

March 2021 PLC:

# National Child Abuse Prevention Month – Activities and Resources

---

March 10, 2021



# How to Participate in Today's Webinar

Participant audio will be muted. Participants will be able to unmute their line if they have questions for presenters.

We will be monitoring questions through the Chat box and answering them at designated times during the presentation.

This webinar is being recorded and will be available for viewing once it has been archived. We will notify everyone by e-mail when it is available.



# PREVENTION IS Campaign

Nathan Fink

New Hampshire Children's Trust

# **National Child Abuse Prevention Month Website**

**Cynthia Peterson**

**Child Welfare Information Gateway (CWIG)**



THE NATIONAL CONVERSATION  
ON CHILD ABUSE AND NEGLECT

# WE CAN

SOCIAL MEDIA OUTREACH AND ENGAGEMENT FOR  
NATIONAL CHILD ABUSE PREVENTION MONTH



# WE CAN Overview

*Join the National  
Conversation  
on Child Abuse  
and Neglect*



**WE CAN**  
WORK to END  
CHILD ABUSE and NEGLECT

IN

OUT

**Today's kids are tomorrow's adults.**  
Family-friendly work policies help build better childhoods for kids.



<https://cantasd.acf.hhs.gov>



*Join the National  
Conversation  
on Child Abuse  
and Neglect*



**WE CAN**  
WORK TO END  
CHILD ABUSE and NEGLECT

**Welcome home. Enjoy Reconnecting with your family.**  
If it's more complicated than you imagined, you're not alone—and there is help.

Children's Bureau  
www.hhs.gov/cb

CANTASD  
www.cantasd.gov

CANTASD is a service of the Children's Bureau.

Positive, actionable, visually  
engaging messages

<https://cantasd.acf.hhs.gov>



# Backed by Concrete Resources

*Join the National  
Conversation  
on Child Abuse  
and Neglect*



**WE  
CAN**  
WORK to END  
CHILD ABUSE and NEGLECT

 **Help families build strengths that will keep them strong when things get tough.** Learn about protective factors. 

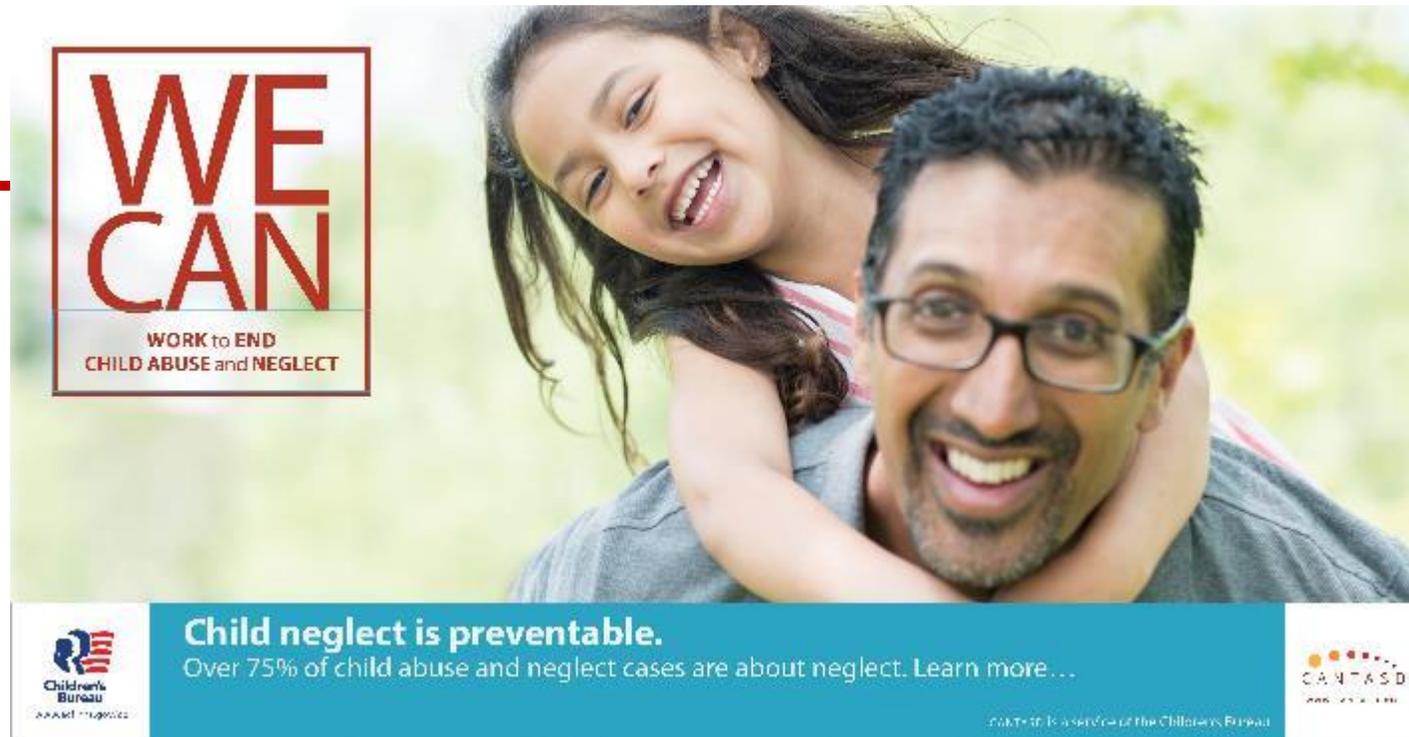
Children's Bureau  
www.acf.hhs.gov/cb CAN ASD  
www.acf.hhs.gov/can

