

# April is Child Abuse Prevention Month

## 2019

### KY Press Association Resource Packet



## Specially Designed Packet KPA Members Child Abuse Prevention Month 2019

Members of the Kentucky Press Association:

April is Child Abuse Prevention Month and as Kentucky's premier child abuse prevention organization, we are providing this specially designed packet for your information and utilization.

We appreciate the many newspapers who ran series, features and Op-Eds during April over the years. Your participation not only helps draw attention to the extent of the problem we are facing in Kentucky, but also helps zero in on solutions. We hope you will choose to devote space to the issue of child abuse prevention in your newspaper again this year.

This packet is only a stepping stone for information — don't hesitate to contact us for additional information. Thank you for helping us get the word out!

*Jill Seyfred*

Executive Director  
Prevent Child Abuse Kentucky

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## Contact Us:

*Prevent Child Abuse Kentucky*

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## Every Story Needs A Quote:

**Jill Seyfred**, Prevent Child Abuse Kentucky

“We know child abuse can be prevented, and we know how to do it; but we cannot do it alone. We are making progress as awareness has increased, and we hear from those who have been most impacted by the solutions. Every time you see a blue and silver pinwheel this month, think about a child who will benefit from your awareness of child abuse and neglect. Take time out. Report. Get involved in prevention. It works.”

## Issues Dashboard

*A quick look at trending topics in Kentucky*

### ISSUE: Child Abuse In Kentucky

#### Did you know?

- Data from the Department for Community Based Services shows 84,595 children were involved in child abuse/neglect reports which met criteria for investigation or assessment; of those, 32,408 were substantiated or in need of services.
- Neglect is the most common form of maltreatment, with 24,556 children involved in incidents of neglect.
- 46% of children in substantiated or services needed reports were age 5 or younger.
- There has been a 25% increase in the number of unique children in substantiated or services needed reports from 2014 to 2018.

⇒ **For more information, download our 2018 Data Facts**

<https://www.pcaky.org/sites/default/files/inline-files/Data%20Facts%20CPS%20Calendar%20Year%202018.pdf>

### ISSUE: Substance Abuse

#### Did you know?

- Substance abuse was documented as a risk factor in 66% of the reports, with a finding of substantiation or services needed, to the Department for Community Based Services in 2018.
- Substance abuse by a caregiver was found to be a characteristic in 46% of the cases reviewed by the KY Child Fatality and Near Fatality Review Panel in 2018.

⇒ **For more information, download the KY Child Fatality and Near Fatality Review Panel's 2018 Annual Report**

<https://justice.ky.gov/Documents/CFNFERP/2018%20Annual%20Report%20FINAL.pdf>

### Issue: Choosing a Safe Caregiver

#### Did you know?

- In cases of child sexual abuse, 90% of the time, a child victim knows the abuser.
- Conservatively, 62% of child sexual abuse victims never tell when the abuse is occurring. Some studies indicate 88% of the time, child sexual abuse is never reported to the proper authorities.
- 2,273 KY children were sexually abused in 2018– almost six children every day.

⇒ **Take/Promote this self-assessment to make sure kids are safe in youth serving organizations:**

<https://www.pcaky.org/self-assessment-questionnaire-organizations>

⇒ **Take/Promote this assessment to make sure kids you are leaving your kids with a safe caregiver:**

Visit [www.pcaky.org](http://www.pcaky.org) or contact [pcaky@pcaky.org](mailto:pcaky@pcaky.org) for regional and county specific data.

*The statistics cited are gathered from various state and national sources. If you have a question about any of the statistics used, please contact us at 859.225.8879.*

## **Prevent Child Abuse Kentucky Encourages People to ‘Do More of What You Love’ to Help Families this April, Child Abuse Prevention Month**

**(Lexington, Kentucky)**—Prevent Child Abuse Kentucky encourages people across the state to participate in this year’s National Child Abuse Prevention Month by sharing their talents and time to help create better, brighter futures for children and families. Even the smallest step can make a big difference in a child’s life—and a parent’s as well.

“Everyone wants to provide and nurture their child in a positive, healthy environment, but sometimes parents need a little extra support,” said Jill Seyfred at Prevent Child Abuse Kentucky. “That’s why we’re asking people to proactively engage parents in their local community and offer their support—whether it’s by making a meal for a family, reading to or tutoring a child, or even hosting a kid-friendly neighborhood block party to help build social connections.”

In a national survey, 94% of parents said they needed help of some kind; 86% said they would be grateful for services, childcare or other support. However, in a separate study, fewer than 20% of parents said they would actually seek help.

“While our goal is to help create great childhoods for all children, it’s important parents get the support they need in order to do so,” explained Prevent Child Abuse America President and CEO Dan Duffy. “Despite the best intentions, parenting can be challenging. We want to help people understand that it’s possible to do the things they love—cooking, making art or music, reading, or playing sports—and, at the same time, help families and their community thrive.”

Suggestions from Prevent Child Abuse Kentucky to make a difference in a child’s life and help support parents while doing what you love include:

- Volunteer for an after-school reading program or book club—you’ll help kids meet new friends and spark their imaginations, too.
- Give a new mom a break by bringing over dinner, offering to run an errand, or babysitting.
- Coach a youth sports team to teach kids the value of teamwork—they’ll learn how to trust teammates and themselves.
- Host a kid-friendly BBQ or organize a block party so parents can socialize without the stress of finding a sitter—social connections with other parents help to establish a strong support network.
- Contact your elected officials and urge them to support policies and programs that promote safe healthy childhoods.

