



Pinwheels for  
**PREVENTION**<sup>®</sup>

**Prevent Child Abuse**  
Michigan



Children's  
Trust Fund

Michigan's  
chapter of  **Prevent Child Abuse**  
America

2021

# Michigan Children's Trust Fund

## CHILD ABUSE PREVENTION MONTH TOOLKIT



## Toolkit Contents

This Child Abuse Prevention (CAP) Month toolkit contains resources to help achieve the goals of strong families and safe and thriving children. Use the content of this toolkit any way you like to increase the impact of your observance of CAP Month 2021. There are a variety of informational copy-ready handouts, visual aids and other tools including CAP Month activities, a social connections guide and fundraising ideas. You have permission to copy or reprint anything in the toolkit. Feel free to customize the materials to add the name/logo of your group or local program information but please do not alter any CTF or PCAA logos in any way.

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February 2021

To All Prevention Partners,

In honor of April as Child Abuse Prevention Month, Governor Whitmer will issue a proclamation in support of CAP Month. While we each strive to raise awareness about the importance of child abuse prevention each day, CAP Month is the chance to spread our shared belief that **all** children deserve safe, happy, and healthy childhoods. During April's CAP Month activities, we feature two key messages. First, we will continue our statewide initiative campaign inviting all Michiganders to **Stand UP for Children**. We invite you to share in this campaign which focuses on our belief that through becoming educated and sharing the importance of protecting and nurturing our children—you Stand UP for Children! We ask that you utilize all of our materials and let us know how we can help you to cobrand any of these materials so that you can spread the message in your local community! Second, we continue to use the symbol of child abuse prevention---the blue and silver pinwheel—in as many ways as is safe during the pandemic. The pinwheel is the symbol of Prevent Child Abuse America's (PCAA) *Pinwheels for Prevention™* national campaign. Each pinwheel signifies the free spirit of a happy childhood! We know you have pinwheels that you were unable to distribute in 2020 but we look forward to your pictures from CAP Month 2021! Please share them on our social media with the **#StandUPForKids**.

Beginning in mid March, you will begin to see our social media campaigns beginning to highlight the importance of child abuse prevention. Please take a moment to review Michigan's 2021 CAP Month Toolkit. Your colleagues from across the state have worked tirelessly to review each and every piece of information that is shared within the toolkit. In addition, we have refreshed some of our favorites so that you can proudly share your connection to the CTF/PCA MI network across 100 programs in our beautiful 83 counties!

As a reminder, the information within the toolkit can be and should be helpful throughout the year as you work to raise your community's awareness about child abuse prevention's impact and importance as well as your programs! We hope the materials will help as you advance your own prevention campaign and calls to action. If you need further assistance in implementing your efforts, the best way to reach us while we all continue to work remotely is to email [ctfinfo@michigan.gov](mailto:ctfinfo@michigan.gov).

Thank YOU for Standing UP for our Kids,



Suzanne Greenberg  
Executive Director



## Stand UP for Kids Statewide Initiative

The Michigan Children's Trust Fund's (CTF) statewide initiative for the prevention of child abuse and neglect is *Stand UP for Kids*. This initiative asserts that in our communities we can Stand UP for Kids to protect children from abuse and neglect throughout Michigan before it occurs. *Stand UP for Kids* encourages every citizen to take action toward providing the support and assistance that all families need. *Stand UP for Kids* is an ongoing campaign which is highlighted during April's Child Abuse Prevention (CAP) Month.

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. These efforts take place in neighborhoods, workplaces, shopping centers, libraries, faith-based organizations, schools, and clubs. *Stand UP for Kids* raises awareness of the problem of child abuse and neglect by mobilizing citizens to engage in proactive solutions.

We recognize your current prevention efforts and celebrate your successes. During Child Abuse and 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 and neglect prevention a reality. **When we Stand UP for Kids 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 and neglect from happening in the first place.

- Explore the Children's Trust Fund (CTF) Website 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 programs [here](#). You can inquire, share information and/or collaborate with other organizations 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 the [CTF eStore](#).
- Lead Child Abuse Prevention Month activities in your local community, e.g. plant a virtual pinwheel garden, observe faith-based campaign/Blue Sabbath, hold fund raisers, etc.
- Attend and invite others to the April 21, 2021 Child Abuse Prevention Awareness Day (CAPAD) virtual rally in recognition of Child Abuse Prevention (CAP) Month to show support and to celebrate our state's children and families.
- Contact your elected officials and educate them regarding the child abuse and neglect prevention needs in your local community, and ask them to support funding and legislative initiatives that strengthen families, support parents, and expand child abuse prevention programming.
- Reach out. Anything you do to support families can reduce the stress that can lead to child abuse and neglect.
- Provide support while still social distancing to parents you know. Ask how they and their children are doing. If a parent seems to be struggling, offer to run errands, lend a friendly ear, or ask how you can help.



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- Encourage a supportive spirit among parents in your community. Join a local Circle of Parents or other support group or the Great Start Parent Coalition.
- Donate food, clothing, furniture, toys, and other essentials 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](http://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 donation makes 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.
- Stand UP for Kids! Share with others how you are making a positive difference in the lives of children.

**Standing UP for Kids CAN Make a Difference!**



## Pinwheels for Prevention: April Statewide Efforts

The *Pinwheels for Prevention*<sup>™</sup> 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).

Although the planting pinwheel garden initiative has been a successful one since 2008, for the safety of others physical pinwheel gardens will not be supported in 2021. We look forward to the time (post pandemic) when we can once more gather together to plant pinwheel gardens.

This year, we encourage the safe and creative use of pinwheels with other organizations that may include local courts, schools, and other prevention partners. Using pinwheels in innovative ways will help draw attention to your efforts and CAP Month's message(s). For example, plant a virtual pinwheel garden, distribute pinwheel bouquets to individuals and/or create a window display.

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 facilitate this year's socially distanced Pinwheels for Prevention campaign.

### Pinwheels for Prevention Campaign Objectives

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
4. Foster measurable *changes in behaviors* with regard to child abuse and neglect prevention.