© 2019. It is a service of the Children's Bureau.

<https://cantasd.acf.hhs.gov>



Join the National  
Conversation  
on Child Abuse  
and Neglect



## Collectively Created

PCAA

National Fatherhood Initiative

CSSP

National Child  
traumatic  
Stress  
Network

**Futures Without Violence**

Monique Burr  
Foundation

AAP

Maternal Child  
Health Bureau

Circle of Parents

CDC

# Aimed at the Front-line

*Join the National  
Conversation  
on Child Abuse  
and Neglect*



**WE CAN**  
WORK to END  
CHILD ABUSE and NEGLECT

**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.

Children's Bureau  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

CANTASD  
CHILD ABUSE AND NEGLECT TRAINING AND SUPPORT CENTER

CANTASD is a service of the Children's Bureau

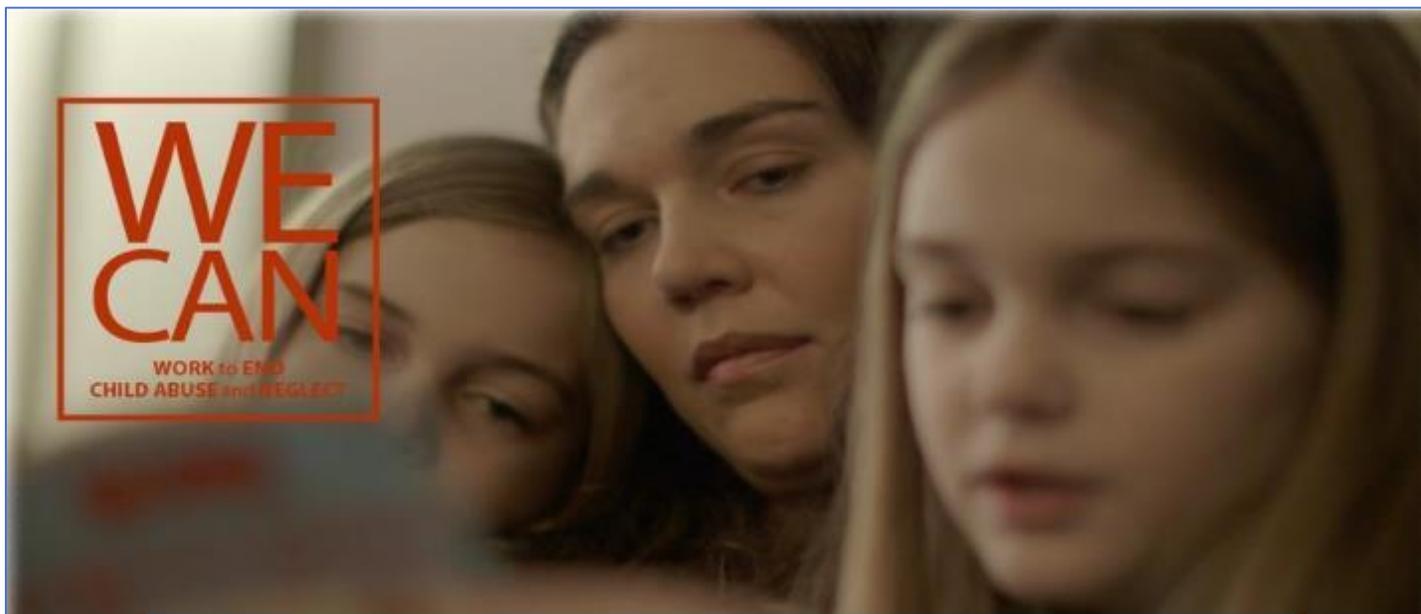
- Parents
- Families, friends, and community
- Front-line workers

<https://cantasd.acf.hhs.gov>



## Two Ways to Leverage WE CAN this April

*Join the National  
Conversation  
on Child Abuse  
and Neglect*



**WE  
CAN**  
WORK to END  
CHILD ABUSE and NEGLECT

 **Reach hearts as well as minds.**  
The *Building Community, Building Hope* films and discussion toolkits can inspire new conversations on creative ways to support families.

