



Planning for Prevention Month

Mobilizing Support for Families During Challenging Times

February 23, 2022



CBLCC DIGITAL DIALOGUES | *Planning for Prevention Month*



Introducing Our Presenters



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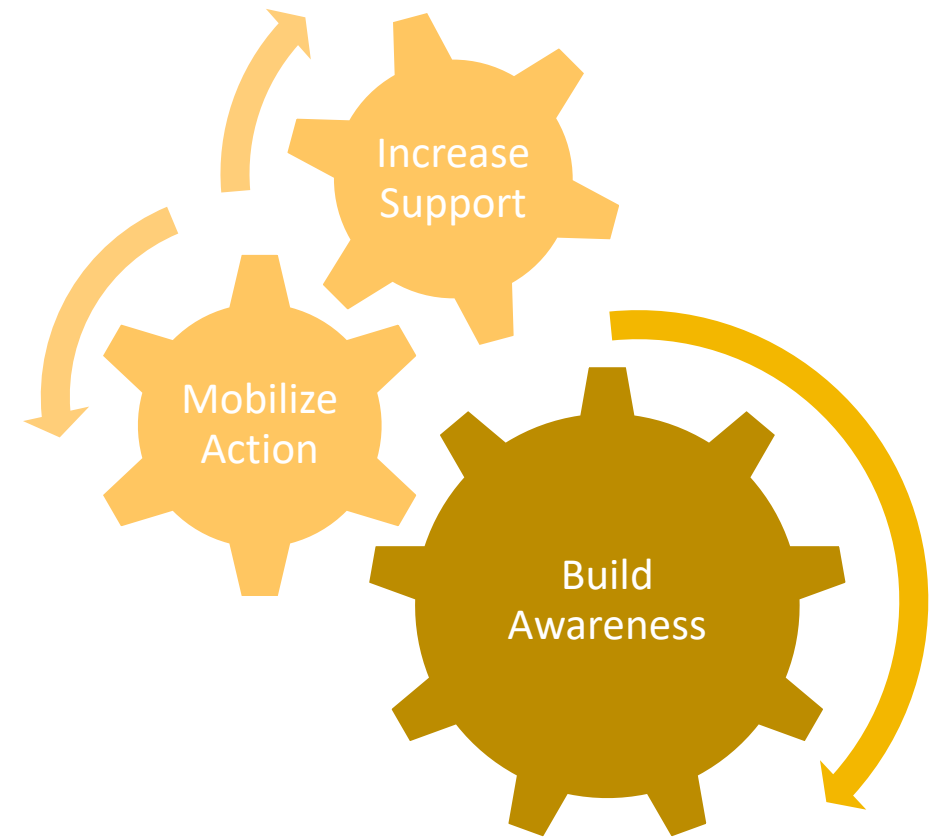


**Caroline Lalonde-
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National Child Abuse Prevention Month recognizes the importance of families and communities working together to strengthen families to prevent child abuse and neglect.

Through this collaboration, prevention services and supports help protect children and produce thriving families.

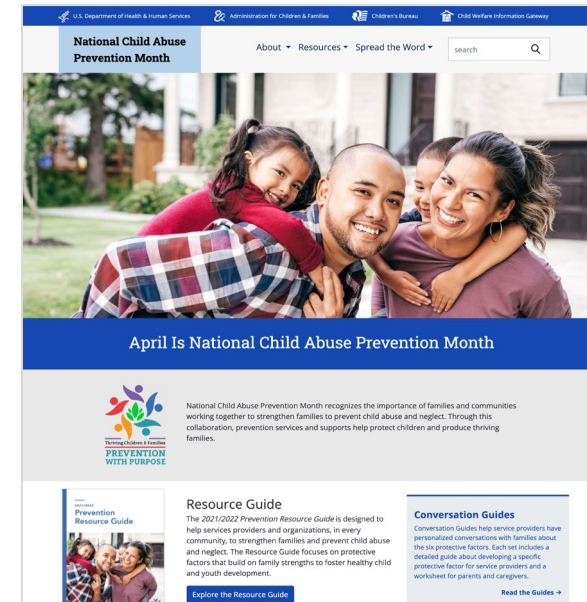


Children's Bureau Supported Resources

- WE CAN Campaign



- National Child Abuse and Neglect Prevention Month Resource Site



Aimed at Those Families Turn to First



- Families, friends, and community
- Parents

AND

- Front-line workers



CBLCC DIGITAL DIALOGUES | *Planning for Prevention Month*





**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.



**WE
CAN**

WORK to END
CHILD ABUSE and NEGLECT

...backed by
concrete
resources.

All babies cry.

The Crying Baby Flow Chart can help you keep your cool as you try to soothe your child.