### Timeline to Plan a Successful CAP Month

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 what alternate programming and activities the council would like to have in place of an actual pinwheel garden or other in-person event for 2021. That decision would be the direct result of some of the following questions:
  - What is the desired target audience?
  - What virtual platform has the features and capabilities to support the event's needs?
  - What technical assistance will be needed for events?
  - Will the event be recorded?
  - 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, volunteers, transportation, etc.) required for the chosen activity and/or event?

## September to October

- Decide financial needs for programming and other activities and identify and reach out to potential funding partners (e.g. DHHS, Exchange Club, local health department, other).
- Decide whether a virtual event will include entertainment, guest speakers and any reading of a local proclamation.
- Plan the length of time for event(s) or displays or other activities. Successful events are anywhere from 30 minutes to an hour, no longer.
- Arrange for technical assistance for event(s).
- Determine all safe uses for pinwheels.
- Order pinwheels pins and magnets.
- 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 (including social media).
- Invite media to virtual event(s).
- Reconfirm speakers.
- Finalize all materials to be used.
- Confirm event(s) volunteers.
- Post any event marketing materials.
- Conduct a test run to identify and fix any technology issues.



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- 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 and deliver pinwheels to individuals and for other safe efforts.
- Send event(s) general community invitations and get back RSVPs as warranted.
- Submit financial pre-authorizations.

## April

- Gather and organize supplies and materials.
- Provide final numbers to vendors 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).

## Day of Event

- Start the event earlier than scheduled to allow for last minute set-up, changes or surprises.
- Post materials online at the event explaining the Pinwheels for Prevention campaign and the organization's mission and programming.
- 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. Suggestions include social media posts, giving a certificate, statue or other gift at a separate event.
- Inventory remaining pinwheels and other supplies.



## 2021 CAP Month Overview

### Countdown: March 29-31

- Various social media posts counting down to Wear Blue Day/The start of CAP Month

### Kickoff: Thursday, April 1: National Wear Blue Day

- CTF Director Facebook Live Kickoff
- Share photos on social media using #WearMIBlue

### Week One: April 5-9 - Pinwheel Week

- Holly Naylor of LACASA (Livingston County Local Council) will provide a live demonstration of making a pinwheel arts and crafts item on Facebook
- Pinwheel Teams/Zoom background shared on social media
- During that week CTF will post pictures of various pinwheel creations including coloring pictures or actual pinwheels
- CTF eStore Launch

### Week Two: April 12-16 - Multi-Cultural Week

- Multi-Cultural videos with themes of how each culture honors its children and the importance of prevention to all communities

### Week Three: April 19-23 - Awareness Week

- *Wednesday, April 21 – CAPAD:* Proclamation reading video featuring CTF Board members and potentially elected officials
- Social media posts will focus on the issue of abuse & neglect and importance of prevention (Using data & infographics)
- Involve & feature external prevention partners (MI Safe Sleep, MI ACEs, etc.)

### Week Four: April 26-30 - Program Week

- Videos from CTF programs on what they do and why CAP Month is important to them.
- *Friday, April 30:* CAP Month Conclusion – I Stand Up for Kids Because... Social Media photos



# Appreciate Your Child - April 2021

(April is Child Abuse Prevention Month)



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1. <b>Plant or color a pinwheel with your child and discuss its meaning.</b>	2. Ask your child, "Who is your best friend and why?"	3. Make up a story and have your child draw pictures for that story.
4. Play a board game or complete a puzzle with your child.	5. Look for scrap materials at home and build something together.	6. Make a song up with your child and sing it.	7. Create a scavenger hunt to take place either in your home or your yard.	8. Praise them today for everything good they do.	9. Make a mask from a paper plate.	10. Talk about what your child likes to do at school or daycare and why.
11. Search and watch a virtual zoo tour featuring a favorite animal.	12. Ask your child, "Tell me one thing you wish for and why?"	13. Give your child five hugs today.	14. Take your child to a playground or nearby park.	15. Let your child set the table for dinner.	16. Make a tent in the living room with blankets and pillows.	17. Watch the sun go down together and wish upon the first star.
18. Finger paint together.	19. Make your child breakfast for dinner.	20. Make a necklace with uncooked pasta that can be threaded.	21. Go for a nature walk together and look for signs of spring.	22. Read with your child for 15 minutes.	23. Plant vegetable seeds to grow indoors, to later be planted outdoors	24. Order take-out from a local restaurant or prepare your child's favorite meal.
25. Ask your child, "What day of the week is your favorite and why?"	26. Make little pizzas together. (Recipe on back.)	27. Make up a play and act it out (try using your child's favorite book or character).	28. Tell your child what makes them special to you.	29. Help your child to create a note to a loved one or family member.	30. Pick out a song and dance around to the music together.	



Day 26, Pizza Recipe: Ingredients:

English Muffins or Mini Pizza Crusts

Pizza Sauce

Shredded Mozzarella

Pizza Toppings (pineapple, pepperoni, sausage, mushrooms, green pepper, or other preferred toppings)

**Instructions:**

Place English muffins or mini-pizza crusts on a cookie sheet.

Put all ingredients in separate bowls.

Let your child put their own ingredients on the muffins starting with the pizza sauce.

Bake and serve.

Day 18, Finger paint: Ingredients:

½ cup plain flour

2 cups water

1 tablespoon salt

Food coloring or tempera paint powder

1 tablespoon dishwashing liquid- optional

Small sealable containers

**Instructions:**

Add flour and salt to saucepan and slowly add water, mixing with a whisk until all combined. Heat over medium heat, stirring with whisk to prevent lumps. Once mixture has thickened and is smooth remove from heat and allow to cool. Once cooled, mix in the dishwashing liquid – optional. It will give the paint a smoother consistency and a glossy finish when dry. Separate into small containers and color with small amounts of either food coloring or tempera powder. If using tempera add a little water to combine. Store leftover paint in the refrigerator for a few days.



## Community or Faith-Based Campaign

### 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 no touch 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 virtual tutoring, mentoring or support group program.
- Create a virtual (in no-touch safe) pinwheel display.
- Launch emergency relief services.
- Support community safe housing efforts.

#### 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?

- Identify/share emergency childcare resources. The most common referral to CPS is a child being left alone.
- Host or support a virtual Family Activity Center to include activities such as play groups, financial education opportunities, and more.
- Join with other community groups or congregations to increase the availability of resources, programming and services for those in need.
- Provide mentors 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 virtual parent networks or family clusters.
- Facilitate parents' interactions 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 & families know that help is available when they need it.

