



HEALTH &
HUMAN
SERVICES
OF YUBA COUNTY

Child Abuse Prevention Month

Social Media
Toolkit 2022



Social Media Toolkit 2022



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Health and Human Services of Yuba County's Communication and Engagement Team has created this toolkit for Yuba County Children's Wellness and Child Abuse Prevention Council and our partners supporting Child Abuse Prevention Month in April 2022. Together we can amplify our message through digital media and the support of our community.

In This Toolkit

In this toolkit you will find our campaign and events, social media content for Facebook and Instagram, and suggested talking points to help share information about Child Abuse Prevention to our community.



Join US!

Join Health and Human Services of Yuba County and Yuba County Children's Wellness and Child Abuse Prevention Council in the "Childhood Memories Last A Lifetime" campaign to stand up against child abuse and neglect by using our hashtags, liking and sharing our posts, and participating in some of our activities.

Take part in our Campaigns

1. WEAR BLUE

Starting April 1st and every Friday after, post a photo of yourself, your kids, your pets, your friends or co-workers wearing blue with our hashtag [#YubaWearsBlue4Kids](#).

2. RING OUT AGAINST CHILD ABUSE

On Friday, April 1 we are encouraging all schools, first responders, and churches in Yuba County to help make some noise by sounding alarms, sirens, and bells in solidarity for victims of child abuse. After 10 seconds of noise, we ask our partners to also observe a 20 second moment of silence for victims.

3. HONORING YOUNG LIVES LOST

Share

[#FlagsHonoringYoungLivesLost](#) on April 29 for Children's Memorial Flag Day to raise awareness for the children who lost their lives to abuse and neglect.

Facebook & Instagram Posts

These posts are meant to raise awareness about the prevalence of child abuse and neglect, as well as the long-term effects.



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Join the Conversation!

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We plan on using hashtags to increase visibility and encourage a conversation in our community about effective child abuse prevention efforts! We'll be using the following hashtags:
[#YubaWearsBlue4Kids](#),
[#YubaCAPMonth](#), and
[#ProtectKidsYuba](#)

- Encourage the community to snap a picture wearing blue in support for Child Abuse Prevention with the hashtag [#YubaWearsBlue4Kids](#).
- Post statistics like "Did you know that 1 in 4 children have experienced abuse or neglect in their lives?" to bring awareness to the reality of child abuse.
- Parenting is hard! Encourage the community to reach out to help a family in need because half of substantiated cases of child abuse and neglect are for children ages 0-5.
- Provide links to helpful resources using [Bitly.com](#) or [TinyURL.com](#) to shorten the links so you can focus on less characters for links and more about your message.

Facebook & Instagram Posts Examples

All children deserve great childhoods and should be raised in healthy, nurturing homes, free from abuse and neglect.



Child Abuse Prevention Starts With YOU!



April is National Child Abuse Prevention Month

Wear Blue Friday

Starting April 1st, 2022

Help us spread awareness for child abuse prevention by wearing blue every Friday!


Take a photo of yourself, your kids, your pets, your co-workers wearing blue and post it with our hashtag: [#YubaWearsBlue4Kids](#)



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Every child deserves to grow up feeling safe and loved

April is Child Abuse Prevention Month  
Join us this April to spread awareness about Child Abuse Prevention.

## Childhood memories last a lifetime... but so does abuse



Experiencing physical abuse or seeing violence early in life can become a cycle and may be passed down through generations.



## Our Target Audiences

Each of us has a role to play in ensuring the safety of our children. This toolkit provides you with messages to reach out to parents and caregivers, local businesses, and elected officials. Giving everyone the opportunity to join and make a difference throughout Child Abuse Prevention Month.

## Talking Points

These talking points are examples of basic messages about the significant aspects of child abuse and neglect.

You can share these when asked about Child Abuse Prevention Month.

- During Child Abuse Prevention Month, we use blue pinwheels to represent the colorful image of carefree children playing with pinwheels. Included with this toolkit, will be pinwheel lapel pin cards that we are encouraging our partners to distribute to friends, family and the community to serve as a reminder of the innocence of children and the bright futures all children deserve.
- Child abuse and neglect can put a child's stress system permanently on high alert and prime the brain for future mental health issues. Experiencing physical abuse or seeing violence early in life can become a cycle and may be passed down through generations.
- We can play a role in ending child abuse by supporting children and families. The benefits of prevention programs greatly outweigh the substantial cost of maltreatment.