



2017  
Child Abuse Prevention  
Month  
Toolkit

**SAY** SOMETHING,  
**DO** SOMETHING  
FOR KIDS.





## April is National Child Abuse Prevention Month

Every child deserves to grow up in a safe, stable, and nurturing environment. Please join us during April Prevention Month to “Say Something, Do Something for Kids,” by promoting and strengthening child abuse prevention efforts in Wisconsin.

Children are the foundation of our society, our community and our future. Children raised in loving and supportive environments are more likely to prosper academically and financially, becoming successful contributing members of society. Wisconsin must be a leader and champion for all of our children. We need to enhance the success of our communities by promoting programs and policies that seek to support the lives of children and families. Preventing child abuse and neglect results in better childhoods, ultimately saving millions of dollars currently needed for the services to address the short and long term effects of abuse on children, their families, and our communities. The savings generated through prevention can be used to serve our communities in other ways, making them safer, economically successful, and great places to live and grow.

This month, we come together to participate in activities that show our commitment to children and families. This toolkit provides information to communities, organizations, and individuals on how to promote child abuse and neglect prevention efforts in April and throughout the year. Please feel free to use any, or all, of the ideas presented, or use the information to develop your own ideas. It doesn't matter how big or small your effort. Prevention is about making sure our communities know and show that all children deserve great childhoods, and that every individual in Wisconsin has the power to “Say Something, Do Something for Kids.”

Join the Wisconsin Child Abuse and Neglect Prevention Board, Prevent Child Abuse Wisconsin (PCAW), a program of Children's Hospital of Wisconsin Community Services, and Wisconsin Department of Children and Families in our April Prevention Month activities.



**Table of Contents**

April is National Child Abuse Prevention Month ..... ii

Create a Plan for Action! ..... 1

Understanding Child Maltreatment..... 3

Recognizing and Reporting Sentinel Injuries ..... 7

Reporting Suspected Child Maltreatment ..... 8

Ways to promote Child Abuse Prevention Month in your community April, 2017 ..... 9

Media Tips..... 11

Social Media Tips ..... 12

Ways to Connect with a Child.....14

Wear Blue.....15

Governor's Proclamation.....16

Postcard for Government Officials.....17

Letter for Government Officials.....18

Sample Press Releases.....19



## **Create a plan for action!**

This toolkit provides ideas for planning a Child Abuse Prevention Month campaign, as well as ways to maintain those efforts throughout the year. Developing a strategy early will ensure the best outcomes for your organization. Use these steps to create your plan for action for April and beyond.

### **Build a community partnership**

When it comes to building community awareness there is strength in numbers. Join resources by partnering with other organizations, business leaders, faith-based groups, families, teachers, law enforcement, students, or other adults to implement effective prevention strategies that promote safe, stable, and nurturing environments for children and families.

### **Understand the issue of child abuse and neglect**

Wisconsin recognizes six categories of child maltreatment, which include physical abuse, neglect, sexual abuse, emotional abuse, the manufacture of methamphetamine, and abuse to unborn children. To learn more about the types and conditions of child maltreatment please visit *Understanding Child Maltreatment* on page 3 and 4 of this toolkit. Additional information can be found by visiting [www.preventchildabusewi.org](http://www.preventchildabusewi.org). State and localized data is available through the Department of Children and Families at <https://dcf.wisconsin.gov/>.

### **Outline your strategy**

Your campaign will have greater success if you have an organized plan with a timeline. Think about the audience you are trying to reach, and tailor your message to reach that audience. Determine the steps needed to create a campaign, and the resources you require to implement it. Connect with your community partners and combine resources to ensure your message reaches as many people as possible. Don't forget to share your ideas and events by emailing [PCAW@cssw.org](mailto:PCAW@cssw.org) so we can promote your events statewide through our social media page.

### **Choose activities to implement**

Our toolkit is just a jumping off point to the variety of activities you can implement. We encourage you to think outside the box and be creative. Other groups have sponsored community kick-off events, school events and assemblies, family fun days, community walk/run, trainings, and coloring contests. The possibilities are endless!

