



Walk for Child Abuse Prevention

What is better than getting some fresh air and exercise for a good cause? A walk can be a fun and creative tool to promote awareness of child abuse prevention, but planning a walk is complex and time-consuming. Follow these steps to make it easier.

This campaign idea was successfully implemented by the Wood County Task Force on Child Abuse Prevention, Wisconsin Rapids, Wis.

Project Implementation

1. Start early, at least three months in advance.
 - Pick a location. Choose a scenic area of your community such as a park and reserve the space early.
 - Make sure you speak to someone from the city about closing roads as necessary.
 - Put the walk on community calendars so people know about it.
2. Plan your budget.
 - You will probably want to provide a participation gift for all walkers, such as a T-shirt and small gift bag. You may also want to give prizes to top walkers.
 - Other money may be spent on advertising, entertainment, snacks and other supplies.
 - Some of these expenses can be covered by registration fees for participants.
 - Call businesses to ask for donations. If they do not want to donate money, they may want to donate gifts, food or other materials.
 - Extra money can go to child abuse prevention efforts. Make this clear when soliciting donations.
3. Find volunteers to run the event.
 - Appoint a volunteer coordinator from your organization.
 - Recruit people from local agencies dedicated to children and post fliers at area businesses.
 - Assign your volunteers to task groups, like running the refreshment table, handing out gift bags and working the registration table.
4. Of course, you will need participants.
 - Design posters and fliers to hang around the community.
 - Create a press release to send to local media outlets. Ask for a slot on a local television station. Write an article for the local newspaper.
 - Run a public service announcement.
 - Write about the walk in your organization's newsletter, and see if other local businesses will include it as well.
5. Make sure to emphasize the awareness component of your walk.
 - Gift bags can include brochures, blue ribbon pins and other child abuse prevention information.
 - Offer parenting handouts from your organization or blue ribbon materials.