

Child Abuse Prevention Month in Mecklenburg County

2023 social media toolkit

Child-serving organizations are joining forces as the Mecklenburg Child Abuse Prevention Team to raise awareness during April, which is nationally recognized as Child Abuse Prevention Month! We have prepared this social media toolkit to help your organization contribute to the community dialogue about prevention. We've provided sample social media posts for your use and inspiration. Learn more about our work at www.meck4kids.org.

Help us start the conversation

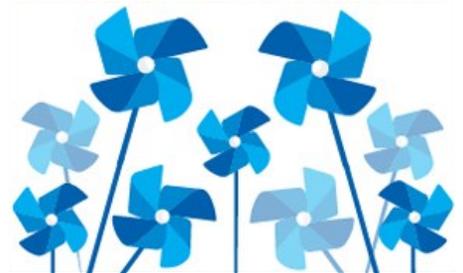
On the following pages, we've provided sample social media posts that you are welcome to use. We also encourage you to be creative and develop your own messages! You might share news articles about child abuse prevention, photos of your staff or information about trainings or events hosted by your organization.

Hashtags, graphics and resources

To increase visibility and promote a community conversation about prevention, please use the hashtags #PassThePinwheel and #Meck4Kids. To promote Wear Blue Day, we'll use the hashtag #WearBlueCLT. Add images to your social media posts by using photos from the @Meck4Kids social media pages or graphics from [Prevent Child Abuse North Carolina's social media toolkit](#). We encourage you to share information and resources available on meck4kids.org. There are resource pages for parents and teachers, as well as fact sheets, tips in English and Spanish, reports, and more.

Wear Blue Day 2023

March 31 is Wear Blue Day across the country! We're asking our partner organizations to encourage their coworkers, friends, families and neighbors to wear blue on April 1 and share photos of everyone's blue attire on social media with the #WearBlueCLT hashtag!



Why the pinwheels?

Pinwheels are used nationwide as the symbol of child abuse prevention. Bright and shining in the sun, the pinwheel is reflective of the happy, healthy childhoods that all children should enjoy.

“Plant” a [pinwheel garden](#) at your location and share photos on social media with information about child abuse prevention or a link to our website, www.meck4kids.org. Or you can get creative by [making your own pinwheels](#). Pinwheel graphics are also available in [Prevent Child Abuse North Carolina's social media toolkit](#).

To encourage others to get involved, tag or mention friends or other organizations, challenging them to #PassThePinwheel to their followers!

Follow the Mecklenburg Child Abuse Prevention Team on social media! @Meck4Kids

Leading up to Wear Blue Day on March 31, 2023

Raid your closet for all things blue because Fri., March 31 is Wear Blue Day! We're going all out to spread the word about child abuse prevention. Can we count on you to go blue, too? #WearBlueCLT #WearBlueDay2023 #NC

What better way to launch Child Abuse Prevention Month than by turning the town blue! Wear blue on Friday, March 31, share a photo, and tell us why you're taking a stand against child abuse! #WearBlueCLT #WearBlueDay2023 #NC

Nurturing positive childhoods today builds thriving communities. Let's start building together on #WearBlueDay2023 on Friday, March 31! #WearBlueCLT #NC

Today is the day! Local advocates launched Child Abuse Prevention Month today. Wear blue, spin your pinwheels, and follow @Meck4Kids for a month of prevention tips and info about how to protect kids! #WearBlueCLT #WearBlueDay2023 #NC #Meck4Kids

5 days of prevention tips: April 3-7, 2023

Child abuse prevention tip of the day: Inquire about the child protection policies in any organization in which your child participates. #Meck4Kids #PassThePinwheel #BuildingTogether

Child abuse prevention tip of the day: Reach out to friends or family that are isolated and need support. #Meck4Kids #PassThePinwheel #BuildingTogether

Child abuse prevention tip of the day: Host a training for your community and learn how to recognize signs of child abuse and neglect. #Meck4Kids #PassThePinwheel #BuildingTogether

