



CHILD ABUSE PREVENTION MONTH 2022

Board and Ambassador Toolkit

Thank you for showing your support for children and families during Child Abuse Prevention Month in April. This toolkit is designed to help you raise awareness and promote your involvement as a Kempe Board Member/Ambassador on social media and other channels throughout the month.

KEY MESSAGES

- The Kempe Foundation recognizes April as **Child Abuse Prevention Month**. While we celebrate awareness this month, Kempe professionals work to **strengthen families and communities year-round** with evidence-based programs and support.
- Policies that prioritize children and families **build a stronger network for state and federal funding** to create common ground in the child abuse prevention field.
- Prevention is possible. Kempe professionals have shaped their lives around paving a hopeful future without child abuse and neglect. Treatment is important now, but prevention is the key to setting children up for success spanning across generations.

SOCIAL MEDIA HASHTAGS & TAGGING

Be sure to use the appropriate hashtags for Child Abuse Prevention Month and tag the Kempe Foundation so we can like, share, and interact with your posts!

Kempe Foundation Tagging:

- Facebook: @kempefoundation
- Twitter: @KempeFoundation
- Instagram: @kempefoundation
- LinkedIn: @thekempefoundation

Hashtags:

- #PreventionPieceByPiece
- **#PreventionIsntPuzzling**
- **#GrowingBetterTogether**
- #ChampionForChildren

SOCIAL MEDIA QUICK TIPS

- Make sure you tag Kempe in any post related to Child Abuse Prevention Month.
- Aim for **two posts per week** on your social platforms (eight posts total throughout the month). These posts can also be stories on Instagram and Facebook.
 - Best days/times to post:
 - Tuesday from 10 am – 1 pm MST
 - Wednesday from 9 am – 5 pm MST
 - Friday from 10 am – 11 am MST
- Be sure to use the **#PreventionIsntPuzzling** and **#GrowingBetterTogether** hashtags in each post.
- Follow Kempe’s social channels and **share Kempe’s posts to your networks**.
 - [Instagram](#)
 - [Facebook](#)
 - [Twitter](#)
 - [LinkedIn](#)
- **Post a picture of yourself wearing blue on April 1st** to promote positive childhood experiences.
- **PLEASE WEAR BLUE TO WORK ON MONDAY, APRIL 4TH, 2022.** Tarin will be around to take pictures of all Kempe professionals at the office that day to post to our social media channels.
- Include a CAPM graphic as your **Facebook cover photo beginning April 1 with a link in the description that leads to the Kempe CAPM web page** (this will be live soon) **or donation page**.

SAMPLE SOCIAL MEDIA POSTS

Pair one of these posts with an attached graphic. [Graphics can be found on the CAPM Kempe Foundation Page.](#)

- It’s Child Abuse Prevention Month! I support [@kempefoundation’s](#) goal of achieving a safe and healthy future for children. Kempe proves that **#PreventionIsntPuzzling** year-round with programs and research rooted in science. Join me in this cause to build a world that works towards the prevention of child abuse and neglect.
#PreventionPieceByPiece #GrowingBetterTogether
- It’s April 1st, the start of Child Abuse Prevention Month! Join me and the [@kempefoundation](#) in wearing blue all month to raise awareness about child abuse and neglect. *Community* is a huge part of **#PreventionPieceByPiece**, and by wearing blue, we recognize and stand with those who have experienced childhood abuse, neglect, and trauma. Let’s spread hope and nourish the future for children because **#ChildrenAreTheFuture. #GrowingBetterTogether.**
- I’m spreading awareness for the [@kempefoundation](#) during Child Abuse Prevention Month. I deeply care about the mission of Kempe because **[share personal anecdote**

about why you support CAPM/Kempe here]. Together, we can prove that **#PreventionPieceByPiece** is possible working with the resources, awareness, community, and partners that highlight how important child abuse prevention is. As a *community*, we can support families and children year-round because we are **#GrowingBetterTogether!**

- As a Coloradan, I want to highlight the work of Kempe professionals during Child Abuse Prevention Month who use trauma-responsive approaches to get children and families the help they need. Our goal is to work towards providing national support to those affected by child abuse and neglect and, as always, show that **#PreventionIsntPuzzling**. Join me in supporting **@kempefoundation**'s work to ensure we are always **#GrowingBetterTogether**.
- The persistent hardships of recent years are an overwhelming testament to the work of Kempe professionals, who are critical *partners* in the child welfare industry. Together we are **#GrowingBetterTogether** and proving that **#PreventionIsntPuzzling** during Child Abuse Prevention Month. Help make this work possible for years to come by donating to support the work of leaders in the child welfare field:
<https://secure.acceptiva.com/?cst=287515>

A sample graphic can be seen below:

