Planning for Prevention Month
Mobilizing Support for Families During Challenging Times
February 23, 2022
Introducing Our Presenters

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National Child Abuse Prevention Month recognizes the importance of families and communities working together to strengthen families to prevent child abuse and neglect. Through this collaboration, prevention services and supports help protect children and produce thriving families.
Children’s Bureau Supported Resources

- WE CAN Campaign
- National Child Abuse and Neglect Prevention Month Resource Site

Do you know a parent with a new baby? Reach out and offer support. Infants suffer the highest rates of child abuse and neglect—almost twice that of other children.
Aimed at Those Families Turn to First

- Families, friends, and community
- Parents

**AND**

- Front-line workers

*Here's to all those devoting themselves to helping others.*

Recognize when it is time to take care of you.
WE CAN WORK to END CHILD ABUSE and NEGLECT

Positive, actionable, visually engaging messages...

Give your children a good start in life. Learn positive parenting tips for every age and stage.
All babies cry.
The Crying Baby Flow Chart can help you keep your cool as you try to soothe your child.

...backed by concrete resources.
Deployment, relocation, and separation can be hard on children. Put your parenting plan in place.
Adapting for Your Community

Support a parent in recovery.

Offer to stay with their kids while they attend meetings or seek treatment.
## Connecting to the National Campaign

<table>
<thead>
<tr>
<th>Our Hashtags:</th>
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<tbody>
<tr>
<td>#WECANPreventChildAbuse</td>
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<tr>
<td>#NCAPM2022</td>
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<tr>
<td>#PreventionMonth</td>
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### Mid-March

Message to your audience and partners about WE CAN and encourage them to share/engage.

<table>
<thead>
<tr>
<th>Day/Week of Post</th>
<th>Like, Retweet, Comment, and Share</th>
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Other Messaging Opportunities

January
- Parent Leadership
- Teen Dating Violence

February
- Mentoring; Mental Wellness
- Trafficking

March
- Social Work

April
- Foster Care
- Mental Health
- Family Support
- Trauma
- Mother’s Day

May
- Purposeful Parenting
- Reentry Prevention
- Summer vacation

June
- Workforce Development
- Kinship Care
- Suicide Prevention
- Recovery Month

July
- Domestic Violence
- Children with Incarcerated Parents
- Substance Abuse Prevention
- Work and Families

August
- Adoption
- Holidays
- Military Families

September
- Foster Care
- Mental Health
- Family Support
- Trauma
- Mother’s Day

October
- Purposeful Parenting
- Reentry Prevention
- Summer vacation

November
- Parent Leadership
- Teen Dating Violence

December
- CAN Prevention; Reentry

Child Awareness
- LGBTQ+ Pride
- PTSD Awareness
- Father’s Day

- Back to school

- Workforce Development
- Kinship Care
- Suicide Prevention
- Recovery Month

- Domestic Violence
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National Child Abuse Prevention Month
2022 Prevention Month Campaign
Highlights of Campaign

- Continued theme from 2021: "Thriving Children and Families: Prevention With Purpose"
- Included new outreach materials, such as expanded tools for the media and new graphics
- Expanded multimedia gallery focused on the importance of prevention
- Updated preventing child abuse & neglect content with a new page on equity and inclusion
Guided Tour of Microsite
April Is National Child Abuse Prevention Month

National Child Abuse Prevention Month recognizes the importance of families and communities working together to strengthen families to prevent child abuse and neglect. Through this collaboration, prevention services and supports help protect children and produce thriving families.

Resource Guide

The 2021/2022 Prevention Resource Guide is designed to help services providers and organizations in every community to strengthen families and prevent child abuse and neglect. The Resource Guide focuses on protective factors that build on family strengths to foster healthy child and youth development.

Conversation Guides

Conversation guides help service providers have meaningful conversations with families about the protective factors. Each section includes a detailed guide about developing a specific protective factor for service providers and a worksheet for parents and caregivers.

About

During the month of April, we recognize National Child Abuse Prevention Month (NCAPM) and the importance of communities working together to help families thrive and prevent child maltreatment. Throughout the year, communities are encouraged to increase awareness about child and family well-being and work together to implement effective strategies that support families and prevent child abuse and neglect.

NCAPM activities are implemented in partnership with our National Child Abuse Prevention Partner Organizations and the Federal Inter-Agency Work Group on Child Abuse and Neglect.

NCAPM and other federal child abuse-related activities are authorized by the Child Abuse Prevention and Treatment Act (CAPTA). CAPTA provides funding to states to support prevention, assessment, investigation, prosecution, and treatment of child maltreatment. States provide grants to public agencies and nonprofit organizations, including Indian Tribes and Tribal organizations, for demonstration programs and projects. About CAPTA. A Legislative History provides more information about the important legislation.

Child Welfare Information Gateway

Protecting children. Strengthening families.
Outreach Tools
Spread the Word

Sample Messages
Sample social media & email signatures

Graphics
"WE CAN" graphics, new Prevention Month graphics, social media banners

Outreach Toolkit
Compiled packet of Prevention Month tools for outreach
Outreach Tool Examples

Conversation Guide GIF & Social Media Post

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

www.childwelfare.gov/preventionmonth
Discussion

Please type your questions into the Q&A box.
Wrapping Up

Presenters

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Resources

WE CAN Resources
Visit www.CBLCC.gov/shareable-media/we-can/

NCAPM Resources
Visit www.childwelfare.gov/preventionmonth