



## Blue Ambassador Resources:

### Social Media Calendar:

Our social media calendar is broken into 4 weeks of content (plus two pre-April options).

- Week 0: Pre April (Wear blue day and training opportunities)
- Week 1: Know (facts about child maltreatment and training opportunities throughout the month)
- Week 2: Respond (information about SD's multidisciplinary response and intervention to child maltreatment)
- Week 3: Prevent (information about prevention efforts and the power of trauma-informed communities and systems)
- Week 4: Celebrating Great Work (examples of work done across the state or customize for in your own community).

The graphics and captions below can be provided as options for you to share online throughout the month.

#### **Pre April option 1:**

Follow along with us next month as we raise awareness for Child Abuse Prevention Month. In South Dakota, we are "Growing a Better Tomorrow For All Children, Together."

#### **Pre April option 2:**

Help us raise awareness of Child Abuse Prevention Month. Join us on April 4 for Wear Blue Day.

Or

On April 4, wear blue! We are "Growing a Better Tomorrow For All Children, Together." Join us in sharing your support, by wearing blue on April 4 and sharing an image on social media.

Or

Why wear blue on April 4? Because 1 in 7 children in the United States experience child abuse or neglect in the past year. We are "Growing a Better Tomorrow For All Children, Together."

#### **Pre April training 1:**

Did you know that between 30% - 40% of all child sexual abuse cases involve one minor sexually acting out on another youth. These types of cases are unique in that the children/youth are often in the same family and household. It is vital to understand how to recognize and respond to these behaviors with

early intervention and increased supervision. Through this workshop we will work to establish a general understanding of these types of situations, as well as learn how to model behavior to disrupt the behavior. How we respond matters!

This session is available to view online April 3-8. To view additional sessions from the 2022 Community Response to Child Abuse Conference, register for access to the on-demand portal. Learn more at [SDCPCM.com](http://SDCPCM.com)

### **Pre April training 2:**

In 2017, what started as a childhood slumber party turned into a multi-victim rape investigation. Follow the case of Theodore Guzman from first disclosure through trial (and a re-trial!) after an extensive investigation yields four child sexual assault victims. A shocking case of disappointment, surprise, tears and ultimately triumph - it is ultimately the story of why we do what we do. This presentation will highlight the value of medical evidence, forensic interviews, foster parents, social workers, investigators and prosecutors (all of us, whom the defense team called "The Apparatus" in closing arguments) and why a multi-disciplinary approach and team are invaluable to the protection of child sexual assault victims.

This session is available to view online April 10-15. To view additional sessions from the 2022 Community Response to Child Abuse Conference, register for access to the on-demand portal. Learn more at [SDCPCM.com](http://SDCPCM.com)

### **Pre April training 3:**

Common parenting patterns of parents who physically abuse their children will be discussed, which include inconsistent responses to their child's behavior, developmentally-inappropriate expectations of the child, ineffective strategies at managing their child's behaviors, and escalating emotional reactions to the child. Pathways from parental frustration to abusive behaviors will be explained. The audience will learn specific strategies that can be taught to parents to reduce the likelihood of physical abuse and to strengthen the parent-child relationship. An evidence-based parent-training intervention, Parent-Child Interaction Therapy, will be described.

This session is available to view online April 17-22. To view additional sessions from the 2022 Community Response to Child Abuse Conference, register for access to the on-demand portal. Learn more at [SDCPCM.com](http://SDCPCM.com)

### **Pre April training 4:**

Child abuse, maltreatment, and Adverse Childhood Experiences (ACEs) are serious public health concerns that can have long-term impacts on health, opportunity, and well-being. This presentation will provide a brief introduction to the work of CPCM and the SD Center for Disabilities, and discuss the increased risk of maltreatment for children with disabilities. Research supports that children with disabilities, who represent several distinct subgroups that require specialized services and care within our communities, are at an increased risk of experiencing trauma and having higher ACEs than typically developing children. This is important to consider in regards to long-term ACE related health conditions and service considerations. Participants will gain understanding of the shared priorities of these two USD Centers, the varieties of disabilities in children, and approaches to addressing trauma with this population.

