



Kansas Children's Service League  
Stronger families start here.

# Child Abuse Prevention Month 2025 Guide

 **Prevent Child Abuse  
Kansas**  
*A chapter of Prevent Child Abuse America*

#PoweredByHope  
#CAPMonthKS



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# Overview

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April is Child Abuse Prevention (CAP) Month, and this year's theme is

*“Powered by Hope, Strengthened by Prevention.”*

Kansas Children's Service League (KCSL), as the Kansas chapter of Prevent Child Abuse America, aims to create a collaborative and cohesive CAP Month effort across the state. We invite you to join us this April as we promote the importance of child abuse prevention. This guide provides important CAP Month information and resources. KCSL's Community Resource Library is here to help you get the materials you need for your awareness efforts. We thank you for your dedication to children and families in our community.

## IMPORTANT DATES

- **Friday, April 4 is Wear Blue Day.** Share photos on social media and use the hashtags #WearBlueDay2025, #CAPMonthKS and #PoweredByHope. Tag KCSL on Facebook and Instagram so we can share your efforts with our statewide audience!
- **Wednesday, April 9 is Digital Action Day.** Prevent Child Abuse America is hosting Digital Action Day in support of essential investments in child abuse prevention by asking lawmakers to invest in the well-being of children and families across the country. Find your local legislators at [openstates.org/find\\_your\\_legislator/](https://openstates.org/find_your_legislator/).



### Inside the Guide

- Talking points
- How to order materials
- Media assets

We DO NOT encourage events that use items to represent the number of abuse/neglect victims. We want to educate the public on the importance of preventing child abuse.

# Preparing for CAP Month

CAP Month is an opportunity to highlight child abuse prevention and your organization's positive contributions. Everyone has a role in this effort, and we encourage creativity in your initiatives. Share your activities and tag KCSL on social media, so we can share the important work you're doing! Contact Kim Osborne at [kosborne@kcsl.org](mailto:kosborne@kcsl.org) if you host any events or plant pinwheels.



# Be Creative!

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## Celebrate and Amplify your Work

Showcase the work your organization is doing to further prevention efforts and strengthen families and communities across Kansas. Let's use this opportunity to highlight the importance of our collective work in child abuse prevention and the positive change we're creating together.



### **Get active on social media**

Use our provided assets and come up with prevention content of your own! Tell your story and be authentic to your organization and mission. We encourage you to follow KCSL on social media, tag us and share our prevention messaging too!

### **Host a community event**

Hosting a community event is a great way to promote togetherness and create a network of support for families. Resource fairs, zoo days and other family friendly events are encouraged.

### **Raise awareness**

Spread awareness by reaching out to local leaders, media and other businesses in your community. Help us communicate the importance of child abuse prevention and programs and policies that support children and families.

### **Plant a pinwheel garden**

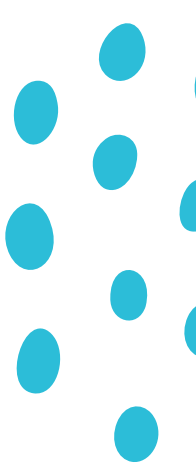
Pinwheel gardens will be popping up across the nation during CAP Month. Order materials to create pinwheel gardens of your own and get involved with local organizations and businesses in the process.

### **Participate in Wear Blue Day**

CAP Month kicks off with Wear Blue Day on Friday, April 4. Wear blue with your team and encourage others to do the same! Share your pictures and why you wear blue to social media.

### **Attend a KCSL Training**

We offer training sessions on a variety of topics related to preventing child abuse and neglect. Expand your professional knowledge! Register at [kcsl.org/what-we-do/education/training/](https://kcsl.org/what-we-do/education/training/).



# CAP Messaging

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## “Powered by Hope, Strengthened by Prevention” Talking Points

We’re providing you with talking points to help spread awareness, foster community action and promote policies that ensure the safety and well-being of children and families. **The talking points below are designed to guide discussions and highlight the collective responsibility in creating a nurturing environment free from abuse and neglect.**

## Reimagining Prevention: Families at the Center

- Positive Childhood Experiences (PCEs)—stable relationships and nurturing environments—help children thrive and mitigate Adverse Childhood Experiences (ACEs).
- Let’s commit to a future where every child grows up safe, loved, and full of hope.
- Prevention isn’t just about avoiding harm, it’s about creating opportunities for families to thrive.
- Prevention is a shared responsibility—families, communities, policymakers, and organizations must work together to provide:
  - » **Economic & social support** – Affordable childcare, paid leave, and financial stability.
  - » **Community-based solutions** – Access to local resources and networks.
  - » **Stronger prevention policies** – Investments that uplift families before harm occurs.
- Promote family-centered policies like paid leave and increased prevention funding.
- Raise Awareness – Share resources, engage in conversations, and join #WearBlueDay.
- Invest in Prevention – Support programs that empower families before crises arise.
- With hope as our guide and prevention as our strength, we can build a world where every family has what they need to succeed.



