

Sample Press Release for National Child Abuse Prevention Month

Release Date: [DATE] Phone: [PHONE NUMBER]
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We All Can Play a Part in Preventing Child Maltreatment and Promoting Well-Being

April Is National Child Abuse Prevention Month

CITY, STATE – [MONTH DAY, YEAR] – [Start with a summary of essential information about your story. This lead paragraph should be brief and answer who, what, when, where, and why questions. Some suggestions: (1) Details of your organization’s Child Abuse Prevention Month kickoff event; (2) An upcoming meeting or activity of your community’s family-strengthening initiative; (3) How one parent benefited from the assistance of local community organizations.]

April is National Child Abuse Prevention Month. This month and throughout the year, [ORGANIZATION NAME] encourages all individuals and organizations to play a role in making [COMMUNITY NAME] a better place for children and families. By ensuring that parents have the knowledge, skills, and resources they need to care for their children, we can help promote children’s social and emotional well-being and prevent child maltreatment within families and communities.

Research shows that when parents possess six protective factors, the risk for neglect and abuse diminish and optimal outcomes for children, youth, and families are promoted. The six protective factors are:

- Nurturing and attachment
- Knowledge of parenting and of child and youth development
- Parental resilience
- Social connections
- Concrete supports for parents
- Social and emotional developmental well-being

“April is a time to celebrate the important role that communities play in protecting children,” said [YOUR SPOKESPERSON’S NAME AND TITLE]. “Everyone’s participation is critical. Focusing on ways to build and promote the protective factors, in every interaction with children and families, is the best thing our community can do to prevent child maltreatment and promote optimal child development.”

[ADDITIONAL DETAILS ABOUT LOCAL EVENTS AND/OR PROGRAMS]

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In support of these efforts, the U.S. Department of Health and Human Services, Children's Bureau, Office on Child Abuse and Neglect, its Child Welfare Information Gateway, the FRIENDS National Resource Center for Community-Based Child Abuse Prevention, and the Center for the Study of Social Policy – Strengthening Families have created ***Preventing Child Maltreatment and Promoting Well-Being: Network for Action 2012 Resource Guide***. The guide, designed for service providers who work throughout the community to strengthen families, is available on Information Gateway's website:

<http://www.childwelfare.gov/preventing/preventionmonth/guide2012>

For more information about child abuse prevention programs and activities during the month of April, and throughout the year, contact **[ORGANIZATION'S CONTACT INFORMATION]**.

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