

FOR IMMEDIATE RELEASE!!!

DATE: February 1, 2015

TO: Communities-at-Large, Community Organizations (including, but not limited to Schools, Libraries, Churches, Civic and Community Groups, Childcare Centers, Hospitals, Medical Facilities, all groups large and small!

FROM: The Child Abuse Prevention CAP ACTION Committee – led by the Oklahoma State Department of Health (Family Support & Prevention Service), which include participants and representatives from multiple programs and agencies across this state who care about Oklahoma's children!

SUBJECT: Get Involved! Easy Activity... **“Picture a Brighter Future for Oklahoma’s Children - Build a Blue Ribbon Tree for Kids in Your Community!”**



TAKE ACTION!

April is National Child Abuse Prevention Month. For the seventh year, communities are encouraged to participate and take action for children by simply **“Building a Blue Ribbon Tree for Kids”** and display the trees during the month of April. The blue ribbon is the international sign for child abuse prevention and serves as a constant reminder that all of us have responsibility in helping protect children.

Where do I participate?

Anywhere in Oklahoma

When do I participate?

It is recommended that “Ribbon-ed Trees” be on display before April begins or at any time during the month of April. We urge everyone to take advantage of getting your tree in the official Tree Registry by sending in the registration form (next page) and no more than two photographs. Tree photos received by the deadline will be featured during in a slideshow at the Child Abuse Prevention Day Mini Conference on Tuesday, April 14th and in the official 2015 CAP Month Scrapbook. Deadline for submission to be featured at the capitol is **Wednesday, April 8, 2015.**

How do I participate?

Any community group or individual has the power to **“Take a Turn”** making a difference for children. **“Build a Blue Ribbon Tree for Kids”** with the rest of the state.

1. Select a Tree or Construct a Tree (out of any materials you choose)
 - a. If utilizing a ‘live’ tree, choose one that has high visibility;
Note: Please ask permission if required.
 - b. If constructing a ‘unique’ tree, **creativity appreciated and encouraged.**
2. Decorate tree with Blue Ribbons (store bought or home-made – *flagging tape works wonders*)
 - a. Hang ribbons on trees to represent any of the following:
 - ⌘ The number of new babies born in your community;
 - ⌘ Something significant to your agency, program, or community (i.e. number of families served by your program/agency);
 - ⌘ Or use the ribbons to show your community support for children in general (benefit of this selection – NO counting ribbons).
3. Get logged in the **Tree Registry** (complete form - next page)!

TREE REGISTRY

Build a Blue Ribbon Tree for Kids -- In Your Community!

Complete the information below to register your tree(s) for
April – National Child Abuse Prevention Month!

Name of Person, Group or Organization: _____

Contact Person: _____

Address: _____

County: _____

Telephone: _____ Fax: _____

E-Mail: _____

Number of Blue Ribbon Trees: “Live” _____ or “Your Own Creation” _____

Location of Blue Ribbon Trees: _____

Example: Church/Faith-Based Group, Childcare Center, Library, Court House,
Main Street, High School, Grade School, Business, Neighborhood, etc.

What Do **Your** Blue Ribbons Represent: _____

Examples:

of New Babies born in your Community **or** # of Children served by your program!

No specific # of ribbons → as Blue Ribbons represents general support of all children!

Or something else significant to your agency or program (please specify)!

(Hint: Blue flagging tape works wonders for outside trees and is weather resistant, bright and affordable. Find it on Amazon.com!)

*Photos will be displayed during the Child Abuse Prevention Day Mini Conference on April 14, 2015 and will be included in the 2015 CAP Month Scrapbook. Some photos may be included on the *Picture a Brighter Future for Kids* website and/or the *Oklahoma Child Abuse Prevention* Facebook page (both created by the CAP Action Committee).

**Please e-mail photographs (no more than two) and completed tree registry to:

Sherie Trice or Sheriet@health.ok.gov

Family Support and Prevention Service, OSDH

1000 NE 10th Street, Oklahoma City, Oklahoma 73117-1299

Phone: (405) 271-7611 Fax: (405) 271-1011

* If people are present in the photo, signed photo releases must accompany registration for each individual. May be downloaded at the website below:

<http://www.ok.gov/health2/documents/OSDH%20Photo%20Release.pdf>

** While it is preferred that photographs be emailed electronically to preserve the quality of the photo, signed releases or tree registries may be faxed if it is more convenient.

Thank You for your participation in child abuse prevention!



IDEA: Consider inviting a notable community person and the media to the kickoff or unveiling of your blue ribbon tree event, and... Take lots of photos!



BUILD A BLUE RIBBON TREE