



Prevent Child Abuse Washington™

2017



strengthening families
Washington State Department of Early Learning

The State of Washington



Proclamation

WHEREAS, all children deserve to grow up in a safe and nurturing environment to ensure they reach their full potential; and

WHEREAS, safe and healthy childhoods help produce confident and successful adults; and

WHEREAS, child abuse and neglect often occur when people find themselves in stressful situations, without community resources, and do not know how to cope; and

WHEREAS, child abuse and neglect can be reduced by making sure every family has the support they need to raise their children in a healthy environment; and

WHEREAS, no one person can do everything, but everyone can do something, and together we can create change for the better; and

WHEREAS, dialing the Department of Social and Health Services' (DSHS) toll-free number for reporting child neglect and abuse (1-866-ENDHARM) makes it easier to protect the vulnerable; and

WHEREAS, wearing or displaying a pinwheel in April will serve as a positive reminder that together we can prevent child abuse and keep children safe;

NOW, THEREFORE, I, Jay Inslee, Governor of the state of Washington, do hereby proclaim April, 2017 as

Child Abuse Prevention Month

in Washington, and I urge all people in our state to join me in protecting and nurturing our children.



Signed this 24th day of January, 2017

A handwritten signature in blue ink, appearing to read "Jay Inslee".

Governor Jay Inslee

Working to Prevent Child Abuse and Neglect

There's no one solution to keeping kids safe. There's no one agency, no one organization and no one person that can protect all our children. It takes a village to raise a child. It takes all of us to prevent child abuse and neglect.

Here at Strengthening Families Washington, we work at the family level to find solutions and support families. Families come in an array of shapes and sizes. There is no one right way of being a family. There are, however, best practices to support all families. We want to find the programs that support families, help them grow and realize their full potential, just like the children we endeavor to help.

Each year, in April, we highlight our prevention work with the national Child Abuse Prevention Month. The pin-wheel represents the happy, healthy childhood every child deserves. We will join with organizations across the country to highlight happy childhoods and our ongoing prevention work.

We work closely with our partners because we cannot do this alone. No one can do this alone. From our family to yours, thanks for your support,