Collectively Created



WE CAN
WORK TO END
CHILD ABUSE and NEGLECT

NCTSN
The National Child Traumatic Stress Network

Center for the Study of Social Policy
Ideas into Action

FUTURES
WITHOUT VIOLENCE

ZERO TO THREE
Early connections last a lifetime

CDC



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®

National Fatherhood Initiative®



MONIQUE BURR
FOUNDATION FOR CHILDREN
PREVENTION EDUCATION PROGRAMS

HRSA
Maternal & Child Health

 **Deployment, relocation, and separation can be hard on children.**
Put your parenting plan in place. 



Adapting for Your Community

Photo, WE CAN logo, and headline cannot be changed.



Support a parent in recovery.

White space to insert your own logo



Offer to stay with their kids while they attend meetings or seek treatment.

White space to insert your own logo



Subheading - Adaptable



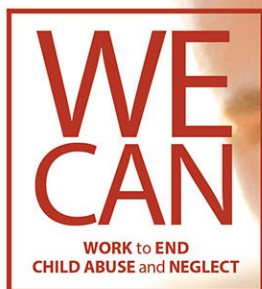
Connecting to the National Campaign

Our Hashtags:

#WECANPreventChildAbuse

#NCAPM2022

#PreventionMonth



Mid-March

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

Day/Week of Post

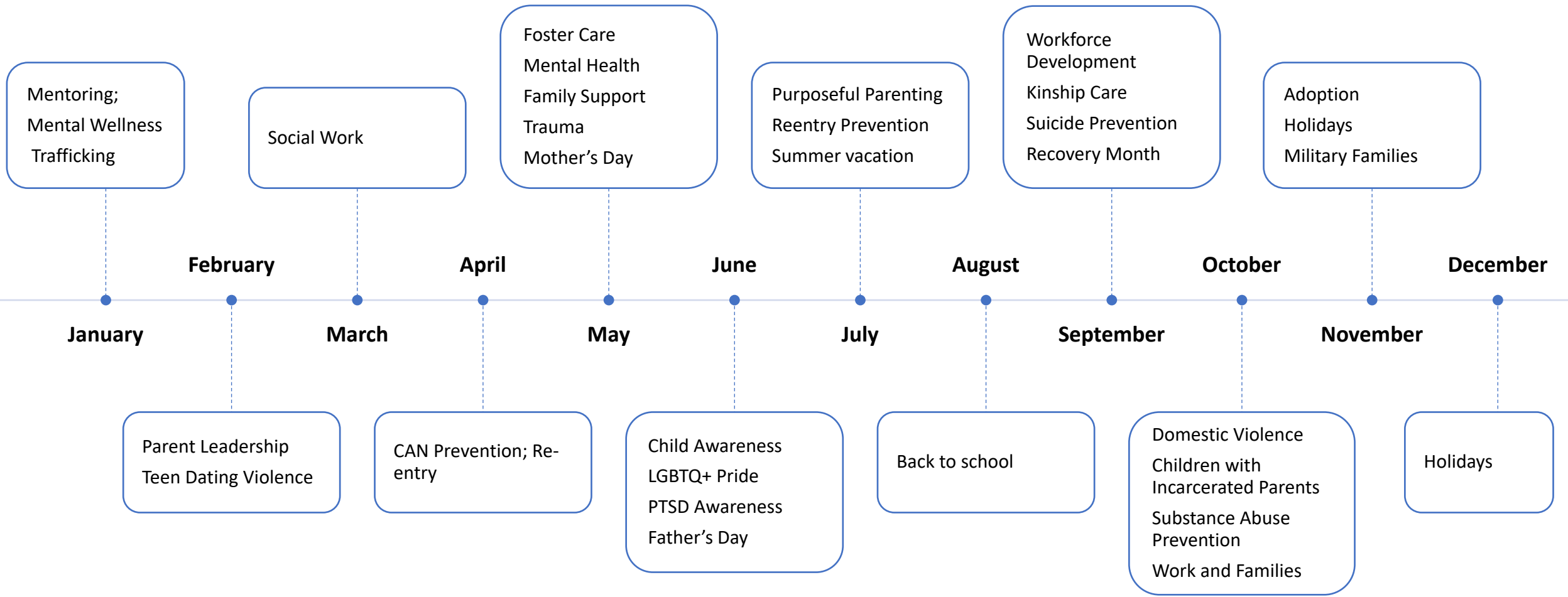
Like, Retweet, Comment, and Share



Ask a young parent if they need help or support.
Here are some ways you can help.



Other Messaging Opportunities





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

Homepage

The homepage features a blue header with navigation links: U.S. Department of Health & Human Services, Administration for Children & Families, Children's Bureau, and Child Welfare Information Gateway. A secondary navigation bar includes 'National Child Abuse Prevention Month', 'About', 'Resources', and 'Spread the Word', along with a search box. The main content area is dominated by a large photograph of a diverse family smiling. Below the photo is a blue banner with the text 'April Is National Child Abuse Prevention Month'. To the left is the 'Prevention with Purpose' logo. The right side contains introductory text about the month's significance. At the bottom, there are two featured sections: 'Resource Guide' with a 'Explore the Resource Guide' button and 'Conversation Guides' with a 'Read the Guides' button.

