



CCR&R Goes BLUE

Digital Toolkit for Child Care Professionals

April is **Child Abuse Prevention Month**. CCR&R Goes Blue is a statewide initiative focused on raising awareness of child abuse and neglect prevention and supporting child care professionals and families across Tennessee.

Throughout April, you're invited to take part in simple, meaningful activities that highlight the important role you play in protecting children and strengthening families.

Every interaction, relationship, and moment of care helps prevent child abuse and neglect.

This project is funded through a grant with the TN Department of Human Services and Signal Centers, Inc.

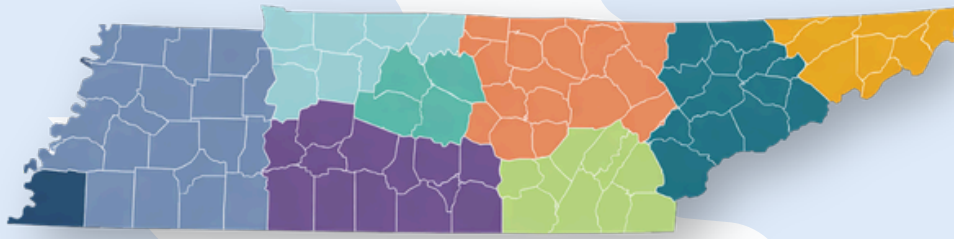


Why This Matters

CCR&R Goes Blue brings child care professionals across Tennessee together to raise awareness of child abuse and neglect prevention.

Child care professionals play a critical role in creating safe, nurturing environments for children and building strong relationships with families.

This campaign highlights the everyday ways you support children's safety, development, and well-being.



Participation & Recognition

Programs and child care professionals who participate in CCR&R Goes Blue may be recognized across the state.

You Can Be Recognized For:

- Center-wide participation
- Individual child care professional participation
- Regional participation across West, Middle, and East Tennessee

Prize Opportunities Include:

- A grand prize for the top participating center
- Regional winning centers in each Grand Division
- Individual prizes for participating child care professionals

Prizes may include:

- CCR&R-branded items
- Technology items
- Classroom supplies or resources

The more you participate and share, the more opportunities you have to be recognized and win!

How to Use This Toolkit



1. Choose your activities

Follow each weekly theme or pick a few that fit your program.

2. Take photos of your participation

Photos help us celebrate your work across the state.

3. Share on social media

Use: [#ccrrgoesblue](#)

4. Track your participation using the Bingo card

Each activity in this toolkit connects to a Bingo square—complete as many as you can throughout April!

5. Submit your participation

Upload your completed Bingo card and photos using the submission form linked [here](#).

Photo Tips



- Take clear photos of your activity
- Include team members or classroom displays
- Show your participation (blue clothing, decorations, handprints, etc.)
- *Reminder:* Be mindful not to include children's faces or identifying details when taking photos

Need Additional
Support? We are
Here to Help.



Awareness & Prevention Coordinator

Randi Faulker

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Week One is all about raising awareness of child abuse and neglect prevention. CCR&R is partnering with child care professionals across Tennessee to “Go Blue” and show a shared commitment to protecting children—because prevention starts with all of us!



Activities:

- Wear blue all week, or choose one day to “Go Blue” as a team
- Take team or classroom photos in blue and share using [#ccrgoesblue](#)
- Decorate your classroom or entrance with CCR&R awareness posters ([Download Here](#))
- Tie blue ribbons to trees, doors, or fences to show your commitments

Books to Read with Children:

- *Rissy No Kissies* by Katey Howes
- *Please Don't Give Me a Hug!* by Judi Moreillon

Why these books:

- Teach personal boundaries
- Reinforce that it’s okay to say “no” to unwanted touch
- Encourage respect for others’ feelings and comfort
- Support early conversations about consent and safe relationships



Week Two is all about teamwork. Protecting children takes all of us —child care professionals, families, and communities working together to create safe, supportive environments where children can thrive.



Activities:

- Wear sports gear (jerseys, team colors, hats) to represent teamwork
- Take a team or classroom photo and share using [#ccrrgoesblue](#)
- Highlight your team (staff or classroom) and the role you each play in keeping children safe
- Share a moment that shows teamwork in action in your program

Books to Read with Children:

- *Families Belong* by Dan Saks
- *Our Unbreakable Thread* by Nisha Zenoff

Why these books:

- Strong connection to relationships and support systems
- Reinforces “we’re in this together” messaging



Week Three is all about the everyday actions that make you a hero for children. Child care professionals protect, nurture, and advocate for children every day—and those actions are powerful prevention.



Activities:

- Dress as a superhero or wear superhero gear
- Take photos of your team or classroom as “Everyday Heroes”
- Highlight an “Everyday Hero” in your program (post or photo)
- Share a moment of care, support, or connection in your classroom
- Post your photos using [#ccrrgoesblue](#)

Books to Read with Children:

- *Ravi’s Roar* by Tom Percival
- *Ruby Finds a Worry* by Tom Percival

Why these books:

- Teaches kids how to express emotions safely
- Direct connection to adults helping children regulate (aka “everyday heroes”)



Week Four is all about coming together to show a collective commitment to child safety. Across Tennessee, child care professionals are uniting to make a visible impact—because every action helps protect children.