### **Involve the media (traditional and social media)**

Spread the word! Press releases, letters to the editor, PSAs, radio and television interviews, and websites are great ways to reach out through traditional media channels. Social media networking through blogs, podcasts, and photo and video sharing are other ways to spread the word. Sample press releases and social marketing ideas, which can be adjusted for your local events, are provided in the toolkit.

**Check back for more**

We will continue to add materials to our websites to provide you with updated resources to help make your local event(s) successful. April is Child Abuse Prevention Month, but you can also plan events throughout the year to build awareness and to strengthen families in your community.



## Understanding Child Maltreatment

Child abuse can occur anywhere and is not restricted to a particular group, race, income, or location. Wherever there are children, there is the potential for abuse. In order to do your part, it is important to understand and recognize the warning signs for child abuse and neglect.

### What is Child Abuse and Neglect?

Child abuse is an act or failure to act by a parent or caregiver that results in death, serious physical or emotional harm, sexual abuse or exploitation, or that creates an imminent risk of serious harm to a child. Child abuse typically refers to harm caused by parents or other caregivers, but acquaintances, strangers, and other persons may also be responsible for abusing a child. Child abuse and neglect in Wisconsin are legally defined in Wisconsin's Children's Code (Chapter 48).

### Physical Abuse

Physical abuse is physical injury inflicted on a child by other than accidental means. Physical abuse includes, but is not limited to:

- Physical beatings
- Slapping
- Hitting
- Burns
- Strangulation
- Human bites

*In 2015 there were 871 substantiated incidents of physical abuse in Wisconsin.*

### Sexual Abuse

Sexual abuse includes sexual intercourse, exploitation, and any sexual contact, touching or non-touching, with a child. This includes, but is not limited to:

- Non-touching sexual offenses:
  - Frank discussions about sexual acts intended to arouse the child's interest
  - Obscene telephone calls
  - Exhibitionism
  - Voyeurism
  - Pornography
  - Allowing children to witness or hear sexual acts

Touching sexual offenses:

- Rape
- Incest
- Touching of breasts
- Attempted intercourse
- Fondling of the genitals

*In 2015 there were 1,091 substantiated incidents of sexual abuse in Wisconsin.*

### **Emotional Abuse**

Emotional damage is harm to a child's psychological or intellectual functioning. Emotional abuse is a pattern of behavior that attacks children's emotional development, their spirit and self-concept, and makes them feel unloved, unlovable, and worthless. It is thought to be the most common form of abuse. Emotional abuse usually accompanies other forms of abuse and has long lasting effects on the individual. This type of abuse includes, but is not limited to:

- Constant criticizing, belittling, insulting, or rejecting a child
- Withholding love, support, guidance
- Manipulation

*In 2015 there were 34 substantiated incidents of emotional abuse in Wisconsin.*

### **Neglect**

Neglect is failure, refusal, or inability on the part of a parent or caregiver to provide necessary care that may seriously endanger the physical health of a child. Neglect may include or be characterized by a lack or absence of the following basic care needs:

- Proper food
- Medical and dental care
- Hygiene
- Shelter
- Clothing
- Education
- Love and attention
- Supervision and setting limits
- Abandonment

*In 2015 there were 3,282 substantiated incidents of neglect in Wisconsin.*

## **Unborn Child Abuse**

Child abuse in Wisconsin also includes cases where an unborn child is endangered due to the expectant mothers "habitual lack of self-control in the use of alcohol beverages, controlled substances or controlled substance analogs, exhibited to a severe degree." Unborn child abuse includes serious physical harm to the unborn child or the risk of serious physical harm to the child when born as a result of the mother's substance abuse.

## **Manufacturing Methamphetamine**

The manufacturing of methamphetamine is also recognized as a form of child abuse or neglect in cases where:

- A child is physically present during the manufacture.
- It occurs in a child's home, on the premises of a child's home, or in a motor vehicle located on the premises of a child's home.
- Under any circumstances a reasonable person should have known that the manufacture would be seen, smelled, or heard by a child.

