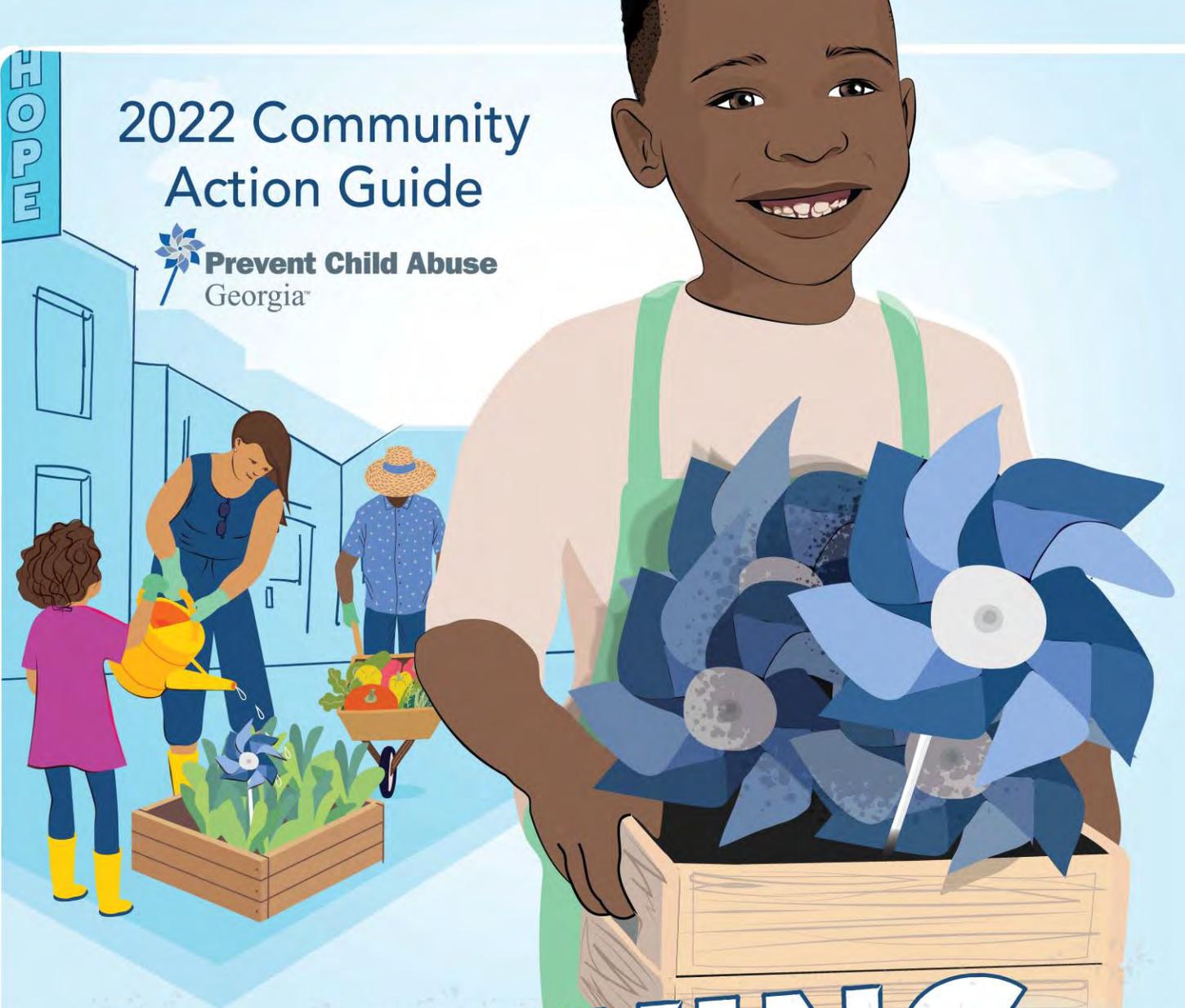


HOPE

2022 Community Action Guide



GROWING *a Better Tomorrow for All Children,* TOGETHER



PCAGeorgia.org



2022 Community Action Guide

Child Abuse Prevention Month

Join Prevent Child Abuse Georgia's mission to strengthen families and inspire action through education, awareness and advocacy.



View the full online
CAP Month toolkit



Donate to PCA
Georgia

While April is Child Abuse Prevention Month (CAP Month), child abuse happens every day and so must prevention efforts. PCA Georgia provides sample **communications pieces** and **community event ideas** to be used during CAP Month and year-round to help promote awareness and educate. Whether you use these tools in their entirety or simply for inspiration, this guide is a steppingstone for your CAP month activities.

