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# Introduction

## ABOUT THIS TOOLKIT

Planning to support National Child Abuse Prevention Month is easier with the free outreach tools available to you from the Children’s Bureau. In section 1, find social media posts, themed graphics, customizable graphics, GIFs, and more. We have also included tools to help you partner with the media to expand the reach of your campaign in section 2. Visit the [National Child Abuse Prevention Month website](#) to find year-round support on educating your community about how strengthening families puts prevention into practice.

## WHY WE NEED YOUR SUPPORT

Each April, during National Child Abuse Prevention Month, we recognize the importance of communities working together to prevent child maltreatment by helping families thrive.

**Every action helps make the well-being of children and families a priority.**

Whether it’s a message in your email newsletter, an op-ed in your local paper, or a feature on your website, strengthening families means letting your community know that we all can play a role in helping families thrive. Use the free resources in this outreach toolkit to engage your community in supporting children, youth, and families during National Child Abuse Prevention Month!

The theme for this year’s National Child Abuse Prevention Month is **“Thriving Children and Families: Prevention With Purpose.”** By making commitments to purposeful action, rather than just raising awareness, we can treat the root causes of maltreatment and promote the safety and well-being of children across the country together.

Promoting greater [public awareness on protective factors](#) is one major action you can take to support prevention.

Follow us on [Facebook](#) and [Twitter](#) and use the hashtags **#ChildAbusePreventionMonth** and **#ThrivingFamilies** to see the latest updates and messages to share with your audience and help spread the word throughout the month of April!

To get the latest information on National Child Abuse Prevention Month, [sign up](#) for email updates.

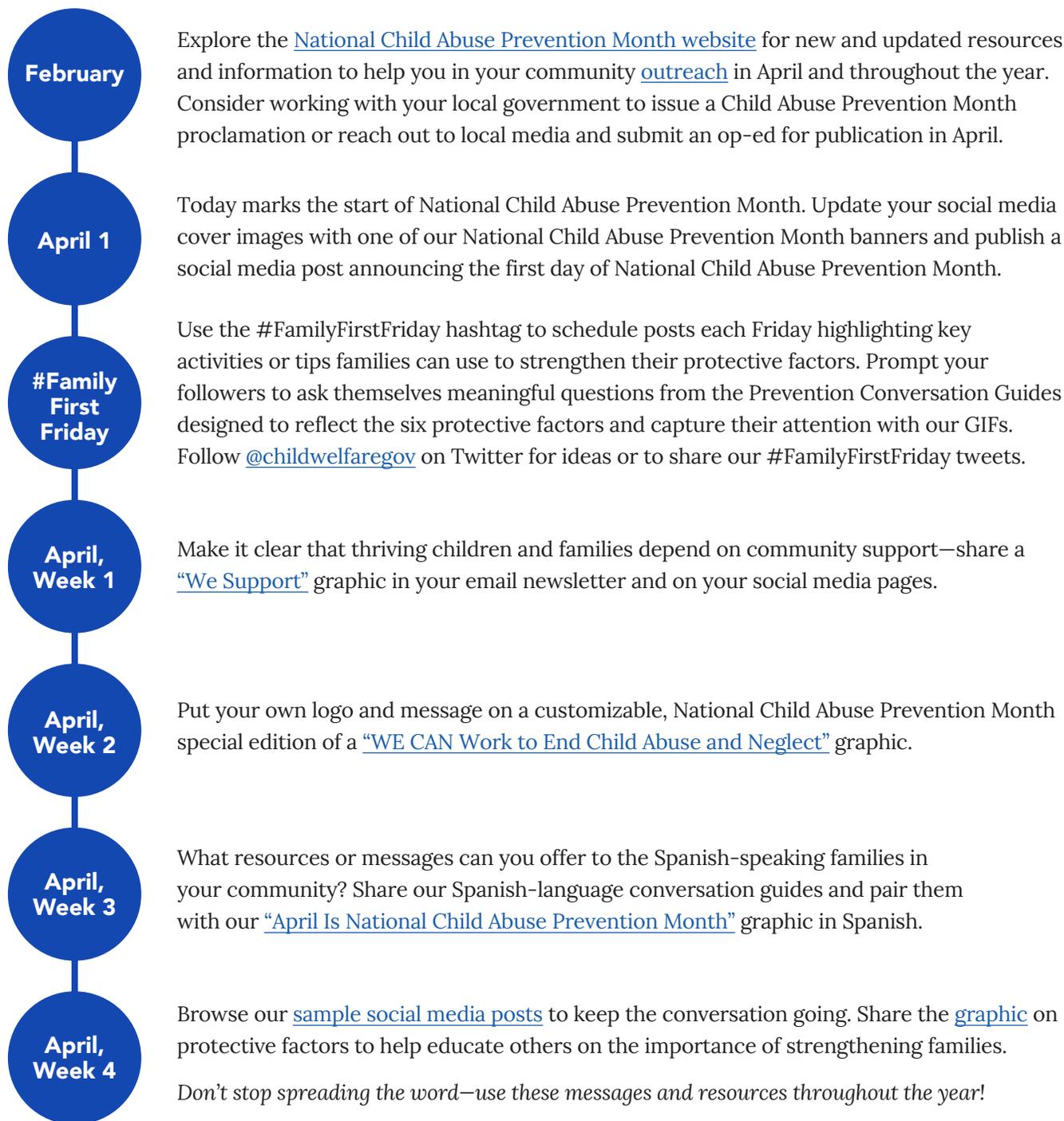
*Support for parents is prevention for kids.*

## GETTING STARTED: TIMELINE

Get ready for this year's campaign by starting conversations in your community about child abuse prevention.

