

Facebook and Twitter CAP Month Messaging

(Note: The #CAPmonth hash tag is added when using Twitter for CAP Month.)

Twitter and Facebook

- April is Child Abuse Prevention Month #CAPmonth. (www.michigan.gov/ctf).
- The pinwheel is the national symbol of child abuse prevention #CAPmonth. Join us in planting a pinwheel garden in your community www.michigan.gov/ctf
- The statistics are clear. Michigan's children need our help now! Let's give them a voice, <http://www.childhelp.org/pages/statistics/> #CAPmonth.
- No child deserves to be neglected or abused. Support the _____ Children's Trust Fund Local Council #CAPmonth.
- All children have a right to grow up in a nurturing environment. Learn more at www.michigan.gov/ctf #CAPmonth.
- Promote the health and well-being of every child in your community #CAPmonth.
- Donate to child advocacy causes #CAPmonth (www.michigan.gov/ctf).
- Preventing child abuse before it occurs is the responsible way to manage our society's future #CAPmonth.
- Support families that are under stress #CAPmonth (www.michigan.gov/ctf).
- Innovative prevention services lay the foundation for children's growth and development #CAPmonth (www.michigan.gov/ctf).
- How can we ensure that every child has an equal opportunity for healthy growth and development #CAPmonth?
- Americans are awakening to the role we all play in protecting the lives of children #CAPmonth.
- The time is now to protect our children from abuse and neglect #CAPmonth.
- Participate in youth-focused community organizations #CAPmonth (www.michigan.gov/ctf).
- Our ability to thrive as a society depends on how well we foster the health and well-being of the next generation #CAPmonth.
- @(yourname) focuses on public programming that prioritizes child development & prevention of child abuse & neglect #CAPmonth.
- The power of one person, one community, one dollar, one action can change the life of a child #CAPmonth.

Facebook Only

- During Child Abuse Prevention Month think of the connection between child development and economic development. When we invest in healthy child development, we invest in community and economic development, as flourishing children become the foundation of a thriving society.
- When the entire community takes responsibility for creating healthy environments for children, we lay the foundation for growth and development.
- Invest in prevention—getting it right early is less costly, to society & individuals, than trying to fix it later. (www.michigan.gov/ctf)
- Implementing effective policies and strategies to prevent child abuse and neglect can save taxpayers more than \$104 billion a year.

**Helpful Hints:**

- Follow Facebook pages such as Prevent Child Abuse America, Great Start Collaborative, Michigan Department of Health and Human Services to comment and share when appropriate for your council.
- Posting pinwheel photos or the Pinwheels for Prevention symbol w/your Facebook entries is a better tool for marketing your message.
- Seek out local high school and/or college students to assist with social media marketing.

CAP Month Meme series

Memes are an effective tool for promoting messaging on Facebook. Michigan Children's Fund has worked with the Child Abuse Prevention Month Workgroup to provide visuals memes to be used throughout the month of April to promote Child Abuse Prevention Awareness Month. To use meme, click on the picture in the document. After you click the document, right click and choose "Save As Picture". You will then be able to save the picture on your computer for upload onto your Facebook page. All of the memes are in jpeg format and are therefore not editable.

#April
#CAPMONTH
#PinwheelsforPrevention

Join us in April as we plant Pinwheel Gardens!
The pinwheel reminds us that children deserve a great
childhood and that we each can do one thing to prevent
child maltreatment.



CAP Month Meme series



CAP Month Meme series

Our nation could save \$104 billion dollars annually by implementing strategies we know will work to create thriving families. Contact your local Child Abuse and Neglect Prevention Council to learn one thing you can do to help build strong families and prevent child maltreatment in your community.

#Dollarsandcents
#CAPMonth
#Strongfamilies



CAP Month Meme series

Which pinwheel garden was your favorite this year?

Where was the most unique garden?

Share your photos with tag #CAPMonth and #Pinwheelsforprevention



Pinwheels for
PREVENTION[®]

Prevent Child Abuse
Michigan[™]

April is Child Abuse Prevention Month



**Find out how you can use your *Power of One* at
michigan.gov/CTF or by contacting your local
child abuse prevention council**

Power of One!

One Person, One Voice, One Dollar, One Action.

**The *Power of One* can make a positive difference
in the life of a child.**

CAP Month Meme series

#CAPMONTH

#Pinwheelsforprevention



Be A Friend: one of the most important protective factors for families is positive social support. Building connections with families around us is an important way for families and our communities to be strong.

#CAPMONTH

#Pinwheelsforprevention



Build Strong Youth: An important protective factor against child maltreatment is helping youth understand and be able to say how they are feeling. Being able to communicate both to adults and to their peers helps build a strong child and eventually a strong adult.

CAP Month Meme series

#CAPMONTH

#Pinwheelsforprevention

Where was your favorite garden this year?

Who had the biggest Pinwheel garden this year?



#CAPMONTH

#Pinwheelsforprevention

April - Child Abuse Prevention Month



Pinwheels for
PREVENTION

Prevent Child Abuse
Michigan

<http://preventchildabuse.org>

Where was your favorite garden this year?

Who had the biggest Pinwheel garden this year?

#dollarsandcents #CAPMONTH #Strongfamilies



Our nation could save \$80 billion annually by implementing strategies we know will work to create thriving families. Contact your local Child Abuse and Neglect Council to learn one thing you can do to help build strong families and prevent child maltreatment in your community.

The POWER of One!