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Register for Our Child Abuse Prevention Month Community Learning Series

April 5 Resources to Help Families Thrive	April 12 Trauma-Informed Community Spaces	April 21 Child Social & Emotional Health	April 26 Self-Care as a Professional
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Register at tinyurl.com/PCAGAwebinar



Key Messages and Takeaway Points

By clearly stating how individuals and groups can work to prevent child abuse and neglect, we can create a common agenda and collective effort to ensure safe, stable, nurturing relationships and environments for Georgia’s children and families.

Why Does It Matter?

We are the stewards of the next generation. We know that our ability to raise healthy children who will lead tomorrow’s communities requires smart and innovative thinking today.

Children are shaped by their earliest experiences and relationships. Creating safe, stable, nurturing relationships and environments for Georgia’s children allows healthy brain development and promotes lifelong learning and success.

What is the Issue?

Adverse childhood experiences (ACEs), such as child abuse and neglect, can cause high levels of stress. When stress is frequent and prolonged, it can dramatically change how the brain develops. In the absence of supportive relationships and community resources, these early adversities can affect a person’s health, educational attainment, and economic opportunity over their lifespan and can even carry over to the next generation.

While abuse and neglect occurs in families from all ethnicities, it is important to acknowledge that families of color continue to face systemic racism and differential access to supportive services that protect against abuse.

How Do We Solve It?

Child abuse and neglect is caused by **multiple factors** related to the individual, family, community, and society at large. Environments that have high rates of violence, inequitable access to community resources and social services, and are disproportionately affected by poverty or unemployment are contributors to child abuse.

Science shows that bolstering **protective factors** and providing positive conditions for early childhood we can prevent or even reverse the damaging effects of early life stress, with lifelong benefits for learning, behavior, and health. Addressing community adversities and providing concrete supports to families and children is more effective and less costly than attempting to address the consequences of adversity later in life.

By removing barriers to supports for all families and investing in policies and programs that work to overcome individual and widespread adversities, we can [strengthen families](#) across Georgia.



Who Can Solve It?

April is Child Abuse Prevention Month, a time to celebrate the good things our community does and lift up the work and partners we still need to ensure every child has the chance to thrive.

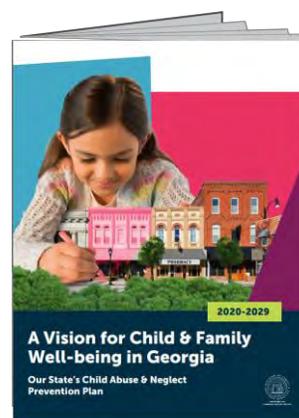
Below are a few examples of how caring and innovative adults, including policy makers, business leaders, and community members can prevent child abuse and neglect or other early adversities. To see a more detailed list of roles and actions to help Georgia's families thrive go to:

www.BelongingForHope.org.

- **Business Leaders** can [promote a culture of parent support](#).
- **Policy Makers** can identify and assess which policies may positively impact the lives of children and families and reduce possible barriers to families receiving needed supports and resources.
- **Faith Communities** can offer space for parent and youth activities.
- **Family and Youth Serving Organizations** can [train](#) staff on preventing, recognizing, and responding to child abuse using the Darkness to Light: Stewards of Children, Connections Matter, Protective Factors or Mandated Reporter Trainings.
- **Educators** can follow-up if something seems wrong with a child and be ready to give families [local resources](#) that might help families in their district.
- **Friends and Neighbors** can help break the social isolation some parents may experience or encourage parents to seek support when needed by calling the 1-800-CHILDREN (244-5373) [Helpline](#).
- **Individuals** can volunteer for an [after-school](#) mentoring program.

Want to know how you can help? Georgia released a [State Child Abuse and Neglect Prevention Plan](#) that includes ways individuals, communities, workplaces and others can get involved. As Georgians we have the collective power to strengthen families by advocating for policies, programs, and practices that increase:

- Family Economic Stability,
- Access to Early Childhood Education,
- Family Physical and Mental Health,
- Family Resilience, and
- Community Awareness of Child Abuse and Neglect Prevention Strategies.



View the Full Child Abuse Prevention
Month Online Toolkit at:
TinyURL.com/CAPmonthGA



2022 Child Abuse Prevention Month National Theme

CHILDREN AND FAMILIES ARE OUR GREATEST NATURAL RESOURCE. We all have a stake in preparing children to grow up to be healthy and thriving members of our community.

THE BEST TIME TO PLANT SEEDS OF SUPPORT FOR ALL CHILDREN IS NOW. Every season presents a new opportunity to promote a young person's physical, emotional, and social development.

EACH FAMILY IS UNIQUE, BUT ALL PARENTS AND CAREGIVERS NEED SUPPORT SOMETIMES. We can all help by ensuring children have positive experiences, and families have the resources they need, when they need them.