#### Have Special Observances in a Worship Service

- Build an 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 contribute to replenish any needed 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.
- Pledge to support and connect with families of young children.



## Helpful Hints for Making CAP Month a Success

Start by planning early 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 for CAP Month planning, such as senior citizens, National Honor Society members, Local Exchange Clubs, Local Council services recipients or other volunteers.
- 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 pinwheels according to suggested CTF safety guidelines.
- 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 *Stand UP for Kids* 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 (whether they work on-site or virtually) in support of CAP Month.
- Use CAP Month as an opportunity for fundraising. See the toolkit fundraising ideas.

### Events

- In 2021, all CTF supported CAP Month events should be virtual.
- Plan at least one major CAP Month event.
- Host a professional child maltreatment prevention conference.
- Participate in the virtual CAP Month Child Abuse Prevention Awareness Day event on April 21, 2020.
- 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 educating and increasing awareness of the importance of child abuse and neglect prevention.
- Have fun!



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- Promote and participate in CTF's *Wear Blue Day* (clothing and/or wear pinwheel pins) campaign during CAP Month in support of the national Pinwheels for Prevention campaign. Pinwheel pin information can be found at [www.michigan.gov/ctf](http://www.michigan.gov/ctf).
- Share posts in the bulletin or newsletter that explain and describe 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.
- Use pinwheel imagery for your faith service and/or for the entire month of April.
- Conduct a (virtual and/or socially distanced) candlelight vigil to commemorate your Blue Sabbath event.
- Reach out to your local child abuse and neglect prevention council to schedule a (virtual and/or socially distanced) 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](http://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

[This 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

[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 25, 2021. 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.

### Sample Letter\*

Dear Faith Community Leader,

Child abuse is a major problem in our state. In 2019 nearly 38,000 (change number) 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](http://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.

*\*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*



## Turning Strategy into Policy Action: Next Steps with Your Legislators



Public policy  
in the best interest  
of children.

*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. [This site](#) 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 Change Date as able Citizen's Guide to State Government*. You can request this document from your legislator or find it online [here](#). 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](#).

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 virtual meeting 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 virtual coffee hours, which they advertise through all of their communications. Every legislator offers the opportunity to virtually meet with constituents in their local districts. The purpose of these meetings is for policymakers to hear directly from constituents. Invite others to attend as well. You can find out about their virtual 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. At times when your elected official responds or acts differently than you urged them to, it is appropriate and essential to let them know that you were disappointed 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. 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 responded differently than the way you wanted them to this time, they may show support the next time. Maintaining positive relationships with your policy makers will 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. We also 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.
- 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 that is talking about the issue or would be the space to have the conversation in the Legislature, then *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 with policymakers NOT serving on related committees can also be powerful. 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 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  
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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— and try to meet with them. (Get rid of all dashes and either make as another sentence or with a conjunction.)
- ✓ Learn something about them: what they've done before or while in office, and their priority issues. —These are 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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@michchildren



## Social Media Guide

### Helpful Tips

#### Connect with Your Community

Social Media is a quick, easy, and FREE way to share valuable resources, raise awareness, and show supporters the good work your organization is doing in the community. Donors love to see the tangible impact their dollars are having and will likely be inclined to give more and/or share your efforts with their networks. Social media is a wonderful opportunity to inform others about child abuse & neglect, the importance of prevention, and motivate them to get involved!

#### Keep it Simple

It's all about the graphics! People are naturally drawn to graphics, so you'll find the most success in sharing infographics, videos, and photos of your programs at work (While considering photo consent rules for minors and vulnerable clients). Keep any written captions concise and news articles relevant.

#### Encourage Interaction

People feel valued when their voices are heard. Involve followers by asking thought-provoking open-ended questions, e.g. "What's your favorite activity to do with your kids on the weekend?" Feel free to use contests/prizes to incentivize followers to comment on and share your posts.

#### Be Consistent, Reputable, and Professional

Strive to be a reliable resource to your community! Treat social media posts as you would a press release. Be professional, use proper grammar, and learn to recognize reputable sources. Always keep these practices in mind when posting- Facebook, Instagram, and Twitter may be free platforms, but they should still be taken seriously.

#### Not Sure What to Post?

Many of you don't have significant time or resources to invest in social media and that's okay! There are many organizations that DO have the resources to invest in this type of marketing, and an easy way to curate content is to follow their social media pages for inspiration and shareable posts. Check out page 6 for recommendations.

#### Ask for Help!

It's okay to be intimidated by social media. It will take some practice, but once you get the hang of it, the positives to your organization will be worth it! As always, we are here to help you, and look forward to partnering with you online this CAP Month!

Please don't hesitate to contact Taylor Williams at [williamst41@michigan.gov](mailto:williamst41@michigan.gov) with any questions.

## Facebook and Twitter CAP Month Messaging

### Twitter and Facebook

- April is Child Abuse Prevention Month #CAPmonth. ([www.michigan.gov/ctf](http://www.michigan.gov/ctf)).
- The pinwheel is the national symbol of child abuse prevention #CAPmonth. Join us in posting a virtual pinwheel garden on your website or social media [www.michigan.gov/ctf](http://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/child-abuse-statistics/> #CAPmonth.



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- 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](http://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](http://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](http://www.michigan.gov/ctf)).
- Innovative prevention services lay the foundation for children's growth and development #CAPmonth ([www.michigan.gov/ctf](http://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](http://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.
- Stand UP for Kids is a statewide initiative encouraging everyone to take a stand against child abuse and neglect by supporting prevention programs throughout Michigan #CAPmonth.
- Think of the connection between child development & economic development. When we invest in healthy child development, we invest in community & economic development, as flourishing children become the foundation of a thriving society #CAPmonth.
- 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](http://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 Resources

- 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.
- Using hashtag, #CAPmonth brings like-minded social media posts together to create community awareness.
- Connect and collaborate with any Direct Service grantee organization for your CAP Month postings and other CAP Month endeavors.
- 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.



## Prevention Messaging Talking Points

### 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.
- During the COVID-19 pandemic when we are more socially isolated, having strong social connections (e.g., phone, email, video, texting and other) 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.
- Identified school personnel and other named professionals 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.
- When families have access to their basic life needs, these concrete supports help make families stronger and more resilient.