## **Recognizing the Signs of Abuse**

Children who are abused may or may not show physical or behavioral signs of being maltreated. In some instances, there may be an unusual pattern or location of physical injuries that suggests abuse. In other cases, there may be no physical indicators, but the child's behavior has changed in a questionable and observable way.

Educate yourself and others about some of the obvious and less obvious signs of possible child abuse, including:

- Physical signs
  - Injuries such as bruises, burns, welts, or broken bones that are unexplained or have implausible explanations
  - Missing hair
  - Poor hygiene
  - Injuries or redness around the genitals
  - Multiple injuries at different stages of healing
  - Improperly treated injury or medical condition
  - Slowed physical development
  - Unattended medical or dental needs
  - Consistent hunger
  - Inappropriate clothing for weather conditions
  - Speech delay
  - Frequent tardiness or absence from school



- Behavioral signs
  - Declining school performance or involvement
  - Lack of concentration
  - Difficulty making and keeping friends
  - Signs of persistent unhappiness or depression
  - Withdrawn from others
  - Displaying angry or aggressive behavior
  - Destruction of property
  - Hurting themselves or others
  - Low self-esteem
  - Problems expressing feelings
  - Fatigue, listlessness, or regularly falling asleep in class
  - Constantly seeking attention or approval
  - Sleeping problems or insomnia
  - Reluctance to go home
  - Lack of parental interest or participation
  - Begging or stealing food
  - Unusual fears
  - Sexualized behaviors
  - Unusual knowledge of sex for the child's age or developmental stage



## Recognizing and Reporting Sentinel Injuries

Did you know that small, apparently insignificant injuries such as bruises or mouth injuries in young infants are often from child abuse? These seemingly trivial injuries are known as “sentinel injuries,” because they should not be found in a baby who is unable to pull to a stand and take a few steps.

Sentinel injuries are so minor that explanations about their causes being accidental may seem completely plausible and believable. But injuries that are common in walking children should not be present in infants who are not yet able to walk. **Babies who are not cruising should not be bruising.** Sentinel injuries are actually early warning signs that, when recognized and responded to, may prevent future, more severe injuries to a child.

- A sentinel bruise is a bruise present anywhere on an infant’s body. Even a tiny bruise can be an indication of a problem.
- Mouth injuries in young infants are often caused when an angry or frustrated caregiver “rams” something into the infant’s mouth, causing injury to the frenulum under the tongue or upper lip or to other soft tissue in the mouth.
- Non-mobile infants rarely have any bruising and never have mouth injuries, burns or broken bones from normal care and normal activities.
- Sentinel injuries are not limited to infants.

Please seek medical attention for an infant with bruising or other small injuries. Doing so can lead to early detection of a possible medical problem or may prevent the escalation of abuse. Please be aware of these early warning signs and report any concerns for child abuse or neglect to child protective services and/or law enforcement. Contact information for Wisconsin Child Protective Services is available online at <https://dcf.wisconsin.gov/cps/reportabuse>.



## Reporting Suspected Child Maltreatment

Reporting suspected or known child abuse is a brave act that may prevent a child from being harmed or even save a child's life. Any concerned individual who suspects or knows that a child is being threatened, abused or neglected needs to report that information to child protective services or law enforcement.

A report of alleged child maltreatment may be made by anyone. Voluntary reports come from family, friends, neighbors and other caring community members. Mandated reporting is a federal and statutory requirement for specific professionals and service providers, including but not limited to schools, medical staff, law enforcement, and social workers, who are legally bound to make a report when maltreatment or threatened harm to a child is suspected or confirmed. Reporters do not have to prove or personally witness the maltreatment. The law is very clear – reports should also be made when abuse or neglect is **suspected** or where there is a **threat** that maltreatment may occur unless action is taken. (s. 48.981(3), Stats.) Please visit <http://wcpds.wisc.edu/mandatedreporter/> for State of Wisconsin Mandated Reporter Training.