 **CANTASD**  
www.cantasd.org

CANTASD is a service of the Children's Bureau

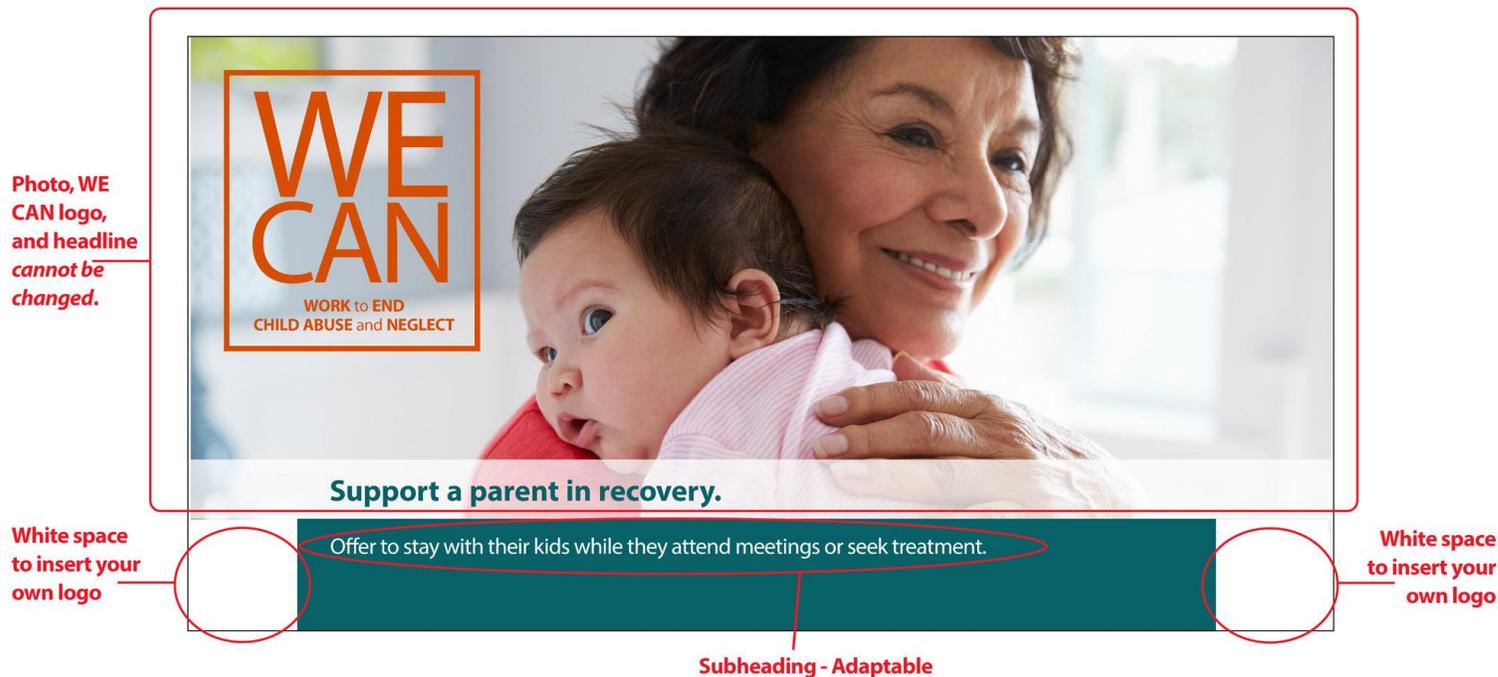
Adapt messages to meet your specific state/  
locality/organization needs

<https://cantasd.acf.hhs.gov>



# Adapting for Your Community

Join the National  
Conversation  
on Child Abuse  
and Neglect



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

**White space to insert your own logo**

**White space to insert your own logo**

**Subheading - Adaptable**

**Support a parent in recovery.**

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

The graphic is a social media post template. It features a background image of a woman smiling and holding a baby. In the top left corner, there is a logo that says "WE CAN" in large orange letters, with "WORK to END CHILD ABUSE and NEGLECT" in smaller text below it. Below the image, there is a dark teal bar containing the headline "Support a parent in recovery." and a subheading "Offer to stay with their kids while they attend meetings or seek treatment." The subheading is circled in red. On either side of the teal bar, there are white circular areas labeled "White space to insert your own logo".