This session will take place on April 17 at 12:00pm CST via Zoom. Registration is required and all registrants will receive a recording of the session. Register at:

<https://usd.zoom.us/meeting/register/tJlqduGhrDojGdbCw8lcrPN-2X3r5BHhKgR9>

### **Pre April training 5:**

Join the monthly Court Improvement Program training series on April 26 at 12:00pm CST for “Civil vs Criminal Child Abuse and Neglect Cases” presented by Colleen Moran in conjunction with the State Bar. CIP trainings for attorneys, judges, and other multidisciplinary professionals working with families involved in abuse and neglect cases.

Registration required: <https://sdcpcm.com/ciptraining>

#### **April Week 1 – Know option 1:**

Adverse childhood experiences can include, but are not limited to:

- Experiencing violence, abuse, or neglect.
- Witnessing violence in the home or community.
- Having a family member attempt or die by suicide.
- Substance use problems in the home.
- Mental health problems.
- Instability due to parental separation or household members in jail or prison.

We are “Growing a Better Tomorrow For All Children, Together.” You can learn more about ACEs at <https://www.cdc.gov/violenceprevention/aces/index.html> or your preferred source here.

#### **April Week 1 – Know option 2:**

Studies show a tie between juvenile justice-involve youth and trauma. What can we do? Prevention strategies for adverse childhood experiences include:

- Strengthen economic supports to families.
- Promote social norms that protect against violence and adversity.
- Ensure a strong start for children.
- Teach skills.
- Connect youth to caring adults and activities.
- Intervene to lessen immediate and long-term harms.

We are “Growing a Better Tomorrow For All Children, Together.” (<https://www.cdc.gov/violenceprevention/aces/prevention.html>)

#### **April Week 1 – Know option 3:**

According to SD Kids Count (<https://sdkidscount.org/data-center>), based on demographics, 23% of children in South Dakota are born into a position where they are going to have adversity. Adverse childhood experiences can include, but are not limited to:

Adverse childhood experiences can include, but are not limited to:

- Experiencing violence, abuse, or neglect.
- Witnessing violence in the home or community.
- Having a family member attempt or die by suicide.
- Substance use problems in the home.
- Mental health problems.
- Instability due to parental separation or household members in jail or prison.

We are “Growing a Better Tomorrow For All Children, Together.” You can learn more about ACEs at <https://www.cdc.gov/violenceprevention/aces/index.html> or your preferred source here.

#### **April Week 1 – Know option 4:**

Child abuse and neglect includes physical, sexual, and emotional abuse and neglect of minors. Children who are abused or neglected are at increased risk for experiencing future violence victimization and perpetration, substance abuse, sexually transmitted infections, delayed brain development, lower educational attainment, and limited employment opportunities.

We are “Growing a Better Tomorrow For All Children, Together.”

**April Week 1 – Know option 5:**

1 in 4 girls and 1 in 13 boys in the United States have experienced child sexual abuse. Let’s work together to prevent child maltreatment in all forms as we are “Growing a Better Tomorrow For All Children, Together.”

(<https://www.cdc.gov/violenceprevention/childsexualabuse/fastfact.html>)

**April Week 2 – Respond option 1:**

In South Dakota, anyone can dial 1-877-244-0864 to report child abuse and neglect. Intake specialists with SD Department of Social Services are available from 8am to 5pm, Monday through Friday. Local law enforcement can be contact outside of these hours. Always call 911, if a child is in immediate danger.

We are “Growing a Better Tomorrow For All Children, Together.”

**April Week 2 – Respond option 2:**

Children’s advocacy centers are children-focused environments tied together by the community agencies and professionals that comprise the multidisciplinary response for that community. MDT members may include law enforcement, child protection services, prosecution, medicine, behavioral health, and other connected fields.