Child abuse is sometimes visible, such as physical abuse that results in bruising or broken bones. Neglect may be evident when a vulnerable child is left unsupervised or when a parent has mental health or substance abuse issues that render him or her incapable of basic parenting. Other types of abuse such as emotional and sexual abuse are not as easily detected. All types of child abuse leave deep, lasting scars. The earlier children receive help, the greater chance they have to heal.

A report from a caring and concerned citizen or professional is often the first step in helping to protect a child and assist a family in need. When parents or other caregivers are unable or unwilling to protect their children, Wisconsin county and tribal agencies can step in and provide a full spectrum of services. First and foremost, child safety is assessed and managed. A team of caring and skilled professionals will work closely with the family to assess their strengths and needs. The family is connected to services and resources, with the team supporting them every step along the way.

If you are concerned about a child's safety, please contact the local county child protective services or law enforcement agency. Contact information for Wisconsin child protective services is available online at <https://dcf.wisconsin.gov/cps/reportabuse>.



## Ways to Promote Child Abuse Prevention Month in Your Community

### Trainings

- Host a Stewards of Children™ training to educate adults to prevent, recognize and react responsibly to child sexual abuse. It is the job of adults to protect our children. Find out more @ [www.a2awisconsin.org](http://www.a2awisconsin.org).
- Arrange to host a *Bringing the Protective Factors to Life* training to educate professionals who work with children and families on effective strategies to strengthen families and reduce the likelihood of child abuse and neglect. Contact [PreventionBoard@wisconsin.gov](mailto:PreventionBoard@wisconsin.gov) to schedule a training.
- Host an *ACE Interface* training to educate individuals on the impact Adverse Childhood Experiences (ACE's) have on an individual's health and longevity and the positive impact the prevention of ACE's can have on the community. Contact [www.sainta.org/trauma-informed-care/wisconsin-ace-interface-project](http://www.sainta.org/trauma-informed-care/wisconsin-ace-interface-project) for more information.

### Visual Displays

- Set up a display at your work or school site, public library or local business, using symbols such as marbles, M&Ms or pinwheels to represent your own one of the following statistics:
  - Number of children/families who participated in your programs (playgroups, parenting classes, etc.) this past year.
  - Number of children born in your town, county during 2016.
  - *NOTE: The statistic should reflect something positive in the community about children, not the number of child abuse reports or victims.*
- Have children color pinwheel coloring sheets (available at [www.preventchildabusewi.org](http://www.preventchildabusewi.org)) and display them at your site or in public places such as a bank, library, etc.
- Decorate "Donation Jars" and put them in stores to collect money for your program, a program that works with children/families, or for Prevent Child Abuse Wisconsin.
- Decorate your site with pinwheels. You can purchase pinwheels from Prevent Child Abuse Wisconsin at [www.preventchildabusewi.org](http://www.preventchildabusewi.org).
- At work, employees give a donation to wear *blue* jeans on one day. Monies raised would be given to a child abuse prevention agency.
- Get involved with the statewide CLICK for Babies Campaign, [www.clickforbabies.org](http://www.clickforbabies.org).

## **Community Involvement**

- Ask local businesses to display informational or promotional materials regarding Child Abuse Prevention Month.
- Host a parent support group in a local church, school, library or social service agency.
- Host a family fun event; such as a family story time, craft event, family game or movie night.
- Work with a local Family Resource Center, Community Center, Family Respite Center or Crisis Nursery to collect needed items.
- Involve Girl Scout and Boy Scout troops, church groups, youth groups, school groups or classes, and other volunteers to distribute pinwheel pictures or pinwheels throughout your community.
- Ask schools, faith organizations, businesses, and others to share positive parenting tips and messages in their newsletter and bulletins.
- Advocate in local healthcare systems to promote the Period of PURPLE Crying or other Abusive Head Trauma Prevention initiatives.
- Connect with your local home visiting services, start one if none are available in your community.

