

Child Abuse Prevention Month Checklist

Join us throughout April as North Carolina communities come together to renew our commitment and promise to our future leaders, workers and parents in recognition of Child Abuse Prevention Month!

Child Abuse Prevention Month is a prime opportunity for raise awareness about the great childhoods all children deserve! Pinwheels for Prevention® represents our efforts to focus on community activities that support families and public policies that prioritize prevention right from the start to make sure that child abuse and neglect never occur. We hope you will find these tips to planning a Child Abuse Prevention Month Campaign helpful.

FIRST:

Organize your planning committee

- Decide who will be on your planning committee
 - Who are the leaders in your community?
 - What local community agencies & business should you collaborate with?
 - Invite community partners with our sample letter found in our “Recognize Child Abuse Prevention Month Toolkit”
- Set a date and send out invitations for first planning committee meeting. Remember everyone has a role in prevention. The more people you get engaged, the larger your reach!

SECOND:

Host planning meeting (virtual or in person) – Allow at least one hour for this meeting

- Agenda Ideas
 - Partners : What other leaders or community members should be at the table and who can contact them?
 - Determine Target audience: Should you target parents, professionals, coworkers, customers, students, or community members to attend your event?
 - Event Budget: Set event budget and make a plan to seek donations, grant funding, or in-kind donations.
 - Consider cost of pinwheels, venue, educational materials, food, signage, giveaways, etc.
 - Brainstorm Event Timeline: Discuss and determine what activities you would like to host in your community event.
 - Will you simply plant a pinwheel garden? Will you have a speaker say a few words? Will you have a dance-a-thon?

- Pick a few Date(s): Events can be the first week of April, in the middle, or at the end to continue the momentum of Child Abuse Prevention Month throughout the entire month.
 - Don't forget to pick a rain date or have an alternative if your event is outdoors.
- Location: Brainstorm potential locations for your activities.
 - Will you plant pinwheels in your business' courtyard? Will you host an awards luncheon for child advocates in your community center?
- Determine if you want a guest or spokesperson to give a proclamation or guest speakers
- Determine who you would like to invite to participate.
 - Suggestions – community leaders, elected officials, mayor, business leaders, nonprofit leaders, families, etc.)
- Action Steps: What steps need to be taken to accomplish each task?
 - Make sure all committee members know what they're role is between this meeting and next meeting.

THIRD:

Dive into the logistics of your event

- Location: Confirm where your event(s) will be held.
 - Confirm the layout of the space.
 - How will you set up check in tables, volunteer tables, exhibitor booths, photo booth areas, etc.
 - First determine if any of these tables/areas are necessary.
 - Confirm what supplies will be needed.
 - Example: Tables, chairs, tents, podium, stage, extension cords, microphone, A/V, background decorations, etc.
 - Contact companies to reserve equipment if necessary.
 - Complete any necessary paperwork for the location
 - Submit any necessary forms, permits, or costs.
- Messaging: Determine the message / theme for your activity.
 - Theme: All children deserve because children are our future!
 - Confirm messaging needs for event: banner, pinwheel garden, pinwheel yard sign, social media posts, press release, hashtags, blog post.
 - Visit our "Recognize Child Abuse Prevention Month" toolkit for resources.
 - <https://www.preventchildabusenc.org/get-involved/recognize-child-abuse-prevention-month>
 - Confirm materials to distribute to attendees

- View these material and order at <https://www.preventchildabusenc.org/online-store>
 - Recognizing and Responding brochures
 - Ideas for Action cards & Embroidered Stickers
 - Ideas for Action & Vinyl Pinwheel Stickers
 - Building Safer Communities for Stronger Kids
 - 12 Alternatives to Lashing Out at Your Kids
 - Parent Survival Tips
 - Pinwheel Tattoos
 - Pinwheel Car Magnets
 - Pinwheel Lapel Pins

Pinwheel Garden Planning

- Determine where and when you will plant a pinwheel garden at your event.
 - Ideas: local businesses, schools, community parks, city/town hall, town square, recreation centers, churches, hospitals, etc.
 - More specific: Will you plant pinwheels on a main road by a business sign, near the front doors of a building, around a flagpole, in a central courtyard, inside the building in flowerpots, on employees' desks, or at check-out counters?
- Determine who will plant the pinwheels.
 - Families, children, students, organizations, coworkers, elected officials, community members, and businesses leaders could all be invited!
- Determine the layout of your Pinwheel garden (straight rows, shape, other?)
- Determine what signage will be needed.
 - Order yard signs at www.preventchildabusenc.org/online-store
- Determine how many pinwheels are needed.
 - Pinwheels come in cases of 48 or you can order Pinwheel Home Kits which feature 24 pinwheels and a yard sign.
 - Order the number of pinwheel(s) cases / home kits according to your space, the shape of your pinwheel garden, and the visual impact you want to create!
 - Order pinwheels at www.preventchildabusenc.org/online-store
 - Don't forget – if you're a Prevention Network Member, you get a discount! Learn more and become a member: <https://www.preventchildabusenc.org/services/prevention-network>

FINAL STEPS:

Start advertising the event

- Create an invitation to your target audience



- Use different channels to reach them including: eNewsletters, social media, flyers, printed invites, etc.
- Create a media plan
 - Visit our “Tips for Working with the Media” Toolkit:
<https://www.preventchildabusenc.org/services/increasing-awareness-of-prevention/tips-for-working-with-the-media>

Prior to event

- Write Media Alert to invite the media to your event
- Order pinwheels and other materials from PCANC
- Confirm supplies and delivery dates with all vendors for tables, chairs, A/V, etc.
- Designate one team member as photographer
 - Make sure to print enough of PCANC’s Photo & Consent Forms for your expected attendance.
 - Bring pens.
 - Ask anyone who is in the photos to fill out a consent form.
 - Form located under “Media Tools” here: <https://www.preventchildabusenc.org/get-involved/recognize-child-abuse-prevention-month>
- Confirm date and time with participants and speakers
 - Write talking points and send to speakers for approval – see our toolkit for samples
 - Print and save extra copies for the day of the event

DAY OF EVENT

- Set up tables with information/giveaways
- Set up speakers’ area (podium? microphone? Etc.)
- Set up banners/signs
- Welcome guests and media
- Assign one team member to each VIP guest to assist them with talking points, microphone, etc.
- Send press release immediately after the event
- Submit photos to local newspaper
- Post photos on your website and Facebook page
- Send all signed Photo & Video Consent forms and your event photos to PCANC’s Communications Coordinator, Kristie Demers, at Kdemers@preventchildabusenc.org
- Upload photos to your own social media and tag Prevent Child Abuse North Carolina on Facebook or on Twitter (@PCANC).
- Use the hashtag #PassThePinwheel

Share details of your event with PCANC by emailing Kdemers@preventchildabusenc.org!