



## Child Abuse Prevention Month 2025 Talking Points

**2025 Campaign Theme:** "Powered by Hope, Strengthened by Prevention"

**Reimagining Prevention:** Families at the Center

**Our Vision:** A North Carolina where families live in connected, supportive communities, and all children live purposeful lives filled with positive experiences and hope for the future.

By ensuring families have the support they need before challenges become crises, we can create a future filled with hope and opportunity.

### Why Supporting Families Matters

- Too many families and communities in North Carolina don't have what they need to help children reach their full potential.
- The data shows that when families have access to support and services when they need them, their emotional and physical well-being improves.
- While 1 in 7 children in the US experience abuse or neglect, research shows that prevention is possible when we increase access to family support and strengthen community connections to reduce childhood adversity.
- Positive Childhood Experiences (PCEs)—stable relationships and nurturing environments—help children thrive and mitigate Adverse Childhood Experiences (ACEs).
- Current systems aren't meeting the needs **of all families — especially those who have been historically left behind.**
- For every \$10 the U.S. spends on child welfare, only \$1.50 goes toward prevention. That means most funding goes toward reacting after abuse or neglect has already happened—when investing earlier could strengthen families and give all children the nurturing, positive childhoods they deserve.

### Working Together and Centering Families in Prevention

No family can do it alone, and neither can one single organization or agency. It takes all of us—families, communities, policymakers, and organizations working together in partnership to provide:

- Focusing on community-based solutions, such as local organizations like Family Resource Centers supporting families where they live.
- Getting connected with support systems and building networks to support families and strengthen communities.
- Advocating for policy change with programs and policies that help all children and families thrive—like affordable childcare, paid leave, and financial stability.

### How You Can Help



- Advocate for family-centered policies like paid leave and increased prevention funding.
  - Join Prevent Child Abuse America's Digital Advocacy Day on April 9, 2025. Contact your legislators to advocate for increased funding for prevention programs, including Community-Based Child Abuse Prevention (CBCAP) grants.
- Raise Awareness – Download the CAP Month Toolkit, participate in Wear Blue Day on Friday, April 4 by wearing blue, taking a photo, and sharing on social media with the hashtags #WearBlueDay2025 and #PCANC. Plus, join PCANC and NC Department of Health and Human Services for a pinwheel planting at Pullen Park in Raleigh on Tuesday, April 1, at 11 AM.
- Invest in Prevention – Donate to local organizations that support family well-being, such as [INSERT ORGANIZATION NAME] and Positive Childhood Alliance North Carolina by visiting [www.positivechildhoodalliancenc.org/donate](http://www.positivechildhoodalliancenc.org/donate).

**Powered by Hope, Strengthened by Prevention** Raise awareness by downloading the CAP Month Toolkit, sharing resources, and engaging in conversations. Show your support for child and family well-being by participating in #WearBlueDay2025 on Friday, April 4. Plus, join us for a pinwheel planting at Pullen Park on Tuesday, April 1, at 11 AM!

As we recognize Child Abuse Prevention Month 2025, let's commit to a future where every child lives a purposeful life, filled with love, positive experiences and endless hope for the future.

Prevention isn't just about avoiding harm, it's about creating opportunities for all families to thrive.

With hope as our guide and prevention as our strength, we can build a world where every family has what they need to succeed.

### **About Positive Childhood Alliance North Carolina**

- Positive Childhood Alliance North Carolina (PCANC) connects organizations and individuals with the tools and support they need to help children and families reach their full potential.
- At PCANC, we've built a community for child advocates across North Carolina, working together to strengthen families and ensure every child grows up in a safe, stable, and nurturing environment.
- With determination and hope, we're challenging the status quo—shifting the focus from reacting to crises to building a future where prevention is the norm.
- We do this by:



- Providing data-driven coaching and professional development to prevention professionals and advocates.
- Building public understanding of what families need to raise happy, healthy, and successful children.
- Advocating for policies that prioritize all children and families—especially those who have been historically left behind.
- As the North Carolina chapter of Prevent Child Abuse America, the National Family Support Network, and Circle of Parents®, we are part of nationwide movements committed to preventing childhood adversity, building strong communities, and promoting child and family well-being.
- Learn more and get involved at [www.PositiveChildhoodAllianceNC.org](http://www.PositiveChildhoodAllianceNC.org).