## **Stay Connected**

- Visit our websites:
  - Prevent Child Abuse Wisconsin: [www.preventchildabusewi.org](http://www.preventchildabusewi.org).
  - Department of Children and Families: <https://dcf.wisconsin.gov/>.
  - Child Abuse and Neglect Prevention Board: [www.preventionboard.wi.gov](http://www.preventionboard.wi.gov).
- Learn more about Pinwheels for Prevention at:  
<http://preventchildabuse.org/resource/pinwheels-for-prevention/>.
- Connect to community partners, services and local stakeholders via social media to promote, share and collaborate on prevention efforts.



## Media Tips

One of the best ways to reach a broad audience is to make the most of the available media platforms. Planning is an important step in building your message for prevention. These media tips will help you plan and prepare to promote your prevention efforts and activities through both traditional and social media outlets.

### **Consider the message**

We encourage organizations to take a positive approach to prevention in an effort to increase participation and engagement. People respond better when we provide information on the positive outcomes of our prevention strategies. “Say Something, Do Something for Kids”, is a message of encouragement for Wisconsin communities, reminding them that they can help prevent child abuse. Some ways to promote the importance of building productive and prosperous futures for our children include:

- Educating and engaging community members to focus on child abuse prevention.
- Reminding the community that being a parent is challenging.
- Highlighting approaches and resources that provide families with support.
- Encouraging community members to help lead, plan, and participate in events so that they have the opportunity to contribute and become invested.

### **Establish your message for prevention**

Build your message to motivate people to action.

- Create a call to action through your social media platforms indicating how individuals, groups, and organizations can participate in prevention efforts.
- Share success stories from prevention efforts both within and outside the community.
- Be clear and consistent in your commitments to prevent child abuse and neglect.
- State the importance of prevention in combating child maltreatment.
- Use images to portray a positive and engaged community.



## Social Media Tips

Social media is a perfect way to get people excited about your campaign. Use social media to engage communities and organizations. Start a dialogue and follow the conversations that take place. By monitoring and being actively involved in the discussion about child abuse and prevention, you are able to:

- Frame your message appropriately.
- Develop successful campaigns.
- Respond quickly to negative feedback.
- Positively influence how the public perceives prevention efforts.
- Share positive responses through retweets, shares, and likes.
- Control the flow of incorrect information by answering questions or responding to misconceptions that people may have.

Below are tips for using social media. Use these samples and variations on these same themes during April Prevention Month and throughout the year during your prevention initiatives.

### General Social Media Tips

- Post in the late afternoon to increase engagement.
- Include a call to action asking people to share, like, retweet or comment on your post.
- Use visual or interactive content like photos, videos, and links in your postings.
- Respond to comments and posts to foster dialogue.
- Live stream prevention efforts.

### During April Prevention Month

- Catalog all posts and tweets with the hashtag: **#SaySomethingDoSomething**.
- If you want your post to be seen and included with all Prevention Month posts, remember to make your Prevention Month posts **public**.  
*Reminder: For safety and security purposes, **do not** include any personal or private information in public social media posts.*

### Facebook - Sample Post

- April is Child Abuse Prevention Month! Throughout the month, we'll be holding events and working to ensure that all children in Wisconsin have the great childhood they

deserve. “Say Something, Do Something for Kids” and make a difference for the youngest citizens of our state during Child Abuse Prevention Month. Leave a comment and let us know what you are doing. Share with your friends and get them involved too!

**#SaySomethingDoSomething**

- Simple actions can make a big difference. “Say Something, Do Something for Kids” by volunteering at a pre-school, sprucing up a community playground, or provide a struggling family with a ride or a meal. You can make a difference! Leave us a comment and tell us how you’re making an impact during Child Abuse Prevention Month.

**#SaySomethingDoSomething**

### Twitter – Sample Post

\*\*You are restricted to 140 characters, so create concise and effective messages that count.

