

# NATIONAL CHILD PROTECTION WEEK 2018

**Sunday 2nd September  
- Saturday 8th September**

## COMMUNICATIONS KIT

**“Child abuse and neglect is preventable. If we all work together as a community we can create an Australia where all children can grow up safe and well. What role can you play in supporting children and their families?”**

**- Richard Cooke, CEO, NAPCAN**

NAPCAN invites you to get involved with National Child Protection Week this year and play your part in creating safe and nurturing environments for all Australian children. **Remember...**

- We all have a role to play in protecting children from harm
- By building stronger communities, we can create safer environments for children

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## OVERVIEW

- National Child Protection Week starts annually on Fathers' Day each September (Sunday 2nd - Saturday 8th September this year).
- National Child Protection Week is an opportunity for government, business and community to come together to promote the safety and wellbeing of children.
- The enduring message of National Child Protection Week is that 'Protecting children is everyone's business' and urges all Australians to 'Play Your Part'.
- A key message of the week is 'Stronger Communities, Safer Children'. Research tells us that a strong community is important for children and helps them to thrive and be safe.
- We all have a role to play in protecting children from harm. The little things we do every day can help to create safer environments for children. For instance:
  - Be kind to children and parents
  - Respect young people
  - Be a good role model around children
  - Get involved in your local community
  - Look out for signs of abuse or neglect; if you suspect something is wrong talk to an expert
  - Always take reports of abuse seriously
  - Avoid blame and don't judge; instead, ask yourself what you can do to help
  - Listen to the needs of children and spend time with them

### Play Your Part Awards

- A key part of National Child Protection Week is NAPCAN's Play Your Part Awards for inspiring prevention initiatives. The Play Your Part Awards recognise individuals, communities or organisations who have played a part in creating safer communities for children and young people.
- A program, individual or organisation from each State and Territory will be the recipient of a Play Your Part Award in National Child Protection Week 2018. Initiatives that are of national significance are awarded a National Play Your Part Award.
- In addition to recognising and encouraging the great work that is being done, these awards help to illustrate the many forms of prevention. They give us real examples of what prevention strategies look like.
- Winners will be announced during National Child Protection Week. If you require information about winners (embargoed until National Child Protection Week), contact Helen Fogarty on 0410 541 997 or [helen.fogarty@napcan.org.au](mailto:helen.fogarty@napcan.org.au).

## ACTION! HOW YOU CAN PLAY YOUR PART:

- **Display** National Child Protection Week posters in a prominent place. Download here <https://www.napcan.org.au/2018-national-child-protection-week-resources/>
- **Plan** or attend an event for National Child Protection Week. An event can be anything from a display, morning tea, forum, fundraiser, children's activity or family day. You can view or register events on our website at <https://www.napcan.org.au/register-an-event/>
- Download National Child Protection Week logos, images and other resources on our website at <https://www.napcan.org.au/2018-national-child-protection-week-resources/>
- **Tell** your family, friends and colleagues about National Child Protection Week. Include an article in your newsletter (see example included in this kit), mention it at a staff meeting, or share a social media post.
- **Like** us on Facebook at <https://www.facebook.com/napcan.playyourpart/> and **follow** us on Twitter at @NAPCAN\_AU [https://twitter.com/NAPCAN\\_AU](https://twitter.com/NAPCAN_AU) and **Instagram** (@playyourpart\_napcan) at [https://www.instagram.com/playyourpart\\_napcan](https://www.instagram.com/playyourpart_napcan) and promote #ncpw and #playyourpart.
- For more information, **visit** our website [www.napcan.org.au](http://www.napcan.org.au), email [contact@napcan.org.au](mailto:contact@napcan.org.au) or phone (02) 8073 3300. If you are not already on our mailing list please **subscribe** via the sign-up form at the bottom of our website at [www.napcan.org.au](http://www.napcan.org.au).

**POSTERS**

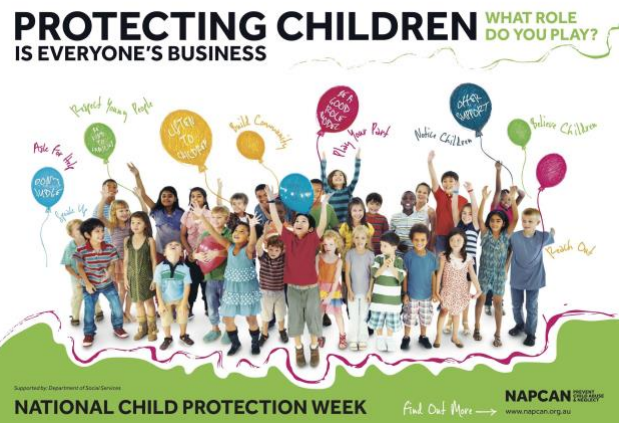


**Stronger communities, safer children: What role do you play?**

Research tells us that a strong community is important for children and helps them to thrive and be safe.