Activities:

- Create a blue handprint display with children in your program (Example Above)
- Add a message like:
 - “We Are United for Child Safety” or “We Stand Against Child Abuse”
 - Take a group photo with your finished display
 - Host a “Wear Blue” finale day
 - Post your photos using [#ccrgoesblue](#)

Books to Read with Children:

- *The Kissing Hand* by Audrey Penn
- *All Are Welcome* by Alexandra Penfold

Why these books:

- Focus on belonging, safety, and emotional security
- Perfect wrap-up to the CCR&R Goes Blue Campaign message!

Child Abuse Prevention Resources

If you ever have concerns about a child's safety, you are not alone. The resources below can help guide you in how to respond and connect families to support.

REPORT A CONCERN

- TN Child Abuse Hotline: 877-237-0004
- Online Reporting: <https://apps.tn.gov/carat/>
- Emergency: Call 911

SUPPORT FOR CHILDREN & FAMILIES

- Kid Central Tennessee
 - <https://www.kidcentraltn.com>
 - *Parenting guidance, child development resources, and family support tools*
- TN Voices / Nurture the Next
 - <https://www.nurturethenext.org>
 - *Home visiting, parenting education, and family strengthening programs*
- TN 211
 - <https://www.tn211.org>
 - *Connect families to food, housing, counseling, and crisis resources*

CHILD ADVOCACY & VICTIM SUPPORT

- Children's Advocacy Centers of Tennessee
 - <https://www.cactn.org>
 - *Forensic interviews, trauma-informed care, and victim advocacy*
- Nashville Children's Alliance
 - <https://www.nashvillechildrensalliance.org>
 - *Child advocacy, therapy, and prevention training*
- Memphis Child Advocacy Center
 - <https://www.memphiscac.org>
 - *Family advocacy, education, and child protection services*

Child Abuse Prevention Resources

If you ever have concerns about a child's safety, you are not alone. The resources below can help guide you in how to respond and connect families to support.

NATIONAL SUPPORT

- Childhelp National Child Abuse Hotline
 - Call or text: 1-800-4-A-CHILD (1-800-422-4453)
 - <https://www.childhelpline.org>
 - 24/7 crisis support, reporting guidance, and resources

FULL TENNESSEE RESOURCE GUIDE

For a comprehensive list of Tennessee-specific resources, reporting guidance, and support services:

[Tennessee Community Resource Sheet](#)
(*Darkness to Light—Responding to Child Abuse*)

ONE-PAGER FROM CCR&R

A one-page guide designed to help you recognize the signs of child abuse and neglect, understand their impact, and know how to respond with confidence and care.

[Protecting Tennessee's Children | Child Abuse & Neglect Support Guide](#)



We're Here to Support You

CCR&R is here to support child care professionals every step of the way.

Whether you have questions about the CCR&R Goes Blue campaign, need additional resources, or want help connecting with supports in your region, CCR&R's Awareness & Prevention team is here to help!

How We Can Help:

- Answer questions about CCR&R Goes Blue participation
- Provide additional prevention and family support resources
- Connect you with local CCR&R coaches and services
- Support your program in strengthening relationships with children and families
- Offer child abuse prevention training and resources



Awareness & Prevention Coordinator

Randi Faulker


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CCR&R Goes BLUE

Provider Participation Bingo Card

Complete activities throughout April, take photos, and share your participation using #ccrrgoesblue.

When finished, submit your completed Bingo card and photos [here!](#)

Wear Blue as a Team and Take a Photo	Decorate Your Classroom with Blue Ribbons or Decorations	Post a Group Photo Using #ccrrgoesblue	Dress in Sports Gear and Take a Photo	Display a "CCR&R Goes Blue" Sign in Your Classroom
Dress as Superheroes and Take a Photo	Highlight an Everyday Hero on Your Team (Post or Photo)	Read a Book About Feelings or Safety	Request an Agency Training on Awareness & Prevention	Share One Way You Support Children's Safety on Social Media
Read a Book About Feelings or Safety	Take a Photo During Story Time	<p>FREE SPACE</p> 	Invite a Guest Reader (CCR&R Coach)	Post a Literacy Activity Using #ccrrgoesblue
Reach out to the Awareness & Prevention Coordinator (Randi Faulkner) for support or resources	Post a Photo Using #ccrrgoesblue	Set Up a Family Resource Table or Area	Share the Books Provided in this Toolkit with Families	Share a Resource from this Toolkit on Social Media
Complete the Blue Handprint Project	Take a Photo of the Handprint Activity	Take a Final Group Photo	Submit Your Participation	Post a Final Photo Using #ccrrgoesblue