorial about CAP Month to appear in the local paper during April.
- Seek radio and/or television interview opportunities and use the PCAA and CTF toolkit talking points.

Fundraising:

- Partner with local businesses or other organizations to sponsor or host a "Wear Blue Day" when all employees wear blue in support of CAP Month.
- Use CAP Month as an opportunity for fundraising. See the toolkit fundraising ideas.

Events:

- Arrange to have at least one highly visible pinwheel garden event in a public location (e.g. schools, local government offices, shopping areas, etc.).
- Host a professional child maltreatment prevention conference.
- Participate in the CAP Month Child Abuse Prevention Awareness Day event at the Capitol on Tuesday, April 21, 2020 at 11:00 AM (ET).
- Use CAP Month as an opportunity to engage with and educate local and state elected officials about community needs and accomplishments.

Other:

- Be practical about what can be accomplished during CAP Month. Don't take on too much. Remember this month is about being successful.
- **Have fun!**

The below information provided by Michigan's Children shows how to establish and nurture a relationship between your organization and policy makers. Note: Please be informed about what limitations you have as a non-profit organization when interacting with elected officials and other policy makers.

If you don't know who represents you in the Michigan House and Senate...

Look them up. An easy way to find out is through the League of Women Voters. <http://hg-salsa.wiredforchange.com/o/5950/getLocal.jsp> will help you find everyone you have a hand in electing, from the President to those representing you in your county, city or township. Included are members of the Michigan House and Senate and their contact information.

Sometimes your organization represents constituents who are served by additional policymakers. Look them up too. One useful tool to find out everyone who represents pieces of a larger geography, like a region of the state, a county or even some cities, is the *2019-2020 Citizen's Guide to State Government*. You can request this document from your legislator or find it online. <https://www.legislature.mi.gov/Publications/CitizensGuide.pdf> This book has lots of great information, and on pages 16-27 there are lists of counties, cities and townships that indicate elected officials representing each place, in addition to maps that illustrate where districts are located.

If you know who your legislators are, but don't know anything about them...

Find out more. Because it is helpful to know something about anyone you are trying to teach or persuade, knowing even a little bit about policymakers is helpful before you talk to them. The easiest way to learn about them is through their websites, which you can find through the Michigan Legislature website.

[http://www.legislature.mi.gov/\(S\(ovroirf2maqqgq3xbgwy30op\)\)/mileg.aspx?page=legislators](http://www.legislature.mi.gov/(S(ovroirf2maqqgq3xbgwy30op))/mileg.aspx?page=legislators)

While you are on the Michigan Legislature website, look at the legislation they have sponsored and co-sponsored, as this gives you some indication of the issues that are important to them. Their websites will tell you what committees they sit on, which will also give you a good sense of what issues they are prioritizing in their work and likely spending the most time on. If you do nothing else, sign up for their email bulletins through their websites – everyone has them. And follow them on social media. This will give you some insight into what they are most proud of in their work and additional ways to communicate with them.

If you know who they are, and know a bit about them but have never expressed your opinion to them...

Start the conversation. Now is the time to help them get to know you, the issues that are of most concern to you, and the resources that you can bring from your work and life to help them in their work. This is also a great time to get to know them better – nothing like a conversation by phone, email or in person to better understand where someone is coming from and the

experiences that have shaped their lives and work. Knowing that helps us think about how best to connect our concerns to their frame of reference.

One very effective strategy to start a conversation with your elected officials is to attend their coffee hours, which they advertise through all of their communications. Every legislator offers the opportunity to meet with constituents in their local districts, sometimes in multiple locations. The purpose of these meetings is for policymakers to hear directly from constituents, and they are often not well attended. It is a good time to bring others with you too, and to learn more from them. You can find out about their coffee hours through their web sites and bulletins.

If you HAVE expressed your opinion to them, and they disagreed or politely remained neutral...