## Child Abuse Prevention Month 2025 Proclamation

WHEREAS, children are our state's most vulnerable members as well as our state's most valuable resources, helping to shape the future of North Carolina; and

WHEREAS, positive childhood experiences (PCEs)—like loving caregivers and safe, stable, and nurturing relationships—can help mitigate trauma and the negative impact of adverse childhood experiences (ACEs) to promote the social, emotional, and developmental well-being of children; and

WHEREAS, childhood trauma can have long-term psychological, emotional, and physical effects throughout an individual's lifetime and impact future generations of their family; and

WHEREAS, childhood trauma, including abuse and neglect, is a serious problem affecting every community, and finding solutions requires input and action from everyone; and

WHEREAS, children who live in families with access to concrete economic and social supports are less likely to experience abuse and neglect; and

WHEREAS, nurture positive childhoods and preventing child maltreatment is possible because of the partnerships created between families, prevention advocates, child welfare professionals, education, health, community, and faith-based organizations, businesses, law enforcement agencies, and local, state, and national governments; and

WHEREAS, we acknowledge that in order to solve the public health issue of abuse and neglect we must work together to change hearts and mindsets through storytelling and sharing, center the needs of families, break down bias and barriers, and inspire action from expected and unexpected partners; and

WHEREAS, we are committed to advancing equitable, responsive, and effective systems that ensure all children and families are healthy and thriving; and

WHEREAS, we recognize the need to prioritize kids and invest in more prevention initiatives like home visiting and family-strengthening policies, economic supports, and community-based child abuse prevention programs at the national, state, and local levels; and

NOW, THEREFORE, WE [Ashe County Commissioners] do hereby proclaim April as CHILD ABUSE PREVENTION MONTH in [ASHE COUNTY] and urge all citizens to recognize this month by building a narrative of hope for children and families through collaboration and the creation of an ecosystem of primary prevention that does not currently exist in this country.



## Child Abuse Prevention Month 2025 Press Release

### **April is Child Abuse Prevention Month: "Powered by Hope, Strengthened by Prevention"**

Morrisville, NC, April 1, 2025 — This April, Partnership of Ashe and Ashe County Children's Advocacy Center joins Positive Childhood Alliance NC (PCANC) and other partners across North Carolina in amplifying a message of hope for strong families and supportive communities where all children can reach their full potential. April is Child Abuse Prevention (CAP) Month and the 2025 national campaign theme is "Powered by Hope, Strengthened by Prevention."

At the heart of this campaign is our organizational vision: All children and families are living purposeful and happy lives with hope for the future. To achieve this vision, we must prioritize child maltreatment prevention and work to support families and communities, ensuring that families have the resources, support, and connections they need before challenges become crises.

"Every child deserves the opportunity to thrive, and every family deserves the support to build a strong foundation for their children," said [NAME/TITLE]. "It takes all of us working together — from business leaders to policymakers to community advocates — to ensure that families have what they need to help their children reach their full potential."

"For every \$10 spent on child welfare in the U.S., only \$1.50 goes toward prevention—we can and must do better," said Sharon Hirsch, President and CEO of Positive Childhood Alliance North Carolina. "By investing in family resource centers and community-based solutions, we can ensure families have the support they need before challenges become crises. When we shift our focus to prevention, we create a future where all children grow up in safe, stable, and nurturing environments, surrounded by positive experiences and hope."

Get involved with Child Abuse Prevention Month this April:

- Wear Blue Day on April 4, 2025: Show your support by wearing blue and sharing photos using #WearBlueDay2025 & #PCANC
- Statewide Community Events: Find a community event near you to connect with advocates, families, and leaders to share solutions that work for all families.
- Digital Advocacy Day on April 9, 2025: Take action by urging lawmakers to prioritize policies that strengthen families and communities.

### **ABOUT POSITIVE CHILDHOOD ALLIANCE NORTH CAROLINA**

Positive Childhood Alliance North Carolina (PCANC) connects organizations and individuals with what they need to help children and families meet their full potential. Founded in 1979 (as Prevent Child Abuse North Carolina), PCANC has demonstrated 46 years of commitment to nurturing positive childhoods for all. Through data-driven coaching, professional development, advocacy efforts and building public understanding PCANC strives to build and share solutions that work for all families. In partnership with state and local level child advocates and network members, PCANC is creating a state where families live in connected, supportive communities and as a result, all North Carolina children will live



purposeful lives, filled with positive experiences and hope for the future. PCANC is the North Carolina chapter of Prevent Child Abuse America, the National Family Support Network, and Circle of Parents®. It is a proud recipient of Charity Navigator's prestigious 4-star rating and GuideStar's Platinum Seal of Transparency. For more information, contact Kris Demers, Director of Communications and Marketing, at (919) 829-8009, ext. 619 or [kdemers@positivechildhoodalliancenc.org](mailto:kdemers@positivechildhoodalliancenc.org).