

2021-22 HIGHLANDS COUNTY SINGLE SERVICE PROJECT

CHILD ABUSE AWARENESS

SERVICE NEED

The Aktion Club discovered through social media that the Heartland For Children organization was doing a Wear Blue Day in recognition of Child Abuse Prevention Month in April. Members agreed to wear blue on April 1 but more importantly some members of the club drew attention to their campaign by standing along a busy roadside for one hour decked out in blue costumes and holding signs that read “Stomp Out Child Abuse.”

PROJECT PLAN

The club discussed during a meeting in March the significance of this cause and how it impacted their lives. Many talked about how they were abused as children and that no child should have to go through that experience. Many chose to wear blue that day but a smaller group took it up one notch by going to the roadside to draw attention to their campaign. The club contacted the Children’s Advocacy Center to stand in front of their building which was at an intersection with a stop light. This center helps abused and neglected children in the county.

PROJECT IMPLEMENTATION

Club members went to work creating signs and designing their blue costumes for the campaign. Anything they could find blue, they wore it from crazy hats and ears to face painting to clothes. One member even agreed to wear a blue Cookie Monster costume in the hot sun and hold a sign. Although transportation was limited, three members joined the Aktion Club Advisor along the roadside. The rest of the club members carried on the campaign on their own by wearing blue to their day programs, homes and in the community.

FINAL RESULTS

As the club stood along a busy road waving signs in front of the Children’s Advocacy Center, they pumped their arms up and down to get vehicles to honk in support of their campaign. They picked an intersection with stop lights so people could take time to notice them. Fortunately, there was an hour-long process of vehicles honking and driver’s waving. Several people pulled over or rolled down their windows to take pictures of the blue wonders. The kids loved the Cookie Monster. The Children’s Advocacy Center and local newspaper came out to take pictures of the group

PUBLIC AWARENESS

The local newspaper was contacted about the campaign. They sent a reporter/photographer to take pictures and write a story about the group’s effort to draw awareness to Child Abuse Prevention Month. The story and pictures ended up on the front page of the newspaper the next

day. The club president was interviewed and quoted in the paper. A story and pictures were also posted on the Aktion Club's Facebook page. The club also invited the public to join them along the road by sending a message through social media on their Facebook page and Heartland For Children's page.

MEMBER IMPACT

The club's mission was to let the public know they are here for the children and won't stand for any more abuse. Some shared stories of their childhood and how people treated them wrong. They realized that those who are non-verbal or autistic are at a higher risk of being abused. As our club president put it, "We want their voice to be heard by saying, 'No More Abuse!'" The club also learned to talk about abuse and seek help if they themselves are being abused or know someone who is being abused.

ADDITION INFORMATION

The club loved this project so much that they are already planning a bigger and better roadside campaign for next year. They are planning to recruit all of the club members, Kiwanis Club and others in the community to stand with them and "Stop Out Child Abuse!"



Aktion Club of Highlands County got decked out in their best blue costumes to draw attention to Child Abuse Prevention Month in April. They stood along a road in front of the Children's Advocacy Center to get vehicles to honk and wave.