The Strengthening Families Washington Program

Jennifer Denton
Judy G. Lynn
Pete Bick
Katie
Courtney Hill
Jan

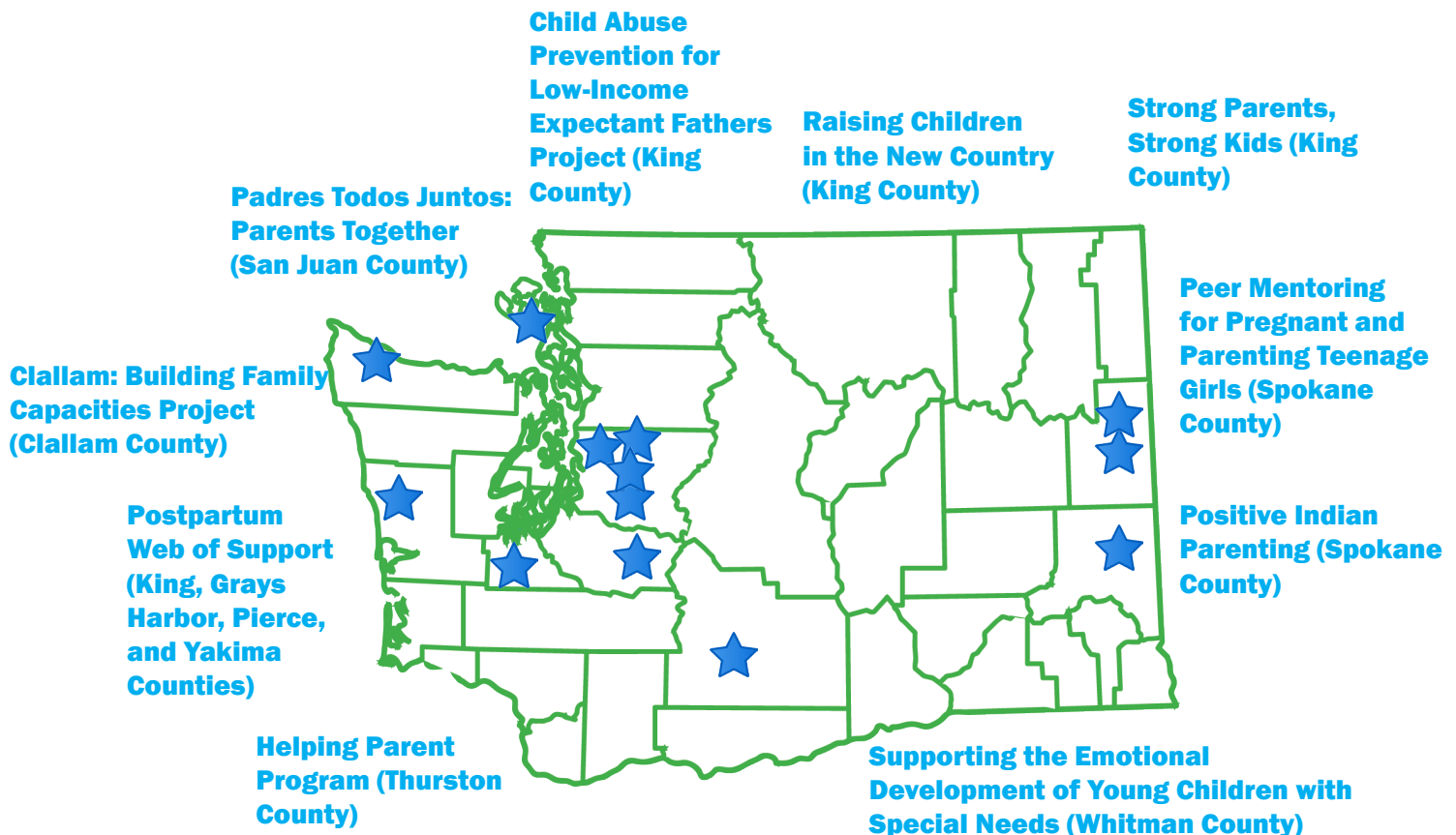




strengthening families washington

The Children's Trust of Washington is housed within the Department of Early Learning and administered by Strengthening Families Washington. Strengthening Families Washington focuses on helping families strengthen family bonds, understand childhood development, and cope with the challenge of parenting. By reaching out to parents and encircling them with support we can help strengthen families, which protects children and builds strong communities overall. Preventing child abuse and neglect is an important way to promote healthy child and family development.

Our funded programs work to build strong families and reduce child abuse. We utilize our funding to increase the capacity of programs to implement community projects to meet one or more of the protective factors.




How to Get Involved


As a **business** I can...


As a **school** I can....


As an **Individual** I can...


As a local **organization** I can...


 Plant pinwheel gardens and/or post pinwheel signs at courthouses, city halls, libraries, airports, malls, fairs, stadiums, schools, community centers, parks, along major throughways, and in planter boxes.


 Create pinwheel bouquets with message tags to sell or give away.


 Create pinwheel bulletin boards with positive messages.


 Integrate pinwheels with other events including at the start/finish lines for runs/walks, board meetings, orientations, sporting events, conferences, and Easter egg hunts.

 To spread the messages, get others to purchase pinwheels and get donated advertising space and money seek: local media partnerships (print, broadcast, online), campaign spokespeople (radio hosts, athletes, coaches, civic and business leaders), media relations (press material, letters to the editor).

 Engage elected officials and business leaders to educate, promote and become pinwheels ambassadors to our message.

 Seek opportunities to engage people on the issues through the Pinwheels Campaign including: schools, colleges and universities, city departments, religious institutions, non-profits, military bases, medical groups, local businesses.