We are “Growing a Better Tomorrow For All Children, Together.”

**April Week 2 – Respond option 3:**

There are many reasons a child may not disclose abuse or neglect, including, but not limited to: threats of bodily harm, fear of being removed from the home, fear of not being believed, and shame. If a child does disclose maltreatment to you: listen, stay calm, believe the child, don’t blame the child, protect the child, seek care, and report the abuse.

We are “Growing a Better Tomorrow For All Children, Together.”

**April Week 3 – Prevent option 1:**

Studies show the long-term impact on adverse childhood experiences. ACEs are linked to chronic health problems, mental illness, and substance use problems. ACEs can also impact education, job opportunities, and earning potential.

We are “Growing a Better Tomorrow For All Children, Together.”

**April Week 3 – Prevent option 2:**

What happens when we prevent adverse childhood experiences? A study released last year showed a 14% increase in heart failure among adults who experienced one form of child maltreatment. Learn more at <https://www.publicnewsservice.org/2022-12-06/childrens/new-study-links-childhood-trauma-with-heart-failure/a81806-1>

We are “Growing a Better Tomorrow For All Children, Together.”

**April Week 3 – Prevent option 3:**

Positive childhood experiences (PCEs) can have an overwhelming impact on children, including on children who have experienced adverse childhood experiences. PCEs can include, but aren’t limited to:

- Feel able to talk to their family about feelings
- Feel their family stands by them during difficult times

- Enjoys participating in community traditions
- Feel a sense of belonging in high school
- Feel supported by friends
- Have at least two non-parent adults who take a genuine interest in them
- Feel safe and protected by an adult in their home

We are “Growing a Better Tomorrow For All Children, Together.”

(<https://pubmed.ncbi.nlm.nih.gov/31059374/>)

#### **April Week 3 – Prevent option 4:**

Working together, across South Dakota, we can implement strategies that can prevent child maltreatment.

We are “Growing a Better Tomorrow For All Children, Together.”

#### **April Week 3 – Prevent option 5:**

What are some easy ways you can create positive childhood experiences in your own community?

Volunteer in your school, become a mentor, offer support to parents you know, participate in community traditions. We are “Growing a Better Tomorrow For All Children, Together.”

#### **April Week 4 – Community great work option 1:**

Nearly 200 multidisciplinary professionals attended the recent conference to learn about best practices in victim response.

#### **April Week 4 – Community great work option 2:**

Indigenous leaders from across the state collaborated to ground the ACE interface training in Lakota and Dakota ways.

#### **April Week 4 – Community great work option 3:**

500+ multidisciplinary professionals joined the effort to end child maltreatment in SD by attending last year’s Community Response to Child Abuse Conference.

#### **April Week 4 – Community great work option 4:**

Children's Day at the Capitol was attended by 24 different organizations from across the state that are all working on "Empowering South Dakota Children and Families."

#### **Additional example tweets/posts/email signatures:**

- April is National Child Abuse Prevention Month. This month, we are “Growing a Better Tomorrow for All Children, Together.” #childabusepreventionmonth #knowrespondprevent
- Just like plants need good soil to grow, positive childhood experiences in nurturing environments provide fertile ground for physical and mental health, learning, and social skills to flourish. This month we are “Growing a Better Tomorrow for All Children, Together.” #childabusepreventionmonth #knowrespondprevent
- Children are locally grown. Locally developed strategies help to decrease risk factors and increase positive childhood experiences. This month we are “Growing a Better Tomorrow for All Children, Together.” #childabusepreventionmonth #knowrespondprevent
- We harvest what we sow. Today we are planting the seeds for our communities of children. This month we are “Growing a Better Tomorrow for All Children, Together.” #childabusepreventionmonth #knowrespondprevent

- In April, National Child Abuse Prevention Month encourages communities to educate and increase awareness about the importance of child and family well-being. Let's work together to commit to effective strategies that support families and prevent child abuse and neglect. We are "Growing a Better Tomorrow for All Children, Together." #childabusepreventionmonth #knowrespondprevent
- The more adverse childhood experiences a person has, the greater the risk for negative outcomes later in life. Building resiliency is childhood now is planting the garden of stronger communities in the future. We are "Growing a Better Tomorrow for All Children, Together." #childabusepreventionmonth #knowrespondprevent

### Email message template:

Dear Supporter,

April is National Child Abuse Prevention Month. This month, we are "Growing a Better Tomorrow for All Children, Together."