About

The 'About' page has a similar header to the homepage. It features a large image of a young boy in a red cap smiling. Below the image is a breadcrumb trail 'Home > About' and a section titled 'About' with introductory text. This is followed by a paragraph about NCAPM activities and their partnership with various organizations. A second paragraph details the authorization of NCAPM activities under the Child Abuse Prevention and Treatment Act (CAPTA). At the bottom, there are three dark blue buttons with white text: 'Child Maltreatment Data', 'Protective Factors and ACEs', and 'National Conference on Child Abuse and Neglect'.



Resource Guide

U.S. Department of Health & Human Services | Administration for Children & Families | Children's Bureau | Child Welfare Information Gateway

National Child Abuse Prevention Month | About | Resources | Spread the Word | search

Home > Resources > Resource Guide

Resource Guide

The 2021/2022 *Prevention Resource Guide* recognizes that there are actions we can take as a society and within communities, organizations, and families to address the root causes of child abuse and neglect. The child abuse prevention guide seeks to highlight the innovative ways that communities around the country are doing purposeful prevention work to help children and families thrive. The protective factors have always been central to the Resource Guide. A protective factors approach focuses on positive ways to engage families by emphasizing their strengths, in addition to identifying areas where they have room to grow with support. Focusing on protective factors helps children, youth, and families build resilience and contributes to positive outcomes.

[Download \(PDF - 12,219 KB\)](#) | [Order](#) | [Resource Guide Survey](#)

What's New?

ENHANCED CONTENT
Showcases how families, neighborhoods, communities, and States are successfully using the protective factors to protect children, strengthen families, and promote well-being.

MORE EXAMPLES
Includes new examples from successful Federal partners, Community-Based Child Abuse Prevention (CBCAP) State Lead Agencies, and other organizations.

CONVERSATION GUIDES
Engages parents and caregivers in personalized conversations with service providers about the protective factors and how they want to care for their children and themselves to create strong families. Available in English and Spanish.

WHAT'S INSIDE?

CHAPTER 1 | **Setting the Context** (PDF - 233 KB)

CHAPTER 2 | **Creating a More Supportive Society For All Families** (PDF - 3,573 KB)

Conversation Guides

U.S. Department of Health & Human Services | Administration for Children & Families | Children's Bureau | Child Welfare Information Gateway

National Child Abuse Prevention Month | About | Resources | Spread the Word | search


Home > Resources > Protective Factors Conversation Guides

Protective Factors Conversation Guides

Protective Factors Conversation Guides were created to help service providers engage caregivers in personalized conversations about the **protective factors**. Each set (one for each of the six protective factors) includes a guide for service providers and a worksheet for caregivers. These can be used one-on-one, as part of a structured activity for a larger group, or in in-person or virtual settings.


After a brief introduction about the protective factor, caregivers are encouraged to fill in each worksheet and relate the protective factor to their family's unique circumstances and goals. The complete sets are available in the *2021/2022 Prevention Resource Guide*.

"We love each other."
Protective factor: Nurturing and attachment




[English \(PDF - 268 KB\)](#)
[Spanish \(PDF - 269 KB\)](#)

"I can choose what works best for my children."
Protective factor: Knowledge of parenting




[English \(PDF - 239 KB\)](#)
[Spanish \(PDF - 255 KB\)](#)

"I deserve self-care."
Protective factor: Parental resilience




[English \(PDF - 26 KB\)](#)
[Spanish \(PDF - 280 KB\)](#)

"We are connected."
Protective factor: Social connections




[English \(PDF - 266 KB\)](#)
[Spanish \(PDF - 301 KB\)](#)

"I can find help for my family"
Protective factor: Concrete support



[English \(PDF - 266 KB\)](#)
[Spanish \(PDF - 301 KB\)](#)

"I help my child learn social skills."
Protective factor: Social/emotional competence



[English \(PDF - 251 KB\)](#)
[Spanish \(PDF - 271 KB\)](#)



■ Outreach Tools

Spread the Word

U.S. Department of Health & Human Services Administration for Children & Families Children's Bureau Child Welfare Information Gateway

National Child Abuse Prevention Month

About Resources Spread the Word search

Home > Spread the Word

Spread the Word

Whether by proclamation, through social media, with graphics, or through other means, spreading the word about child abuse prevention lets your community know they can take action to strengthen families and help them thrive. Use these free prevention outreach tools to engage your community in supporting children, youth, and families this National Child Abuse Prevention Month (NCAPM).

Download and share the **Outreach Toolkit** (PDF - 2,590 KB).

- Social Media**
Spread the word by posting NCAPM messages to your social media accounts.
- Graphics**
Share any or all of the themed graphics and add an email signature to help educate and raise awareness about child abuse prevention.
- Social Media Graphics**
Share these themed graphics and GIFs to help educate and raise awareness about child abuse prevention.
- Proclamations**
Read the NCAPM presidential and State proclamations that encourage public awareness of child abuse and neglect and promote community involvement.

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

"WE CAN" Graphic



Email Signature





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

