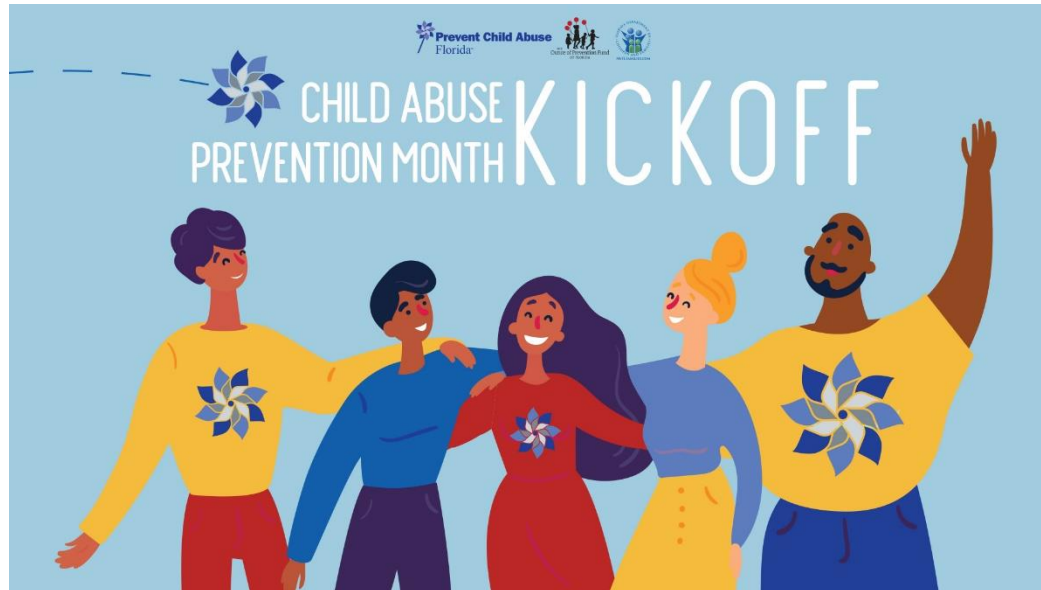


2021 CAP Month Webinar

#Greatchildhoods



- ▶ Safe, stable, nurturing relationships and environments are necessary to help children thrive!

How to: Spread the Word

“Toolkit” https://www.ounce.org/CAP_toolkit.html

Sample Press Release

Sample Proclamation

Sample Letter to the Editor

Opinion Editorial

Social Media



Maximizing Collective Impact!!



Consistent use of campaign messaging



Consistent use of the pinwheel



Hashtags for this year



#GrowthChildhoods



#Pinwheelsforprevention



#CAPmonth



#wearblue



Sample Campaign Messages

- **Use “Social Math”**

“Last year we served one out of every three children in our county.”

“This month we’ll serve enough children to fill 20 Classrooms!”

- **Use local stories**

Find people who’ve found a way to make a difference

- **Use Situations people can identify with, such as:**

Lack of affordable housing,

Lack of mental health or substance abuse services,

Lack of affordable Childcare



More on Messaging

- Talk about healthy child development as a foundation for healthy communities
- Children as the foundation for our future
- Long-term effects of ACEs
- Cost of abuse and neglect to our communities
- Give examples of actions to prevent CAN

(See 10 Things You Can do to Prevent Abuse/Neglect on our website)



Ways to Use Pinwheels for Impact

- ▶ Represent the # of births in your community
- ▶ # of children entering a local school,
- ▶ # of children/families served a by a local program, etc.

Please Don't!

- ▶ use to represent the # of children injured or killed from child abuse and neglect or
- ▶ the # of reported cases of abuse and neglect.



Florida Focus

- ❑ Safe, socially distanced events
- ❑ Home-Made Drive-In / Outdoor Movies



Pinwheels in Iconic Locations



Light it Up!

Buildings, Bridges, Fountains, etc.



Join Us for Updates & Ideas!

- ▶ **Webinar 1: February 19th, 10:30 – 11:30AM, EST**

<https://attendee.gotowebinar.com/register/2488722991985134606>

To listen to the webinar please dial 866-901-6455 and enter PIN: 170-920-655

- ▶ **Webinar 2: March 5th, 10:30 – 11:30AM, EST**

<https://attendee.gotowebinar.com/register/5371821700409175566>

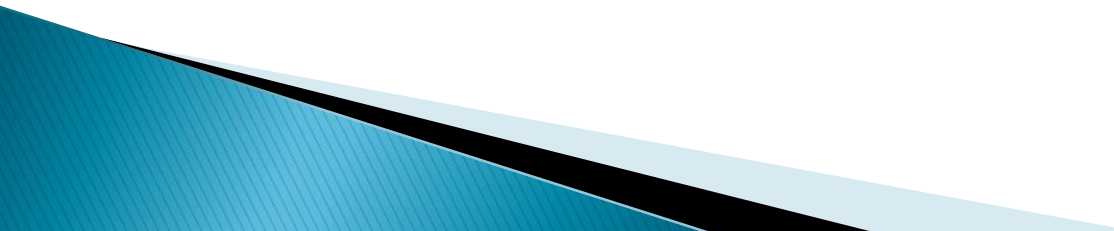
To listen to the webinar please dial 877-309-2071 and enter PIN: 470-720-593

- ▶ **Webinar 3: March 19th, 10:30 – 11:30AM, EST**

<https://attendee.gotowebinar.com/register/5598628958986822670>

To listen to the webinar please dial 866-952-8437 and enter PIN: 899-969-653

More to Come!

- ▶ Statewide Kickoff Event – Stay Tuned!
 - ▶ Pinwheel Podcasts Too!
 - ▶ February: The Legend of the Pinwheel! + CAP month in the pandemic
 - ▶ March: “Rockstar” partners talk about their planned CAP month events
- 

#PinwheelsforPrevention

Want more info?

▶ Contact us! Chris Lolley

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Jennifer Hartshorne:

(850) 921-4494, ext. 209

- jhartshorne@ounce.org
- Check us out on Facebook!



You can make a difference!

All children deserve #GreatChildhoods because children are our future.

Learn more at www.Ounce.org

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