



CHILD ABUSE PREVENTION MONTH

2023 CAMPAIGN TALKING POINTS:
COMMUNITY SUPPORT STRENGTHENS FAMILIES

ABOUT CHILD ABUSE PREVENTION MONTH

April is National Child Abuse Prevention Month, an opportunity to highlight the importance of working together as a community to keep families strong so that children and youth are safe and thriving.

Each of us has a role to play in ensuring the safety of our children. We all have various capacities to engage, whether we are acting as a concerned neighbor, a family member, a parent, an elected official, a volunteer, or an employee of a local organization. As a community, we can create welcoming spaces where families are valued. Safe environments and supportive relationships are key.

You can prevent child abuse by helping parents be the best moms and dads they can be. Sometimes parents need a little encouragement and guidance. Sometimes they need a helping hand or a connection to resources. Most of all, parents and other caregivers need our understanding and support.

Preventing child abuse is everyone's responsibility. Together we can stop child abuse and neglect.

2023 CAMPAIGN THEME: COMMUNITY SUPPORT STRENGTHENS FAMILIES

Each year, our local campaign has a theme. This year, we invite you to focus on how community support strengthens families.

The conditions in which people live, work, play and learn can have a big impact on wellness. Adverse community environments can create challenges for families that increase the risk for child abuse or neglect. **Supportive communities** recognize that living with poverty, discrimination, economic uncertainty, crowded housing, food insecurity, and other difficult circumstances creates additional stress for families. Challenges such as substance abuse, family violence, or mental illness add to daily struggles, and can quickly become overwhelming. Families may not know where to turn for help.

A focus on community well-being asks us to look at how systems can function better to recognize distress and respond proactively to ensure that healing and support are available within the community. Community well-being is only possible if we connect, communicate, and collaborate to be sure that individuals and families are able to access the help they need. We must center equity and look for family strengths, understand and address intergenerational trauma, and work to lessen the burden of adversity on children, youth, and families.



Supportive communities:

- Understand the unique needs of parents, youth, and children
- Provide opportunities for social connection, creating networks of support
- Affirm identity and honor and celebrate family, culture, language, traditions
- Ensure easy access to information and resources through trusted relationships
- Prioritize well-being and promote wellness skills
- Address the root causes of adversity and stress
- Provide opportunities to learn, grow, and give back
- Collaborate with community members to find the best solutions

ABOUT CAPC

The Santa Barbara County Child Abuse Prevention Council is a collaborative group of committed individuals who come together each month to coordinate prevention and early intervention efforts on behalf of children, youth, and families in our community.

The Santa Barbara County Child Abuse Prevention Council:

- Raises community awareness about child abuse and neglect;
- Provides resources and education to assist parents and generate public support for family strengthening;
- Educates service providers who work with families about the Mandated Reporting Law, risk and protective factors, and best practices for child abuse and neglect prevention;
- Supports agencies that provide prevention or early intervention services to the community; and
- Engages parents as leaders in child abuse and neglect prevention.