



# WORKSHEET

## Community Awareness Plan

Implementing Aleinu's Best Practices for child safety will require the support and participation of your entire community. That includes staff, parents, children, lay leaders, partners, and other community organizations.

The launch of your work through Aleinu provides unique opportunities to amplify community dialogue. Since implementing the ten Best Practices will be a multi-year process, you can look ahead at your annual communications and event calendars to determine optimal times to raise awareness about safeguarding children in already existing events.

In the meantime, sharing news of the Aleinu campaign reminds your constituents of the importance of child safety and informs them that you will be embarking on this journey with intentionality and transparency. Sample emails for notifying your community of your participation in the Aleinu campaign can be found in *Best Practice 2, Goals 2 and 3*, and buttons to share on social media appear on Aleinu's homepage ([www.AleinuCampaign.org](http://www.AleinuCampaign.org)) and the bottom of each Best Practice page on the dashboard.

The first step in raising awareness about safeguarding children is to create a community awareness plan. Consider the following strategies you might include in your community awareness plan and browse the resources in Best Practice 2 for helpful ideas and language in implementing them:

### Best Practice 2

Create Opportunities for Community Dialogue

### Goal 3

Introduce the Community to the Initiative

#### OBJECTIVE

Make a plan for incorporating child safety dialogue into your programming, communications, and activities

#### AUDIENCE

Child Safety Committee and programming staff

#### TIME

30 minutes to review and discuss

## COMMUNICATIONS

- \_\_\_ **Social media campaigns** with information not only about your participation in Aleinu but in educating your followers about child safety
- \_\_\_ **One-pagers** in relevant locations, such as spaces where parents wait to pick up children
- \_\_\_ **Newsletters/Website** where Child Safety Committee members can share more about why your organization is participating in Aleinu
- \_\_\_ **Added language** on promotional material for all youth programs. Examples:
  - “Our Child Safety Committee is available to discuss any concerns or suggestions you may have related to safeguarding children. Contact them, by emailing: \_\_\_\_\_.”
  - Language you might employ later in your progression through the 10 Best Practices: “This program has been reviewed by the Child Safety Committee and is in compliance with our Safeguarding Children Policy”

## INTEGRATED EVENTS

- \_\_\_ **Have a display** as part of fairs, festivals, and other events
- \_\_\_ **Give a sermon or speech** as part of a service or communal gathering
- \_\_\_ **Preface communal prayers**, such as the *mishaberach*, with reference to victim-survivors
- \_\_\_ **Start meetings for staff, committees or boards** with a *kavanah* / intention-setting about safeguarding children and/or an update about your progress through Aleinu's 10 Best Practices
- \_\_\_ **Collaborate with programmatic staff** to integrate the topic into their work

## DEDICATED EVENTS OR ACTIVITIES

- \_\_\_ **Focus groups** with parents or key constituencies
- \_\_\_ **Phone calls** with key community members who will share action items with various community networks
- \_\_\_ **Facilitated discussions**, a *chabura* text study or a *shiur*/class
- \_\_\_ **Community awareness events** may be jointly planned or co-sponsored with other community partners (see below)

## WORKING WITH COMMUNITY PARTNERS

Numerous community agencies and professionals are trained, or exclusively focused on, protecting children from maltreatment. Many welcome educational partnerships with local youth-serving organizations, and may even have speakers available to present. Connecting with them now not only helps to increase dialogue on the issue and awareness of their services, but also proactively creates a relationship. If at any point you need their services, you have an already established trusting relationship.

## AGENCIES YOU SHOULD CONSIDER CONNECTING WITH INCLUDE:

- Child Family Services/Child Protective Services
- Child Advocacy Centers
- District Attorney's offices
- Special Victims Units in police departments
- Specialized social service workers and community mental health support systems
- Pediatricians or other medical professionals