- We all have a role to play in supporting Wisconsin families. Learn more about **#SaySomethingDoSomething** at [www.preventchildabusewi.org](http://www.preventchildabusewi.org)
- Celebrate Child Abuse Prevention Month by planting a pinwheel garden to honor those who helped you or your children have **#SaySomethingDoSomething**

### Instagram - Sample Post

- Make a difference during April Child Abuse Prevention Month! Join us as we “Say Something, Do Something for Kids”. Learn more at [www.preventchildabusewi.org](http://www.preventchildabusewi.org) **#SaySomethingDoSomething**
- April is Child Abuse Prevention Month! Throughout the month, we’ll be holding events and working to ensure that all children in Wisconsin have the great childhood they deserve. “Say Something, Do Something for Kids” and make a difference for the youngest citizens of our state during Child Abuse Prevention Month. Leave a comment and let us know what you are doing. Share with your friends and get them involved too!**#SaySomethingDoSomething**

For additional outreach ideas and social media sample posts, please visit:

<https://www.childwelfare.gov/topics/preventing/preventionmonth/>

<http://preventchildabuse.org/resource/pinwheels-for-prevention/>

*Some of the ideas presented are adapted with permission from Prevent Child Abuse Kentucky*





## 30 Ways to Connect with a Child

Playing and interacting with your child is one of the most important things you can do to help your child learn. This is also a time to build a bond with your child and help him or her develop a sense of competence and self-worth. Below are 30 ideas for connecting with your child:

1. Read books together – each pick out your favorite.
2. Draw a picture to share with a family member or friend.
3. Talk about what you are thankful for.
4. Help another family member.
5. See what will sink in water.
6. Visit the library and get your child their own card.
7. Have a family game night.
8. Have a picnic outside.
9. Pretend to be dinosaurs.
10. Watch a television show together.
11. Eat a meal together.
12. Look for circle shapes inside and outside.
13. Learn a new skill.
14. Paint your favorite thing.
15. Volunteer together as a family.
16. Dance to music.
17. Go to the park or playground.
18. Pretend you are a circus performer (tightrope walker, ringmaster, etc.).
19. Make silly faces.
20. Give lots of hugs.
21. Turn off the TV for a day.
22. Leave a love note for someone on their pillow.
23. Coordinate a treasure hunt around your house.
24. Make a list of things you are thankful for.
25. Bake or decorate cookies.
26. Choose something to count (trucks, dogs, etc.) and take a walk to look for them.
27. Watch the sunset.
28. Finger paint.
29. Plant some flower seeds.
30. Tell your child that you love him or her.

Remember to let interactions with children happen at the child's pace, and take cues from the child when doing something new. Keep in mind that children need more time to learn and move from one idea to another. A parent's participation, encouragement, and positive feedback are critical to helping a child play, interact, and learn. Learn more at [www.preventchildabusewi.org](http://www.preventchildabusewi.org).

**SAY** SOMETHING,  
**DO** SOMETHING  
FOR KIDS.

## April is National Child Abuse Prevention Month



Every child deserves to grow up in a safe, stable, and nurturing environment.

**Wear BLUE on April 5, 2017 to show your support.**

Please join us to “Say Something, Do Something for Kids,” by promoting and strengthening child abuse prevention efforts in Wisconsin. Post your **BLUE** picture on social media **#SaySomethingDoSomething**.





# STATE of WISCONSIN



OFFICE of the GOVERNOR

## Proclamation

*WHEREAS*; children are the future of Wisconsin and we continue to work towards a state that is greater for them than the one we grew up in; and

*WHEREAS*; our communities benefit from children who become contributing members of our society; and

*WHEREAS*; finding solutions to child maltreatment requires input and action from everyone, and education efforts increase public awareness about ways to recognize and prevent child abuse; and

*WHEREAS*; community efforts are instrumental in combating the long-term effects of child maltreatment including psychological, emotional, and physical effects that can have lifelong consequences for victims of abuse; and

*WHEREAS*; effective child abuse prevention programs succeed as a result of partnerships among citizens, social service agencies, schools, faith communities, civic organizations, law enforcement agencies, and the business community; and

