EC11 SUMMIT
the power of early childhood
TOPEKA, KANSAS
APRIL 18-19, 2017
#EC11Summit bit.ly/EC11summit
CBCAP: A Means to Connect; Educate; and Support Child Abuse Prevention

Kansas Children's Service League

www.kcscl.org • (877) 530-5275
Purpose of Community Based Child Abuse Prevention (CBCAP) Funds

Federal financial support for community based efforts to prevent child abuse and neglect and strengthen resources through collaborative efforts.

I’m so excited.
Brief CBCAP History

1974: Child Abuse Prevention and Treatment Act (CAPTA) of which CBCAP is a part was signed into law
1976: Kansas became the first state chapter of Prevent Child Abuse America
1980: Kansas became the first state to create a Children’s Trust Fund to fund child abuse prevention including CBCAP resources
1982: First CAP week, June 6-12
1983: President Reagan deemed April as CAP month
1993: Kansas Children’s Service League merged with the Kansas Chapter of Prevent Child Abuse America and began the management of Statewide CBCAP work
Two Key Public Awareness Initiatives Supported By Kansas’ Statewide CBCAP Grant

• Plan for Child Abuse Prevention Month (APRIL)
• Plan for Annual Governor’s Conference on the Prevention of Child Abuse and Neglect
Public Awareness Activities Are Research Based and Important in Preventing Child Abuse

• In 2002, the US Dept. of Health and Human Services Children’s Bureau Office on Child Abuse and Neglect in their publication *Emerging Practices In the Prevention of Child Abuse and Neglect* determined that public awareness activities are an important part of an overall approach to address child abuse and neglect.

• In 2007, Daro & McCurdy wrote in the Handbook of Injury and Violence Prevention (Doll, et al) that “using public awareness campaigns to mobilize the public has long been regarded as a vital component of a comprehensive child maltreatment prevention strategy."
## Spectrum of Prevention Activity

<table>
<thead>
<tr>
<th>LEVEL OF SPECTRUM</th>
<th>DEFINITION OF LEVEL</th>
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<tbody>
<tr>
<td>6. Influencing Policy and Legislation</td>
<td>Developing strategies to change laws and policies to influence outcomes</td>
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<tr>
<td>5. Changing Organizational Practices</td>
<td>Adopting regulations and shaping norms to improve health and safety</td>
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<tr>
<td>4. Fostering Coalitions and Networks</td>
<td>Convening groups and individuals for broader goals and greater impact</td>
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<tr>
<td>3. Educating Providers</td>
<td>Informing providers who will transmit skills and knowledge to others</td>
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<tr>
<td>2. Promoting Community Education</td>
<td>Reaching groups of people with information and resources to promote health and safety</td>
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<tr>
<td>1. Strengthening Individual Knowledge and Skills</td>
<td>Enhancing an individual’s capability of preventing injury or illness and promoting safety</td>
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APRIL IS CHILD ABUSE PREVENTION MONTH

Celebrating 40 Years
KCSL’s Responsibility for April Child Abuse Prevention Month

• **Connect** partners in a statewide campaign and plan statewide events and activities

• **Educate** partner agencies in planning local community events of impact through training and technical assistance

• **Support** to families in accessing services available in their communities that prevent child abuse and neglect through awareness
Prevent Child Abuse America’s “SPIN” on CAP Month
Connect the Pinwheel to CAP Month

• The pinwheel provides an opportunity to tell the prevention story with a new framework that promotes positive parenting, healthy child development, and communities that care.
Educate through CAP
Community Activities

• Proclamation Signings with the Mayor, County Commissioners, and other Local Leaders
• Wear Blue Day Opportunities at Businesses, Schools, and Community Sporting Events
• Plant a Pinwheel Garden in High Visibility Areas and Neighborhoods
• Engage Local Media with Letters to the Editor
• Find a Champion to Promote Awareness with Non-typical Audiences
Support Families at CAP Month Activities

• Share program referral information with community partners to improve connections and access to services
• Provide Community Resource Library Materials (Parent Tip Cards) at CAP Events
• Invite families to join in CAP Community Activities and include kid friendly projects
• Choose Venues for CAP Activities that promote positive parenting and happy childhoods
2016 CAP Activity Highlights

• 25 Proclamations were Signed  
  – (8% Increase from 2015)
• 31 Communities Held Events  
  – (13% Increase from 2015)
• 157 Letters to the Editor  
  – (4% Increase from 2015)
• 44,065 Pinwheels Distributed  
  – (40% Increase from 2015)
• And literally........ **THOUSANDS** participated in the statewide Wear Blue Day Event....**We’re Sure of It!**
The Annual Governor’s Conference on the Prevention of Child Abuse and Neglect

Why it matters…..

• **Connect** practitioners with exemplary models of prevention and intervention services for children and families

• **Educate** professionals through delivery of certifiable training opportunities and institutes

• **Support** service providers deemed best in their field of practice through recognition
Connect to Strengthen Conference Quality

• Sign up to serve on the Statewide Planning Committee
• Nominate speakers, institute, and workshop guests or topics
• Deliver workshops on promising practices, model programs, and innovative ideas
• Be an exhibitor or consider a sponsorship
• Recognize a deserving professional or volunteer in your field at the Awards Luncheon
Educate: Recent Celebrated Keynotes and Institute Guests on Relevant Topics

- Dr. Bruce Perry – Power of Quality Early Child Care and Trauma Informed Care
- Dr. Rob Anda and Laura Porter – A.C.E. Data
- Dr. Vince Felitti – The Foundation of A.C.E. Research
- Elizabeth Smart – Resilience beyond Trauma
- Theresa Briscoe – The Reality of Human Trafficking
- Dr. Sandra Bloom – The Sanctuary Model
Support Your Staff’s Professional Development

• Encourage employees to attend the 2017 Conference
• Recognize and reward exemplary work at Awards Luncheon
• November 1 -3, Capitol Plaza Hotel, Topeka
• Don’t be the last in line..... we expect 600!
A Thought About Public Awareness

Knowledge is power.
Information is liberating.
Education is the premise of all progress in every society and in every family.

Kafi Annan, Secretary General of the United Nations, 1997-2006
Questions?

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