

APRIL IS CHILD ABUSE PREVENTION MONTH

OKLAHOMA WEARS BLUE DAY

APRIL 10, 2024

A TOOLKIT FOR OKLAHOMANS IN PARTNERSHIP FOR
SAFE AND HEALTHY CHILDREN AND FAMILIES

#OKWEARSBLUE #OKCAP2024



About Child Abuse Prevention Month and Oklahoma Wears Blue Day

Small steps can make a significant difference in the lives of children and their families. April is recognized as Child Abuse Prevention Month, which aims to increase awareness and encourage action to prevent child abuse. During this month, we acknowledge the impact of families and communities working together for the well-being of children and families.

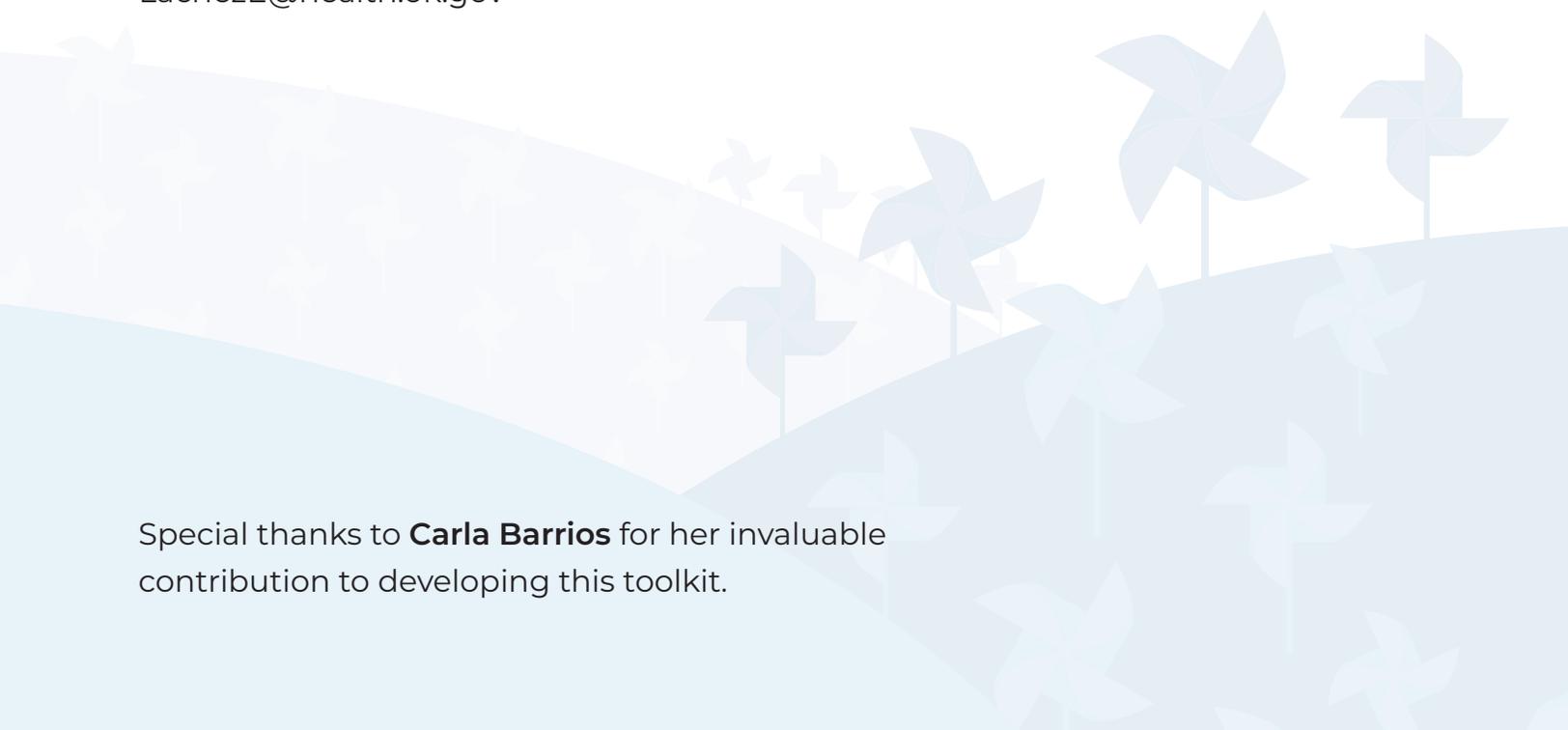
The Oklahoma Community-Based Child Abuse Prevention program invites all Oklahomans to wear blue on Wednesday, April 10th, to show support for children and families during the National "Wear Blue Day." This is a significant opportunity to draw attention to Oklahoma's child abuse prevention policies and programs. Wearing blue together with other Oklahomans demonstrates our collective commitment to the shared responsibility for the physical, mental, and emotional well-being of children and families in our communities.

