

FOR IMMEDIATE RELEASE

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April's Child Abuse Prevention Month Highlights the Importance of "Building A Hopeful Future, Together"

(CITY, STATE, DATE) — April is National Child Abuse Prevention (CAP) Month, a time when Prevent Child Abuse America and **[insert state chapter, affiliate, or stakeholder name]** connect with families, communities, prevention advocates, and supportors to focus on the creation of an ecosystem of primary prevention in the U.S. and emphasize the importance of building a narrative of hope for the future of children and families. The theme of this year's awareness and impact campaign, led by Prevent Child Abuse America and its national network of state chapters, is **"Building A Hopeful Future, Together."**

Children who live in families with access to economic and concrete support are less likely to experience abuse and neglect. And yet, too often our society thinks of raising healthy children as a parent or caregiver's responsibility alone. This simply isn't true. Community support and partnerships can help lighten the burden on families and strengthen communities from the ground up.

"Every family and child should have the access and support to live purposeful lives with hope for the future," said **[Chapter Director Name, Job Title]**. "In April, during Child Abuse Prevention Month, we recognize the dedicated and passionate prevention teams, programs, partners working year-round to create awareness about the public health issue of abuse and neglect. Every day, a connected network of prevention leaders, lived-experience experts and a host of partners in prevention link arms to build evidence that supports advocacy for family-strengthening policies that can help lift the load for overburdened families."

"The work of love is never done," continued **[Chapter Director Last Name]**. "And our work is rooted in both aspiration and evidence with a goal of providing help and hope *before* crisis occurs. We hope that this month, our community will join us in applauding the progress we've made in prevention, but to also become partners in the remaining critical work that families of **[state]** need.

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 trauma and stressors like the 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.

"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," explained Kathleen Strader, National Director, Healthy Families America and Chief Program Officer at Prevent Child Abuse

America. “Each day is an opportunity to build the foundation for all children and families to live a purposeful and happy life with hope for the future.”

“During this year’s Child Abuse Prevention Month, we are on a mission to 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,” shared Dr. Melissa Merrick, President and CEO of Prevent Child Abuse America. “In partnership, we can disrupt long-held beliefs about prevention systems and expand family-friendly policies, like paid sick and family leave, to help reduce stress on our parents and caregivers. Prevention is hard work, but it is also heart work.”

This month, and all year long, you can help Prevent Child Abuse America advance family-centered prevention programs and policies by taking action in the following ways:

- 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. Post a photo or video on social media and include the #WearBlueDay2024 hashtag.
- Participate in Prevent Child Abuse America’s nationwide digital advocacy day on **April 16**. Contact your member of Congress to advocate for increased investments in Title II, Community-Based Child Abuse Prevention grants, of the Child Abuse Prevention and Treatment Act to provide states and communities with the resources to implement community-based solutions to the prevention of child abuse and neglect.
- Follow Prevent Child Abuse **[State]** on social media and share our posts throughout April. Encourage friends and family to do the same. Use the hashtags #BuildingTogether, #PreventionInPartnership, and #CAPMonth to signify your commitment to helping children, families, and entire communities to thrive.
- Plant a virtual pinwheel – a visual reminder of the world we want for all children to grow up happy, healthy, and prepared to succeed. [Click here \(to be updated with new landing page link\)](#) to order pinwheels or go digital and [plant one online here \(to be updated with new landing page link\)](#). You can contribute to your local chapter with this effort. All donations are tax-deductible, and funds go directly to your local state chapter to support local children and families.
- 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]**.

For more ways to get involved in CAP Month this April, please visit **[insert link to landing page]**.

About Prevent Child Abuse [State]

[PCA State Chapter Boilerplate]

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. Our vision is a world in which all children and families are living a purposeful and happy life with hope for the future. 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. Healthy Families America, Prevent Child Abuse America’s signature program and one of the largest evidence-based home visiting models in the country, supports 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. Visit preventchildabuse.org to learn more.

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