 Raise funds to support child abuse prevention by selling pinwheels or other pinwheel items at your establishment; putting out donation cans; hosting a bake sale, and/or hold a pinwheel lunch-n-learn at your workplace.

 Recruit other volunteers to help with any of the above ideas and more.



Social Media Talking Points for CAP month

- April is Child Abuse Prevention Month; it is a time to celebrate the good things our communities do to promote healthy child development, as well as a time to reflect on the work that still remains.

- Take a small step to create #GreatChildhoods and support prevention by mentoring, advocating or donating.

- Support #GreatChildhoods! Visit our site to learn how to help and then post your pinwheel to inspire others to make a difference during Child Abuse Prevention Month!

- We all have a role to play in healthy child development, and our goal this April is to help others recognize that role and the ways in which we can maximize our impact.

- When communities come together to support children and families, we all benefit: our fellow citizens are better educated, employees are more effective and miss less work, and we'll see a profound impact on the quality of life in the communities in which families live.



- This year, we are focusing on three simple actions you can take to make a difference. You can:
 - o Mentor a child or parent - the availability of one stable, caring and supportive relationship between a child and adult caregiver can help children achieve positive outcomes in the face of adversity.

Mentoring a parent can limit feelings of isolation and reduce stress on an overburdened parent, reducing risk factors for abuse and neglect.

- o Advocate for policies that support children and families - Advocating for policies like MIECHV or CAPTA can help swing support for these laws, resulting in larger appropriations and more funding for the programs and services that work with children and families at a local level.

- o Donate to child-serving organizations - Donations can be in the form of money or time, as many organizations need volunteers just as much as they need their bills paid.

**Sharing on social media?
Use hashtags
#StrengtheningFamiliesWashington,
#Pinwheels and #GreatChildhood**

DID YOU KNOW? Pinwheels are a symbol of the **great childhoods that all children deserve!** This April, we're bringing everyone together – from parents to business owners to elected officials – to recognize the fact that **we all have a role to play** in the healthy development of children.

It's easier than you think to make an impact on children in your community! Three ideas are to:

● **MENTOR**

Mentor a child or parent in your community by coaching a rec sports team, offering assistance to a new parent, or volunteer to help staff pre- and after-school programs. When children and parents get the support and help they need, good things happen!

● **ADVOCATE**

Let your elected officials know you support programs that make a difference for families in your community. From home visiting to prevention services, you can call or write your federal, state and local legislators to tell them you want them to make children a priority!

● **DONATE**

Organizations like your local Prevent Child Abuse America rely on support from individuals like you to keep serving children and families. Every donation makes a difference!



**Made a difference this April?
Let us know! Post a picture
of your pinwheel alongside
#GreatChildhoods and a
message of what you did or will
do to support children!**



**Prevent Child Abuse
America®**

ALL KIDS DESERVE GREAT CHILDHOODS BECAUSE OUR CHILDREN ARE OUR FUTURE.

One way each of us can help ensure this happy outcome is to learn what can be done to prevent the sexual abuse of children in our communities!

1 COMMUNITIES can support healthy sexuality and community awareness.

2 SCHOOLS AND YOUTH-SERVING ORGANIZATIONS can support a safe, healthy and respectful environment.

3 PARENTS become comfortable talking to your children about all aspects of sexuality.



Want to learn more? Contact Prevent Child Abuse America www.preventchildabuse.org



1 COMMUNITIES can support healthy sexuality and community awareness by:

Contacting local experts such as your public health department or national experts such as Prevent Child Abuse America to learn:



* The signs that an adult or peer may be crossing boundaries by touching or speaking with a child in sexualized ways, seeking one-on-one contact, pursuing an on-line relationship, suggesting trips or sleepovers or other interactions that seem odd!

* Where to find resources to support parents as they learn the best way to teach their kids about healthy sexuality.

* How to determine if the institutions and organizations serving children are doing all they can to help kids thrive and to keep them safe.

Encouraging your library to develop and promote a special collection on healthy sexual development and parenting.



Setting and enforcing standards for public advertising that avoids being sexually exploitive of children.