Did you know?

- 61% of adults have had at least one adverse childhood experience?
- 1 in 7 children in the United States have experienced abuse or neglect in the past year.
- 1 in 4 girls and 1 in 13 boys in the United States experience child sexual abuse.

There is hope. Through prevention strategies, we can decrease risk factors and increase protective factors, building resiliency and prevention child maltreatment:

- Preventing ACEs could reduce the number of adults with depression by as much as 44%.
- When parents were able to share ideas and talk about things that matter with their child, the child had a 1,200 percent greater chance of flourishing compared to those who did not have this type of communication.
- One study found for adults with some exposure to ACEs, individuals who reported 3-5 positive childhood experiences had 50% lower odds of adulthood depression or poor mental health when compared to those with 0-2 positive childhood experiences.

You can join us in creating awareness of the work happening across South Dakota to know, respond, and prevent child maltreatment.

Wear Blue Day SD – April 4

- Wear blue and share a photo online of your support for the prevention of child abuse.
- Arc of Dreams in Sioux Falls will be lit blue starting April 4.
- Main Street Square in Rapid City will be lit blue on April 4.

Trainings – throughout April

SD's Center for the Prevention of Child Maltreatment is offering many training opportunities. Access all training offerings at [SDCPCM.com](http://SDCPCM.com)

- Understanding and Responding to Problematic Sexualized Behavior – recorded session from the 2022 Community Response to Child Abuse Conference, available to view April 3-8.
- Tales from the Apparatus: The Teddy Guzman Story - recorded session from the 2022 Community Response to Child Abuse Conference, available to view April 10-15.
- Preventing Child Maltreatment through Parent Training - recorded session from the 2022 Community Response to Child Abuse Conference, available to view April 17-22.

- Increased Risk of Maltreatment for Children with Disabilities – live session via Zoom on April 17 at 12:00pm CST in partnership with Center for Disabilities.
- Civil vs Criminal Child Abuse and Neglect Cases – live session via Zoom on April 26 at 12:00pm CST in partnership with SD Bar and Court Improvement Program

Insert your own call to action here:

### News Release:

Consider customizing to your community and submitting to your local newspaper and radio stations:

#### **Growing a Better Tomorrow for all Children, Together**

South Dakotans are encouraged to wear blue on April 4 to raise awareness for National Child Abuse Prevention Month. It is estimated that 1 in 7 children in the United States will experience child abuse or neglect every year.

South Dakotans are encouraged to know, respond, and prevent as a part of the state's 10-year plan to end child maltreatment, facilitated through the Center for the Prevention of Child Maltreatment. The organization encourages communities to identify ways to decrease risk factors and increase protective factors for their families. Research shows that when parents possess protective factors, the risk for neglect and abuse diminish and optimal outcomes for children, youth, and families are promoted. Major protective factors include knowledge of parenting, knowledge of child development, parental resilience, social connections, and concrete supports.

Community members can be a part of the prevention efforts this month by wearing blue on April 4. Individuals located in Sioux Falls can visit the Arc of Dreams April 4-7 to see the sculpture lit blue and individuals in Rapid City can visit Main Street Square on April 4 to see it lit blue. Additionally, anyone can share content on social media, and participate in learning and training opportunities offered by Center for the Prevention of Child Maltreatment.

Learn more at South Dakota's efforts at [SDCPCM.com](http://SDCPCM.com). Additional resources including the national 2021 Child Maltreatment Data are available at <https://www.childwelfare.gov/topics/preventing/preventionmonth/>.

XXX

