

Sample Press Release for National Child Abuse Prevention Month

Release Date:

Contact:

[NAME]

[DATE]

[TITLE]

[PHONE NUMBER]

We All Can Play a Part in Supporting Strong and Thriving Families

April Is National Child Abuse Prevention Month

CITY, STATE – [MONTH DAY, YEAR] – [Start with a summary of essential information about your (e.g., personal, organization's, community's, etc.) story. This lead paragraph should be brief and answer who, what, when, where, and why questions. Consider your target audience and information that will likely get and keep their attention. The following are some suggestions: (1) Provide details of your organization's National Child Abuse Prevention Month kickoff event, (2) promote an upcoming meeting or activity of your community's family-strengthening initiative, and (3) impact of support to families to prevention child maltreatment, e.g. an example of how one parent benefited from the assistance of local community organizations.]

April is National Child Abuse Prevention Month. This month and throughout the year, [ORGANIZATION NAME] encourages all individuals and organizations to play a role in making [COMMUNITY NAME] a better place for children and families. By ensuring that parents have the knowledge, skills, and resources they need to care for their children, we can help prevent child abuse and neglect by creating strong and thriving children, youth, and families in our communities. Research shows that protective factors are present in healthy families. Protective factors are conditions or attributes of individuals, families, communities, or the larger society that mitigate risk and promote healthy development and wellbeing. Promoting the following protective factors is one of the most effective ways to reduce the risk of child abuse and neglect:

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

April is a time to celebrate the important role that communities play in protecting children and strengthening families," said [YOUR SPOKESPERSON'S NAME AND TITLE]. "Everyone's participation is critical. Focusing on ways to connect with families is the best thing our community can do to strengthen families and prevent child abuse and neglect." [ADDITIONAL DETAILS ABOUT LOCAL EVENTS AND/OR PROGRAMS]

In support of these efforts, the Children's Bureau, within the U.S. Department of Health and Human Services, in collaboration with its information service, Child Welfare Information Gateway, the Office on Child Abuse and Neglect, the FRIENDS National Center for Community-Based Child Abuse Prevention, and over 30 national prevention partners, has created the *2019/2020 Prevention Resource Guide: Strong and Thriving Families*. The Resource Guide, designed for service providers who work throughout the community to support families, is available online at <https://childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/>.

For more information about child abuse prevention programs and activities during the month of April and throughout the year, contact [ORGANIZATION'S CONTACT INFORMATION].