

PIO Annual Calendar of Strategic Communication Events/Activities

Events	Suggested PCSA Activities	Related Resources
January		
National Mentoring Month	Collect info for Annual Report	PCSAO Standard 1.7 Youth Mentoring
February		
Nat. African American Heritage Month	Begin planning April CA/N event	Foster/Adoptive parent recruitment
Nat. Children's Dental Health Month	Partner w/Dentists on dental health	www.ada.org
March		
Nat. Social Worker Month	Planning April CA/N event	The Role of the Caseworker & PCSA
Nat. Red Cross Month	Emergency preparedness	
Nat. Poison Prev. Month	Distribute info on home safety	
April		
Nat. Child Abuse/Neg. Prev. Month	Community CA/N event	Child Abuse (What is Child Abuse?)
Nat. Animal Cruelty Prev. Month	Link between CA/N & animal cruelty	www.aspca.org
Nat. Library Month	Partner with local libraries	www.rif.org
May		
Foster Care Month	Foster Parent Recruit./Recognition	Foster Parent Recruitment Materials
June		
National Safety Month	Summer safety info	Child safety, neglect, supervision materials.
Employee Recognition	Employee recognition/recruit. event	
July		
Open - Agency Choice	Plan school readiness event	Wandering Kids
Nat. Recreation & Parks Month	Contact summer camps/day cares	
August		
Back to School Readiness	Give away school supplies, clothing	Self Esteem
Vacation/travel season	Info on Car Seat Safety	www.aaa.com
September		
National Drug & Alcohol Recovery Month (DHHS)	Express the need for appropriate community Drug & Alcohol services	About 80% of parents w/children in out-of-home care have substance abuse problems
Nat. Hispanic Heritage Month	Celebrate from 9/15-10/15	
October		
SIDS Awareness Month	SIDS "Back to Sleep" info	Contact your local hospital(s)
D/V Awareness Month	D/V Awareness	D/V, relationship to CA/N
Children's Health Month	Distribute tips on children's health	www.childrenshealth.gov
Nat. Fire Safety Month	Home fire safety, Smoke alarms	Contact your local fire department
Make A Difference Day (Last Sat.)	Volunteer recognition/recruit.	www.usaweekend.com/diffday/
Halloween Safety	Give away safe Halloween stuff	
November		
National Adoption Month	Give away winter clothes	Adoptive Parent Recruitment
National Family/Kinship	Promote kinship care	Kinship Caregiver Recognition
Caregiver's Month	World Child Abuse Prev. Day 11/19/03	
December		
Holidays	Toy drives, Make a Wish program	Know Your Sitter
Universal Human Rights Month	Shaken Baby awareness	