### To report a concern:

- Call 911 if a child is in immediate danger.
- Call Kansas Protection Report Center 1-800-922-5330.

### For questions about child abuse prevention:

- Call 1-800-CHILDREN or visit [1800childrenks.org](http://1800childrenks.org).

# Social Media Assets

We're excited to offer social media content and graphics that can be co-branded by partner organizations. Access high-resolution materials on our website and boost our shared message by utilizing **#PoweredByHope** and **#CAPMonthKS**. We invite you to follow, share and tag us in your creative posts during CAP Month to amplify our collective voice. Download today! Go to [kcsl.org/resources/cap-month/#toolkit](https://kcsl.org/resources/cap-month/#toolkit).



MyKCSL



kansaschildren



# Co-brand | #CAPMonthKS

Social media graphics and post copy you can use this April are available on our website. You can co-brand the graphics with your logo and share the following messages along with KCSL and other state partners. To receive your copy of these assets, including full-resolution graphics, visit [kcsl.org/resources/cap-month/#toolkit](https://kcsl.org/resources/cap-month/#toolkit).

## EXAMPLE:



## Notes for cobranding:

- » Use a PNG of your logo to avoid white backgrounds
- » Place your logo in the blank shape and make sure to leave space around each logo
- » Please tag us! @MyKCSL on Facebook and @kansaschildren on Instagram

*Thank you for supporting CAP Month 2025 and joining us in a partnership approach for prevention in Kansas!*



# Awareness & Engagement

The engagement section of our guide highlights useful outreach materials to utilize during CAP Month. We encourage individuals and organizations to participate this April and emphasize the importance of prevention. Each pinwheel garden and event helps increase awareness. We thank you for being **“Powered by Hope, Stengthened by Prevention”** by creating a safer environment for children.



# Ordering Materials

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To purchase CAP materials, please complete our updated online order form at [tinyurl.com/KCSLOrderForm](http://tinyurl.com/KCSLOrderForm). Please allow two weeks for shipping. Pinwheel boxes are large and take quite a bit of time and cost to ship. Pick up in the Wichita or Topeka offices may be possible. Please contact Kim Osborne for details.

For payment, we will contact you by phone or email. Payment can be made by credit card over the phone or check by mail.

## Mail to:

Kansas Children's Service League  
Attn: Kim Osborne - CAP Materials  
1365 N Custer Street  
Wichita, KS 67203

The Pinwheel and Pinwheels for Prevention® are trademarked to Prevent Child Abuse America and must be used to their standards.



## Pricing

- Pinwheels - \$1.25 each, bulk pricing for orders over 500 (\$1 each)
- Pinwheel Lapel Pins - \$2.50 each
- Yard signs - \$8.50 each

### Outdoor Pinwheel Kit - \$50 Includes:

- 25 pinwheels
- 1 yard sign
- 1 lapel pin
- 25 bookmarks
- 25 magnets
- 10 stickers
- 10 tattoos

### Office Pinwheel Kit - \$25 Includes:

- 10 pinwheels
- 1 Why Pinwheels sign
- 1 lapel pin
- 25 bookmarks
- 25 magnets
- 10 stickers
- 10 tattoos

*Kits are a great deal for community outreach efforts!*

## QUESTIONS?

Contact Kim Osborne at (316) 942-4261 x1348 or [kosborne@kcsl.org](mailto:kosborne@kcsl.org).

# Items Available for Download

We are happy to provide free materials to help you celebrate CAP Month. These items are a great way to raise awareness and be **“Powered by Hope, Strengthened by Prevention.”** To download the flyers, family activities calendar and more, visit our website [kcsf.org/resources/cap-month/#toolkit](http://kcsf.org/resources/cap-month/#toolkit).

**Kansas Children's Service League**  
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**Wear Blue Friday, April 4**  
FOR CHILD ABUSE PREVENTION MONTH

April is Child Abuse Prevention (CAP) Month, and together, we are **“Powered by Hope: Strengthened by Prevention.”** Raise awareness for child abuse prevention programs and share why you **WEAR BLUE!** Share your pictures using **#PoweredByHope, #CAPMonthKS** and **#WearBlueDay2025** and tag us on social media. 📷 **MyKCSL @kansschildren**

**Celebrate All Month**  
Along with Wear Blue Day, show your support this April by planting pinwheel gardens, wearing pinwheel pins, organizing community events and more. Order your CAP Month materials today!  
➤ Order online at [tinyurl.com/KCSLOrderForm](http://tinyurl.com/KCSLOrderForm)  
➤ Questions? Email [resource@library@kcsf.org](mailto:resource@library@kcsf.org)

**Pinwheels & Pinwheel Pins**  
available for purchase at KCSL

Prevent Child Abuse Kansas | [kcsf.org](http://kcsf.org) |

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## Why Pinwheels?