Child abuse prevention tip of the day: Recognize that child abuse and neglect can happen in all neighborhoods and demographics. #Meck4Kids #PassThePinwheel #BuildingTogether

Child abuse prevention tip of the day: Teach kids the anatomically correct names for all body parts, which body parts are private and shouldn't be touched, and what to do if someone breaks that rule. #Meck4Kids #PassThePinwheel #BuildingTogether

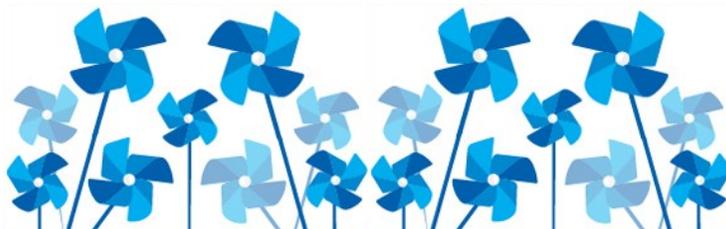
Know the facts: April 10-14, 2023

Did you know that, under state law, EVERYONE has an obligation to report suspected child abuse/neglect in NC? Do your part to help kids. It's the law! http://www.ncleg.net/EnactedLegislation/Statutes/HTML/BySection/Chapter_7B/GS_7B-301.html #Meck4Kids #PassThePinwheel #CAPMonth

Children who experience abuse develop toxic levels of stress, which can damage the brain and lead to behavioral changes and long-term health consequences. Our kids deserve healthy childhoods. Info: www.meck4kids.org/aces #PassThePinwheel #Meck4Kids #CAPMonth

Do you know the signs of child abuse? Help us protect our children: <https://bit.ly/2QKDgFj> #Meck4Kids #PassThePinwheel #CAPMonth

Sometimes, building for the future means deconstructing the past. If we all do our part to proactively address inequity and injustice, we can support the safe, stable, and nurturing environments that let kids flourish. #Meck4Kids #BuildingTogether #CAPM #NurturingPositiveChildhoods



Local resources: April 17–21, 2023

The Greater Charlotte Hope Line is a resource for parents in crisis. Call 980-771-HOPE(4673) to be connected with trained advocates for parenting support, education and referrals. #PassThePinwheel #Meck4Kids

Each family is unique, but all parents and caregivers need support sometimes. Check out @Meck4Kids' parent resources for tips, trainings, family activities and more. www.meck4kids.org/parents #PassThePinwheel #Meck4Kids #NurturingPositiveChildhoods

Teachers are on the front lines of reporting suspected child abuse and neglect. Check out @Meck4Kids' resources for teachers, including lesson plans, at meck4kids.org/teachers. #Meck4Kids #PassThePinwheel #BuildingTogether

Todos nos beneficiamos cuando las familias tienen los recursos y el apoyo para tener éxito, y todos podemos desempeñar un papel en el crecimiento de los grandes niños. <https://bit.ly/3J6rQGg> #Meck4Kids #PassThePinwheel #CAPMonth

Did you know we have local organizations that provide parenting classes, support groups, classes about how to talk to children about body safety, crisis support, and more? meck4kids.org/resources #Meck4Kids #PassThePinwheel #BuildingTogether

#PreventionInPartnership is at the heart of nurturing positive childhoods! We can't do this work alone and are so grateful for all the partners in Mecklenburg County who are working together to build strong foundations for our children. Comment below to tell us how YOU are a partner in prevention! #Meck4Kids #BuildingBetterChildhoods

5 days of action: April 24–28, 2023

You can take action to prevent child abuse. Let families know you care. Call a parent to check in. Lend a helping hand to a stressed family, or give a caregiver a chance to take time for self-care.