Limiting exposure to sexually exploitive materials such as pornography and suggestive advertising.



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2 SCHOOLS AND YOUTH-SERVING ORGANIZATIONS can support a safe, healthy and respectful environment by:

Developing and enforcing safety policies:



Clear limits on who can access the property



Rules about pick-up and drop-off



Rules about social media contact with staff and photos of children



Rules for behavior and supervision on trips to the restrooms and in locker rooms



Policies to discourage sexual harassment and peer to peer abuse

Thoroughly screening all employees and volunteers with both a criminal background check and structured in-person interview.



Providing specific training to new employees and volunteers that clearly explain organizational policies. Offer comprehensive programs that include faculty, staff and parents in learning how to identify and respond to sexually problematic or predatory behavior among children and adults.



Avoid putting the responsibility for sexual abuse prevention solely on children!



3 PARENTS become comfortable talking to your children about all aspects of sexuality, including:

- ✓ Your family's values about healthy sexuality and relationships.
- ✓ How all parts of their body work and their proper names.
- ✓ Respectful and safe behaviors on-line and off-line.



Technology use and media exposure:



* Set limits with media. Know what children are watching on TV and online. Watch what your children are watching and determine whether it sends a message you endorse.

* Frankly discuss pornography. Explain that it's normal if their body reflexively responds to an image; that response didn't come from the part of the brain where decisions are made and has no relation to real life!

The difference between privacy (doing something by themselves, but you know about it) and secrecy (doing something that you don't know about). **Remind kids that temporary secrets, like a surprise party, may be OK, but permanent secrets never are!**



✓ How young kids spend "alone time" with teens and adults, even babysitters and relatives.

✓ The type of touch they have with peers or adults; **encourage them to set limits.**

✓ Their questions about anything to do with sexuality in real life or on-line. **If you don't know the answer, you can figure it out together.**



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WOULD YOU INVEST IN A LONG-TERM STRATEGY BACKED BY DECADES OF RESEARCH TO INCREASE YOUR BOTTOM LINE?

Good, invest in child development. Here's why:

WHY do we care about child development?

Because when we create healthier environments for all children, we're promoting a healthier and more productive nation. When we invest in children now, we don't have to pay later, as individuals or society. But this goal of a healthy and productive future is undermined by Adverse Childhood Experiences (ACEs).

WHY does this affect me?

ACEs not only lead to lifelong negative effects for the child who experiences them, but also creates a drain on businesses and taxpayers. Studies have shown that ACEs lead to:



The negative experiences children face early in life can create a population that is less able to work consistently and productively.

WHAT are Adverse Childhood Experiences?

Adverse Childhood Experiences / ACEs/ noun

A term used to describe a wide range of factors which may occur in the home under the age of 18—such as emotional, physical, or sexual abuse; loss of a parent through divorce, death or incarceration; experiencing hunger or being exposed to violence—that can contribute to lifelong physical and behavioral health challenges. A child is more at risk for ACEs when the child's parents experience stressors like social isolation, underemployment, lack of health care, depression or the inability to access basic necessities.

The CDC estimates depression to cause

200 million lost workdays
each year at a cost to employers of **\$17 to \$44 billion**

Learn more about ACEs by visiting the Centers for Disease Control website at www.cdc.gov/violenceprevention/acestudy.



HOW can my business make a difference?



Implement policies that help create healthier families and more productive employees such as flex-time for employees, which helps reduce the stress of managing family schedules while still being active and productive employees.



Use corporate sponsored events to inform employees about community services they can take advantage of that help create connections within the community. This can reduce the feeling of being alone or isolation and increase parental knowledge.



Use the important community and public policy capital that you have to promote federal and state policies that promote healthy families while helping to improve the future climate for your business.