WE PROACTIVELY CALL OUT INEQUITY AND INJUSTICE AND WORK TO CREATE THE CONDITIONS FOR SAFE, STABLE, AND NURTURING SPACES.

All children and families thrive when communities focus on addressing root causes that lead to health and social inequities.

POLICIES AND SERVICES THAT PUT FAMILIES FIRST STRENGTHEN ALL OF US DURING TIMES OF UNCERTAINTY OR INCREASED STRESS. Working together we can relieve some of the overload that parents experience and free them up to focus on caring for themselves and their kids.

WHEN WE INVEST IN COMMUNITY RESOURCES—THE ROOT SYSTEM—WE ENSURE THAT CHILDREN AND FAMILIES REACH THEIR FULL POTENTIAL AND HAVE A PLACE TO TURN IN TIMES OF NEED. Positive childhood experiences grow thriving families and communities.

ADVERSITY IS NOT DESTINY. Our amazing bodies and brains are ready to respond to positive experiences and reshape our futures, from the inside out.

#Growing *Better* Together



What is Child Abuse Prevention?

ANYTHING that strengthens families and helps children thrive!

The prevention of child abuse and neglect cannot be achieved with one program or one strategy. Programs that only target caregivers are shown to improve parent-child interactions, but don't account for other root causes of maltreatment such as social isolation, poverty, community violence, and other stressors. It requires a comprehensive approach with strategies at many different levels and with multiple sectors working together.

There are several ways to think about and group strategies.



WHO Everyone, those at risk, or those who have already experienced abuse
you are looking to influence



WHEN Before abuse/neglect occurs (**Primary/Secondary**), or after it has occurred (**Tertiary**)
will your strategy occur



WHAT Individuals, families, communities, or society level will the strategy address

Safe,
Stable &
Nurturing
Family
Relationships

Primary Prevention

- Caregivers seek supportive resources through the 1-800-CHILDREN helpline
- Caregivers attend a parenting group/class on child development
- Adolescent Pregnancy Prevention programs

Secondary Prevention

- Home visiting programs: Parents as Teachers, Nurse Family Partnership, and Healthy Families
- Parenting education programs: Triple P or Nurturing Parenting
- Substance abuse or behavioral health services for parents prior to report of abuse/neglect

Tertiary Prevention

- Therapy for sexual abuse victims (Child Advocacy Centers of Georgia)
- Home visiting/parenting education for families referred by DFCS, like SafeCare
- Substance abuse or behavioral health services for parent/caregiver reported to DFCS

Supportive
Communities &
Environments

Primary Prevention

- Advocate for family friendly policies
- Family Connection Partnerships improve well-being via coalitions
- Community/professional training: Second Step, a Social-Emotional Program in schools, Strengthening Families, and Connections Matter

Secondary Prevention

- Professionals are trained on mandated reporting to respond and report suspected abuse, preventing further harm
- Georgia Family Support Network provides resources to families

Tertiary Prevention

- Abuse/domestic violence support & resources in communities
- Protective laws for victims and survivors of domestic violence or trafficking

Societal Commitments
& Investments

Primary Prevention

- Equitable access and opportunities
- Accessible healthcare and quality childcare
- Housing stability and affordability
- Family friendly work policies

Secondary Prevention

- Childcare subsidies for families (CAPS)
- Food and nutritional programs for women and young children (WIC)
- College grants based on income

Tertiary Prevention

- Federal funding for services for victims of crimes: therapy, housing, and crisis support
- Drug and criminal justice reform



Engaging Others in the Conversation

Inclusivv Conversations

It takes a village to raise a child. But how do we apply this wisdom to our children right here in Georgia? To truly support child well-being, we must look beyond the family unit, to address the societal factors that set families up for success. And we need to do it together — with the help of our friends, neighbors, coworkers, business leaders, and the faith community.

[Inclusivv](#) has partnered with DFCS (Georgia Division of Family & Children Services) to engage Georgians in conversations with the mission to support families. There are six free conversation guides about the important role we all play in child and family well-being, based on [Georgia’s Child Abuse and Neglect Prevention Plan](#).

The conversation series focuses on childhood well-being. It includes six unique, community-focused conversation topics around six objectives, including:



Societal Factors

The Big Picture of Child Well-Being



Child Care and Early Learning

Early Learning for Lifelong Success



Family Resilience

Building Resilience for Brighter Futures



Mental and Physical Health

Family Health and Child Well-Being



Family Economic Stability

Economic Opportunities for Promising Futures



Community Awareness

Advocating for Family and Child Well-Being

Host a Community Discussion

It’s easy. They provide you with everything you need. First, sign up to host a conversation and we’ll send you the conversation guide with questions. You select the date, time, location, number of guests, and we provide a digital invite you can share with friends.