You CAN make a difference



One person, one voice, one dollar, one action

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

April - Child Abuse Prevention Month



Pinwheels for
PREVENTION[®]

Prevent Child Abuse
Michigan[™]

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Prevention Messaging Talking Points for CAP Month

Messages for adults: (Note: Use your own discretion about which statements are appropriate for the target audience.)

- Prevention means supporting all families and helping them to find their strengths.
- With Child Abuse Prevention Month and throughout the year, all adults should work to ensure that every child has the equal opportunity to grow and reach their full potential.
- Families can be strengthened when they have knowledge of healthy parenting, strong social connections and easy access to concrete supports as needed.
- Adverse childhood experiences are common and can have a life-long negative impact.
- Having one supportive adult can make a positive difference to a child that has experienced trauma.
- Having strong social connections can help buffer against adverse childhood experiences.
- Raising healthy children contributes to a thriving and healthy community.
- All adults should be approachable, open-minded and non-judgmental when a youth discloses abuse or neglect, or any exploitative incident, including those occurring online.
- All adults should listen and believe any child who shares information about alleged abuse or inappropriate behavior.
- Professional school personnel are mandated reporters as written in the State of Michigan Child Protection Law (Section 3, 1[c]).
- If you suspect child abuse or neglect call 855-444-3911.
- Encourage children to build their personal strengths by seeking out new and positive experiences.

Messages for children: (Note: Use your own discretion about which statements are appropriate for the developmental level of the student audience.)

- It's always OK to talk to a trusted adult if you think you may have been abused.
- It's never OK for someone (stranger or a person you know) to touch you in a private part of your body or in any way that makes you feel uncomfortable.
- It's never your fault if someone has touched you in a private part of your body in any way that makes you feel uncomfortable.
- It's never OK for another person (adult or child) to act in such a way as to deliberately bruise your body. It's never your fault if someone hurts you in any way.



- Never share your personal information on a computer website or social network site.
- Any image you share online can be there forever. Sharing revealing images is illegal and might be punishable by law.
- Take a break from your “screens.” Face to face interactions build empathy and resilience.
- Report any online threats or intimidating behavior to a trusted adult.
- Go with friends or adults when walking to and from school. Don't be alone.
- Never approach, take anything from or go anywhere with strangers or anyone who makes you feel uncomfortable.
- It's never OK for people to call you names that make you feel bad.
- Be a friend! Don't take part when friends are making fun of or criticizing other kids. Let your friends know that what they are doing is wrong.
- Bullying someone else will never make you feel good about yourself. Stand up for others!
- If you can't tell your friends that their bullying is wrong then go to a trusted adult and speak to that person about what is happening.
- Be open to new positive experiences to build a stronger you.



Partners in Prevention – State & National

Each community in Michigan has a variety of organizations, agencies, and groups that could be possible partners with local Child Abuse and Neglect Councils. The formation of working partnerships with other organizations that share a common interest in children's safety and well-being strengthens prevention work. The synergy created by effective working partnerships provides us the greatest opportunity to impact the incidence of child abuse and neglect.

Below is a list of potential prevention resources and partners listed at state and national levels. You are encouraged to utilize resources from these partners and to form partnerships with other organizations in your local communities.

Michigan Partners

Circle of Parents www.circleofparents.org	Michigan Council for Maternal & Child Health (517)482-5807 http://www.mcmch.org
Children's Trust Fund of Michigan (517) 373-4320 www.michigan.gov/ctf	Michigan Community Action Agencies (517)321-7500 www.mcaaa.org
Communities in Schools (517) 487-1548 x 13 http://www.communitiesinschools.org	MI Department of Education (833)633-5788 www.michigan.gov/mde/
Early Childhood Investment Corporations (ECIC) www.ecic4kids.org	MI Department of Health and Human Services (517)373-3740 www.michigan.gov/dhhs/
Fight Crime: Invest in Kids http://www.fightcrime.org/	Michigan Fatherhood Coalition https://www.facebook.com/MichiganFatherhood
Infant Safe Sleep www.michigan.gov/safesleep	Michigan Office of Children's Ombudsman (800)MICH-FAM http://www.michigan.gov/oco
MI Association for Infant Mental Health (734)785-7700 www.mi-aimh.org	Parenting Awareness Michigan/Prevention Network www.preventionnetwork.org pamcampaign@preventionnetwork.org
Michigan's Children (517)485-3500 www.michiganschildren.org	

National Resources & Partners

Annie E. Casey Foundation
(410)547-6600
www.aecf.org

Child Welfare Information Gateway
1-800-394-3366
www.childwelfare.gov/index.cfm

Channing Bete
(Halo Branded Solutions)
(800)477-4776
www.channingbete.com

The Children's Bureau, Office of the
Administration for Children and
Families
www.acf.hhs.gov/programs/cb/

Child Help
(800)4-A-CHILD
www.childhelp.org

Child Welfare League of America
202-688-4200
www.cwla.org

Circle of Parents
<http://www.circleofparents.org/>

FRIENDS National Resource Center
www.friendsnrc.org
Global Family Research Project
<https://globalfrp.org>

National Alliance of Children's Trust
and Prevention Funds
<http://www.ctfalliance.org>

National Center for Shaken Baby
Syndrome
(801)447-9360
www.dontshake.org

National Exchange Club
(419)535-3232
<https://www.nationalexchangeclub.org/>

National Fatherhood Initiative
(301)948-0599
<http://www.fatherhood.org/>

Prevent Child Abuse America
(312)663-3520
<https://preventchildabuse.org>

The Talaris Institute
www.talaris.org