

Child Abuse Prevention Month 2024

Chapter Talking Points

CAP Month Theme and Main Messages

- The theme of the April 2024 Child Abuse Prevention (CAP) Month is **“Building A Hopeful Future, Together.”**
- Throughout CAP Month, Prevent Child Abuse America and **[insert state chapter, affiliate, or stakeholder name]** are building a narrative of hope for children and families through collaboration and the creation of an ecosystem of primary prevention. Communities must build positive futures together in partnership.
- Each day is an opportunity to build the foundation for our future. Prevent Child Abuse America and its powerful network of prevention advocates and practitioners from coast to coast is poised to provide families what they need before they are in crisis. But we know we can’t do this alone – we all have a role to play as healthy partners in our communities.
- Building healthy communities takes work. We all have a responsibility to ensure children have positive experiences, and help families have the resources they need, when they need them.
- Strong communities are built on stable foundations. Everyone benefits when we focus on addressing underlying causes that lead to health and social inequities.
- Sometimes, building for the future means deconstructing the past. Proactively addressing inequity and injustice allows us to support safe, stable, and nurturing environments.
- Policies and programs that put families first build all of us up during uncertain, stressful times. Working in partnership can allow us to relieve some of the overload experienced by parents and caregivers.
- We must change the way our society values and cares for our children and families to address the structural and social determinants of health and wellbeing, including poverty and systemic racism.
- Children who live in families with access to economic and concrete support are less likely to experience abuse and neglect.
- All children, parents, and families should be able to access the support and resources they need, when they need it, in their own communities, without stigma before they are in crisis.

- Prevention is hard work, but it is also heart work. We listen to families and lift them up.
- Home visiting provides the glue that can help families stick together as they navigate the questions and concerns that often overwhelm parents during pregnancy and the first few years of their child's life.
- Childhood lasts a lifetime. Learn more at preventchildabuse.org/**[Insert Updated Link]**.

[Prevention in Partnership](#)

- Prevention is possible and everyone plays a role.
- The risk to our nation's children for experiencing child abuse and neglect in times of extreme stress and uncertainty is quite high. Parents and caregivers face stressors like loss of employment, loss of income due to lack of paid leave, school and business closings, ongoing health concerns, uncertain child care and homeschool arrangements, food insecurity, and more.
- Challenging life circumstances can overload and overburden parents and caregivers. Just like how a vehicle burdened with too much weight may be unable to move forward, overburdened parents and caregivers may be unable to provide the necessary care and support to their children.
- Community support and partnerships can help lighten the burden on families.
- Prevent Child Abuse America, in close partnership with its nationwide chapter network including **[state chapter]**, support the expansion of evidence-based home visiting programs, such as Healthy Families America, to help families cope with stress and trauma.
- Prevent Child Abuse America supports expanding family-friendly policies, like paid sick and family leave, to help reduce stress on our parents and caregivers.
- We have an extraordinary opportunity to partner with families and communities and build an ecosystem from the ground up that is focused on primary prevention.
- An aligned and comprehensive primary prevention ecosystem includes families, communities, elected officials and policy makers, and cross-sector (e.g., child welfare, education, business and economic development, health, housing, government, etc.) organizations and institutions at regional, state, and national levels.
- In partnership, we can disrupt long-held beliefs about prevention systems.

- This month, and all year long, you can help Prevent Child Abuse America advance prevention programs and policies by taking action.
 - You can show support for promoting positive childhood experiences and preventing adversity by wearing blue on **April 5th** for #WearBlueDay to kick off CAP Month with momentum.
 - You can help plant a pinwheel garden in your community – a visual reminder of the world we want for all children to grow up happy, healthy, and prepared to succeed. [Click here](#) to order pinwheels or go digital and [plant one online here](#). You can contribute to your local chapter with this effort.
 - You can participate in Prevent Child Abuse America’s nationwide digital advocacy day on **April [Insert New Date]**. Contact your member of Congress to advocate for increased investments for Community-Based Child Abuse Prevention programming, family-strengthening policies and economic supports that give families access to the resources they need.
 - Throughout the month, you can make a tax-deductible gift to Prevent Child Abuse America or our state chapter by visiting preventchildabuse.org or [**chapter website**].

[About Prevent Child Abuse America](#)

- Prevent Child Abuse America is a leading champion for all children in the United States—today, tomorrow, and for generations to come.
- Prevent Child Abuse America’s vision is a world in which all children and families are living a purposeful and happy life with hope for the future.
- Prevent Child Abuse America is dedicated to creating a primary prevention ecosystem in the United States that builds the well-being of our nation’s children and families.
- Founded in 1972, Prevent Child Abuse America is the nation’s oldest and largest organization committed to preventing child abuse and neglect before it happens.
- Through its nationwide network of state chapters and nearly 600 Healthy Families America home visiting programs, the organization provides parents and caregivers with a wide variety of services and resources that improve child health and well-being.
- Healthy Families America (HFA) is PCA America’s signature program and one of the largest evidence-based home visiting models in the country, supporting 70,000 families each year.

- Prevent Child Abuse America has 30 years of demonstrated positive outcomes with home visiting, sometimes partnering with families that span generations.
- Prevent Child Abuse America's respected experts develop innovative, evidence-based research and prevention strategies that our vast network then puts into action.
- Prevent Child Abuse America policy officers raise public awareness and advocate for family-friendly policies, structures, budgets, and programs at the national, state, and local levels that truly create more equitable, responsive, and effective systems to ensure all children, parents, and caregivers get what they need to succeed, when they need it.
- Prevent Child Abuse America is one of the highest rated charities for children in the nation by Consumer Reports and charity oversight organizations, including Charity Navigator, and Candid.
- Prevent Child Abuse America's tagline is **"Together, we can prevent child abuse, America...because childhood lasts a lifetime."**
- To learn more about Prevent Child Abuse America, visit the organization's website at preventchildabuse.org.