

# Child Abuse Prevention Month in Mecklenburg County

## 2022 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](http://www.meck4kids.org).

### Help us start the conversation

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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

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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](http://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 2022

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April 1 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](http://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

## Wear Blue Day: April 1, 2022

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Raid your closet for everything blue because Friday, April 1 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 #Meck4Kids #BeAConnection

What better way to launch Child Abuse Prevention Month than by turning the town blue! Wear blue on Friday, April 1, share a photo, and tell us why you're taking a stand against child abuse! #WearBlueCLT #Meck4Kids

## Everyone can make a difference

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You don't have to be a parent to prevent child abuse. We all have a role to play. Pay attention to kids around you, volunteer your time or offer help to a family under stress! Info: [www.meck4kids.org](http://www.meck4kids.org). #Meck4Kids #PassThePinwheel #BeAConnection

We all have a role in protecting children. Check out these resources to learn how you can make a difference: [www.meck4kids.org/resources](http://www.meck4kids.org/resources) #Meck4Kids #PassThePinwheel #BeAConnection

The best time to plant seeds of support for all children is now, and YOU can help. Learn how you can ensure children and families reach their full potential: [preventchildabusenc.org/recognize-child-abuse-prevention-month/](http://preventchildabusenc.org/recognize-child-abuse-prevention-month/) #BeAConnection #Meck4Kids

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](http://www.ncleg.net/EnactedLegislation/Statutes/HTML/BySection/Chapter_7B/GS_7B-301.html) #Meck4Kids #PassThePinwheel #BeAConnection

A simple way to ensure you're prepared to help a child in need? 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. #Meck4Kids #PassThePinwheel #BeAConnection

Caring relationships increase a person's ability to thrive despite trauma. Take action. Spend quality time with a child, welcome a new neighbor or help a stressed parent. How will you #BeAConnection? #Meck4Kids #PassThePinwheel [Connectionsmaternc.org](http://Connectionsmaternc.org)

Today's the day! Wear your blue with pride, and be a positive connection for children in our community! Share photos with: #WearBlueCLT! #PassThePinwheel #Meck4Kids

Today, on the first day of Child Abuse Prevention Month, we're sporting blue to highlight the important role we ALL play in protecting children. Learn how you can #BeAConnection for kids at [meck4kids.org](http://meck4kids.org). #WearBlueCLT #Meck4Kids

## Prevention during a pandemic

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While families continue to feel the stressful effects of the pandemic, child abuse prevention is more important than ever. Want to learn how you can make a difference? Check out @Meck4Kids' Prevention During a Pandemic tips: <https://bit.ly/3CLOf8g> #Meck4Kids #PassThePinwheel

There's no doubt the last two years have been stressful for families. Lend a hand to a family nearby. Volunteer with an organization that services children and families. More ideas: <https://bit.ly/3CLOf8g> #PassThePinwheel #Meck4Kids #BeAConnection

Many pandemic-related stressors still exist for families, so it's important to create new positive experiences and connections for adults and children. How will your support children and families in your life? [www.meck4kids.org](http://www.meck4kids.org) #Meck4Kids #BeAConnection #PassThePinwheel



## More information about prevention

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It's Child Abuse Prevention Month! Follow @Meck4Kids & RT to raise awareness about prevention efforts. [www.meck4kids.org](http://www.meck4kids.org)  
#PassThePinwheel #Meck4Kids #BeAConnection

Research: Mentoring kids improves behavioral, social, and emotional outcomes. Learn how to create #GreatChildhoods by getting involved with kids in your community! #Meck4Kids #PassThePinwheel #BeAConnection

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

All children and families thrive when communities focus on addressing the root causes that lead to health and social inequities. Learn how better tomorrows can start with you: [www.preventchildabusenc.org/recognize-child-abuse-prevention-month/](http://www.preventchildabusenc.org/recognize-child-abuse-prevention-month/) #BeAConnection #Meck4Kids #PassThePinwheel

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](http://www.meck4kids.org/aces) #PassThePinwheel #Meck4Kids #BeAConnection

Kids who grow up in safe, stable & nurturing relationships & environments are more likely to be happy, healthy & successful adults. We're working to prevent child abuse & neglect while also cultivating thriving communities through caring connections. #Meck4Kids #BeAConnection

## Tips for parents

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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 #BeAConnection

Each family is unique, but all parents and caregivers need support sometimes. Find tips and resources at [www.meck4kids.org/parents](http://www.meck4kids.org/parents). #BeAConnection #PassThePinwheel #Meck4Kids

Steps that parents can take to protect kids from physical or sexual abuse: [www.meck4kids.org/parents](http://www.meck4kids.org/parents) #PassThePinwheel #Meck4Kids #BeAConnection

Parenting is hard, and kids don't come with an instruction manual. Parents need support. Check out @Meck4Kids' parent resources for tips, trainings, family activities and more. [www.meck4kids.org/parents](http://www.meck4kids.org/parents) #PassThePinwheel #Meck4Kids

Let's spark some ideas on how to support kids and families by sharing some wisdom from each other! Parents, what's one thing you're grateful for that someone else did for you lately? #Meck4Kids #PassThePinwheel #BeAConnection

Parents, you don't have to do it alone. In fact, science tells us that connections matter in building strong communities. Find local parenting classes and programs at [www.meck4kids.org/parents](http://www.meck4kids.org/parents). #Meck4Kids #PassThePinwheel #BeAConnection

**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

### Charlotte-Mecklenburg District Attorney's Office

Facebook.com/charmeckda  
Twitter & Instagram: @CharMeckDA

### Charlotte-Mecklenburg Schools

Facebook.com/CharMeckSchools  
Twitter & Instagram:  
@CharMeckSchools

### Child Care Resources

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

### 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

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