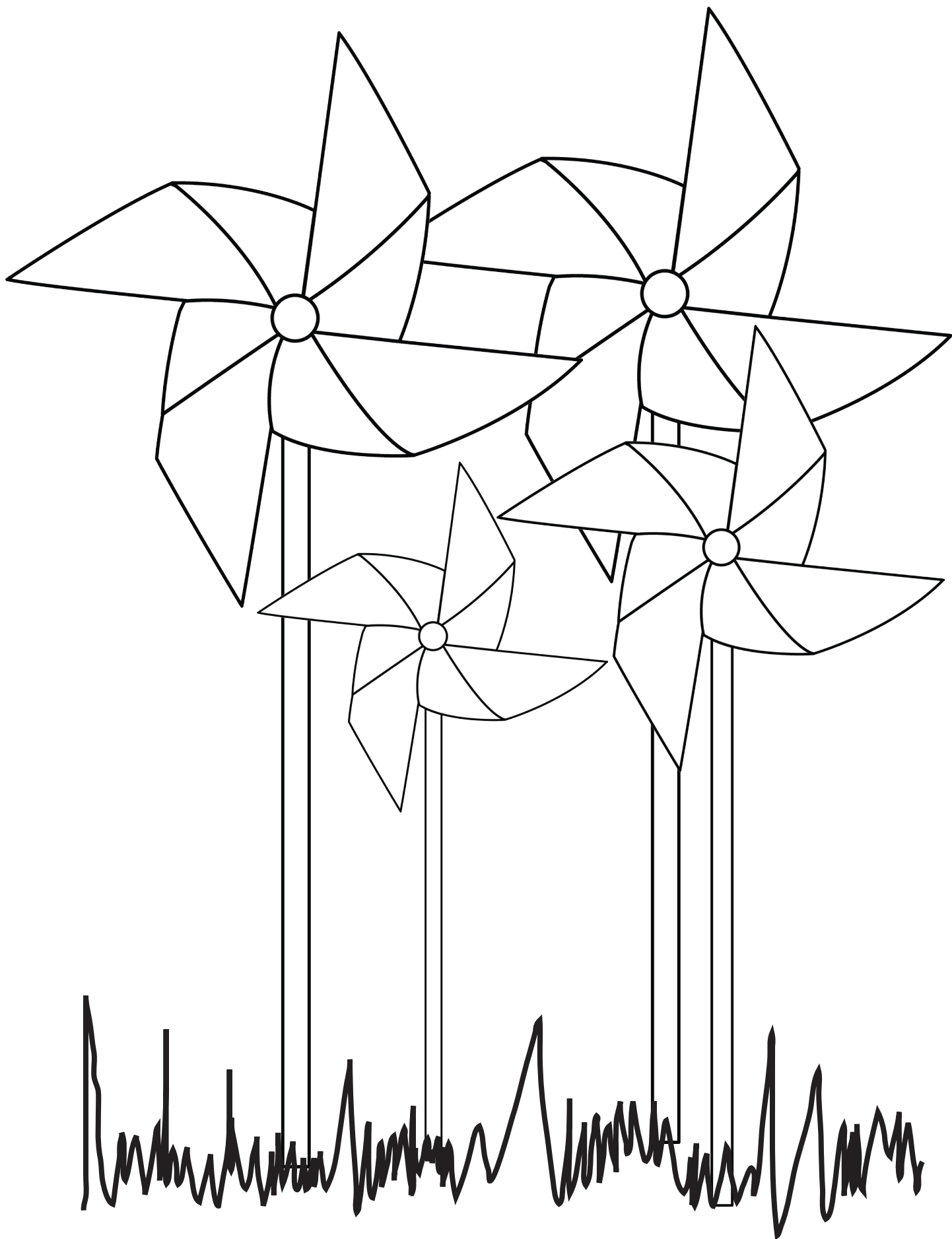


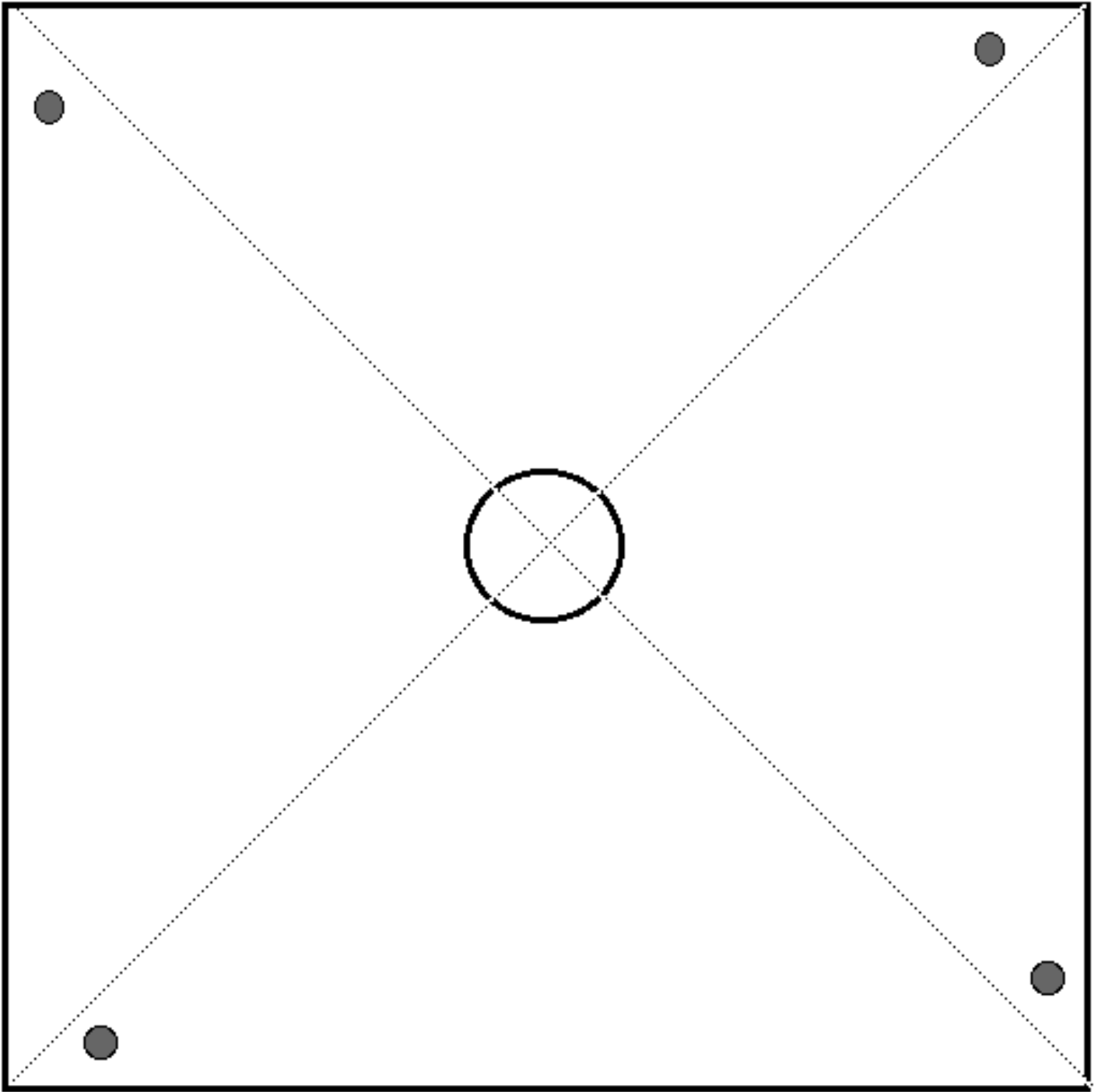
Support funding for resources in your community that reduce parental stress such as pre- and post-school programs or funding for home visiting programs.

Government plays an important role in the promotion of safe, stable, nurturing relationships and environments for families which are proven to help reduce ACEs, but so do businesses.

We can promote great childhoods for all children and a brighter future for families and our country. You can help.







Color the pinwheels, or make your own!