In this poster, a group of children from the Darwin Aboriginal Islander Women’s Shelter, have drawn a picture of what a strong, safe community looks like to them. We can see that they value things like playing, riding bikes, friendly people, and close neighbourhoods.

It’s easy to see how we might all be able to play a role in building these types of communities.



**Protecting children is**

**everyone’s business: What role do you play?**

The little things we do every day can help to create safer environments for children. This poster is designed to highlight how our attitudes and actions can impact on all children in the community, not just our own. We need to keep asking ourselves, ‘what role can I play?’.

Here we have a selection of simple suggestions that we can all do every day: be kind, be a good role model, reach out, believe children, build community, respect young people, ask for help, don’t judge, and find out more about how to play your part.



**Strong Aboriginal Communities**

Shirleen Campbell’s beautiful artwork illustrates the importance of community in caring for Aboriginal children.

*“The eye represent the elders of their watchful eyes on our children, for they are our future, The boomerang also shows that our kids will always come home to the community because that’s where the family will always be there. Mum and dad sitting around watching over the kids in the community walking together having fun like kids should be doing.”*

Download posters at <https://www.napcan.org.au/2018-national-child-protection-week-resources/>



## SOCIAL MEDIA

1. **Like** and sharing our social media pages and posts:



[Play Your Part](#)



[NAPCAN\\_AU](#)



[@playyourpart\\_napcan](#)

2. **Share** the following messages on Facebook and Twitter and uploading your NCPW event photos to Instagram using the hashtags **#ncpw**, **#playyourpart** and **#preventingchildabuse**.

### Social media messages

The little things we do every day can help to create safer environments for children. How can you #playyourpart this National Child Protection Week? [napcan.org.au](http://napcan.org.au).

Even small actions can help impact a child's future. To find out how, visit [napcan.org.au](http://napcan.org.au) #ncpw

By building stronger communities, we are creating safer environments for our children. How can you #playyourpart in your community this #ncpw?

Be someone who listens to children. Start a conversation today #ncpw #preventingchildabuse

Children and young people learn from the people they spend time with. How will you be a positive role model? #ncpw



## INFORMATION FOR MEDIA

### Media release:

#### **National Child Protection week (2-8 September 2018) - preventing child abuse and neglect**

National Child Protection Week will run from Fathers' Day Sunday 2 September to 8 September with a range of campaigns, events, and announcements to support the prevention of child abuse and neglect, and remind us that protecting children is everyone's business.

NAPCAN Deputy CEO, Leesa Water, urges Australians to start thinking about child abuse as something that can be prevented rather than a problem to be fixed after the fact.

"Most people are surprised to learn that approximately 1 in 32 children are the victims of substantiated child abuse each year in Australia.

"And these are just the ones that are severe enough to reach the high threshold required to be picked up by the statutory child protection system. Hundreds of thousands more children have less than optimal lives but are not counted in these alarming statistics.

"However, we know that these rates of abuse are not inevitable. There is clear evidence that much of this abuse is preventable.

"Children thrive when their families have the support they need, and are part of strong connected communities.

"Our aim is to encourage governments, service providers, and the broader community to direct resources and efforts into prevention, so that all children are valued, nurtured and able to live free from violence, abuse and neglect."

Importantly, we need to remember that the little things we do every day can help to create safer environments for children. For instance:

- Be kind to children and parents
- Be a good role model around children
- Get involved in your local community, say 'hi' to neighbours
- Look out for signs of abuse or neglect; if you suspect something is wrong talk to an expert
- Always take reports of abuse seriously
- Avoid blame and don't judge; instead, ask yourself what you can do to help
- Listen to the needs of children and spend time with them

National Child Protection Week will include the presentation of NAPCAN's Play Your Part Awards which honour individuals, communities and organisations that carry out inspiring and effective actions promoting child safety and wellbeing across the country, from rural communities to inner cities, from our suburbs to the outback.



For information about National Child Protection Week events, or to get involved with the campaign, visit [www.napcan.org.au](http://www.napcan.org.au).

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For more information or to coordinate interviews.

NAPCAN (National Association for Prevention of Child Abuse and Neglect) is Australia's only peak body dedicated to the prevention of child abuse and neglect. For more information about NAPCAN's work, and National Child Protection Week, visit [www.napcan.org.au](http://www.napcan.org.au).

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**Child protection statistics:**

The need for prevention is highlighted by the high human and financial cost of child abuse and neglect in Australia. According to the Australian Institute of Health and Welfare, Child protection Australia 2016–17 report (Child welfare series no. 68. Cat. no. CWS 63. Canberra: AIHW):

- **1 in 32 children received child protection services, with 74% being repeat clients**
- Over the 5 year period between 2012–13 and 2016–17, the number of children receiving child protection services rose by about 25% .
- 168,352 (1 in 32) children had an investigation, care and protection order and/or were placed in out-of-home care.
- 32,600 children have been in out-of-home care for 2 years or more
- **Aboriginal and Torres Strait Islander children continued to be over-represented**  
Aboriginal and Torres Strait Islander children were 7 times as likely as non-Indigenous children to have received child protection services.
- Nationally, emotional abuse was the most common primary type of abuse or neglect substantiated for children (48%), followed by neglect (24%), physical abuse (16%), and sexual abuse (12%).
- **Children from geographically remote areas had the highest rates of substantiations**  
Children from *Very remote* areas were 4 times as likely as those from *Major cities* to be the subject of a substantiation.