Learn more about the full series and register to host at [Inclusivv.co/GA-Family-Wellbeing](https://inclusivv.co/GA-Family-Wellbeing)

Host a Conversation Now or On the Go

Download the conversation guide for “The Big Picture of Child Well-Being” online or on your phone by going to:

www.bit.ly/wellbeingconvo



Participate in a Community Discussion

You can join a pre-scheduled discussion, hosted by Inclusivv, by registering for one of the below topics at Inclusivv.co/GA-Family-Wellbeing.



PCA Georgia's Family Well-Being Challenge



Let's travel across the state together and raise awareness on the importance of child well-being and family health through physical and wellness activities!

Take part in PCA Georgia's statewide Family Well-Being Challenge by walking, cycling, playing sports, meditating, reading, or engaging in a variety of other wellness activities to see how many "miles" you can accumulate during the month of April.

Registration is free. Challenge yourself or build a team and have fun competing to earn giveaways and contribute to raising awareness for child abuse prevention month.

REGISTER NOW AT: TinyURL.com/GAFamilyWC

How it Works

- 1 Register online at TinyURL.com/GAFamilyWC as an individual or part of a team. The challenge lasts from April 1 to 30, 2022.
- 2 Download the atlasGO app onto your mobile device from the [App Store](#) or [Google Play](#) using the same credentials as your online registration. Use the app to track activities, log miles, and share your wellness journey.
- 3 Let's reach our Family Well-Being Challenge goal together!



Statewide Goal

Together we want to cover at least 57,000 miles, to symbolize the square mileage of Georgia. Let's travel across the state together bringing awareness on the importance of child well-being and family health through a variety of physical and wellness activities.

As we travel, help us raise \$1 per mile, that's \$57,000 to build strong families across Georgia.

Individual Goals

- Southern Coastal Challenge (50 miles) – pinwheel lapel pin
- North Georgia Challenge (75 miles and/or fundraising \$250)- finisher medal
- East-West Challenge (230 miles and/or fundraising \$500)- pinwheel lapel pin, finisher medal, fitness hydration grip, and entered to win a variety of sponsored prizes.



Team Goals

- The team who raises the most money and travels the most mileage will win door dash gift cards totaling \$500 to be distributed among its team members. Individuals on teams are also eligible for the individual challenges and prizes as well.



Social Media Content

This calendar includes sample social media posts that you can use each day during April. You can find and **download all the images and content calendar** [here](#).

Share your posts and activities with us by tagging us on Facebook @PreventGeorgia or Instagram @PreventChildAbuseGA! Remember to use this year's theme #GrowingBetterTogether.

Date	Image Preview	Post Content
W 3/30	 <p>Facebook & Instagram available</p>	<p>📅❤️ Mark your calendars! This Friday, April 1st, is #WearBlueDay2022. Wear your best blue outfit to help us raise awareness for Child Abuse Prevention Month. #GrowingBetterTogether</p>
Th 3/31	 <p>Help raise awareness on the importance of family well-being and health through physical and wellness activities!</p>	<p>Take part in PCA Georgia's statewide Family Well-Being Challenge by walking, cycling, playing sports, meditating, reading, or engaging in a variety of other wellness activities to see how many "miles" you can accumulate during the month of April. https://tinyurl.com/CAPmonthGA</p>
F 4/1	 <p>Facebook, Instagram & GIF available</p>	<p>🍷 It's #WearBlueDay2022! Celebrate the start of Child Abuse Prevention Month by wearing blue in support of growing a better tomorrow for all children, together. @PreventChildAbuseGA</p> <p>📷 Post your favorite blue outfit pics from today with the #WearBlue2022 hashtag.</p>
M 4/4	 <p>Facebook & Instagram available</p>	<p>This Child Abuse Prevention Month, and every day, we help families and children thrive. Learn how you can grow a better tomorrow for children and families in your community. 🌱 Better tomorrows begin here: https://tinyurl.com/CAPmonthGA</p>
Tu 4/5	<p>Positive Words Help Kids Develop Social & Emotional Competence</p> <ul style="list-style-type: none"> Calm down. → How can I help you? Stop Crying. → I can see this is hard for you. You're ok. → Are you ok? Don't get upset. → It's okay to feel sad. <p>Protective Factors</p> <p>MAKE #GROWINGBETTER HAPPEN</p> <p>Facebook available</p>	<p>It's easier than you think to make a big difference in a child's life with simple actions. Just by changing the words we use, we can help build social and emotional competence in children. ❤️ www.StrengtheningFamiliesGA.org #GrowingBetterTogether</p>
W 4/6	 <p>Facebook & Instagram available</p>	<p>Children and families are our greatest natural resource. We all have a stake in preparing children to grow up to be healthy and thriving members of our community. Better tomorrows begin here: https://tinyurl.com/CAPmonthGA 🌱</p>