### Messages for Children

*Note: Use your own discretion about which statements are appropriate for the developmental level of the student audience.*

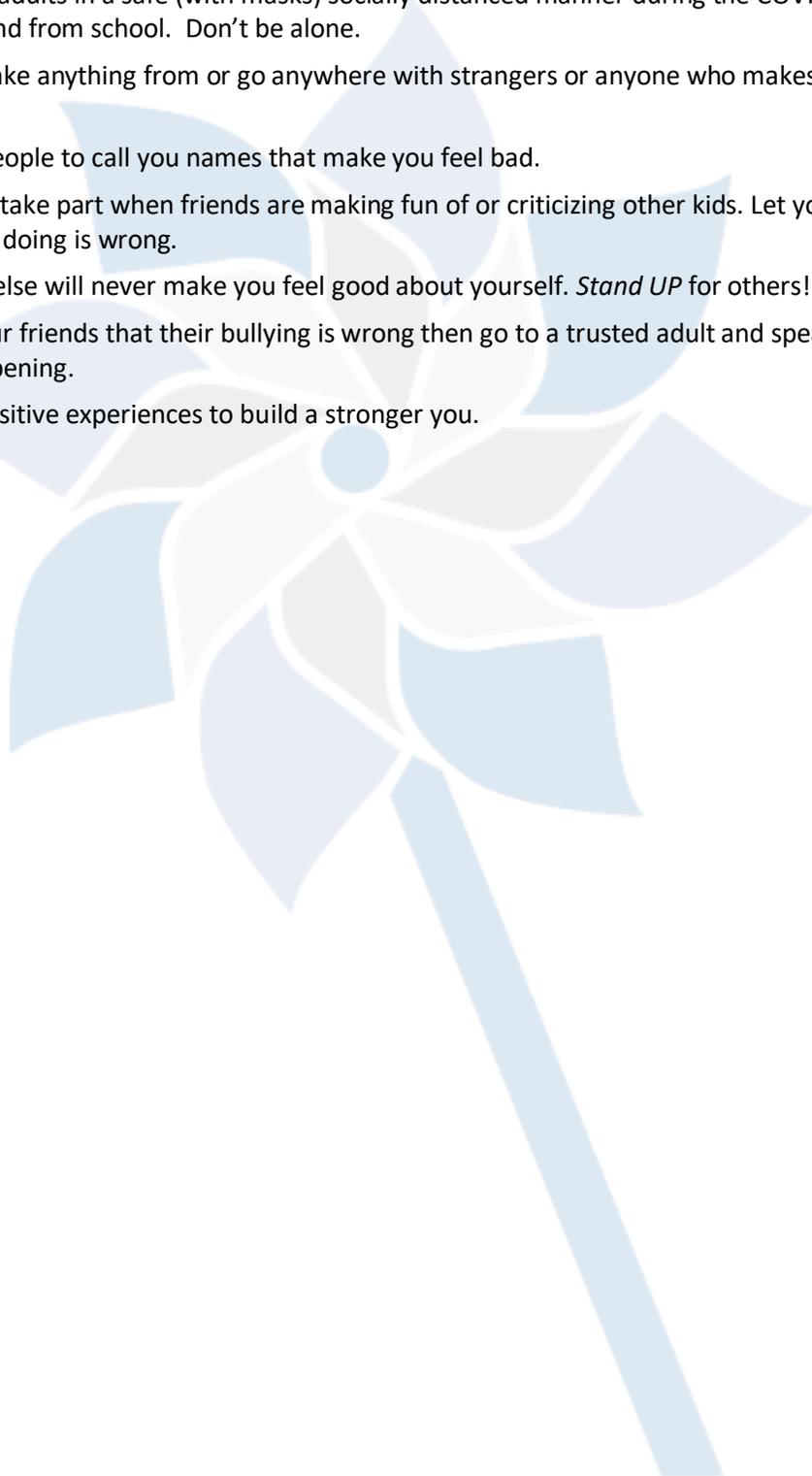
- It's always OK to talk to a trusted adult if you think you may have been abused.
- It's never OK for someone (stranger or a person you know) to touch you in a private part of your body or in any way that makes you feel uncomfortable.
- It's never your fault if someone has touched you in a private part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



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- Take a break from your screens! When safe to do so (with masks) and in a socially distanced manner during the COVID-19 pandemic, in-person interactions can build empathy and resilience.
- Report any online threats or intimidating behavior to a trusted adult.
- Go with friends or adults in a safe (with masks) socially distanced manner during the COVID-19 pandemic 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.





