

## **PCAIN Campaign Council Outline**

### **PCAIN Mission and Vision**

**Mission:** Prevent Child Abuse Indiana (PCAIN) is dedicated to being the leading voice for preventing child abuse in all its forms across Indiana.

**Vision:** Our vision is a future where every child in Indiana grows up free from abuse and neglect.

### **Current Involvement:**

Currently, we have 9 council leaders indicating an interest in involvement, representing 20 counties. Hancock, Porter, and LaPorte may also be interested, but have not been confirmed.

### **Campaign Goals:**

Our main goal for this campaign is to communicate vital messages of water safety and internet safety to reduce preventable child fatalities, cyberbullying, exploitation, and harm. To do so, we will mobilize local prevention councils statewide to act and track local impacts. Additionally, we will raise public awareness statewide and in targeted communities, culminating in storytelling and media engagement at our statehouse kickoff event in April.

### **Core Messages:**

Our core message for both our water safety and internet safety campaigns is “Eyes on the Child”, encouraging parents and caregivers to watch their children at every age and every moment to prevent abuse and fatalities.

### **PCAIN Contacts:**

- Jeff Wittman: Director of Prevent Child Abuse Indiana
  - o [jwittman@villages.org](mailto:jwittman@villages.org)
- Nina Benich: PCAIN Program Assistant
  - o [nbenich@villages.org](mailto:nbenich@villages.org)

### **Council Expectations:**

To ensure that our councils are succeeding at spreading our core campaign messages, involved councils are expected to:

- Attend monthly check-in meetings with PCAIN to ensure that each council is actively contributing to the campaign. Only primary council contacts will be expected to attend these meetings.
- Host at least one training course related to water or internet safety.
- Distribute toolkits targeting neighborhoods and vulnerable areas.
  - o Water Watcher badges can be distributed to community members at events and to organizations such as pools and marinas.
- Submit quarterly updates and impact data letting us know what your council has done to enforce our core messages and how you see it working in your represented county or counties.
  - o Link:
    - <https://forms.office.com/Pages/ResponsePage.aspx?id=xzun578BSEGg3wuNpKnVRjS1eAGQhQNOgCdkGrHGTIFUOVRMWldMNzNXMUxDMUtPNEZHU05EUEhCTC4u>

**PCAIN Expectations:**

To ensure success and reduce council responsibilities, the PCAIN team will provide the following:

- 25 “Water Watcher” lanyards for distribution
- Digital marketing assets such as social media posts and flyers
- “Train the Trainer” trainings in internet and water safety
- Press releases
- Toolkits to distribute to your community, including PCAIN merchandise
- Quarterly impact reporting templates to submit and share your council’s campaign involvements and results
- Monthly update meetings
- Social media activity tracker
- Toolkit distribution log
- Council impact story submission form including an area to submit photos

This expectations document, marketing materials, and toolkits will be provided in the council portal in case councils lose them.

**Important Dates:**

- July 4<sup>th</sup> – Launch date of campaign
- July 25<sup>th</sup> – National Drowning Prevention Day

**Primary and Secondary Council Contact Chart:**

<b>Primary Contact Information</b>		<b>Secondary Contact Information</b>	
<b>Name:</b>		<b>Name:</b>	
<b>Title:</b>		<b>Title:</b>	
<b>Phone:</b>		<b>Phone:</b>	
<b>Email:</b>		<b>Email:</b>	
<b>Organization's Billing Address</b>		<b>Organization's Primary Shipping Address</b>	
<b>Street Address:</b>		<b>Street Address:</b>	
<b>City:</b>		<b>City:</b>	
<b>State/Providence:</b>		<b>State/Providence:</b>	
<b>Zip/Postal Code:</b>		<b>Zip/Postal Code:</b>	