



NATIONAL CHILD ABUSE PREVENTION MONTH 2023

Doing Things Differently:
Moving from the Challenge to
the Change

OUTREACH TOOLKIT

Communication Tools to Spread the Word
[#ChildAbusePreventionMonth](#) [#ThrivingFamilies](#)



Contents

Introduction	1
About This Toolkit	1
Why We Need Your Support	1
Getting Started: Timeline	2
Social Media	3
Sample Social Media Posts	3
Graphics & GIFs	5
Social Media Cover Photos	5
Themed Graphics	5
Virtual Meeting Background	7
WE CAN Graphics	8
Email Signature Blocks	8
Conversation Guide GIFs	9
Partnering With the Media	11
Media Outreach Tools	11
Proclamations	11
Key Facts and Statistics	11
Stay Connected	13

Introduction

ABOUT THIS TOOLKIT

Planning to support National Child Abuse Prevention Month (NCAPM) is easier with the free outreach tools available to you from the Children's Bureau. In this toolkit, you will find a suggested timeline for campaign activities, key facts and statistics to include in your messaging, sample social media posts for easy sharing, cover photos for your social media pages, themed graphics, GIFs, and more. Visit the [NCAPM website](#) to learn more about this year's theme and find resources for year-round support.

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 "Doing Things Differently: Moving From the Challenge to the Change." As we continue to evolve in our approach to prevention, we are thinking about what we haven't done before that we can do. It is essential for us to create a child welfare system that can overcome challenges and equitably support the nation's diverse populations and jurisdictions.

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.

Getting Started: Timeline

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.

February/
March

Take a look at how we're moving from the challenge to the change this year on the [National Child Abuse Prevention Month website](#). Check out new prevention [resources](#) in English and Spanish that will help you support families.

April 1

Today marks the start of National Child Abuse Prevention Month! Update your social media cover images with one of our [National Child Abuse Prevention Month banners](#) and publish a post from our [sample messages](#) announcing the first day of National Child Abuse Prevention Month. Pair your post with the hashtag #ChildAbusePreventionMonth and #ThrivingFamilies to join the conversation.

#Family
First
Friday

Use the **#FamilyFirstFriday** hashtag to schedule posts each Friday that highlight key activities and tips families can use to strengthen their protective factors. Prompt your network to ask themselves meaningful questions from the [Prevention Conversation Guides](#) and use our [GIFs](#) designed to reflect the six protective factors to capture attention. Tag [@ChildWelfareGov](#) on Twitter to share your #FamilyFirstFriday tweets.

April,
Week 1

Make sure to [reserve your seat](#) for the [23rd National Conference on Child Abuse and Neglect \(NCCAN\)](#)! This year's conference offers live sessions filled with thought leadership and action-oriented dialogue around this year's theme, "Doing Things Differently: Moving from the Challenge to the Change," which you don't want to miss.

April,
Week 2

We all can play a role in helping families thrive. Consider working with your local government to issue a National Child Abuse Prevention Month [proclamation](#) or reach out to local media and submit an [op-ed](#) for publication in April. Our free templates can help get you started!

April,
Week 3

Put your own logo or message on a customizable, National Child Abuse Prevention Month special edition of a "[WE CAN Work to End Child Abuse and Neglect](#)" graphic. Make it clear that thriving children and families depend on community support. Share your customized graphic in your email newsletter and on your social media pages!

April,
Week 4

End National Child Abuse Prevention Month with a commitment to doing things differently! Browse our [resources](#) to find publications in English and Spanish to refresh your collection. Be a part of helping to ensure that services are accessible to families of all cultures and backgrounds.

Don't stop spreading the word—bookmark the National Child Abuse Prevention Month website to reference our resources and messages throughout the year!

Social Media

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 pair them with our graphics to help raise awareness during the month of April

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

SAMPLE SOCIAL MEDIA POSTS

April is National Child Abuse Prevention Month. This month, let's make a commitment to trying something new. Let's transform the ways that we work together to preserve and support families! #ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/>

When we invest in children, we are investing in our communities. This April, help us bring attention to all the different ways we can help children and families thrive. #ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/>

The most important thing we can do to help children thrive is to support families before they reach a crisis. Learn more during #ChildAbusePreventionMonth. #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/>

In April, National Child Abuse Prevention Month encourages communities to educate and increase awareness about the importance of child and family well-being. Let's work together to commit to effective strategies that support families and prevent child abuse and neglect.

<https://www.childwelfare.gov/topics/preventing/preventionmonth/about>

The single most important thing we can do is support families all year long in ways that promote and build upon their strengths and enable them to care for their children safely before maltreatment is even a possibility. #ChildAbusePreventionMonth #ThrivingFamilies

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

Hear the stories directly from parents on why easy and equitable access to prevention resources is key to helping them best care for their children. #ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/multimedia>

The more adverse childhood experiences a person has, the greater the risk for negative outcomes later in life. Learn how you can build resilience in the families you serve to mitigate the effects of child maltreatment. #ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/topics/preventing/preventionmonth/about/protective-factors-aces/>

Conversation Guides include worksheets for caregivers and key points to consider in helping families build skills and care for their children safely before maltreatment is a possibility. Use them in English and Spanish. #ChildAbusePreventionMonth #ThrivingFamilies

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

Graphics & GIFs

Add these to your social media pages, websites, Zoom or Teams backgrounds, newsletters, emails, and other print or digital communications. To download, click the link below each image or download it from the [website](#).

