



NATIONAL CHILD ABUSE PREVENTION MONTH 2024

Doing Things Differently:
Moving From the Challenge
to the Change

OUTREACH TOOLKIT

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



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Introduction

ABOUT THIS TOOLKIT

The Children's Bureau and its partner, Child Welfare Information Gateway, are pleased to offer this year's outreach toolkit to help you plan your local campaign for National Child Abuse Prevention Month (NCAPM) in April. 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, themed graphics, GIFs, and more. Visit the [NCAPM campaign page](#) to learn more about this year's theme and find resources for year-round support.

WHY WE NEED YOUR SUPPORT

Each April during NCAPM, we recognize the importance of communities working together to prevent child maltreatment.

Make the safety and 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 supporting families. Use the free resources in this toolkit to educate and engage your community in the many ways they can support children, youth, and families during NCAPM!

This year, NCAPM will continue the theme "**Doing Things Differently: Moving From the Challenge to the Change.**" The theme urges us to intentionally explore, engage, and invest in innovative ideas to transform the way we partner with families to deliver services and supports. It is essential for us to create a child welfare system that can overcome challenges and provide equitable support to all families.

Every step you take to help raise awareness can make a difference. Take action now!

Follow us on [Facebook](#), [X](#) (formerly Twitter), and [LinkedIn](#) so you can help amplify NCAPM. Join the conversation by using the hashtags **#ChildAbusePreventionMonth** and **#ThrivingFamilies**—and remember to tag us!

To get the latest information on NCAPM, [subscribe](#) for email updates.

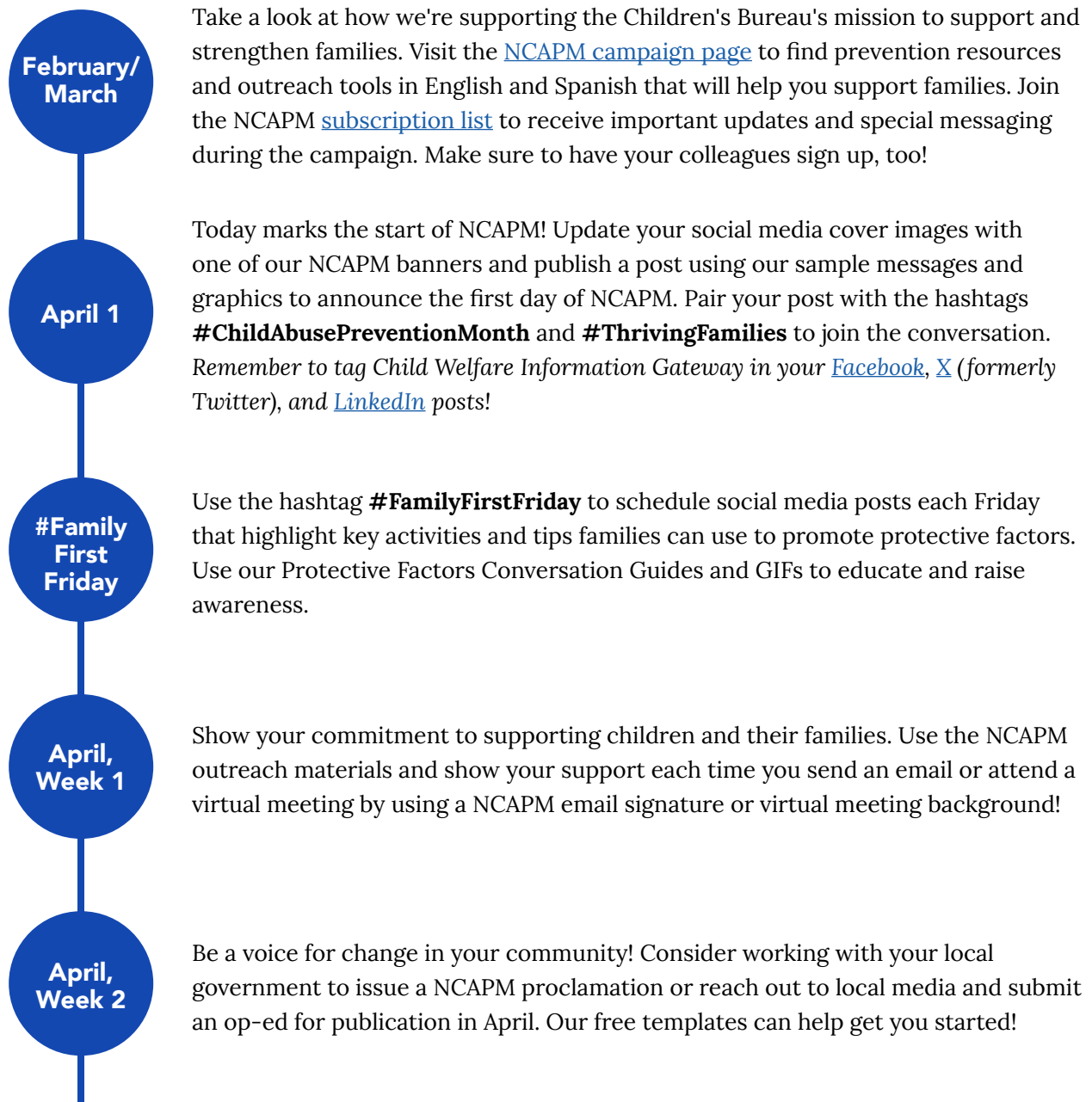
There are actions we can take at *all* levels to address the root causes of maltreatment and provide meaningful support.