About the Wear Blue Toolkit

Our impact is greater when we act together. The Oklahoma Wears Blue Day Toolkit is a resource for community partners to participate in the 2024 #OKWearsBlue Day. This toolkit provides guidance on information and materials to be shared across the state to encourage everyone to wear blue for prevention.

For additional technical assistance of this toolkit, please contact LaChez' English at LachezE@health.ok.gov

Special thanks to **Carla Barrios** for her invaluable contribution to developing this toolkit.



Call to Action

Are you wondering how you can help?

Here are a few action steps that you can take to help raise awareness:

- Wear Blue on Wednesday, April 10th .
- Post on social media using our hashtags #OkWearsBlue and #OKCAP2024.
- Post a selfie wearing blue to increase awareness of Child Abuse Prevention.
- Challenge friends and family to get creative and see who comes up with the best picture while wearing blue and share the pictures to social media with the hashtags.
- Ask people to share their story about the valuable parenting support they have received.
- Encourage others to wear blue.
- Visit the CBCAP website to learn more about the planned events and activities during April by clicking [here](#).
- Get involved in community events that support families and children.
- Fill out the Networking and Communication Form to start receiving information from the statewide Child Abuse Prevention Action Committee and/or attend a meeting.



Social Media Campaign Hashtags

Hashtags (#) are used on social media to categorize content and help people connect with others. By using hashtags, you can engage with people who share common interests, and it also allows you to discover content from others.

Oklahomans are encouraged to use the following hashtags throughout Child Abuse Prevention Month in April.

Social Media Post

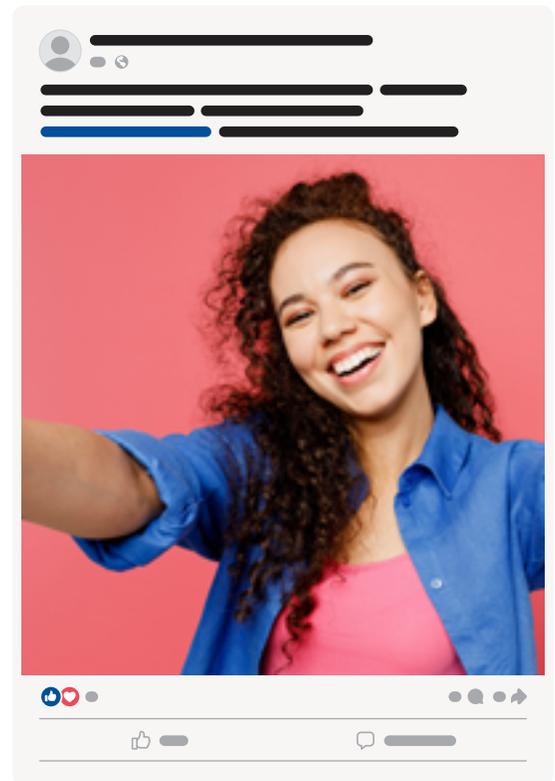
On the next page are samples of social media captions that can be used to post on Facebook and Instagram. Feel free to create your own post, but please do not forget to use the hashtags.

#OkWearsBlue
#OKCAP2024



Facebook

- #OKWearsBlue to show support and raise awareness during Child Abuse Prevention Month. Today and every day it is up to us to ensure children are safe. #OKCAP2024.
- Today, we wear blue to bring awareness to Child Abuse Prevention Month #OKCAP2024 #OKWearsBlue
- We are wearing blue to bring awareness to Child Abuse Prevention! Join us and post a photo of yourself using the hashtags #OKWearsBlue #OKCAP2024



Instagram

- April is Child Abuse Prevention Month! Join us in spreading awareness by wearing your favorite blue pants, blue shirt – blue, whatever! #OKWearsBlue #OKCAP2024
- Get ready for #OKWearBlue this Wednesday! You'll help raise awareness of how to prevent abuse and neglect during Child Abuse Prevention Month. #OKCAP2024 #OKWearsBlue
- Today, we wear blue to bring awareness to Child Abuse Prevention Month #OKCAP2024 #OKWearsBlue



Flyers

This flyer is available to download for free by clicking or scanning the QR code below.



Monitor Screens

This graphic is available to download for free by clicking or scanning the QR code below.



Press Release

Below is language that can be used in your organization's press release format. We suggest adding a quote from leadership or participants.

Child Abuse is Preventable

April is designated as Child Abuse Prevention (CAP) Month, and during this time, every Oklahoman is encouraged to participate in the national Wear Blue Day, which falls on Wednesday, April 10, 2024. Even the smallest step taken by individuals can significantly impact the lives of children and their families.

Everyone is invited to:

- Wear Blue, which is the international color for Child Abuse Prevention Awareness.
- Post a photo or video on social media using the hashtags #OKWearsBlue and #OKCAP2024 to help spread the word.
- Encourage others in your community to participate as well.

All members of the community play a crucial role in ensuring that children are safe and that families have access to the resources they need. Child abuse is preventable, and during April, everyone has the opportunity to raise awareness for Child Abuse Prevention efforts. If we all come together, we can ensure that all families have the opportunity to thrive.