Social Media Content

[View online here.](#)

Date	Image Preview	Post Content
Th 4/7	 <p>Join the VIRTUAL PINWHEEL GARDEN</p>	<p>Join us in growing a better tomorrow for all children by participating in the nationwide virtual pinwheel garden. Donate and plant a pinwheel with your message of support to show how you are helping families and children thrive! https://bit.ly/VirtualPinwheelGarden 🌻</p>
Facebook & Instagram available		
F 4/8	 <p>Nurture. Heal. GROW. TOGETHER.</p> <p>World Day for Prevention and Healing from Child Sexual Abuse 2022</p>	<p>Today is the World Day for Prevention and Healing from Child Sexual Abuse. Together, we can help prevent child sexual abuse and nurture and heal survivors and their family members. Take the Stewards of Children, Darkness to Light training today: https://georgiacenterforchildadvocacy.org/what-we-do/prevention/trainings/stewards-of-children.html</p> <p>#GrowingBetterTogether</p>
Facebook & Instagram available		
M 4/11		<p>The best time to plant seeds of support for all children is now, and YOU can help. Learn how you can ensure children and families reach their full potential. Better tomorrows begin here: https://tinyurl.com/CAPmonthGA</p>
Video available		
Tu 4/12	 <p>Policies & Services that Put FAMILIES FIRST</p> <p>Strengthen All of Us</p>	<p>When we work together, we can relieve some of the overload that parents experience and free them up to focus on caring for themselves and their kids. Learn how you can grow a better tomorrow for all children: https://bit.ly/GrowingBetterTogether2022 #GrowingBetterTogether</p>
Facebook & Instagram available		
W 4/13	 <p>ADVERSITY is Not DESTINY</p>	<p>Adversity is not destiny. Our amazing bodies and brains are ready to respond to positive experiences and reshape our futures, from the inside out. Let's grow a better tomorrow for all children, together: https://tinyurl.com/CAPmonthGA 🌱</p>
Facebook & Instagram available		
F 4/15	 <p>Each Family is Unique, but All PARENTS & CAREGIVERS need Support Sometimes</p>	<p>According to @CDCgov, relationships with caring adults and positive role models can improve outcomes for kids (AND ADULTS). You (yes, you) can be that adult! #HowIConnect #BeaConnection www.ConnectionsMatterGA.org ❤️ #GrowingBetterTogether</p>
Facebook & Instagram available		
M 4/18	 <p>Protective Factors</p> <p>WITH GREAT-CHILDHOODSHELPERS!</p>	<p>We can prevent child abuse BEFORE it ever starts through #PROTECTIVEFACTORS that create supportive communities and strong families to nurture a child's development. www.StrengtheningFamiliesGA.org #GrowingBetterTogether</p>
Facebook available		



Social Media Content

[View online here.](#)

Date	Image Preview	Post Content
Tu 4/19	<p>Facebook available</p>	<p>Every parent needs someone to listen and help — now more than ever. Free support and resources are available for all parents and caregivers in Georgia. Call 1-800-CHILDREN (1-800-244-5357) today. bit.ly/1-800-CHILDREN</p> <p>Spanish: Cada madre o padre necesita que alguien le escuche y apoye. Obtenga apoyo y recursos gratis para su familia - donde sea que vive en Georgia. Llame 1-800-CHILDREN (1-800-244-5357) hoy. bit.ly/1-800-CHILDREN</p>
W 4/20	<p>GIF available</p>	<p>When we work together, we can all help prepare children to grow up to be healthy and thriving members of our community. Learn how you can help by planting a pinwheel in our nationwide virtual garden: https://bit.ly/VirtualPinwheelGarden</p>
Th 4/21	<p>Facebook available</p>	<p>Kids and caregivers in your community need support—but they don't always know how to ask for it! 🙋❤️🧠. Be the help they need, so #GreatChildhoods can happen! Find supportive resources for caregivers at www.PCAGeorgiaHelpline.org</p> <p>Spanish: Todos los padres de vez en cuando necesitan apoyo - ahora más que nunca. Consiga apoyo para usted y su familia donde vive en Georgia. Llame 1-800-CHILDREN (1-800-244-5357) hoy. bit.ly/1-800-CHILDREN</p>
F 4/22	<p>Facebook & Instagram available</p>	<p>Happy Earth Day! 🌍 This Earth Day, remember that every season presents a new opportunity to promote a young person's physical, emotional, and social development. Learn more: www.StrengtheningFamiliesGA.org #GrowingBetterTogether</p>
M 4/25		<p>All children and families thrive when communities focus on addressing the root causes that lead to health and social inequities. Learn how better tomorrows can start with you: https://cssp.org/our-work/focus/racial-equity/ #GrowingBetterTogether #BeAConnection</p>
W 4/27	<p>Facebook & GIF available</p>	<p>Every day, you can plant seeds for all children to grow up healthy and happy. Together, our actions help positive childhood experiences take root — and flourish. Let's grow a better tomorrow for all children, together. https://www.belongingforhope.org/roles #GrowingBetterTogether</p>
F 4/29		<p>THANK YOU! For joining us this Child Abuse Prevention month, and every day, to help positive childhood experiences take root. With your support, we can grow a better tomorrow for all children, together. See how you can help kids and families thrive at: www.PCAGeorgia.org #GrowingBetterTogether</p>