**HISTORICAL SYMBOL**  
In 2008, Prevent Child Abuse America introduced the pinwheel as the national symbol of child abuse prevention through its Pinwheels for Prevention® program. Used as a symbol of the whimsy and joy that all children should experience, these awareness pinwheels can be handed out to students, church groups, and members of social service organizations as a physical and poignant reminder of the bright futures that all children deserve.

**WHAT IS CHILD ABUSE PREVENTION MONTH?**  
All children deserve happy childhoods and bright futures. Since 1983, April has been designated as Child Abuse Prevention (CAP) Month. Each April, communities are encouraged to increase awareness about child and family well-being and work together to implement effective strategies that support families and prevent child abuse and neglect. The color for child abuse prevention awareness is BLUE and the symbol is the blue and silver pinwheel used across the nation to promote awareness activities throughout the month.

**HOW CAN YOU GET INVOLVED?**  
Pinwheels for Prevention® campaigns provide a unique opportunity for individuals and organizations to take action. You can show your support for stronger, happier children and families by:

- Purchasing pinwheels and other CAP Month materials online at [tinyurl.com/KCSLOrderForm](http://tinyurl.com/KCSLOrderForm) or contact [resource@library@kcsf.org](mailto:resource@library@kcsf.org)
- Displaying pinwheels in vases on front desks at your business or organization.
- Making your own pinwheel displays around the community.

**The pinwheel represents our efforts to change the way our nation thinks about prevention.**  
*By focusing on community activities and public policies that prioritize prevention right from the start, we can ensure child abuse and neglect never occur.*

Prevent Child Abuse Kansas | [kcsf.org](http://kcsf.org) |

**April 2025**  
**#PoweredByHope: Daily Activities to Strengthen Your Family**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Go for a walk in nature	2 Have an arts and crafts session	3 Paint rocks and place them in your community	4 <b>Wear Blue Day!</b>	5 Attend a family story time at your library
6 Plan a themed dinner night (tacos, pizza)	7 Go on a scavenger hunt in the neighborhood	8 Write and mail a letter to a family member	9 Learn a magic trick	10 Build a blanket fort	11 Watch the sunset together	12 Visit a local museum
13 Volunteer as a family	14 Go on a bike ride	15 Visit your local zoo	16 Make instruments and create a band	17 Have a family sing-a-long in the car	18 Record your own family movie	19 Go camping in the backyard
20 Go on a one-on-one date with your child	21 Play hide and seek	22 Learn a new recipe and cook as a family	23 Read a book together aloud	24 Put a puzzle together	25 Hold a family game night	26 Have a family movie night
27 Enjoy a picnic in the park	28 Create chalk art in the driveway	29 Plant flowers	30 Create a fun obstacle course inside or outside			

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## The Protective Factors Framework

The Strengthening Families Approach focuses on building strengths and resilience through the **Five Protective Factors**. By strengthening these factors, families are better prepared to manage stress and reduce risks of abuse and neglect.

# Media Kit

Our media kit is designed to enhance public awareness and engagement surrounding child abuse prevention. This will support your CAP Month efforts and amplify our collective work for children and families' safety. If you need assistance contacting state legislators, reach out to Kim Osborne at [kosborne@kcsl.org](mailto:kosborne@kcsl.org).



# Working with the Media

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## COMPOSE YOUR STORY

You don't have to be a published writer to develop a story that will interest the media. But before you contact the media, you should compose your thoughts about why your pitch is important, why it will make news.

- Is your effort the first of its kind in your community?
- Do readers want to know that there is someone in their town acting as part of a larger movement to end child abuse and neglect? —and can others join you?
- Is there a special volunteer (perhaps a local student or club member) who is working with you, whose story would inspire others?
- Is there a family that is willing to share their story and how your program has helped them?

*Find your story, and the rest is easy.*

## CREATE A MEDIA LIST

Comb your local media's websites, or call them directly to find out who you should talk to about your story. You can usually find contact information for the exact person you need to reach. For instance, if you want to have your story appear in the local newspaper, find out which reporter or editor covers "metro," "news" or "lifestyle" and contact them directly.

You might want to talk live on a local television or radio's public affairs show—visit their website and find out exactly who is in charge of that show. Oftentimes opportunities are scheduled weeks in advance, so contact producers now to schedule interviews.

Make sure you include community newsletters and school papers on your list. Once you have your media list, you're half-way there!

## DRAFT PRESS RELEASE OR LETTER TO THE EDITOR

This document tells your story. Use the story you've composed, and put it on paper.