“We all share a responsibility for the physical, emotional, and mental well-being of children and their families,” added Jill Seyfred. “I encourage everyone in the state to do what they love this April and help ensure great childhoods in their community.”

### **About Prevent Child Abuse Kentucky**

Prevent Child Abuse Kentucky is the leading statewide child abuse prevention organization. They are the Kentucky chapter of Prevent Child Abuse America and offer statewide programs and services. Contact them at [www.pcaky.org](http://www.pcaky.org) or 1-800-CHILDREN.

### **About Prevent Child Abuse America**

Founded in 1972, Prevent Child Abuse America is a national organization with chapters in all 50 states. It promotes services that improve child well-being and develops programs that help to prevent all types of abuse and neglect. Visit [preventchildabuse.org](http://preventchildabuse.org) to learn more.

# # #

***Prevent Child Abuse Kentucky is the state’s leading child abuse prevention organization. They are a statewide organization, with more than 235 partners located throughout the Commonwealth. To learn more visit [www.pcaky.org](http://www.pcaky.org).***



## What We Do

### History

**Prevent Child Abuse Kentucky (PCKA) is the Commonwealth's leading statewide child abuse prevention organization.** PCKA was established in 1987 and we are celebrating our 31st year of providing prevention services throughout the Commonwealth. PCKA is the Kentucky affiliate of Prevent Child Abuse America. Our mission is to prevent the abuse and neglect of Kentucky's children.

### Programs

**We believe prevention works! It is the only cure for child abuse.** That's why our work—public awareness campaigns, parent education, professional training, technical assistance, advocacy, and community-based prevention programs—are all focused on evidence-based strategies to keep children safe.

Our work includes: A parent resource and referral helpline, **1-800-CHILDREN**; statewide **Parent Education and Support Groups**; targeted **outreach to fathers**; a wide range of professional **training opportunities** which includes the **Kids Are Worth It!® Conference**; the **Partners in Prevention Network** which links individuals, organizations and prevention voices throughout the state to initiate change towards keeping Kentucky's children safe; **Child Sexual Abuse Prevention Program**; **Never Shake a Baby Campaign**; the **Commit To Prevent® Campaign**; and more.

## Your Community

### Your Community's Story

PCKA has partners across the state who are involved in child abuse prevention. Tell the story of their work! Spread the word of how others may be involved. Visit <https://www.pckaky.org/partners-in-prevention> or email [pckaky@pckaky.org](mailto:pckaky@pckaky.org) for a list of PCKA Partners in Prevention in your community.

### Local Community and Statewide Events

Share news stories about local **Pinwheels for Prevention Events, Garden Plantings and Displays**- The blue and silver pinwheel will be featured prominently throughout the month of April – and year round – as the national symbol of child abuse awareness. The pinwheel represents our efforts to focus on positive images of childhood and to engage all Kentuckians in child abuse prevention efforts. Contact [pckaky@pckaky.org](mailto:pckaky@pckaky.org) for local information.

**Proclamation Signings**- Elected officials will be issuing proclamations, and will be requesting media coverage.

**Commit to Prevent: Wear Blue Day- Friday, April 5th** individuals are encouraged to wear blue and promote their efforts via social media to show their commitment to preventing child maltreatment. Reporters can wear blue too!

**Blue Sunday** - faith communities use the last Sunday of April as a day to recognize child abuse prevention efforts in local communities.



APRIL IS  
CHILD ABUSE PREVENTION  
MONTH

**WEAR BLUE DAY  
APRIL 5TH**



SHOW YOUR COMMITMENT TO GIVING ALL OF KENTUCKY'S  
CHILDREN A #GREATCHILDHOOD

Wearing **BLUE**  
to show  
my **commitment** to  
**CHILD ABUSE  
PREVENTION**



**Prevent Child Abuse  
Kentucky**  
[www.pcak.org](http://www.pcak.org)

**Contact us  
to order your  
FREE wear  
blue day lapel  
stickers!**

[HTTPS://SHOP.PCAKY.ORG/COLLECTIONS/MERCHANDISE](https://shop.pcak.org/collections/merchandise)

**Post your photos to social media using #WearBlue4KYKids & #WearBlue**



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Communities across Kentucky will be hosting Child Abuse Prevention Month events beginning the last week of March and throughout the month of April. Visit our website to learn more about local events, or email [pcaky@pcaky.org](mailto:pcaky@pcaky.org) for event information in your community(ies): [www.pcaky.org/calendar.php](http://www.pcaky.org/calendar.php)

### FIND US ON SOCIAL MEDIA:



Use the hashtag #CommitToPrevent when promoting child abuse prevention related news.



PCAK Executive Director, Jill Seyfred, presents attendees at the 2018 Child Abuse Prevention Month Kick-Off event with the official CAPM tshirt.

# Thank you!

## For more information visit:

- PCAK Information Center: <https://www.pcaky.org/information-and-data>
- Pinwheels for Prevention: <https://www.pcaky.org/pinwheels-for-prevention>
- Statewide Events Calendar: <https://www.pcaky.org/pcak-events>

## Additional Resources:

- Child Welfare Information Gateway: <https://www.childwelfare.gov/topics/can/>
- Prevent Child Abuse America: [www.preventchildabuse.org](http://www.preventchildabuse.org)

# TOYOTA

Thank you Toyota Motor Manufacturing, KY for your support of the Pinwheels for Prevention Campaign and Child Abuse Prevention Month!



**Kentucky**  
UNBRIDLED SPIRIT™

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**WellCare**  
Beyond Healthcare. A Better You.

Thank you to WellCare Health Plans for your support of community based awareness events and campaigns for Child Abuse Prevention Month!