### Mark your calendar!

Consider the following timeline to help schedule your planned actions and find tools to help with each idea in this outreach toolkit.



# Digital Media Tools

Help make a difference in your community by encouraging the people in your networks to learn more about preventing child abuse. Use the sample social media posts and social media banners below to help raise awareness during the month of April.

Include the hashtags **#ChildAbusePreventionMonth** and **#ThrivingFamilies** to keep the conversation going.

## SOCIAL MEDIA

### Sample Posts and Tweets

April is National Child Abuse Prevention Month. Learn tips and strategies to help keep children safe and promote family well-being. #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/>

All families need help sometimes. Make the commitment this month to learn new ways to strengthen child and family well-being. #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth/>

Focusing on family strengths helps children, youth, and families build resilience. This month consider what helps keep your family strong and thriving and learn some new strategies on the National Child Abuse Prevention Month website. #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>

April is National Child Abuse Prevention Month. Thriving families depend on strong support systems. Support can come from family, friends, neighbors, and others in the community. Learn what it takes to invest in families. #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>

When we invest in children, we are investing in their future. This April, learn how communities can come together to ensure children have what they need to be the best they can be! #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth>

Child abuse prevention starts with each one of us. Together we can make it easier for families to access support services and learn how to identify and build on family strengths. Visit the National Child Abuse Prevention Month website for more information. #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth>

Everyone has a role to play in helping the families in our communities be resilient and access support. Learn more about protective factors. Prevention starts with you! #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/>

By providing all families with equal opportunity and access to the supports they need, we can help improve the safety and well-being of children and youth across the country. Visit the National Child Abuse Prevention Month website for more information. #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth>

## Social Media Cover Image



[Facebook Cover Photo](#) | [Twitter Cover Photo](#)

## GRAPHICS & GIFS

### Themed Graphics



[Rectangle](#) | [Square](#)



[Rectangle](#) | [Square](#)



[Rectangle](#) | [Square](#)

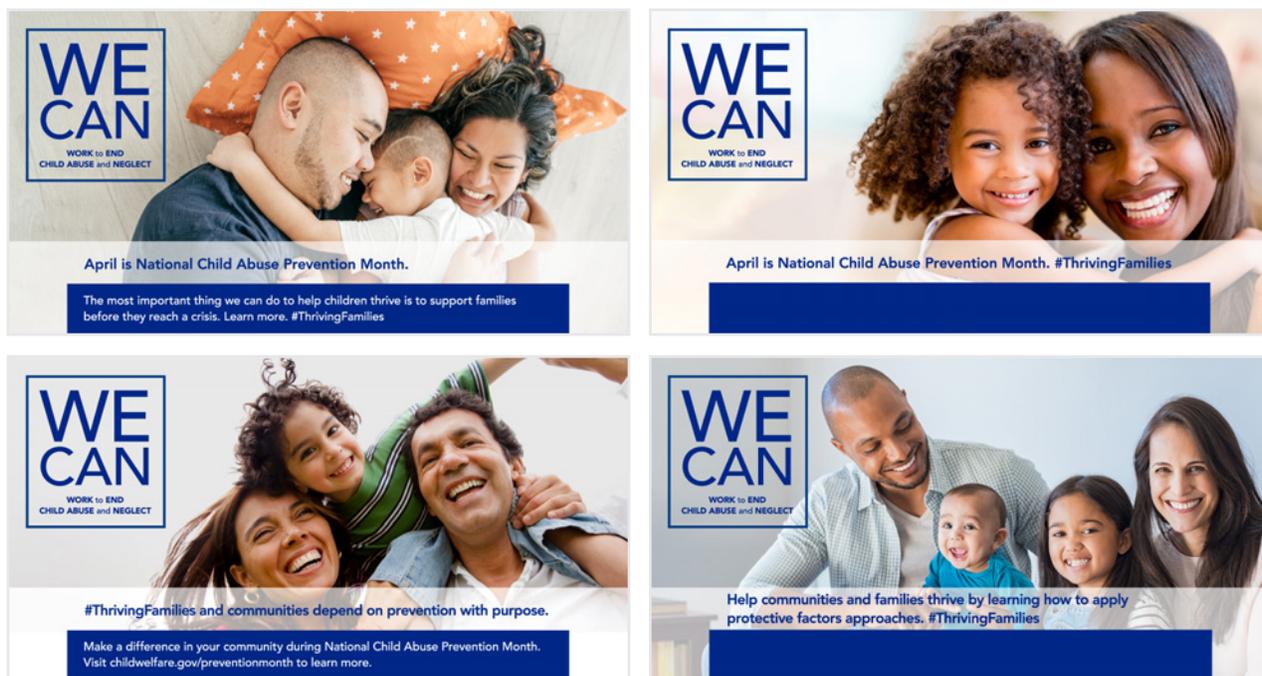


[Rectangle](#)

## “WE CAN” Graphics

Customize and share the WE CAN Graphics!

