

bringing a *voice* to prevention

Child Abuse Prevention Month 2008

- Governor Granholm declared April 2008 as Child Abuse Prevention Month in Michigan.
- The theme for CAP Month was “The Power of One Action,” and the goal was to engage Michigan residents in one action to help prevent child abuse and neglect. The theme was incorporated into CAP Month materials, including a poster and brochure about CTF.
- A CAP Month toolkit specific to Michigan was produced for local councils. The 40 page toolkit included a calendar of statewide CAP Month events, CAP Month posters and brochures, Governor Granholm’s 2008 CAP Month proclamation, Pinwheels for Prevention and Blue Ribbon initiatives, child abuse statistics, and media tips.
- CTF also began implementation of the PCA Pinwheels for Prevention national campaign. All CTF local councils received 100 PCA pinwheels at no cost. Information on the national campaign and ways to implement the campaign on a local level were included in the CAP Month toolkit.
- In March 2008, CTF held a CAP Month Press Conference during Legislative Day at the State Capitol.
- In April 2008, CTF also held a 5K run/walk at the State Capitol to raise awareness about CAP Month and child abuse in Michigan.
- Successful CAP Month activities were also carried out by CTF local councils and direct service grantees. Examples included:
 - » The Saginaw County local council kicked off CAP month with a Blue Ribbon and Pinwheel program to honor children.
 - » The Kalamazoo County local council submitted PSAs to local media sources about their CAP Month events: Light of Hope, Be a Lifesaver Campaign, and The Community’s Child.
 - » The Marquette/Alger local council held its Sixth Annual Catch a Falling Star fundraiser.
 - » The Alpena/Presque Isle local council had a pizza party at a local church to honor CAP Month and to hand out prevention information to the community.
 - » The Calhoun County local council coordinator conducted two 10-minute radio interviews to promote CAP month and the annual auction.