Supporting PCA Georgia's Virtual Pinwheel Garden

Until we can physically plant pinwheels together, let's take part in this 100% virtual, nationwide pinwheel garden. Each pinwheel planted represents a \$10 donation that supports the essential services of PCA Georgia, such as FindHelpGA.org, a critical point of connection between families and resources.

[Plant a Pinwheel in the Virtual Garden Today](#)

<https://bit.ly/VirtualPinwheelGarden>

FAQs

Pinwheels for Prevention

What are Pinwheels for Prevention®?

Pinwheels for Prevention® is a national public awareness campaign during Child Abuse Prevention Month (CAP Month) every April. It was designed by Prevent Child Abuse America to communicate efforts and change the way people think about prevention. Prevent Child Abuse (PCA) Georgia encourages community activities and the support of public policies that prioritize healthy child development right from the start!

Talking Points, We All Have a Role to Play

Everyone can make a difference in a child's life and as a community member, it is your responsibility to not only help people realize this, but to also communicate specifically how they can help. "Pinwheel gardens" planted in communities across the nation are visual reminders that we all play a role in ensuring happy and healthy childhoods for all children everywhere. Their presence has resulted in increased awareness, expanded dialogue and community engagement around the healthy development of all children and the prevention of child abuse before it ever occurs.

Use Positive Messaging

Research shows that while horrific stories of child abuse and neglect may gain short-term media attention, this approach is not successful in building lasting public will for effective prevention efforts. To promote lasting change, the pinwheel messages must focus on proposing **effective solutions and engaging people in positive, preventative action** they can take on their own.

Connecting Pinwheels and Pinwheel Gardens to **community resources or needs**, let others know how they can help families in their community!

- Avoid giving lots of numbers, pick just one thought-provoking statistic
- Educate people on what child abuse prevention is and looks like in action
- Talk about the importance of healthy child development
- Focus on **success stories** and **community**
- Give **specific actions** others (individuals, business, etc.) can do to get involved

While pinwheels are available to be purchased through many craft stores or online vendors, [purchasing pinwheels from PCA Georgia](#) supports programs and services that are helping reduce child abuse and neglect in your own state!

NOTE: We ask that pinwheels are not used with negative or graphic content (a common example is the number of child deaths in a given year) because prevention is about promoting programs and resources that strengthen families.



Example post from the Family Resource Center in Gordon County, PCA Gordon.



Pinwheel

Download Resources & Activities

How can I participate?

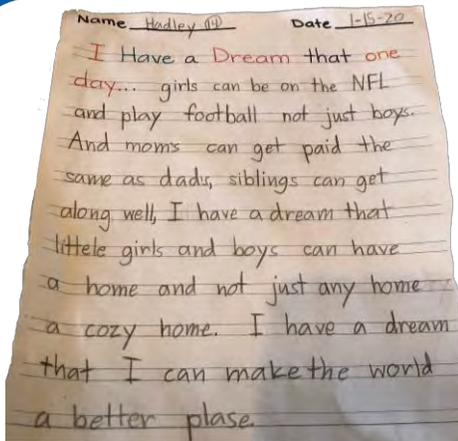
#PinwheelsforPrevention Crafting Competition

Child Abuse Prevention Month means... **PINWHEELS!** This year we are having a #PinwheelsforPrevention crafting competition.

We're calling on you to **design and create your own pinwheels** and share them with us via Facebook! We want to see pictures of pinwheels of all shapes, sizes, media and materials coming to life in your homes, whether you draw, color, sculpt, paint, knit, or any other way you find to make a pinwheel. Share it with us all month long at @PreventGeorgia (Facebook) or @PreventChildAbuseGA (Instagram)! At the end of the month, we'll announce the top three most creative Pinwheels and yes, THERE ARE PRIZES- Get crafting!

Involve kids throughout CAP month by using pinwheel coloring sheets and build-your-own pinwheel activities at local events and with partners.