#5DaysOfAction4Kids #Meck4Kids
#PassThePinwheel

Research shows mentoring kids improves behavioral, social, and emotional outcomes. Volunteer your time with one of our #Meck4Kid partners to make a difference in children's lives! www.meck4kids.org/members #5DaysOfAction4Kids #Meck4Kids #PassThePinwheel

A simple way to take action during #CAPMonth? Add 980-31-HELPS (43577) to your phone. That's the @MeckCounty Child Protective Services hotline. Now you're ready to take a stand if you suspect abuse. #5DaysOfAction4Kids #Meck4Kids #PassThePinwheel

Want to take action on behalf of kids? Get your faith community involved! Encourage the implementation of protective policies and suggest learning opportunities about child maltreatment. #5DaysOfAction4Kids #Meck4Kids #PassThePinwheel

Your support means the world to local organizations working to prevent child abuse. Make a donation during #CAPMonth to support children and their families. #5DaysOfAction4Kids #Meck4Kids #PassThePinwheel

As we near the end of Child Abuse Prevention Month 2023, we remind you that prevention happens in partnership and hope you'll continue to build toward stronger families and healthier communities throughout the year. #Meck4Kids #BuildingBetterChildhoods #PreventionInPartnership #CAPMonth

Thank you for supporting our work to ensure safe, healthy, and fun childhoods for Mecklenburg County's children!



Follow Mecklenburg Child Abuse Prevention Team partners on social media!

Alexander Youth Network

Facebook.com/
alexanderyouthnetwork
Twitter: @AlexanderInfo

Arts Empowerment Project

Facebook.com/taepNC
Twitter: @ArtsEmpower
Instagram:
theartsempowermentproject

Atrium Health

Facebook.com/AtriumHealthUS
Twitter: @AtriumHealth
Instagram: @atriumhealth

Charlotte-Mecklenburg District Attorney's Office

Facebook.com/charmecckda
Twitter & Instagram: @CharMeckDA

Charlotte-Mecklenburg Schools

Facebook.com/CharMeckSchools
Twitter & Instagram:
@CharMeckSchools

Child Care Resources

Facebook.com/
ChildCareResourcesInc
Twitter: @CCRINewsfeed
Instagram: ccrigram

Children's Home Society of North Carolina

Facebook.com/CHSNorthCarolina
Twitter: @CHSNC
Instagram: chs_nc

Congregations for Kids

Facebook.com/CongregationsforKids
Twitter: @cong4kids
Instagram: @congregationsforkids

Council for Children's Rights

Facebook.com/CFCRights
Twitter: @cfcrights
Instagram: councilforchildrensrights

C.O.S. Kids

Facebook.com/COSKids
Twitter & Instagram:
COSKidsMatthews

Foster Village Charlotte

Facebook.com/fostervillagecharlotte
Instagram: fostervillagecharlotte

Guardian ad Litem's Office

Facebook.com/MeckGAL
Twitter: @GALCharlotte

Guardian ad Litem Advocacy Foundation

Facebook.com/MeckGALAF
Twitter: @MeckGALA

Jewish Family Services

Facebook.com/JFSCharlotte
Instagram: @jfs_charlotte

Mecklenburg County Youth and Family Services

Facebook.com/MecklenburgCounty
Twitter: @MeckCounty
Instagram: mecklenburgcounty

Novant Health

Facebook.com/NovantHealth
Twitter & Instagram: @NovantHealth

Pat's Place Child Advocacy Center

Facebook.com/patsplacecac
Twitter & Instagram: @PatsPlaceCAC

Prevent Child Abuse NC

Facebook.com/preventchildabusenc
Twitter: @PCANC
Instagram: preventchildabusenc

Safe Alliance

Facebook.com/safealliance
Twitter & Instagram: @Safe_Alliance



Smart Start of Mecklenburg County

Facebook.com/smartstartmeck
Twitter & Instagram:
@SmartStartMeck

Teen Health Connection

Facebook.com/
TeenHealthConnection
Twitter: @TeenHealthConne
Instagram: teenhealthconnection

The Relatives

Facebook.com/TheRelativesInc
Twitter: @TheRelativesInc
Instagram: @the_relatives

Thompson Child & Family Focus

Facebook.com/thompsoncff
Twitter & Instagram: @Thompsoncff

YMCA of Greater Charlotte

Facebook.com/YMCAcharlotte
Twitter & Instagram:
@YMCACharlotte