GETTING STARTED: TIMELINE

Get ready for this year's NCAPM campaign by engaging your community in raising awareness about child maltreatment and promoting child and family well-being.

Mark your calendar!

Consider the following timeline to help schedule your Child Abuse Prevention Month activities and find free, helpful tools and resources in this outreach toolkit.





April,
Week 3

Supercharge your impact! The [2023/2024 Prevention Resource Guide](#) is packed with innovative strategies rooted in the protective factors framework. Download a copy and uncover new ways to help families overcome the challenges they face and to promote positive change in your work supporting families and keeping them together. Use the Conversation Guides to engage parents and caregivers in conversations about how the protective factors contribute to positive outcomes for families.

April,
Week 4

Doing things differently to support families is a year-round mission. Bookmark the [NCAPM campaign page](#) to access tools and resources anytime! Use the Multimedia Gallery to hear stories from parents and caregivers about the benefits of receiving equitable and early access to prevention services and supports. Learn from their experiences so that, together, we can continue to make lasting impacts that strengthen families and communities.

Section I: Digital Media Tools

Help make a difference in your community by encouraging your social networks to learn more about preventing child abuse and neglect.

Connect your followers and friends to the NCAPM campaign by pairing these sample social media posts with the official hashtags **#ChildAbusePreventionMonth** and **#ThrivingFamilies**. Remember to tag Child Welfare Information Gateway and the Children's Bureau in your posts!

FACEBOOK:

[@ChildWelfare](#)

[@TheChildrensBureau](#)

LINKEDIN: [@Child-Welfare-Information-Gateway](#)

X (FORMERLY TWITTER): [@Childwelfaregov](#)

SOCIAL MEDIA

The following are sample social media posts to help you spread the word.

Equality matters! By providing every family with equal opportunity and access to the supports they need, we can improve the safety and well-being of children and youth nationwide.

#ChildAbusePreventionMonth #ThrivingFamilies

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

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

#ThrivingFamilies

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

April is National #ChildAbusePreventionMonth. There are actions we can take at all levels to address the root causes of maltreatment and provide meaningful support. Visit the campaign page to learn more.

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

Spanish translation: Abril es el Mes Nacional de la Prevención del Abuso de Menores. Hay acciones que podemos tomar en todos los niveles para abordar las causas fundamentales del maltrato y brindar un apoyo significativo. Visita la página de la campaña para obtener más información.

#ChildAbusePreventionMonth

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

Be a change agent! Download the 2023/2024 *Prevention Resource Guide* and learn how to put protective factors into action in your community and with families. Make a real impact this #ChildAbusePreventionMonth! #ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>

Spanish translation: ¡Sé un agente de cambio! Descarga la Guía de recursos para la prevención 2023/2024 para aprender cómo poner en práctica los factores de protección en tu comunidad y con las familias. ¡Haz un impacto real durante este Mes Nacional de la Prevención del Abuso de Menores! #ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>

Poverty does not equal neglect! All families deserve support in overcoming challenges. Learn more during #ChildAbusePreventionMonth!