You can [download a pinwheel coloring sheet](#) that is great for children of all ages. For older children, [download instructions on how to make your own paper pinwheel!](#)



Help kids envision a bright future for themselves and their friends using the *I Have a Dream That* worksheet.

[Download the worksheet](#) and be sure to share with us!

Hand out pinwheels at early childcare centers or schools that are still meeting in person for students to take home and plant.

Have a community wide *I Spy* pinwheel garden for families to see who can spot it first.



Prevent Child Abuse Georgia Online Store



Pinwheels for Prevention • Child Abuse Prevention Month • Promotional Products

Items available for purchase.



Pinwheels for Prevention, Pinwheels
100% recyclable blue and silver plastic



Pinwheels for Prevention lapel pins
made from Zinc alloy, measure 1-
3/8" H x 3/4" W

Post-it Notes with Positive Messages for Kids on Each Sheet.



Each Sheet has a Different Message

Post-It Notes with positive messages
on each sheet. Measures 3 x 2 inches

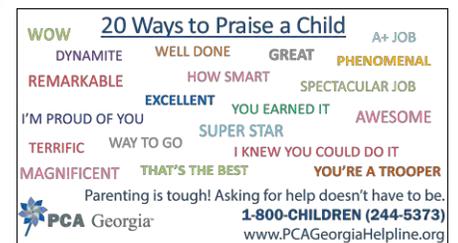


CAP Month Customizable Lawn Sign
24 x 18 inches

Insert your
logo HERE



Pinwheels Car Magnet
8 inches tall, says "Supporting GA
Kids & Communities"



Magnet

Size: Large Business Card

20 Ways to Praise Magnets
Product Size: 2-1/2" w x 4-
1/8" h x 20 mil

Visit the PCA Georgia Online Store at www.PCAGeorgia.org or email
PreventChildAbuseGA@gsu.edu .



Letters to the Editor

Letters to the editor (LTEs) get the most attention when they respond directly to a recent event or article in the news. When writing to your local news outlet, be sure to reference a specific story or community issue that’s related to child health and well-being. Also, verify the maximum word count for the outlet to which you’re writing; if your LTE is too long it will either be discarded or edited by someone else, sometimes deleting important elements. Up to 250 words is typical for local and regional papers, but many larger newspapers are limited to 150 or so, and some magazines limit letters to less than 100 words.

Sample—Short (150 words)

Letter to the editor, intended for publication

Your recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] reinforces that we all share a responsibility for the well-being of children and their families in [STATE or CITY]. And since April is National Child Abuse Prevention Month, it’s the perfect time to help people understand that it’s possible to do the things they love and help families and their community thrive.

All parents want to provide and nurture their child in a positive, healthy environment, but sometimes they need a little extra support along the way. That’s why I encourage everyone to proactively engage parents in their community and offer your support—whether it’s by making a meal for the family or reading to a child. An easy way for professionals and caregivers to find supportive resources in their community is by visiting FindHelpGA.org.

Collectively, these small steps will help create better, brighter futures for children and families in [STATE or CITY].

Sincerely,

[NAME, TITLE]

[ORGANIZATION]



Letters to the Editor

Sample-Long – Call to action focused

Letter to the editor, intended for publication

Your recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] reinforces that we all share a responsibility for the physical, emotional, and mental well-being of children and their families in [Georgia or CITY]. And since April is National Child Abuse Prevention Month, it's the perfect time to help people understand that it's possible to do the things they love and help families and their community thrive. Small steps can make a big difference in a child's life—and a parent's.

Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little support along the way. That's why we encourage community members to proactively engage parents and offer your support. Here are some suggestions:

- Wear blue on April 1st, Wear Blue Day, to show support for children and families. Include the #WearBlueDay2022 hashtag and @PreventChildAbuseGA in your posts.
- Raise awareness on the importance of child well-being and family health through physical and wellness activities! Register for PCA Georgia's virtual Family Well-Being Challenge at <https://tinyurl.com/GAFamilyWC>.
- Join your regions efforts to implement [Georgia's Child Abuse and Neglect Prevention Plan](#) that includes ways individuals, communities, workplaces and others can get involved.
- [Take a training](#) on preventing, recognizing, and responding to child abuse using the Darkness to Light: Stewards of Children, Mandated Reporter Training, Connections Matter, or Strengthening Families' Protective Factors.
- Share the Find Help Georgia, www.FindHelpGA.org, online resource hub with families. Users can search online or talk to trained professionals who will connect them with supportive programs in their area.

Collectively, these small steps will help create better, brighter futures for children and families in [STATE or CITY].