*WHEREAS*; prevention remains the best defense for our children and families;

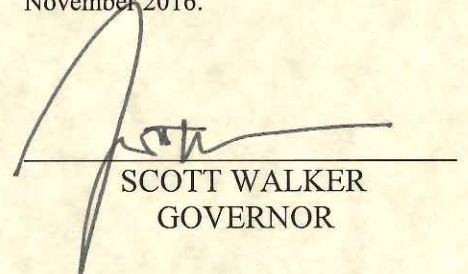
*NOW, THEREFORE*, I, Scott Walker, Governor of the state of Wisconsin, do hereby proclaim April 2017 as

### **CHILD ABUSE & NEGLECT PREVENTION & AWARENESS MONTH**

throughout the state of Wisconsin and I call upon all citizens to “Say Something, Do Something for Kids” by dedicating ourselves to the task of preventing child abuse and strengthening the communities in which we live.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the state of Wisconsin to be affixed. Done at the Capitol in the city of Madison this 29<sup>th</sup> day of November 2016.

  
SCOTT WALKER  
GOVERNOR

By the Governor

  
DOUGLAS LA FOLLETTE  
Secretary of State



To:

The Honorable \_\_\_\_\_

(Name of your Senator)

United States Senate

Washington, DC 20510

**I believe that children deserve to grow up in safe, stable, and nurturing environments. I support legislation and policies at the federal, state, and local levels that assist children and families, promote child abuse prevention efforts, and create caring communities that allow children and families to thrive.**



The Honorable (full name)  
United States Senate  
Washington, DC 20510

Dear Representative/Senator (last name),

Please join our local and national efforts to draw attention to the importance of preventing child abuse and neglect during April 2017, Child Abuse Prevention Month.

We need your support for Wisconsin's stance to "**Say Something, Do Something for Kids,**" a message to help citizens become actively involved in stopping child abuse and neglect before it happens. Please lend your leadership by publicly promoting the message that together we can be instrumental in preventing abuse and neglect.

- **Say Something** if you suspect that a child is being threatened, harmed or neglected.
- **Say Something** about the need for prevention programs and the importance of strong families.
- **Say Something** to spread the word that we can save lives and money by preventing child abuse and neglect instead of treating the lifelong harm caused by childhood adversity and trauma after the fact.
- **Do Something** by allocating funds to organizations and other resources designed to stop child abuse.
- **Do Something** by promoting and supporting legislation that grows healthy children and families.
- **Do Something** by making child abuse prevention a priority every day rather than one month per year.

As a public leader, your involvement will draw much needed attention to this important issue while motivating caring citizens to act. Please help spread the word that we can and will make a difference when we "**Say Something, Do Something for Kids.**"

Thank you.

Sincerely,





*Print on your agency/organization letterhead*

**SAMPLE PRESS RELEASE**

FOR IMMEDIATE RELEASE

**(Town/City/County Name) Residents Support Child Abuse Prevention Efforts by Wearing Blue**

(Your agency/organization name) encourages (town, city, county) residents to wear blue on Wednesday, April 5, 2017, to help promote Child Abuse Prevention month. We believe that every child deserves to grow up in a safe, stable and nurturing environment. Children are the foundation of our society, our community and our future. When we focus on preventing child abuse and neglect, the results are better childhoods, leading to healthier adults and stronger communities.

Every adult in our community has an opportunity to “Say Something, Do Something for Kids.” It could be as simple as offering an encouraging word to a parent to organizing a family fun event.

Please join us on April 5<sup>th</sup> by wearing blue to help promote and strengthen child abuse efforts in our community. Post your BLUE picture on social media #SaySomethingDoSomething.

“Say Something, Do Something for Kids” is a message of the Wisconsin Child Abuse and Neglect Prevention Board, Prevent Child Abuse Wisconsin, a program of Children’s Hospital of Wisconsin Community Services and Wisconsin Department of Children and Families.

