

# 2018 Child Abuse Prevention Month

Governor Rick Scott has named the month of April *Child Abuse Prevention Month* for the state of Florida. Pinwheels for Prevention has provided social service agencies, which want to partner with the campaign, with a toolkit to assist in the efforts of awareness. Supervised visitation programs can join the cause by supporting this campaign.

This toolkit provides an overview of the campaign and the way for your program to implement this campaign. The campaign implementation process includes the following:

- *Using core campaign elements;*
- *Developing campaign messages;*
- *Social media; and*
- *Community engagement*

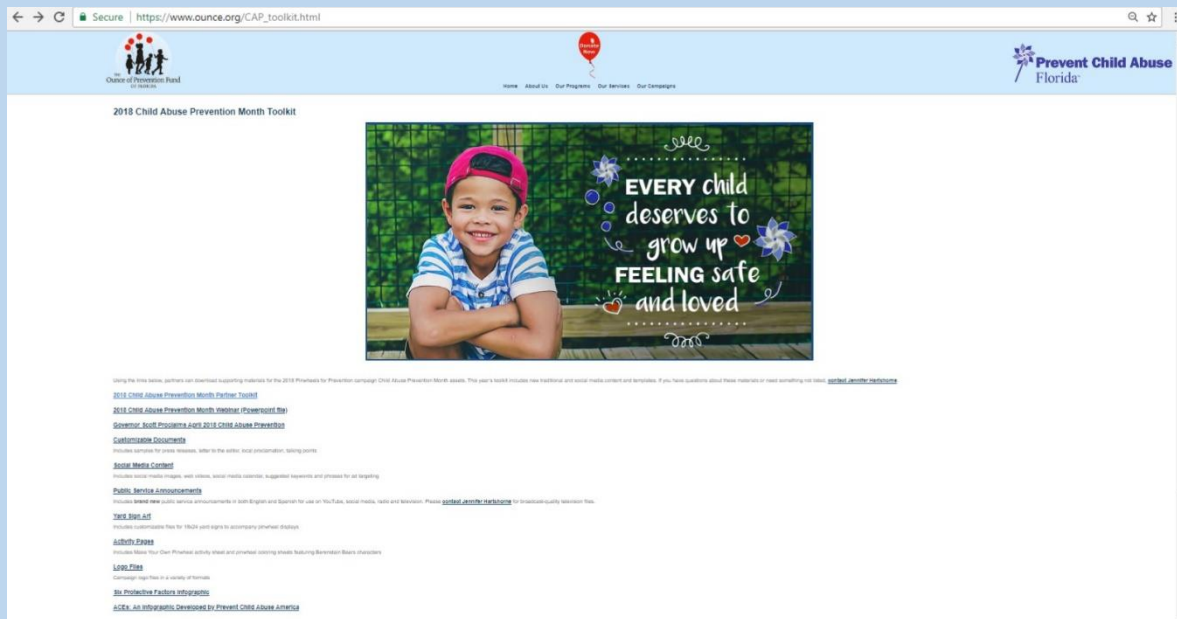
The toolkit supplies samples for different ways you can get the word out during this month. For example:

- Social media images
- Press releases
- Talking points
- Suggested words for advertising
- Yard signs
- Logos



You can find the toolkit can be found at [http://www.ounce.org/CAP\\_toolkit.html](http://www.ounce.org/CAP_toolkit.html)

The home page to the tool kit will look like the following:



To retrieve the samples mentioned above, you can click on the links on the website. Some links will download the files directly to your computer, or direct you to a PDF.