Sincerely,

[NAME, TITLE]

[ORGANIZATION]



Press Release

CAP Month

Child Abuse Prevention Month Recognizes Every Community's Role in *Growing a Better Tomorrow for All Children, Together*

(CITY, STATE)—[Organization] along with Prevent Child Abuse (PCA) Georgia recognizes the importance of community-based support for all children and families during National Child Abuse Prevention (CAP) Month in April. The theme of this year's awareness and impact campaign is "Growing a Better Tomorrow for All Children, Together."

April 2022 marks the third year CAP Month occurs during the COVID-19 pandemic. The risk to our nation's children for experiencing child abuse and neglect in times of extreme stress and uncertainty remains high. COVID-19 adds stress that can overload parents and caregivers, such as loss of employment, loss of income due to lack of paid leave, the necessity of new child care and schooling arrangements, and food insecurity.

"Now more than ever, we need to band together in collective ways that help our families and children thrive. Too often, our society thinks of raising healthy children as a parent or caregiver's responsibility alone," said Jennifer Stein, PCA Georgia's Director, "In reality, we all benefit when groups of people work together to collectively care for children."

"Research shows that positive childhood experiences grow thriving families and communities," explained Dr. Melissa Merrick, president and CEO of Prevent Child Abuse America. "This is the moment to build a child and family well-being system that propels families to grow and thrive together. Please consider joining us to ensure safe, stable, nurturing relationships and environments are cultivated to enable children, families, and entire communities to succeed – today and for generations to come."

PCA Georgia recommends the following ways that people everywhere can dig in and help raise awareness and impact virtually during this year's CAP Month:

- Wear blue on April 1st, Wear Blue Day, to show support for children and families. Include the #WearBlueDay2022 hashtag and @PreventChildAbuseGA in your posts.
- Raise awareness on the importance of child well-being and family health through physical and wellness activities! Register for PCA Georgia's virtual Family Well-Being Challenge at <https://tinyurl.com/GAFamilyWC>.
- Join your regions efforts to implement [Georgia's Child Abuse and Neglect Prevention Plan](#) that includes ways individuals, communities, workplaces and others can get involved.
- [Take a training](#) on preventing, recognizing, and responding to child abuse using the Darkness to Light: Stewards of Children, Mandated Reporter Training, Connections Matter, or Strengthening Families' Protective Factors.
- Share the Find Help Georgia, www.FindHelpGA.org, online resource hub with families. Users can search online or talk to trained professionals who will connect them with supportive programs in their area.

We all share a responsibility for the physical, emotional, and mental well-being of children and their families. [Insert Organization] and PCA Georgia encourages everyone in the state to do what they love this April and help ensure great childhoods in their community.

For more ways to get involved in CAP Month, please visit www.PCAGeorgia.org.

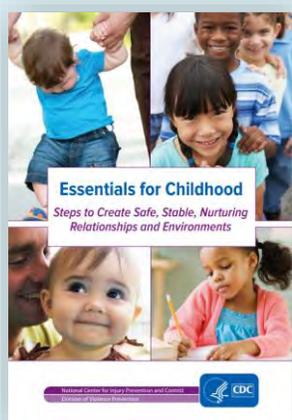




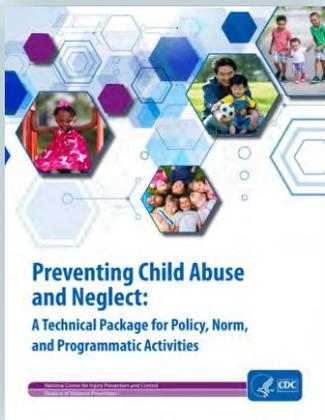
 **Prevent Child Abuse Georgia**

Join Prevent Child Abuse Georgia and help show others how they can make an impact with everyday actions to create thriving communities. [Sign-up](#) for PCA Georgia's newsletter to stay involved year round in statewide efforts to create stable, safe, and nurturing environments and relationships.

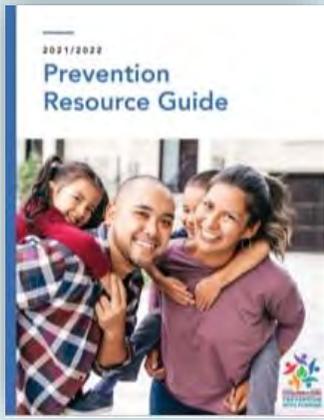
Other Recommended Child Abuse Prevention Resource Guides:



[CDC's Essentials for Childhood](#)



[CDC's Preventing Child Abuse and Neglect](#)



[2021/2022 Prevention Resource Guide](#)

You can access and download all the components included within this toolkit, including images and templates on the [PCA Georgia CAP Month Toolkit Page](#).

www.PCAGeorgia.org

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