- Keep the release to no more than two pages—use the CAP month template to help you. If you write a letter to the editor, make sure you respect word count guidelines.
- Use quotes from people involved with your event/program.
- Give exact dates, times, locations and contact information.
- Make sure you provide your own contact information for media follow-up.

## CONTACT THE PRESS

Several weeks prior to your event or in advance of the beginning of April, send your press release to your media list by email. When emailing a press release, copy the text and paste it into the body of your email. Most reporters will not open emails that have files attached.

For day-of-event coverage, you may consider using a media alert format in addition to the press release. This document should be sent two to seven days prior to your event.

# Working with the Media | Continued

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## SHARE YOUR PRESS RELEASE ONLINE

If available, you will also want to post your release on your website. If you utilize social media sites, you can post about your event and direct users to your press release.

## FOLLOW UP

Follow up with each contact by phone to confirm receipt, and while you have their ear, ask them if they have the time for you to pitch your story idea. Ask them if they think your story will be of interest to them, or if they have other suggestions. Most reporters are happy to talk to you if you are professional and respect their deadlines. If they are on deadline, ask them if you can call them back at a more convenient time.

## INTERVIEWS

Be prepared! Make sure you bring to an interview: statistics, important dates and times, and any other information you want to share with the public. Always respect reporters' deadlines. Know your message and stay on it! Talking to the media should be an expanded version of your "mission speech," that two-minute spiel you can be awakened from a dead sleep and spit out. Rehearse this if needed. Write down talking points before you do an interview. It's your story and if you want to control it you need to be the impeccable expert. Also, be prepared to answer:

- Why are you involved with this effort?
- What does your organization do?
- Dates, times, locations, specifics for your event.
- How can people get involved?
- What do you want the public to know about child abuse prevention and efforts to keep children safe and families strong?
- Why it should be important to readers/viewers to become part of this effort.

Provide copies of invitations, press release and any other materials with further details about your event. The reporter may refer to these after you leave.

## SHARE YOUR SUCCESS

KCSL would love to post your media coverage or share it with other interested volunteers. Send copies or links to Kim Osborne, [kosborne@kcslog.org](mailto:kosborne@kcslog.org). You can also send copies to special vendors or guests who attended your event to let them know they were part of something newsworthy.

# Press Release | Wear Blue Day (sample)

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FOR IMMEDIATE RELEASE:

## Kansas Turns Blue on April 4 for Child Abuse Prevention

*(City, Kansas- Month Day, Year)*--Recognized nationally as Child Abuse Prevention (CAP) Month, April is also a time to help families and our community live a happy life with hope for the future.

The [YOUR ORGANIZATION] is joining Kansas Children's Service League (KCSL), the Kansas chapter of Prevent Child Abuse America, for Wear Blue Day to show that we are **"Powered by Hope, Strengthened by Prevention."** By wearing blue on April 4 we are showing support for promoting positive childhood experiences and prioritizing prevention for Kansas children.

[INSERT QUOTE FROM AGENCY DIRECTOR OR CAP MONTH COORDINATOR]

[DETAILS OF ANY CAP MONTH EVENTS/DATES/TIME/SPECIAL GUESTS]

According to KCSL, there are many additional ways that people can get involved in child abuse prevention. Some suggestions include planting a pinwheel garden to raise awareness of prevention programs that help families cope with stress and trauma; reaching out to parents in your life to cultivate relationships, connections and environments that help every child thrive; or promoting family-friendly workplace policies like paid leave. All of these actions are powered by hope for all children to have a brighter future.

If you are interested in additional information about how you can be involved, contact [YOUR NAME/INFORMATION].

# Letter to the Editor | Template

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(APPROX. 150 WORDS)

April 2025

*Every child deserves a bright future, and every family deserves the support they need to thrive. This April, during National Child Abuse Prevention (CAP) Month, we invite the people of [CITY] to join us in celebrating the power of hope and the strength of prevention. This year's theme, "Powered by Hope, Strengthened by Prevention," reminds us that stronger families create healthier communities—and prevention is key to making that vision a reality.*

*All parents want to provide and nurture their child in a positive, healthy environment, but sometimes they need a little extra support along the way. As a community, we have a responsibility to ensuring children have positive experiences and families have the resources they need when they need them, before they are in crisis. For more information, visit [website].*

*When we invest in children and families, we invest in the future of [CITY]. By working together—powered by hope and strengthened by prevention—we can create a world where every child grows up safe, nurtured, and full of possibility.*

*Sincerely,*

**[NAME, TITLE]**

**You may use the Letter to the Editor template as is or pieces of it. We try to reach all the major newspapers across the state. Contact Kim Osborne at [kosborne@kcsf.org](mailto:kosborne@kcsf.org) with the newspapers you will be submitting letters as well as the signee of the letter.**





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