National Child Abuse Prevention Month 2021 Outreach Toolkit

Communication Tools to Spread the Word
#ChildAbusePreventionMonth #ThrivingFamilies

Child Welfare Information Gateway

Children's Bureau

National Child Abuse Prevention Month 2021 Outreach Toolkit

Whether by proclamation, through social media, or with graphics, spreading the word means letting your community know that they can help families thrive. Use these free tools to engage your community in supporting children, youth, and families this National Child Abuse Prevention Month!

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Introduction

April is National Child Abuse Prevention Month. On behalf of the Children's Bureau, we invite you to join us in raising awareness for this year's theme: "Thriving Children and Families: Prevention With Purpose."

Use these outreach tools to shine a light in your community on how we can promote positive child and family well-being.

Find graphics to use on your website, in your newsletters, or on social media, along with sample social media messages and a sample proclamation that can used to show support on the state and local level.

Follow the Children's Bureau and Child Welfare Information Gateway on social media to easily access resources and information throughout the month of April. Use the hashtag #ChildAbusePreventionMonth to amplify the conversation and reach a wider audience.

Twitter:

@childwelfaregov

Facebook:

www.facebook.com/childwelfare

www.facebook.com/childrensbureau

Stay connected to the campaign and subscribe to email updates.

If you have any questions, please contact us at info@childwelfare.gov.

Thank you for your participation! Let's do our part to ensure all children and families thrive!

Social Media

Connect your followers and friends to National Child Abuse Prevention Month!

Social media can help you inspire your colleagues, friends, and followers to promote National Child Abuse Prevention Month. Encourage your contacts to learn more about the resources, and tools and ask them to share the information with their own networks to help make a difference in your community. Use the sample social media posts below to help raise awareness during the month of April.

Sample Posts and Tweets

April is National Child Abuse Prevention Month. The most important thing we can do to help children thrive is to support families before they reach a crisis. Learn more. #ChildAbusePreventionMonth #ThrivingFamilies https://www.childwelfare.gov/topics/preventing/preventionmonth

Prevention is possible, but what does it really take to effectively prevent child abuse? Learn more about the national data and the services offered to help prevent child abuse and neglect. #ChildAbusePreventionMonth #ThrivingFamilies https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/

April is National Child Abuse Prevention Month. Take some time this month to learn how protective factors and adverse childhood experiences impact families and communities. #ChildAbusePreventionMonth #ThrivingFamilies https://www.childwelfare.gov/topics/preventing/preventionmonth

All families need support. Explore the 2021/2022 Prevention Resource Guide to learn more about the innovative ways that communities around the country are doing purposeful prevention work to help children and families thrive. #ChildAbusePreventionMonth #ThrivingFamilies https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/

Protective factors help families thrive. In honor of National Child Abuse Prevention Month, make the commitment to explore new ideas to strengthen children and families. #ChildAbusePreventionMonth #ThrivingFamilies https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/

Learn how families, neighborhoods, communities, and states are successfully using protective factors to keep children safe, strengthen families, and promote well-being. Visit the 2021/2022 Prevention Resource Guide for tips and strategies! https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/

Protective factors help reduce child maltreatment and build resilience in families! Visit Information Gateway to learn more about what role you can play to support and help families thrive. #ChildAbusePreventionMonth #ThrivingFamilies https://www.childwelfare.gov/topics/preventing/

Focusing on protective factors helps children, youth, and families build resilience and contributes to positive outcomes. Learn more on the 2021 National Child Abuse Prevention Month website. #ChildAbusePreventionMonth #ThrivingFamilies
https://www.childwelfare.gov/topics/preventing/preventionmonth

Strengthening the protective capacities of parents helps children and families thrive and prevents child maltreatment. Visit the #ChildAbusePreventionMonth website today to learn more. #ThrivingFamilies
https://www.childwelfare.gov/topics/preventing/preventionmonth

There are many ways that we can work together within our communities to help keep children safe. It starts by investing in stronger support systems for families. Follow @childwelfaregov during National Child Abuse Prevention Month to learn more. #ChildAbusePreventionMonth #ThrivingFamilies
https://www.childwelfare.gov/topics/preventing/preventionmonth/

Email Signatures

Promote protective factors in families and communities.
Find tools and tips at: https://www.childwelfare.gov/preventionmonth/

Preventing child abuse starts with strengthening families.
Learn more at: https://www.childwelfare.gov/preventionmonth/

April is National Child Abuse Prevention Month.
Visit the website at: https://www.childwelfare.gov/preventionmonth/

Graphics

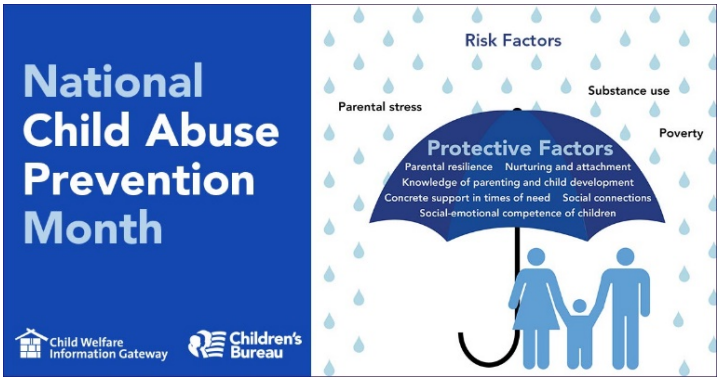
Raise awareness with your social media profile and with every email you send! Add a NCAPM cover photo to your Facebook or twitter page, add a frame to your Facebook profile picture, include a NCAPM email signature, or share informational images that help educate and raise community awareness.

Facebook Profile Frames

Twitter Cover Image

Facebook Cover Image

Shareable Graphics



April Is National Child Abuse Prevention Month
FIND TOOLS, TIPS, AND RESOURCES AT WWW.CHILDWELFARE.GOV/PREVENTIONMONTH
Child Welfare Information Gateway
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THRIVING
Children and Families:
PREVENTION WITH PURPOSE
#ChildAbusePreventionMonth
Child Welfare Information Gateway
Children's Bureau

I Support
Thriving Children and Families
#ChildAbusePreventionMonth
Child Welfare Information Gateway
Children's Bureau

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 Proclamation**.