<https://cantasd.acf.hhs.gov>



# Connecting to the National Campaign

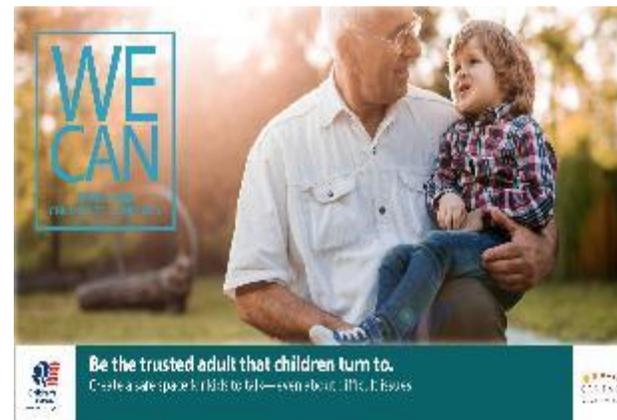
*Join the National  
Conversation  
on Child Abuse  
and Neglect*

## Our Hashtags:

**#WECANPreventChildAbuse**

**#NCAPM2021**

**#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

<https://cantasd.acf.hhs.gov>



# Other Messaging Opportunities

*Join the National  
Conversation  
on Child Abuse  
and Neglect*

**January:** *Mentoring; Mental Wellness; Trafficking*

**February:** *Parent Leadership; Teen Dating Violence*

**March:** *Social Work*

**April:** *CAN Prevention; Re-entry*

**May:** *Foster Care; Mental Health; Family Support; Trauma; Mother's Day; Teacher Appreciation*

**June:** *Child Awareness; LGBTQ; PTSD; Father's Day*

**July:** *Purposeful Parenting; Reentry Week; Summer vacation*

**August:** *Back to school*

**September:** *Workforce Development; Kinship Care; Suicide Prevention*

**October:** *Domestic Violence; Children with Incarcerated Parents; Substance Abuse Prevention; Work and Family*

**November:** *Adoption; Holidays; Military Families*

**December:** *Holidays*

# Resources

*Join the National  
Conversation  
on Child Abuse  
and Neglect*

- WE CAN Adaptation Toolkit  
<https://cantasd.acf.hhs.gov/we-can/>
- WE CAN Message library  
<https://cantasd.acf.hhs.gov/we-can/>
- NCAPM Resource Guide <https://www.childwelfare.gov/topics/preventing/preventionmonth/>
- Frameworks Institute: Talking About Child Abuse and Neglect Toolkit  
<https://www.frameworksinstitute.org/toolkits/canp/index.html>
- Social Media in Child Abuse and Neglect Prevention Messaging  
<https://www.childwelfare.gov/topics/preventing/communities/media/>

<https://cantasd.acf.hhs.gov>



# Public Awareness Survey

Alicia Luckie

FRIENDS National Center for CBCAP



# Children's Bureau Updates

# New CB Associate Commissioner

Aysha E. Schomburg, Esq.



- Previously served as the Senior Administrator for Program Oversight for the New York City Administration for Children’s Services (ACS).
- While with ACS, worked closely with the Department of Education and Department of Homeless Services for their Covid response
- Prior to joining ACS, Aysha held a number of key leadership positions with the New York City Council where she most recently served as the Assistant Deputy Director.
- Bar admissions in both of New York and New Jersey, received her BA from the University of Virginia, her MA from New York University, and her JD from New York Law School.

# Save-the-Dates!

- March 24<sup>th</sup> 2-3 p.m. EDT
  - Webinar to review application requirements for 2021 CBCAP formula grant funding
- March 25<sup>th</sup> 4 p.m. EDT
  - Regional Call (Regions 8, 9, & 10)
- April 1<sup>st</sup> 3 p.m. EDT
  - Regional Call (Regions 6 & 7)
- May 17<sup>th</sup> – 18<sup>th</sup>
  - 2021 CBCAP Annual (Virtual) Grantee Meeting

**Please take a moment to fill out our short evaluation.**

**Your participation in the evaluation will help us to improve  
our future services to prevention programs.**

**<https://tinyurl.com/PeerLearningCalls>**