## State & National Partners in Prevention

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

#### [ACCESS](#)

#### [Children's Trust Fund of Michigan](#)

(517) 241-0042

#### [Communities in Schools](#)

(517) 487-1548 ext. 13

#### [Early Childhood Investment Corporations \(ECIC\)](#)

#### [Fight Crime: Invest in Kids](#)

#### [GSC Parent Coalition](#)

#### [Infant Safe Sleep](#)

#### [Intertribal Council of Michigan, Inc.](#)

#### [Kinship Care](#)

#### [MI Association for Infant Mental Health](#)

(734) 785-7700

#### [Michigan's Children](#)

(517) 485-3500

#### [MI ACE Initiative](#)

#### [Michigan Community Action Agencies](#)

(517)321-7500

#### [Michigan Council for Maternal & Child Health](#)

(517) 482-5807

#### [MI Department of Education](#)

(833) 633-5788

#### [MI Department of Health and Human Services](#)

(517) 373-3740

#### [Michigan Office of Children's Ombudsman](#)

(800) MICH-FAM

#### [Parenting Awareness Michigan/Prevention Network](#)

pamcampaign@preventionnetwork.org

#### [Safe Delivery](#)

### National Partners

#### [Annie E. Casey Foundation](#)

(410) 547-6600

#### [Child Welfare Information Gateway](#)

1-800-394-3366

#### [Channing Bete](#) (Halo Branded Solutions)

(800) 477-4776

#### [The Children's Bureau, Office of the Administration for Children and Families](#)

#### [Child Help](#)

(800) 4-A-CHILD

#### [Child Welfare League of America](#)

202-688-4200

#### [Circle of Parents](#)

#### [FRIENDS National Resource Center](#)

#### [Global Family Research Project](#)

#### [National Children's Alliance](#)

#### [National Center for Shaken Baby Syndrome](#)

(801)447-9360

#### [National Exchange Club](#)

(419)535-3232

#### [National Fatherhood Initiative](#)

(301)948-0599

#### [Prevent Child Abuse America](#)

(312) 663-3520

#### [The Talaris Institute](#)

#### [Zero to Three Head Start](#)



## Child Abuse Statistics: Michigan & National

### Michigan<sup>1</sup> (FY2020)\*\*

- This data represents the number of Child Protective Services investigations for the past ten years. They are: 2010, 78,893; 2011, 83,627; 2012, 91,159; 2013, 87,980, 2014 80,117, 2015 92,729, 2016: 90,356, 2017:90,760, 2018: 100,123, 2019: 99,788 (95,868 assigned for investigation and 3,900 accepted and linked investigations); 2020, 71,991 (70,242 assigned for investigation and 1,749 accepted and linked investigations).
- In 2020 24% of investigations resulted in evidence of abuse or neglect.<sup>1</sup>
- Of all disposed of investigations in 2020, a total of 17,546 complaints were confirmed representing 26,912 identified victims.<sup>1</sup>
- 33% of victims were under the age of four.<sup>1</sup>
- In approximately 64 percent of all cases, the perpetrator was the parent (biological, adoptive, putative or step-parent).<sup>1</sup>
- Since the first year that the Five Category Disposition data became available (FY2002), the distribution of investigation dispositions has remained consistent. Twenty-two to twenty-seven percent are category I, II, or III (confirmed - preponderance of evidence), and 72 to 78 percent are category IV or V (no preponderance of evidence). In FY2020 those percentages were 24 and 76, respectively.<sup>1</sup>
- In a study by Caldwell & Noor (2005), costs of child abuse in Michigan were estimated at \$1,827,694,855. The costs of prevention are a fraction of the costs of abuse. Cost savings ranged from 96% to 98% depending on the prevention model tested.<sup>2</sup>

### Nationally: (FY2020)<sup>3</sup>

- An estimated 656,000 children were victims of maltreatment.
- An estimated 3.99 million CPS referrals were received resulting in approximately 3.48 million investigations or assessments.
- An estimated 1,840 in 2019 (1,770 children in 2018) died from abuse or neglect.
- In 2019, 74.9 percent of victims experienced neglect (including medical neglect), 17.5 percent were physically abused, 9.3 percent were sexually abused, and 6.8 percent of victims experienced various forms of psychological maltreatment, such as threatened abuse, parent's drug/alcohol abuse, etc. A total of 15.5 percent experienced multiple forms of abuse and neglect. Of note, 21 states reported 439 cases of child trafficking or .1 percent.
- During 2019, approximately 77.5 percent of the child abuse and neglect perpetrators were parent(s), and 22.5 percent were non-parents.
- The consequences of child abuse cost the country at least \$2 trillion annually according to the Center for Disease Control from a 2015 study. The CDC determined that each child fatality represents a \$16.6 million cost to the US economy. In 2015, 1,670 children died due to abuse and neglect in the US alone.
- Each case of non-fatal child maltreatment was estimated to cost the economy \$830,928 in 2015 currency.<sup>4</sup>

<sup>1</sup> MI Department of Health and Human Services' "Children's Protective Services 2020." Please see the report (included in the CAP Month Toolkit) for additional statewide and historical data.

<sup>2</sup> Caldwell, R. & Noor, I. (2005). "The Costs of Child Abuse vs. Child Abuse Prevention: A Multi-year Follow-up in Michigan."

<sup>3</sup> US Department of Health and Human Services Administration for Families and Children 2018 Report

<sup>4</sup> Center for Disease Control (2015)



## Accessing Local, County-based CAN Statistics

To access county-based child abuse and neglect statistics, we encourage grantees to utilize KIDS COUNT.

### Michigan Data:

The steps to acquire the Michigan data are:

- Go to <http://datacenter.kidscount.org/>
- Either enter the state desired in the *Location* section or;
- Click the State of Michigan in the *Choose a State* section which will take the user to the home page for the Michigan Data.
- Note: There are other tabs on this page including *Data by Topic*.
- On the left side of the screen the user may sort for the desired information by several variables, including local Michigan areas (cities, counties, congressional districts), topics and data provider. The screen will automatically update based upon the information chosen.
- The center screen area will default to state data.

### National Data:

The latest data is from: <http://www.acf.hhs.gov/programs/cb/research-data-technology/statistics-research/child-maltreatment>

- This page will provide a number of links to child maltreatment reports. Choose the desired one and click.
- The right side of the page provides additional resource material links.



## Safe Sleep

Sleep-related infant mortality is a leading cause of preventable infant deaths in Michigan. Based on 2018 data, Michigan ranked 33<sup>rd</sup> among states for overall infant mortality with an infant mortality rate of 6.6 deaths per 1,000 live births (1). In 2018, 151 Michigan babies died of sleep-related causes, approximately one infant every 2-3 days (2). When categorizing based on cause of death, sleep-related infant deaths have been the third leading infant death category for the last several years (a,3).

<sup>a</sup> Categories include: prematurity and related conditions, congenital anomalies, sudden infant death syndrome, obstetric conditions, birth asphyxia, perinatal infections, other infections, external causes and other causes.

Data Sources: 1. Centers for Disease Control and Prevention, National Center for Health Statistics, *Infant Mortality Rates by State, 2018*. 2. Michigan Department of Health and Human Services, Division for Vital Records and Health Statistics, *2010-2018*. 3. Michigan Public Health Institute, *Sudden Unexplained Infant Death Case Registry, 2018*.

Michigan babies have suffocated while sleeping in adult beds, sharing a bed with an adult or child, sleeping alone or with a parent on furniture (e.g. sofa, stuffed chair, rocking chairs, etc.), and sleeping with pillows, cushions, and blankets.

