

CAP Month in a Virtual World

The 2020 version of our **Pinwheels for Prevention**[®] public awareness campaign was certainly impacted by the COVID-19 pandemic. When we all got the news in the middle of March about what was to come with COVID-19 we realized this April would not be a normal CAP Month. Many of us had planned events and ceremonies for the month and we were certainly looking forward to being with you at many of them. However, this was not to be. Recognizing what was happening and what was about to happen, our team adapted and pivoted quickly to provide resources and information that would allow us all to continue to recognize the month without compromising our health and safety. We put together a team made up of partners from the Governor's Office of Child Protection and Permanency, the Department of Children and Families and others that would prove invaluable in accomplishing this mission.

Our plan resulted in a virtual "Kickoff" for the month and weekly webinars focused on the Protective Factors. On average, over 300 people registered for each version. After a technical problem on the first offering, we switched to a more accommodating platform and saw an average of over 200 people on each subsequent offering. If you have not had a chance to view any or all of these webinars, please find them on our website at https://www.ounce.org/webinar_series.html.

We also saw large numbers of shares and posts on social media that helped continue to get our message in front of the public to remind our collective audiences that abuse and neglect are preventable and ways to help prevent it through support of parents and caregivers.

So, what are the Protective Factors anyway?

Protective factors are conditions or attributes in individuals, families, communities, or the larger society that mitigate or eliminate risk in families and communities, thereby increasing the health and well-being of children and families. In our webinar series, we highlighted five different factors as delineated by the Center for the Study of Social Policy's Strengthening Families framework. The Strengthening Families Protective Factors Framework distills extensive research in child and family development into a core set of five protective factors that everyone can understand and recognize in their own lives. Our webinar series focused on one of these at a time, diving deeper into what each one represented and how they can impact parenting, social and emotional learning and overall health and safety in families. Moving forward, we are committed to continuing this conversation in addition to other resources and ways of thinking that will allow us to help our partners target their population's level of risk.

Not all people or populations are at the same risk of developing behavioral health problems, addiction or the potential for abuse and neglect. In fact, prevention interventions are most effective when they are matched to their target population's level of risk. Prevention interventions fall into three broad categories:

1. **Primary** or universal preventive interventions take the broadest approach and are designed to reach entire groups or populations. Universal prevention interventions might target whole states, communities, or neighborhoods.
2. **Secondary** interventions target populations with biological, psychological, or social risk factors that are more prominent among high-risk groups than among the wider population. Examples include prevention education for families with young children or peer support groups for adults with a family history of substance use disorders.
3. **Tertiary** preventive interventions target individuals and families where abuse has already occurred in hopes of preventing a reoccurrence.

*Prevent Child Abuse Florida recognizing a sixth protective factor, Nurturing and Attachment to help reinforce the importance of these for young children.

Use of Tools/Resources

This was a record year for the number of people visiting our website, downloading and sharing the state/national toolkit which was also revised hurriedly to recognize the reality we were all living in at the time. We also saw large numbers of pinwheels ordered and your creativity locally was nothing short of inspiring!

Unfortunately, some of our best resources like the Parent and Advocacy Guides were not able to be delivered for distribution though orders were placed. As of today, these have started to ship again as some offices have opened at least for deliveries and you can expect these to begin arriving as you move back into your offices. If you have any questions or would like to make sure your orders are shipped, please contact Chris Lolley at (850) 933-3271 or clolley@ounce.org.

What's Next?

As we move forward and into the summer, we will continue to provide resources as we always have so please continue to place your orders for all of our resources, such as Safe Sleep brochures and tip-sheets, Coping with Crying and Safe Sleep rack cards and others that you have utilized in the past.

We will also restock on our summertime resources, focusing on Water Safety and hot car deaths and will share information once we are able to secure these items.

We are also committed to continuing to provide opportunities for learning and sharing through our now ongoing webinar series. Some to look forward to in the next quarter are focused on Resource Centers, Community Norms and Compassion Fatigue.