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**
  - #Greatchildhoods
  - #Pinwheelsforprevention
  - #CAPmonth
  - #wearblue

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**Pinwheels for PREVENTION**

Prevent Child Abuse Florida
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 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](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](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](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?

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  - Check us out on Facebook!

You can make a difference!
All children deserve #GreatChildhoods because children are our future.