



# Child Abuse Prevention Month 2022

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## SHINE HOPE CAMPAIGN TOOLKIT

New Jersey Children's Alliance

[HTTPS://NJCAINC.ORG/](https://njcainc.org/)



@NJCAINC



## NATIONAL CHILD ABUSE PREVENTION MONTH 2022

National Child Abuse Prevention Month recognizes the importance of creating safe, healthy environments for children. Children raised in safe, stable, and supportive environments are more likely to prosper academically and financially, and avoid future health and social problems that can result from toxic stress. In cases of child maltreatment, identifying what is happening, supporting the child and their family in their healing process, and keeping the offenders from hurting more children – known as secondary prevention – can help minimize negative outcomes. Every adult can help in many ways, from supporting parents who are facing challenges, to being a trusted “go-to” person for a child, to knowing the red flags for abuse and educating others, and more. This April, take some time to learn about ways to help create a safer, happier, brighter future for children.

### Shine Hope Campaign – Core Message

Child abuse is incredibly common, and can lead to lifelong struggles with health, opportunity, and wellbeing. Fortunately, it is also preventable – and, when abuse does occur, evidence-based treatment and support can prevent lasting problems. Each one of us can do something. Together, we can **#ShineHope** for a bright future where children are safe, and where child abuse victims and adult survivors can heal and go on to lead happy, fulfilled, and productive lives.

### Campaign Components

- **How do you #ShineHope?**

Tell the world how you or your organization helps create a brighter future for child abuse victims. On the sign (pictured below and included in the full toolkit), you can fill in your organization’s name, and how you shine hope. Take a photo with your sign and post on social media with **#ShineHope**.





- **Shine your (blue) light!**

On April 11<sup>th</sup>, the State House Dome and other state structures will be lit up blue in recognition of Child Abuse Prevention Month. Light up your own workspace, conference room, building, team, or anything else you like – be creative and show your support!



- **Wear Blue Day**

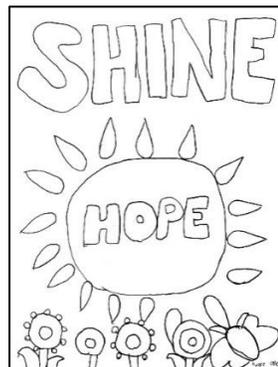
On April 11<sup>th</sup>, when state buildings are lit up blue, we ask all supporters of child abuse victims to *wear blue!* This is also a good day to use your **#ShineHope** sign – write in your organization’s name and message, and take a photo with your team wearing blue and holding the sign. You can also purchase specially designed Shine Hope t-shirts and hoodies, with profits going to New Jersey Children’s Alliance.

<https://www.customink.com/fundraising/shinehope>



- **Coloring Page Display**

Have children show support by coloring in a Shine Hope coloring page! Hang the creations in a special place, and of course, take a picture and share!





## Social Media

Below you will find sample social media messages designed to educate the community and rally support for the cause. Please also follow us on Facebook, Instagram and Twitter @njcainc and share our posts, which will include graphics and community resources. All of these graphics and more are available for download at

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As adults, we are all responsible for protecting children from abuse. Learn the signs, and if you suspect abuse, make a report. #ChildAbusePreventionMonth #ShineHope

**Shine Hope** for survivors of child abuse  
Child Abuse Prevention Month April 2022

**Recognize the Signs**  
Suspected abuse is enough of a reason to contact the authorities. You do not need proof.  
If you suspect a child is in immediate danger, CALL 911.  
**All suspicions of child abuse in NJ should be reported to the hotline, 1-877-NJ ABUSE.**

<b>Unexplained injuries.</b> The child may have burns or bruises in the shapes of objects. You may hear unconvincing explanations of a child's injuries.	<b>Changes in sleeping.</b> The child may have frequent nightmares and/or difficulty falling asleep, and as a result may appear tired or fatigued.
<b>Changes in behavior.</b> Abuse can lead to many changes in a child's behavior. The child may appear scared, anxious, depressed, withdrawn, or aggressive.	<b>Changes in school performance or attendance.</b> Abused children often have trouble concentrating at school, or have excessive absences.
<b>Regression.</b> The abused child may revert to behaviors shown at earlier stages, such as thumb-sucking, bed-wetting, fear of the dark, or fear of strangers.	<b>Lack of personal care or hygiene.</b> The child may appear uncared for. They may be consistently dirty, have severe body odor, or lack appropriate clothing for the weather.
<b>Fear of going home.</b> The child may express anxiety about leaving school or about going places with the person who is abusing them.	<b>Risk-taking behaviors.</b> Abused children sometimes engage in high-risk behaviors such as using drugs or alcohol, or carrying a weapon.
<b>Changes in eating.</b> The stress, fear, and anxiety caused by abuse can lead to changes in the child's eating habits, possibly resulting in weight gain or loss.	<b>Inappropriately sexual behaviors.</b> The child may exhibit overly sexualized behaviors, or use sexually explicit language.

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Stress and isolation are child-abuse risk factors. Check on the parents you know and offer help and support if they need it. #ChildAbusePreventionMonth #ShineHope

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Sexual exploration and play are a natural part of child development. Some childhood sexual behaviors, however, can pose a risk to the safety and well-being of a child and other children in their world. Learn how to recognize and react to these problematic behaviors at <https://bit.ly/3IGM6go>.

#ChildAbusePreventionMonth #ShineHope

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Children can heal from abuse; Child Advocacy Centers can help by working as a team to take give children and families hope, healing and justice. Find out more about New Jersey's CACs at <https://bit.ly/3pskc00>. #ChildAbusePreventionMonth #ShineHope



When a child discloses to you that they have been abused, how you react and what you do next is important. Listen, validate, be supportive, and get help. #ChildAbusePreventionMonth #ShineHope

DO:	DON'T:
Remain calm.	Panic or overreact.
Believe the child.	Press the child to talk.
Allow the child to talk.	Promise anything you can't control.
Show interest and concern.	Confront the offender.
Reassure and support the child.	Blame the child or minimize their feelings.
Take action. It may save a child's life.	Overwhelm the child with questions.

Make a report to the hotline  
1-877-NJ-ABUSE

Every parent experiences tough times. If your family or a family you know could use a helping hand, you can find help and resources through the Department of Children and Families.

<https://www.nj.gov/dcf/families/>

Total lifetime economic burden of child abuse and neglect in the United States is at least \$124 billion annually. Preventing abuse saves money and creates a healthier society. #ChildAbusePreventionMonth #ShineHope

Protective factors such as resilience, support, social connections, and parenting/relationship skills help reduce the risk elements associated with child abuse and neglect. #ChildAbusePreventionMonth #ShineHope

Simple actions can shine hope. Do something for children by volunteering at school, coaching, leading a troop or club, or helping out a struggling family. How will you #ShineHope?

High quality mental health treatment can make all the difference in the life of someone who experienced child abuse. When you report child abuse, children can access the right treatment and start to heal. #ChildAbusePreventionMonth #ShineHope

There are multiple types of mental health treatments targeting different ages, symptoms, and type of trauma experienced. Child Advocacy Center mental health partners are specially trained to provide these evidence-based treatments.

- TF-CBT: Trauma-Focused Cognitive Behavioral Therapy
- PCIT: Parent-Child Interaction Therapy
- AF-CBT: Alternatives for Families: A Cognitive Behavioral Therapy
- CFTSI: Child and Family Traumatic Stress Intervention
- EMDR: Eye Movement Desensitization and Reprocessing
- PSB-CBT: Problematic Sexual Behaviors Cognitive Behavioral Therapy