### Additionally:

- It is recommended that infants sleep in the parents' room, close to the parents' bed, but on a separate and approved crib or portable surface designed for infants, ideally for the first year of life, but at least for the first 6 months.
- Consider offering a pacifier at nap time and bedtime.
- Avoid alcohol and illicit drug use during pregnancy and after birth.
- Pregnant women should obtain regular prenatal care.
- Infants should be immunized in accordance with recommendations of the AAP and Centers for Disease Control and Prevention.
- Avoid the use of commercial devices that are inconsistent with safe sleep recommendations including, wedges and positioners.
- Do not use home cardiorespiratory monitors as a strategy to reduce the risk of SUID.
- Encourage "Tummy Time;" it's important to practice supervised tummy time while your baby is awake to build strong neck and shoulder muscles.
- There is no evidence to recommend swaddling as a strategy to reduce the risk of SUIDS. (Check with your medical provider re: swaddling guidelines.)
- Make sure everyone caring for your baby knows these guidelines, including babysitters, friends, and family members.

## Suggested Activities to Promote Safe Sleep in Your Communities:

### Information Distribution

- Distribute free resource pamphlets, brochures, posters and other materials at fairs, conferences and other applicable venues, including restrooms.
- Distribute written information and other related materials (e.g. sleep sacks, pack and plays, fitted crib sheets, onesies, etc.) to the Health Department, DHHS, hospitals, baby pantries, parent support groups and applicable others.
- Share information links and videos through social media.



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## Community Outreach

- Outreach to university and other student education programs for future awareness and learning opportunities.
- Outreach and coordinate services with WIC (Women Infants and Children), GSRP (Great Start Readiness Program), Great Start to Quality, MI Kinship Care, PAM (Parenting Awareness Michigan) and Head Start.
- Reach out to pediatricians, fatherhood initiatives, childcare centers, other relatives (e.g. grandparents).
- Establish working relationships with retail stores that sell baby sleep items; and to increase general awareness reach out to other businesses as well (e.g., posters at local laundromats).
- Create and conduct Safe Sleep parent surveys with self-addressed postcards, coded by township and seek 65% response rate about their knowledge of and compliance with Safe Sleep practices.

## Education and Training (Virtual or Socially Distanced)

- Conduct awareness sessions at teen mom groups, birthing classes, homeless/transitional housing.
- Provide information and training at local baby pantries.
- Educate day care staff on Safe Sleep principles and practices and share with them the importance of modeling behavior to assure that play areas reflect safe sleep principles.
- Provide new mom bags with Safe Sleep information at a one-time home visit with educator.
- Conduct Safe Sleep training at the same time when the hospital does the Period of Purple Crying or other infant head trauma prevention training.
- Provide age-appropriate Safe Sleep training along with infant head trauma prevention training at middle and high school child development or life skills classes.
- Support MIHP (Maternal Infant Health Program) classes to child care providers role modeling.
- Add a Safe Sleep component to the Safe Baby (Baby Think it Over) Program.

## Equipment and Other Giveaways

- Give away crib sets with education thru community partners.
- Support crib and/or pack and play resource programs.
- Print onesies (with writing that says "If you can read this flip me over", "This side up") or sleep sacks and give away with baby bag.

## Marketing

- Create and/or distribute press releases, op-ed pieces, videos, etc.
- Create and utilize Facebook, websites other social media messaging.

## Resources

**American Academy of Pediatrics:** <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/safe-sleep/Pages/Safe-Sleep-Recommendations.aspx>

**Center for Disease Control:** [https://www.cdc.gov/nchs/pressroom/sosmap/infant\\_mortality\\_rates/infant\\_mortality.htm](https://www.cdc.gov/nchs/pressroom/sosmap/infant_mortality_rates/infant_mortality.htm).

**A Parent's Guide to Safe Sleep:** <http://www.healthychildcare.org/pdf/sidsparentsafesleep.pdf>

**Consumer Product Safety Commission:** <http://www.cpsc.gov/en/Safety-Education/Safety-Education-Centers/cribs/>

**Cribs for Kids:** <https://cribsforkids.org/national-public-safety-initiative/>

**Halo Company:** <https://www.halosleep.com/> (CTF receives no benefit as a result of any business conducted with the Halo Company.)

**Healthy Childcare America:** <http://www.healthychildcare.org/sids.html>

**Keeping Babies Safe:** <http://www.keepingbabiesafe.org/>

**Safe to Sleep Public Education Campaign:** <http://www.nichd.nih.gov/sts/news/etoolkit/Pages/default.aspx>

**State of Michigan Safe Sleep website:** [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)



## The Protective Factors

When relating stories of successful prevention strategies, it is important to connect the dots from the program to the prevention of child abuse. Given the public's overwhelming tendency to think about child abuse in its worst forms, the term "child abuse prevention" is still not well understood and is mainly thought of in terms of solely reporting incidents of child abuse and neglect. There is still a lot of opportunity to educate the public regarding known effective prevention strategies.

For years, researchers have been studying the common risk factors among families experiencing abuse and neglect and the protective factors among families who are under stress. There is growing interest in understanding the complex ways, for how both factors can affect the incidence and consequences of abuse and neglect within the context of a child's family, community, and society. Research has found that successful interventions must reduce risk factors and promote protective factors to ensure the well-being of children and families.



## 5 PROTECTIVE FACTORS

FOR PREVENTING RISK OF CHILD ABUSE.

