



## April is Child Abuse Prevention Month Tips and Ideas for CASA/GAL Programs



### Traditional Media

- Prepare an article or an op-ed about how your program helps abused children and submit it to your local paper, news channel, etc. Emphasize becoming a volunteer as part of how the community can help children in need. See the Social Media Section below for ideas about additional material to include in your piece and this sample press release and op-ed.
- Let local TV and radio stations know if staff members from your program would be interested in giving sound bites or interviews for Child Abuse Prevention Month.

### Social Media

- Post about the President or your governor's Child Abuse Prevention Month proclamation. Some links may be found here in April: <https://www.childwelfare.gov/preventing/preventionmonth/about/proclamations/>
- If your governor, mayor, or another elected official is not planning a public statement for Child Abuse Prevention Month, consider starting and publicizing a petition to change his or her mind! You can raise awareness in your community about both the problem of abuse and the work done at your program at the same time.
- Post abuse/neglect statistics for your state or jurisdiction. You can find information at <https://www.childwelfare.gov/topics/systemwide/statistics/can/>

- Call for volunteers, especially during National Volunteer Week (April 12-18, 2015; April 10-16, 2016). If possible, schedule an information session or a new training cycle to follow soon after so that prospective volunteers can take action right away.
- Post about alternative ways to prevent abuse, such as respite care, community support for low-income families and unemployed parents.
- Encourage your community leaders to learn about the six protective factors that prevent at-risk parents from becoming abusers: <https://www.childwelfare.gov/preventing/preventionmonth/resource-guide/>
- Provide local abuse hotlines and signs of abuse/neglect to watch for.

### Events/Engaging the Community

- Plan an open house event where interested citizens can learn about volunteering.
- Plant Pinwheel Gardens in public spaces (with permission, of course). [http://www.pinwheelsforprevention.org/learn\\_more/index.php](http://www.pinwheelsforprevention.org/learn_more/index.php)
- Organize a day to wear blue for abuse prevention awareness. Contact local businesses and government and get their employees involved.
- Encourage your supporters to wear blue ribbons and tell others about the significance.

More Child Abuse Prevention Month Media and Social Media Resources Available: <https://www.childwelfare.gov/preventing/preventionmonth/media-toolkit/>