- To learn more about child abuse prevention, visit: \_\_\_\_ (your agency website)\_\_\_\_
- Prevent Child Abuse Wisconsin, [www.preventchildabusewi.org](http://www.preventchildabusewi.org)
- Department of Children and Families: <https://dcf.wisconsin.gov/>
- Child Abuse and Neglect Prevention Board: [www.preventionboard.wi.gov](http://www.preventionboard.wi.gov)



*Print on your agency/organization letterhead*

## **SAMPLE PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **Say Something, Do Something for Kids During Child Abuse Prevention Month**

**City/State** April is Child Abuse Prevention Month. This month and throughout the year, (your agency/organization name) encourages all individuals and organizations to “Say Something, Do Something for Kids” in (town, city, county). Children do well when their parents do well. Supporting families and ensuring parents have the knowledge, skills and resources they need are effective ways to protect children from the risk of child abuse and neglect.

It is simple to “say something,” for example:

- Take time to talk to parents in your neighborhood – get to know them.
- Share local resources with families.
- Advocate for legislation and funding which support family programs within your community.

Individuals can “do something,” such as:

- Donate new or gently used clothing, toys to programs that support families with children.
- Bring a meal or groceries to a family with young children.
- Organize a family fun event – such as a family story night, game or movie night.

“Say Something, Do Something for Kids” is a message from the Wisconsin Child Abuse and Neglect Prevention Board; Prevent Child Abuse Wisconsin, a program of Children’s Hospital of Wisconsin Community Services; and Wisconsin Department of Children and Families.

To learn more about child abuse prevention and for more ideas how to become involved; visit:

- (your agency website)
- Prevent Child Abuse Wisconsin: [www.preventchildabusewi.org](http://www.preventchildabusewi.org)
- Department of Children and Families: <https://dcf.wisconsin.gov/>
- Child Abuse and Neglect Prevention Board: [www.preventionboard.wi.gov](http://www.preventionboard.wi.gov)



(SAMPLE RELEASE)  
FOR IMMEDIATE RELEASE

**Pinwheel display represents number of families  
served by ABC Family Resource Center**

**WHO:** ABC Family Resource Center

**WHAT:** Display of more than 200 pinwheels.

**WHEN:** April 1-30, 2017.

**WHERE:** ABC Family Resource Center, 111 Main Street, Anytown, WI.

**WHY:** This display was set up in celebration of national Child Abuse Prevention Month.

**CHILD ABUSE PREVENTION FACTS:** Programs that support at-risk families, such as home visitation programs and family resource centers, are proven to prevent child abuse and neglect. Studies show that children do well when their parents do well. Supporting families and ensuring parents have knowledge, skills and resources they need to parent effectively can help protect children from the risk of child abuse and neglect.

The pinwheels in front of the ABC Family Resource Center represent the number of children who participated in their programs during 2016. These programs include home visitation, play and learn, and family events.

ABC Family Resource Center encourages all individuals and organizations to “Say Something, Do Something for Children” in the Anytown area.

It is simple to “say something,” for example:

- Take time to talk to parents in your neighborhood – get to know them.
- Share local resources with families.
- Advocate for legislation and funding which support family programs within your community.

Individuals can “do something,” such as:

- Donate new or gently used clothing, toys to programs that support families with children.
- Bring a meal or groceries to a family with young children.
- Organize a family fun event – such as a family story night, game or movie night.



“Say Something, Do Something for Kids” is a message from the Wisconsin Child Abuse and Neglect Prevention Board; Prevent Child Abuse Wisconsin, a program of Children’s Hospital of Wisconsin Community Services; and Wisconsin Department of Children and Families.

To learn more about child abuse prevention and for more ideas how to become involved; visit:

- (your agency website)
- Prevent Child Abuse Wisconsin: [www.preventchildabusewi.org](http://www.preventchildabusewi.org)
- Department of Children and Families: <https://dcf.wisconsin.gov/>
- Child Abuse and Neglect Prevention Board: [www.preventionboard.wi.gov](http://www.preventionboard.wi.gov)