SOURCE: Prevent Child Abuse America

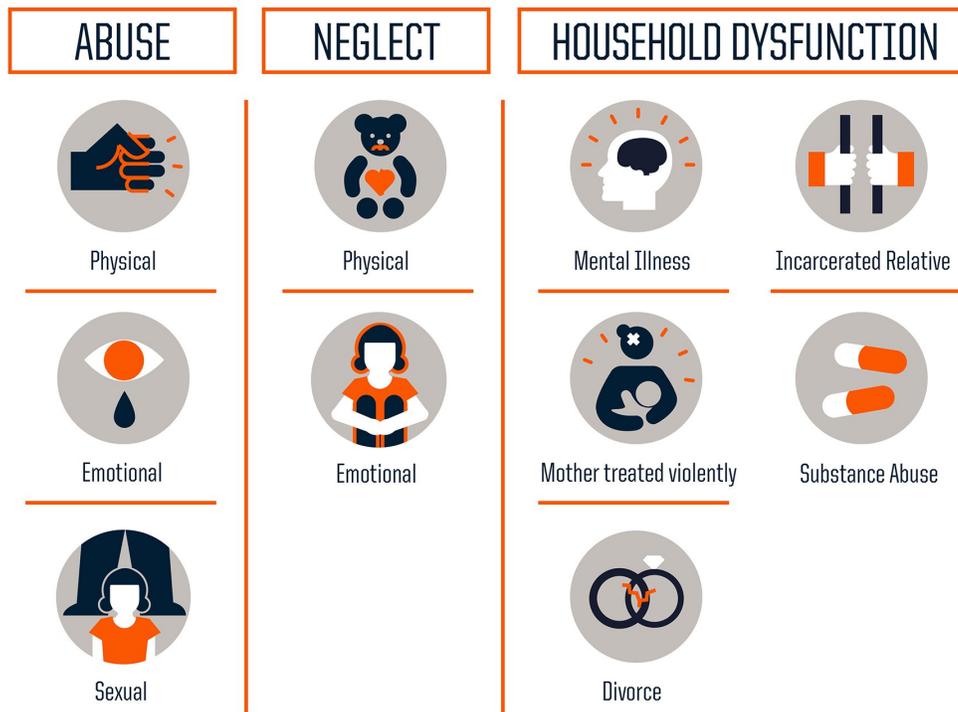


**Protective factors are positive attributes that strengthen *all* families. A universal approach helps get needed support to families that may not meet the criteria for "at-risk" services, but who are dealing with stressors that could lead them to abuse or neglect.**

Focusing on protective factors, which are attributes that families themselves often want to build, helps service providers develop positive relationships with parents. Parents then feel more comfortable seeking out extra support if needed. This positive relationship is especially critical for parents who may be reluctant to disclose concerns or identify behaviors or circumstances that may place their families at risk.

**When service providers work with families to increase protective factors, they also help families build and draw on natural support networks within their family and community. These networks are critical to families' long-term success.**

# Adverse Childhood Experiences (ACEs)



35% of people in Michigan have 4 or more ACEs....You are not alone!\*

**Learn your number—make a difference.**

\*Michigan Behavioral Risk Factor Survey ACE Study

## Could your past be affecting your current health?

So, what are ACEs?

- ◆ They are difficult experiences that you had when you were young.

Why do they matter?

- ◆ Because they put you at risk for things like heart disease, depression, addiction, and more.

Why should I learn about ACEs?

- Because they help you understand how your life and experiences shape who you are and they help you let go of self-blame.

What do I do if I have had ACEs?

- ◆ Find a trusted person to talk to, take care of yourself, find help when you need it.

Can you bounce back if you have had ACEs?

- ◆ Definitely. There is always hope and things to do to bounce back.

# Keeping the Family Strong

Every family has strengths, and every family faces challenges. When you are under stress-the car breaks down, you or your partner lose a job, a child's behavior is difficult, or even when the family is experiencing a positive change, such as moving into a new home-sometimes it takes a little extra help to get through the day.

Protective factors are the strengths and resources that families draw on when life gets difficult. Building on these strengths is a proven way to keep the family strong and prevent child abuse and neglect. This tip sheet describes six key protective factors and some simple ways you can build these factors in your own family.

Protective Factor and What it Means	What You Can Do
<p><b>Nurturing and Attachment:</b> Our family shows how much we love each other.</p>	<ul style="list-style-type: none"> <li>* Take a few minute at the end of each day to connect with your children with a hug, a smile, a song or a few minutes of listening and talking.</li> <li>* Find ways to engage your children while completing everyday tasks (meals, shopping, driving in the car). Talk about what you are doing, ask them questions, or play simple games (such as "I Spy").</li> </ul>
<p><b>Knowledge of Parenting and Child Development:</b> I know parenting is part natural and part learned. I am always learning new things about raising children and what they can do at different ages.</p>	<ul style="list-style-type: none"> <li>* Explore parenting questions with your family doctor, child's teacher, family or friends.</li> <li>* Subscribe to a magazine, website, or online newsletter about child development.</li> <li>* Take a parenting class or attend a parent support group.</li> <li>* Sit and observe what your child can and cannot do.</li> <li>* Share what you learn with anyone who cares for your child.</li> </ul>
<p><b>Parental Resilience:</b> I have courage during stress and the ability to bounce back from challenges.</p>	<ul style="list-style-type: none"> <li>* Take quiet time to reenergize: Take a bath, write, sing, laugh, play, drink a cup of tea.</li> <li>* Do some physical exercise: Walk, stretch, do yoga, lift weights, dance.</li> <li>* Share your feelings with someone you trust.</li> <li>* Surround yourself with people who support you and make you feel good about yourself.</li> </ul>
<p><b>Social Connections:</b> I have friends, family and neighbors who help out and provide emotional support.</p>	<ul style="list-style-type: none"> <li>* Participate in neighborhood activities such as a potluck dinners, street fairs, picnics or block parties.</li> <li>* Join a playgroup or online support group of parents with children of similar ages.</li> <li>* Find a church, temple or mosque that welcomes and support parents.</li> </ul>
<p><b>Concrete Supports:</b> Our family can meet our day-to-day needs, including housing, food, health care, education, and counseling. I know where to find help if I need it.</p>	<ul style="list-style-type: none"> <li>* Make a list of people or places to call for support.</li> <li>* Ask the director of your child's school to host a Community Resource Night, so you (and other parents) can see what help your community offers.</li> <li>* Dial "2-1-1" find out about organizations that support families in your area.</li> </ul>
<p><b>Social and Emotional Competence of Children:</b> My children know they are loved, feel they belong, and are able to get along with others.</p>	<ul style="list-style-type: none"> <li>* Provide regular routines, especially for young children. Make sure everyone who cares for your child is aware of your routines around mealtimes, naps and bedtimes.</li> <li>* Talk with your children about how important feelings are.</li> <li>* Teach and encourage children to solve problems in age-appropriate ways.</li> </ul>

This tip sheet was created with information from experts in national organizations that work to prevent child maltreatment and promote well-being, including the Strengthening Families Initiatives in New Jersey, Alaska, and Tennessee. Preventing Child Maltreatment and Promoting Well-Being: A Network for Action. Local information was added.



