

2020 Child Abuse Prevention Month Messaging and Resources Guide

The 2020 Child Abuse Prevention Month campaign message is Stand Up for MilKids. This campaign aims to raise awareness of a key protective factor shown to increase children's resilience: the stability of a caring adult in their lives – whether a family member, teacher, coach or another positive figure. A caring adult with a steady presence in a child's life can be a source of trust and support, and is especially important for kids with Adverse Childhood Experiences. Children who grow up with such an adult in their lives are significantly more likely to develop healthy social behaviors and positive coping skills that will help them to weather life's difficulties, including abuse and neglect.

The strength and unity of the military community presents a unique opportunity for this campaign, which encourages adults to step up as positive role models through a commitment to taking a pledge to **Stand up for MilKids**. The pledge will be promoted on a webpage that is still in development. The link below is not operational yet, but it will be live before April 1, 2020. To support the campaign, the Office of the Secretary of Defense Family Advocacy Program, in partnership with Military OneSource, will provide you with suggested social media posts and a digital banner that can be embedded on your installation's webpage.

This month, the Department of Defense also celebrates Month of the Military Child. Both campaigns will align under one overarching theme, Stand With MilKids, which complements the Child Abuse Prevention Month campaign. Both observances invite service members, their partners, spouses, commanders and installation support staff to celebrate and contribute to the resilience of military children.

If you are sponsoring or contributing to this campaign in your community, please consider promoting the campaign message and pledge, and incorporating the information below:

CHILD ABUSE PREVENTION MONTH MESSAGE: Stand up for MilKids

APRIL THEME: Stand With MilKids

HASHTAGS: #ResilientMilKids #StandUp4MilKids #NCAPM #NCAPM2020

PLEDGE: Visit <https://www.militaryonesource.mil/stand-up-for-milkids> and pledge to Stand up for MilKids to prevent child abuse.

AIM: Raise awareness of the Department of Defense and Family Advocacy Program commitment to keeping military children safe through the prevention of abuse and neglect by highlighting the power of a safe, caring adult.

KEY MESSAGES:

There is a role for every caring adult in the community to play in supporting the resilience of military children, including those impacted by trauma, abuse or neglect. Take pride in doing your part to keep military children safe and pledge to stand up for MilKids today.

Whether you're their parent, mentor, teacher or friend, the MilKid in your life looks up to you. Be a positive influence and help them through the harder days by learning what you can do to keep them growing safe and strong.

As we celebrate military children and recognize Child Abuse Prevention Month, let's recognize our role in keeping them safe and supporting their resilience in the face of adversity. Learn about the [science of resilience](#) and show your commitment to keeping MilKids safe by pledging your support today. When you pledge to stand up for MilKids, you promise to do two things:

- Be a stable force for good in the life of a military child.
- Support military parents to practice self-care and seek help when they are overwhelmed.

Supporting parents who serve means offering to help, listening and reassuring them that taking the time to learn more about how to navigate parenthood is healthy. Self-care and finding time to de-stress are not only compatible with good parenting, but are also important tools for keeping your family strong and children safe. There are free programs and learning opportunities for military parents available through the Family Advocacy Program and Military One Source, including:

- New Parent Support Program: <https://www.militaryonesource.mil/family-relationships/parenting-and-children/parenting-infants-and-toddlers/the-new-parent-support-program>
- Period of Purple Crying Resources for Parents of Newborns: <http://purplecrying.info/>
- THRIVE: <https://thrive.psu.edu/>
- New MilParent Specialty Consultation: <https://www.militaryonesource.mil/confidential-help/specialty-consultations/new-milparent/new-milparent-consultation>
- Teach Your Kids Healthy Body Boundaries: <https://www.militaryonesource.mil/family-relationships/family-life/preventing-abuse-neglect/teach-your-kids-healthy-boundaries>

Further, Child Abuse Prevention Month is a great reminder for Family Advocacy Program and New Parent Support Program staff to take advantage of the following information, training and podcasts:

- Period of Purple Crying Training for Military Providers: <https://training.dontshake.org/courses>
- Protective Factors Framework: <https://www.childwelfare.gov/topics/preventing/promoting/protectfactors/>

If you do have concerns about a child's safety, know what to do. Call your installation Family Advocacy Program or the Childhelp National Child Abuse Hotline at 800-422-4453. If you're not sure what to do, you can always contact Military OneSource at 800-342-9647. [Reporting suspected child abuse](#) is required by law for military chain of command and covered professionals and is always the right thing to do.

ADDITIONAL RESOURCES FOR SERVICE PROVIDERS AND PARENTS:

- The Science of Resilience: <https://www.gse.harvard.edu/news/uk/15/03/science-resilience>
- What is Complex Trauma? A Resource Guide for Youth and Those Who Care About Them: <https://www.nctsn.org/resources/what-complex-trauma-resource-guide-youth-and-those-who-care-about-them>
- Help Your Child Heal from Trauma: https://www.childwelfare.gov/pubPDFs/trauma_ts_2019.pdf
- Teach Your Kids Healthy Body Boundaries: <https://www.militaryonesource.mil/family-relationships/family-life/preventing-abuse-neglect/teach-your-kids-healthy-boundaries>
- Managing Stress: https://www.childwelfare.gov/pubPDFs/stress_ts_2019.pdf
- Keeping Your Family Strong: https://www.childwelfare.gov/pubPDFs/strong_ts_2019.pdf