Rethink your approach. Many times our elected officials, despite our best efforts, don't respond to us or act in the ways that we have urged them to. It is appropriate and essential to let them know that you were disappointed in something they did or said, and it is equally essential to make sure that we have done all that we could to help them understand our point of view. Re-thinking our approach to more effectively get our points across includes:

- Thinking about different messages – can we better tie our concern to something that they have expressed concern about like the economy or the state of education?
- Thinking of different messengers – are there others who could talk with them about similar concerns, like parents, business or other community leaders?
- Trying a different delivery – maybe we need to think about inviting our policymakers to see great programming in action or talk directly with people who are receiving the critical services we are working to protect and expand.

This is the more difficult part. You should let them know you are disappointed, but make sure that you also let them know that you look forward to working with them in the future. There is no room for grudges in policy advocacy – policymakers are making decisions on thousands of topics, and because they didn't respond the way you wanted them to this time doesn't mean they won't do better next time. Making an enemy of your policymakers definitely won't help your cause.

If you HAVE expressed your opinion to them, and they agreed/were positive...

Go the next step. We are glad when policymakers tell us they are supportive of what we are saying, and we need more from them than that. We need them to act on that support by talking with their colleagues, working on legislation or appropriations asks if necessary, talking about our issues through their own communications channels like their newsletters and websites, and championing our issue above their other priorities. Unless we ask more from them and follow-up to make sure that they have done those things, our requests can get lost in the shuffle, even with well-intentioned policymakers.

MORE SPECIFICALLY: If they serve on a critical committee or not...

Adjust your message.

If they ARE on a critical committee who is talking about the issue or would be the space to have the conversation in the Legislature, YOUR CONVERSATION IS INCREDIBLY IMPORTANT. While committee members are supposed to listen to statewide constituents on the issues they are deciding, in reality, all legislators listen more closely to their constituents. Your ability to tie

the issue directly to their community that they represent is critical and of huge benefit to the conversation.

However, great communication can be powerful for policymakers NOT serving on related committees too. One of the best messengers for Legislators are other Legislators. When we talk with policymakers who may not directly be involved in committee conversations about the issues, they can still communicate the information more broadly through their own newsletters or the media, and most importantly they can champion the issue with their colleagues. In addition, as part of a network, you can offer to connect constituents directly with other legislators who are in more influential positions.

Most importantly, start talking to your elected officials and keep talking!

Advocacy Primer

Five questions to help you speak up for kids to state and federal lawmakers this summer

Michigan's
Children

Public policy in the best interest of children

WHO are your elected officials?

- ✓ Find out at the League of Women Voters: <https://hq-salsa.wiredforchange.com/o/5950/getLocal.jsp>
- ✓ Seek out any staff who are responsible for learning about your issue area – try to meet with them
- ✓ Learn something about them: what they've done before or while in office, and their priority issues – these are all on their web sites and will help you speak their “language” in a meeting.

WHAT is on your mind?

What are you doing or seeing in your community? What's going well, what has been a struggle? Is a problem being ignored, is there a great program that needs to expand? Let us know what you'll be telling your legislators using the hashtag **#MIKids**

WHERE and WHEN can they meet?

- ✓ Where will your legislators be making public appearances? Check their websites, then call their office to set up a meeting – or invite them to visit and see the work your program does!

WHY should your legislator care?

- ✓ Connect your issue with your story, or with the stories of the people you serve
- ✓ Do your best to tie your issue into their priority areas

HOW can you drive your point home?

YOU have all the skills you need to speak out on the children's issues you care most about. **Michigan's Children** can back you up with **strategies** and **policy research** to achieve your goal.

- ✓ Before meeting, send some info about your issue and its impact on your district, and bring copies!
- ✓ Consider bringing diverse voices with you to a meeting, to show there's widespread support
- ✓ Remember to make a specific “ask” for action, and follow up with them on your “ask”
- ✓ Offer yourself as a resource, on your issue and in your district, to turn to in critical times



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<https://www.facebook.com/michiganschildren>