

# National Child Abuse Prevention Month -

# Network Toolkit 2025



This toolkit is designed to help recognize National Child Abuse Prevention Month in April. We hope you find these resources valuable in raising awareness and understanding of the CASA/GAL mission. Included in this document:

- National Child Abuse Prevention Month Overview
- Additional Resources
- Social Media Sample Posts and Graphics

Contact the communications team with questions: [communications@nationalcasagal.org](mailto:communications@nationalcasagal.org).

## OVERVIEW

April signifies National Child Abuse Prevention Month. Each year, millions of instances of child maltreatment are reported, often propelling families into dependency court and the child welfare system. This trajectory sometimes leads to children entering foster care. The instability inherent in the temporary nature of foster care can have lasting effects, often subjecting children to turmoil and inconsistency as they move between multiple homes and may attend various schools.

## OBJECTIVE

Leveraging various communication channels, National CASA/GAL will disseminate messages throughout National Child Abuse Prevention Month. This effort aims to heighten awareness of the issues surrounding child abuse and neglect and underscore the vital contributions of CASA/GAL volunteers who advocate for children and youth within the child welfare system. It is our goal that increasing awareness will positively influence and drive additional volunteer recruitment.

## RESOURCES

- [U.S. Department of Health & Human Services Child Maltreatment 2023](#) (published: January 8, 2025)
- [Child Welfare Information Gateway - About National Child Abuse Prevention Month](#)
- [AFCARS Report #30](#) (published: March 13, 2024)

## SOCIAL MEDIA GUIDE

National Child Abuse Prevention Month graphics can be downloaded from the [Member Portal website](#). Remember, when possible – tag National CASA/GAL for further exposure. Be sure to review the “[Social Media Policies and Best Practices for Network Staff and Volunteers](#)” and “[Social Media Resources](#)” guides on the Member Portal for additional support.

Be sure to use hashtags:

- #ChildAbusePreventionMonth
- #ChangeAChildsStory

## NATIONAL CASA/GAL SOCIAL MEDIA HANDLES

- [Facebook](#): @National CASA/GAL Association for Children
- [Twitter](#): @NationalCASAGAL
- [Instagram](#): @nationalcasagal

## SAMPLE POSTS FOR SOCIAL MEDIA

- April is National Child Abuse Prevention Month! In 2022, there were over 550,000 substantiated cases of child abuse and neglect in the United States. In September of 2022, there were over 360,000 children foster care. These children need stable, nurturing relationships to help them heal and thrive. [CASA or GAL] volunteers play a crucial role in advocating for these children, ensuring they have the support and resources they need. [NAME OF PROGRAM] believes in the power of communities to create positive change. By becoming a [CASA or GAL] volunteer, you can make a profound difference in a child's life. Learn more about how you can get involved and help create a brighter future for children. Visit [WEBSITE URL] to find out more. #ChildAbusePreventionMonth #ChangeAChildsStory
- Did you know? At least 1 in 7 children in the U.S. have experienced child abuse or neglect in the past year. Child abuse and neglect are preventable! Prevention starts with access to resources. [PROGRAM NAME] [CASA or GAL] volunteers identify and connect children and their families with the support they need to strengthen families and prevent crises. Join us in making a difference. Learn more at [WEBSITE URL]. #ChildAbusePreventionMonth #ChangeAChildsStory
- Every family faces challenges. Child abuse prevention begins with awareness and support. [PROGRAM NAME] [CASA GAL] volunteers not only help prevent child abuse; they also help children and families thrive. Be a part of the solution. Find out how you can become a [CASA or GAL] volunteer in your community by visiting [WEBSITE URL]. #ThrivingFamilies #ChildAbusePreventionMonth #ChangeAChildsStory

SOCIAL GRAPHICS - CASA AND GAL LOGO (available on the Member Portal for high-resolution download)