COVER PHOTOS



[Download Facebook Cover Photo](#) (830 x 312 px)

[Download Twitter Cover Photo](#) (1500 x 500 px)

THEMED GRAPHICS



[Download](#) (1200 x 628 px)

[Download square graphic](#) (1080 x 1080 px)



[Download](#) (1200 x 628 px)

[Download square graphic](#) (1080 x 1080 px)



[Download](#) (1200 x 628 px)



[Download](#) (1200 x 628 px)



[Download](#) (1200 x 628 px)

VIRTUAL MEETING BACKGROUND



[Download](#) (1920 x 1080 px)

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.



[Download](#)



[Download](#)



[Download](#)



[Download](#)

EMAIL SIGNATURE BLOCKS

Add a National Child Abuse Prevention Month signature block to every email you send to help raise awareness.

To add a graphic to your email signature, access the image from the [website](#) to copy and paste it directly into your signature block.



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 2023/2024 Prevention Resource Guide.

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



[Download](#)

"I Deserve Self-Care." (Parental Resilience)

Stress can make it harder to parent effectively. Making it easier and normalizing asking for help can equip families with the tools to help children thrive. Use the Conversation Guides to learn more about building protective capacities with families.

#ChildAbusePreventionMonth #ThrivingFamilies

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

"We Love Each Other." (Nurturing and Attachment)

What can you do each day to make your child feel loved? Find questions like these in the Conversation Guides that will help you have engaging conversations with caregivers about protective factors.

#ChildAbusePreventionMonth #ThrivingFamilies

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



[Download](#)



[Download](#)

"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

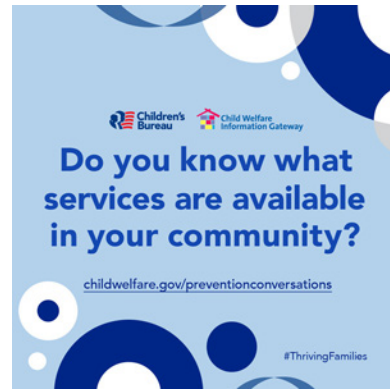
<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/conversation-guides/>

"I Can Find Help For My Family." (Concrete Support)

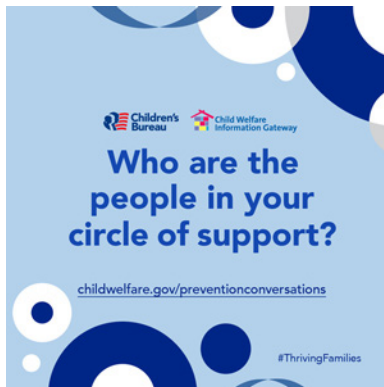
All families need help sometimes and asking for help shows strength. Engage caregivers in discussions about finding resources that best fits the needs of their family.

#ChildAbusePreventionMonth #ThrivingFamilies

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



[Download](#)



[Download](#)

"We Are Connected." (Social Connections)

Connecting with others helps build a strong support system. Making new connections can feel daunting but is possible with support and encouragement.

#ChildAbusePreventionMonth #ThrivingFamilies

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



[Download](#)

"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/>

Partnering With the Media

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

MEDIA OUTREACH TOOLS

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

[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.

KEY FACTS AND STATISTICS

Include these key points in your messaging to help educate and increase awareness in your community about the importance of child and family well-being and implementing effective strategies that support families and prevent child maltreatment.

The most common type of maltreatment is neglect.

Adverse Childhood Experiences (ACEs) are traumatic events that occur before a child reaches the age of 18. ACEs include the following:

- All types of abuse and neglect
- Parental substance use or mental illness
- Parental incarceration
- Domestic violence
- Divorce

Protective factors are conditions or attributes that, when present in families and communities, increase the well-being of children and families and reduce the likelihood of maltreatment. Identifying protective factors helps parents find resources, supports, or coping strategies that allow them to parent effectively—even under stress. There are six protective factors:

- Nurturing and attachment
- Knowledge of parenting and child and youth development
- Parental resilience
- Social connections
- Concrete supports for parents
- Social and emotional competence of children

Approximately 1.8 million children received prevention services in 2021.

Approximately two-thirds (58.0%) of victims received postresponse services (such as family preservation, family support, or foster care) because of needs discovered during an investigation or alternative response.

During fiscal year 2021, fewer than one-quarter (20.2 percent) of confirmed maltreatment victims were removed from their homes because of an investigation or alternative response.

Source: U.S. Department of Health & Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau. (2023). *Child Maltreatment 2021*. Available from <https://www.acf.hhs.gov/cb/report/child-maltreatment-2021>.

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
www.facebook.com/thechildrensbureau

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