## Fundraising Ideas during CAP Month

### Ideas with minimal costs and resources required

- Partner with local grocery stores to sell fundraiser pinups that will be displayed on the store's wall or window. See toolkit for template.
- Partner with local businesses or other organizations to sponsor or host a "Wear Blue Day" when employees make a small donation (e.g. dollars, food, clothing, diapers, books, etc.) in order to dress casually and wear blue in support of CAP Month.
- Place change collection boxes in locales including houses of worship, work settings, stores, and others.
- Partner with a local radio station for a pledge drive.
- Partner with a local business or businesses (including local restaurants) to have them make the Local Council a *Charity of Choice* during CAP Month.
- Partner with a local independent product distributor (e.g. jewelry, plastic ware, kitchen items, make-up, etc.) to host a virtual party with a portion of the proceeds going to the council (Note: Be sure to have a vetting process for products and partner strategies).
- Set up an account with Amazon Smile or other like company to become the designated charity of choice and market this to the community.
- Host a virtual *Trivia* night at a local public venue where either all the profits or a portion of them go to the Local Council.

### Ideas with moderate costs and resources required

- Order items from CTF Kid Store at CAP Month discounted rates and resell for a higher price, making a profit for the council.
- Design and create a recipe book with recipes from volunteers, donors, service recipients (those who wish to participate) and other people associated with the Local Council.
- Work with a company to sell pizzas, candy, gift wrap and/or other catalog items with part of the proceeds coming to the Local Council. How does "Pizzas for Prevention" sound? (Make sure that this is direct ship or a safe socially distanced pick-up).
- Conduct a raffle (Note: A special state raffle license may be required).
- Have a socially distanced family picture day at the mall, store or other venue. Partner with a photographer and/or photography studio to take family portraits during CAP Month with a portion of the profits going to the Local Council.

### Ideas with considerable costs and resources required

- Host a virtual Family Fun Night including activities and a drawing.
- Host a virtual auction and planned entertainment (e.g. music, fashion show or guest celebrity). Additional artists' market and raffle may be added to this event.
- Host a virtual conference with a special guest speaker.
- Host a socially distanced golf outing.
- Host a virtual theater or talent show experience.
- Create and sell a calendar for the following year.
- Sponsor a virtual or socially distanced *Walk/Run* event.
- Host a chocolate event where local eateries and caterers donate chocolate anything (e.g. candies, cakes, cookies, pies, puddings/mousses, etc.) and the items are boxed up for distribution. A pre-registration fee is charged.

INSERT YOUR LOGO HERE

**I helped  
prevent child  
abuse and  
neglect in my  
community!**

---

Name



INSERT YOUR LOGO HERE

**I helped  
prevent child  
abuse and  
neglect in my  
community!**

---

Name





## Donation Solicitation Letter Sample

Dear \_\_\_\_\_,

The ***name of Local Council*** has been designated by the Michigan Children's Trust Fund (CTF), a chapter of Prevent Child Abuse America (PCAA), as ***name of county's*** Local Council. Our charge is to help assure the great childhoods that all children deserve by providing programming to prevent child abuse and neglect. Since 1983, April has been designated by presidential decree as Child Abuse Prevention (CAP) Month. During CAP Month we assert and reinforce the importance of strengthening our families with individuals and communities working together to prevent child maltreatment. This strengths-based approach helps ensure that all our children will be raised in loving and supportive environments that result in them becoming productive, prosperous citizens.

Throughout April we feature our statewide initiative Stand UP for Kids. This initiative asserts that in our communities we can Stand UP for Kids to protect children from abuse and neglect throughout Michigan before it occurs. Stand UP for Kids encourages every citizen to take action toward providing the support and assistance that all families need.

Although we receive a grant from CTF, we must also raise funds in order to adequately provide the child abuse and neglect prevention programming for our community. Examples of our programming accomplishments of the past year include: ***Insert council accomplishments here***. Our council's work has positively impacted our community. According to ***insert any testimonial quotes from those served by the council, not more than 2 or 3***. Additional information about our organization and/or CTF of Michigan is available upon request.

We ask you at this time to Stand UP for Kids and families of our community in the belief that all children deserve a great childhood because they are our future and give generously to ***name of Local Council***. Whether your donation is \$5 or \$500 (or more), each dollar collected will go directly to programming which will help to strengthen families in our community and protect our children from potential abuse and neglect. We all have a part to play in making sure that our community is the best place for children and families to thrive.

To donate, please make your check out to ***name of Local Council***, complete the form that accompanies this letter and send to the stated address or go to our online donation page ***insert link***. Feel free to contact us with any questions that you may have. Thank you!

Sincerely,

### Insert Council Salutation including

- Council Representative Name:
- Position Title
- Organization Name
- Email address
- Phone number

*The ***name of Local Council*** is a not for profit organization. (Note if the organization is a 501c3 or its equivalent).*



## Insert Local Council Name Donation Form

Donor Name:

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I am making a personal donation     I am making a donation on behalf of an organization

Phone:     Email:

Mailing Address:

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Amount of Donation (Please check appropriate box):

\$5     \$10     \$20     \$50     \$100     \$200    \$  Other

Would you like to designate your donation for a specific program or purpose?  Yes     No

If yes, please specify:

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May we add you to our contacts list so that you can receive council news and updates?

Yes!     Not at this time

Please send your tax-deductible contribution to the following address:

**Insert Name and Address of Local Council)**

If making your tax-deductible contribution by credit card, please visit **insert Local Council website** or over the phone by calling **insert Local Council phone number**



## Donation Thank You Note Sample

Dear \_\_\_\_\_,

We wish to take this opportunity to thank you for your generous contribution to the ***name of Local Council***. Because of the generosity of individuals like you, we are able to do the very important work of strengthening the families in our county to prevent child abuse and neglect.

Your contribution of ***insert donation amount*** during April's Child Abuse Prevention Month will help fund our prevention programming throughout the year including: Safe Sleep education ***insert other Local Council endeavors***.

In donating to our organization you are Standing UP for Kids and helping our children thrive. They are our future. Thank you again!

Sincerely,

### Insert Council Salutation including

- Council Representative Name:
- Position Title
- Organization Name
- Email address
- Phone number

P.S. We welcome further inquiries about program information and/or how to become a council member.

*The ***insert name of Local Council*** is a not for profit organization. (Note if the organization is a 501c3 or its equivalent).*