

Not One More Child Coalition - January 2020

Raising Awareness for the Prevention of Child Abuse

Katie Facchinello | Illuminate Colorado | Director of Communications



illuminate
Building Brighter Childhoods



Illuminating Communications

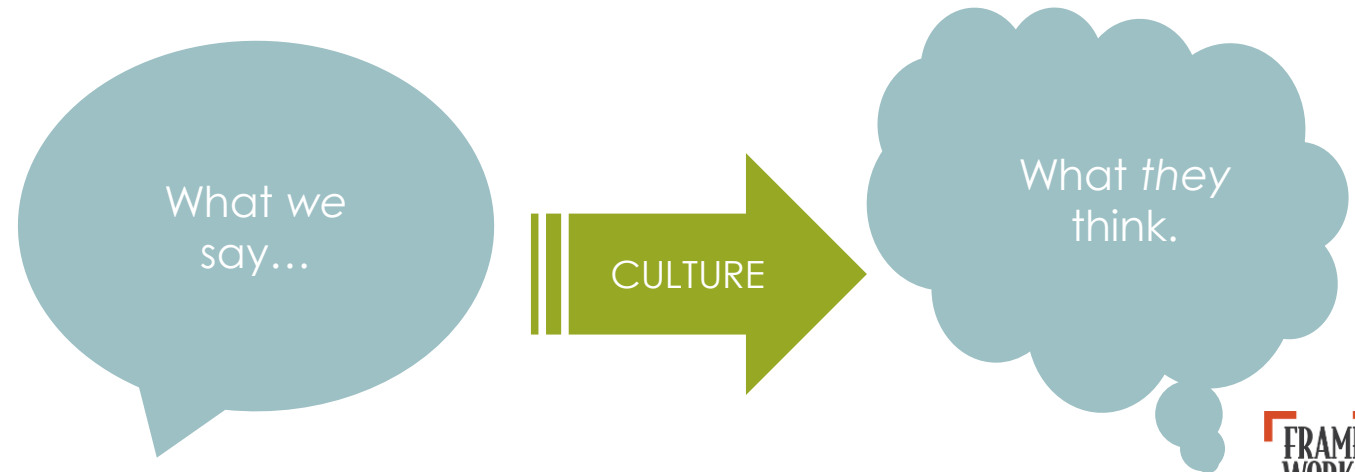


- Build communications capacity within communities, organizations and individuals to create social change.
- Empower others to tell a louder story.
- Promote trauma-informed, ethical and inclusive communications.
- Utilize evidence-based communications to strengthen Colorado families.



Evidence-Based Communications

- Understanding **cognitive and social science** principles:
 - The environment or situation that people are making decisions in – things like **when and how they're presented with information**, the **physical environment**, and **what other people around them are doing**.
- Measuring and evaluating communications tactics and messages is critical.
- Using empirically tested reframing strategies – do not rely on guesswork or gut instinct.





Making the Public Case for Child Abuse and Neglect Prevention



Prevent Child Abuse
America®

2004 – The **FrameWorks Institute** completed and published its analysis of a body of qualitative research to guide **Prevent Child Abuse America** in framing issues related to child abuse and neglect to inform better public thinking.

2009 – Continued qualitative and quantitative research asking ourselves on what kind of story should we tell people about child abuse and neglect.

- FrameWorks urged PCA America to spend more time in **explaining how child development works** and **what practices derail healthy development**.
- FrameWorks urged greater attention to **Community Frames**, focusing public attention on what is available in communities to support children and families.

2015 – Talking Toxic Stress and Resilience in Colorado

Sponsored by the **Early Childhood Colorado Partnership** and the **Colorado Department of Human Services Office of Early Childhood**.



Pinwheels for Prevention CHILD ABUSE PREVENTION MONTH APRIL 2019

By its very nature, the pinwheel connotes whimsy and childlike notions. It is a reminder of the safe, stable, and nurturing childhoods we want for all children.

It is the national symbol for child abuse prevention.

During the month of April, Illuminate Colorado, the Colorado chapter of Prevent Child Abuse America, works with partners across the state on the Pinwheels for Prevention Campaign to inspire a conversation to create brighter childhoods in Colorado.

It's amazing what we can do for kids in Colorado when we work together.

 **50,000**
Pinwheels delivered to
Illuminate Colorado



Counties with
Pinwheels

29

100 ORDERS 
30 INDIVIDUALS
44 ORGANIZATIONS
26 GOVERNMENT AGENCIES

Pinwheels on Display

38,296

Social Media
Impressions

118,385

80,000+ Coloradans
reached online.

- 154 posts
- 7.9K video views
- \$339 digital outreach



New in 2020!

NEW - **Pinwheels for Prevention Campaign website** highlighting inspirational ways to strengthen families, organizations planting/distributing pinwheels - January 2020

Updated **community planning guide** to raise awareness during Child Abuse Prevention Month - January 2020

NEW **Speakers bureau training** to promote the prevention of child maltreatment in the community - Feb/March 2020

Tool-kit for media outlets highlighting positive social norms, positive language and framing as well as story ideas that strengthen families. Feb/March 2020

NEW **creative content** and a complete tool-kit to raise awareness for the prevention of child maltreatment in Colorado. Feb/March/April 2020



Aligning National, State and Local Awareness Efforts Toolkits & Collective Efforts to Co-brand

- National Campaign video
- Organic social media calendar & Strengthening Communications Network
- Social media videos
- Social media imagery (inc. cover images & Facebook photo frames)
- Web page banners
- Pinwheel flyer
- Turnkey ideas sheet
- OOH billboard artwork
- Talking points
- Sample press releases ‘
- Sample letter to the editor
- Sample proclamation language
- Community Planning and Outreach Guide
- Speakers Bureau Training
- Shared Message Bank
- Shared Access to Website and Online Marketplace to Raise funds.



Goals

1. Educate and promote messaging associate with the five protective factors that can prevent child maltreatment.
2. Influence social media
3. Influence media
4. Empower local organizations and communities



Objectives and Metrics

1. Have Pinwheel Gardens in all counties and tribal communities within Colorado.
2. Secure Media Sponsors in all Media Markets.
3. Secure Paid Media Sponsors 15k & 30K for PSA package with the Colorado Broadcasters Association.
4. Measure impact on social media.



Inspire a Conversation to Create #greatchildhoods.

To help you be as successful as possible in raising awareness and engagement and impacting positive social change during the upcoming Child Abuse Prevention Month download toolkit assets.

Let's Do This Together

The Pinwheels for Prevention Campaign is a national effort empowering state and local organizations, communities and individuals to address child maltreatment as a public health issue.



✉ kfacchinello@illuminatecolorado.org
🌐 www.copinwheelsforprevention.org

Get In Touch
303.246.2062

Build a **speakers bureau** of leaders and story-tellers to engage Colorado communities and the media in prevention.

Recognize and **celebrate ordinary people** and the modest but meaningful steps they take everyday to promote healthy child development and prevent child abuse and neglect.

Become a **social media influencer** to strengthen families and communities, and change social norms.

Increase knowledge of the **Protective Factors Framework**, an evidence-informed, strengths-based approach to child maltreatment prevention.

Order your Pinwheels