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

Spanish translation: ¡La pobreza no equivale a negligencia! Todas las familias merecen apoyo para superar las dificultades de la vida. ¡Encuentra más información durante el Mes Nacional de la Prevención del Abuso de Menores! #ChildAbusePreventionMonth

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

Discover the power of providing a comprehensive support system for strengthening families and communities. Find innovative prevention strategies that truly support children and their families on the National #ChildAbusePreventionMonth campaign page. Be part of the change! #ThrivingFamilies

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

See how prevention-focused supports and services build resiliency in children, youth, families, and communities. Check out the multimedia gallery on the National #ChildAbusePreventionMonth campaign page to learn from families that experienced these supports firsthand. #ThrivingFamilies

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

Spark engaging discussions with families about protective factors using the Conversation Guides, available in both English and Spanish, on the National #ChildAbusePreventionMonth campaign page. Join forces with families to make a difference! #ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>

Spanish translation: Genera discusiones interesantes y motivadoras con las familias sobre los factores de protección al usar las guías de conversación, disponibles en inglés y español en la página de la campaña del Mes Nacional de la Prevención del Abuso de Menores. ¡Únete a las familias para marcar la diferencia! #ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>

GRAPHICS AND GIFS

Grab attention with these free NCAPM graphics. Add them to your social media pages, websites, Zoom or Teams backgrounds, newsletters, emails, and other print or digital communications.

Themed Graphics



[Download square graphic](#)

[Download rectangle graphic](#)



[Download square graphic](#)

[Download rectangle graphic](#)



[Download](#)

[Download Spanish graphic](#)



[Download](#)

Virtual Meeting Background



[Download](#)

Social Media Banners



[Facebook Cover Photo](#) | [X \(formerly Twitter\) Cover Photo](#)

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 the [WE CAN graphics](#) from the Children's Bureau Learning and Coordination Center! Use them in your social media campaigns to help educate others and spread awareness about the importance of child abuse prevention.



[Download](#)



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Prevention Conversation Guide GIFs

Enhance your prevention awareness campaigns during NCAPM 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 affect parenting, but normalizing asking for help can encourage parents to seek the tools they need to support their families. Use the Conversation Guides to learn more about building protective capacities with families.
 #ChildAbusePreventionMonth #ThrivingFamilies
<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>

"We love each other." (Nurturing and Attachment)

Cultivate a loving, nurturing bond with children at all stages. Discover strategies to reassure families that their love and affection make a positive impact.
 #ChildAbusePreventionMonth #ThrivingFamilies
<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>



[Download](#)



[Download](#)

"I can choose what works best for my children."

(Knowledge of Parenting)

Parenting is tough! Engaging caregivers in identifying strategies to support each child's unique developmental needs is key.

Use the conversation guides to support your work with families.

#ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>

"I can find help for my family." (Concrete Support)

Unmet basic needs, like lack of access to nutritious food and stable housing, can affect children's development.

Learn more about connecting families to vital resources with the Conversation Guides. #ChildAbusePreventionMonth

#ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>



[Download](#)



[Download](#)

"We are connected." (Social Connections)

Building a robust support system often means making new connections. Use the Conversation Guides to spark discussions with parents and caregivers about integrating social connections into their lives.

Be a catalyst for change during #ChildAbusePreventionMonth! #ThrivingFamilies

#ChildAbusePreventionMonth! #ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>

"I 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 teachers. Help parents and caregivers and their children recognize and improve positive social skills with the Conversation Guides.

#ChildAbusePreventionMonth #ThrivingFamilies

<https://www.childwelfare.gov/resources/20232024-prevention-resource-guide/>



[Download](#)

EMAIL SIGNATURES

Add the NCAPM signature block to every email you send to help raise awareness about this year's theme, "Doing Things Differently: Moving From the Challenge to the Change."



[Download](#)



[Download](#)

Section II: Partnering With the Media

Be a voice for change in your community! Raise greater awareness by partnering with the media. These tools will help get you started.

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 NCAPM. 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.

Show your support locally! Create your own state proclamation by using our [sample proclamation](#) template!

KEY FACTS AND STATISTICS

- Child neglect is the most common form of child maltreatment.
- The top three reporters of child maltreatment are legal and law enforcement personnel, education personnel, and medical personnel.
- The victimization rates for Black or African American and American Indian/Alaska Native children are about twice the rates for Hispanic and White children.
- Approximately 1.9 million children received prevention services in 2022.
- More than half (55 percent) of victims received postresponse services.
- Fewer than one-quarter (19.6 percent) of confirmed maltreatment victims were removed from their homes because of an investigation or alternative response.

Source: Children's Bureau. (2024). *Child maltreatment 2022*. U.S. Department of Health and Human Services, Administration for Children and Families. <https://www.acf.hhs.gov/cb/report/child-maltreatment-2022>

STAY CONNECTED

Strengthening and protecting families is a year-round mission. Follow us on social media to find out about new resources and sign up for our [subscription list](#) for year-round information.

FACEBOOK:

[@ChildWelfare](#)

[@TheChildrensBureau](#)

LINKEDIN: [@Child-Welfare-Information-Gateway](#)

X (FORMERLY TWITTER): [@ChildWelfareGov](#)

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