Add your logo and write your own message or choose from a selection of prewritten templates in this special edition of [WE CAN graphics](#) from the [Children’s Bureau Learning & Coordination Center](#)! Use them in your social media campaigns to help educate and spread awareness about the importance of child abuse prevention.



## Prevention Conversation Guide GIFs

Enhance your prevention awareness campaigns during National Child Abuse Prevention Month and throughout the year with these GIFs designed to complement the Conversation Guides from the [2021/2022 Prevention Resource Guide](#).

Pair each GIF with a social media post to highlight each of the six protective factors in your community outreach.



[Download From the Website](#)

### “I Deserve Self-Care” (Parental Resilience)

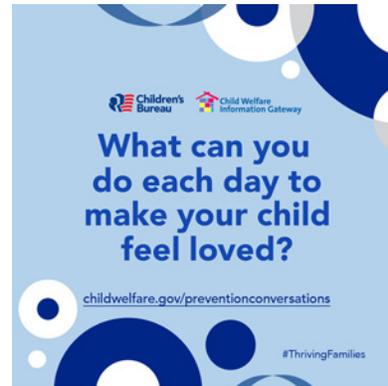
Stress can make it harder to parent effectively. Helping parents develop resilience helps children thrive. #ChildAbusePreventionMonth #ThrivingFamilies <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>

### **“We Love Each Other” (Nurturing and Attachment)**

Developing a loving and nurturing relationship with children is important at all ages.

#ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>



[Download From the Website](#)



[Download From the Website](#)

### **“I Can Choose What Works Best For My Children” (Knowledge of Parenting)**

Parenting is tough! Knowledge of parenting and child development is an important protective factor.

#ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>



[Download From the Website](#)

### **“I Can Find Help For My Family” (Concrete Support)**

All families need help sometimes and asking for help shows strength.

#ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>



[Download From the Website](#)

### **“We Are Connected” (Social Connections)**

All parents need support sometimes.

#ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>

**“I Can Help My Child Learn Social Skills.”**

**(Social/Emotional Competence)**

Children with strong social skills get along better with others.

Parents are their child’s first and most important teacher.

#ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>



[Download From the Website](#)

## EMAIL SIGNATURES

Raise awareness with every email you send.

**Choose one of the email signatures below to add to your communications during the month of April.**

**Choose an email signature block or a graphic—or use both together!**

- Everyone has a role to play in helping families thrive. Learn what you can do. Visit the website at <https://www.childwelfare.gov/preventionmonth/>.
- Together we can strengthen families and prevent child abuse. #ThrivingFamilies Learn more at <https://www.childwelfare.gov/preventionmonth/>.
- April is National Child Abuse Prevention Month. #ThrivingFamilies [Show your support](#).

### Examples



## SECTION II

# Partnering With the Media

**Raise greater awareness in your community by partnering with the media to spread the word.**

Use these messages in your emails, newsletters, local papers, on your website, and share with your local jurisdictions.

## KEY FACTS AND STATISTICS

The most common type of maltreatment is neglect.

In Federal fiscal year 2020, about 3.9 million referrals were made to child protective services concerning the safety and well-being of approximately 7.1 million children.

Last year, an estimated 618,000 children were found to be victims of child abuse or neglect nationwide.

Source: U.S. Department of Health & Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau. (2022). Child Maltreatment 2020. Available from <https://www.acf.hhs.gov/cb/data-research/child-maltreatment>.

## MEDIA OUTREACH TOOLS

Expand the reach of your campaign by customizing this op-ed template and press release to share with your local media.

**Op-Ed Template and Sample Press Release**

**Download Now!**

## PROCLAMATIONS

Each year in April, the President of the United States issues a [proclamation](#) to announce National Child Abuse Prevention Month. Many state governors also issue proclamations to encourage public awareness of child abuse and neglect, recommit state resources to the cause, and promote community involvement through state and local activities.

To create your own proclamation, see our [sample proclamations](#), explore [state proclamations](#) from around the country, and make sure to let your local media know.

## STAY CONNECTED

Keeping your community engaged on the importance of preventing child abuse is important all year.

Follow us on social media to find out about new resources, and check out our free [subscriptions](#) for year-round support.

TWITTER: [@childwelfaregov](#)

FACEBOOK: [www.facebook.com/childwelfare](http://www.facebook.com/childwelfare)  
[www.facebook.com/childrensbureau](http://www.facebook.com/childrensbureau)

If you have a few minutes, please help us improve next year's campaign.

[TAKE THE SURVEY!](#)



U.S. Department of Health and Human Services  
Administration for Children and Families  
Administration on Children, Youth and Families  
Children's Bureau