**Limitations of child protection statistics as an indicator for child maltreatment incidence according to Child Family Community Australia (CFCA) Resource Sheet, Child Abuse and Neglect Statistics — June 2017:**

Traditionally, child protection data have been perceived as a conservative estimate of the occurrence of child maltreatment (Bromfield & Higgins, 2004). Child abuse and neglect often go undetected due to the private nature of the crime, the difficulties children experience in making disclosures and being believed, and a lack of evidence to substantiate the crime (CFCA, 2015). The Royal Commission into Institutional Responses to Child Sexual Abuse found that many victims may not disclose the abuse for many years, and some may never disclose at all (Mathews et al., 2016). Child protection data only include those cases of abuse and neglect that were detected and reported and are therefore likely to be an underestimation of the number of children abused or neglected (Mathews et al., 2016).

**Sample article for use in newsletters:****Be part of National Child Protection Week (2-8 September)**

NAPCAN invites you to get involved with National Child Protection Week this year and play your part in creating safe and nurturing environments for all Australian children.

The week is an opportunity for government, business and community to come together to promote the safety and wellbeing of children, with particular emphasis on messages such as:

- We all have a part to play in protecting children
- By building stronger communities, we are creating safer environments for all children

To get involved with National Child Protection Week, you can:

- Plan or attend a community event. An event can be anything from a display, meal, forum, fundraiser or family day out and is a great opportunity to spread the word.
- Make your influence positive; start a conversation today about listening to and valuing the voice of children and young people in your community.
- Follow us on social media. Like our Play Your Part [Facebook](#) page ([napcan.playyourpart](http://napcan.playyourpart)) and follow us on [Twitter](#) (NAPCAN\_AU) and [Instagram](#) (@playyourpart\_napcan). Use the hashtags #ncpw or #playyourpart.
- Visit NAPCAN's website at [www.napcan.org.au](http://www.napcan.org.au) for information about events in your area, to sign up to our newsletters, for copies of our campaign posters, and for additional resources.

And remember, you can play your part every day by:

- being kind to children and families
- looking out for all children, not just your own
- being a positive role model for children
- supporting families to get help
- stopping and listening to children

Thank you for playing your part.

[www.napcan.org.au](http://www.napcan.org.au)

[contact@napcan.org.au](mailto:contact@napcan.org.au)

## NEW NAPCAN RESEARCH

**Community Attitudes about Child Abuse and Neglect - Ruby Cha Cha  
(Commissioned by NAPCAN as pro bono project). 500 respondents. October 2017**

Key findings:

Child abuse and neglect is a serious problem in Australia

- 64% of people agree or strongly agree
- 7% disagree or strongly disagree

Government should prioritise the prevention of child abuse and neglect as a policy issue.

- 80% agree or strongly agree
- 3% disagree or strongly disagree

Child abuse and neglect can be prevented

- 78% agree or strongly agree
- 4% disagree or strongly disagree

When asked why child abuse and neglect is an ongoing issue in our society, there was a theme suggesting that increasing awareness is important, with comments including:

- “It is not talked about enough so people cannot recognise the warning signs”
- “People don't want to get involved”
- “People are afraid to talk about it or to act”
- “It's not talked about enough & therefore not much is done to prevent it”
- “People are too scared to speak up for children or they don't want to stick their noses in”
- “Lack of social priority”

### **NAPCAN Family Survey**

NAPCAN Family Survey About Raising Children via survey monkey (118 respondents. October 2017). The survey asked families about the challenges they face in raising children and what they need most.

Families suggested that raising children is easier when they have:

- Good public facilities and activities for families (e.g. libraries, pools, parks, events, playgroups).
- Strong social relationships and networks (family, friends, colleagues, neighbours).
- Safe, friendly, and supportive communities free from violence and other anti-social behaviour.
- Easily accessible support/services/activities.
- Supportive schools that provide a positive environment for all children.
- Ways to be involved in decisions that affect them.

## NEW PREVENTION RESOURCES

Each year NAPCAN produces new resources to coincide with National Child Protection Week. These are usually released at the end of August in time to be used at the launch of the week, but not available in the lead up. Planned resources for this year are outlined below. If you are interested in these resources, please check our website by 2 September or email your request to [contact@napcan.org.au](mailto:contact@napcan.org.au).

### **Explainer video: Together we can prevent child abuse**

NAPCAN is working with an online media agency to create a short (90-second) explainer video to introduce the idea that child abuse is preventable if we all work together as a community. This will be launched at NAPCAN events during National Child Protection Week and promoted on social media. It will then be freely available for use by anyone with an interest in child abuse prevention.

### **National Child Protection Week recorded message by patron Governor-General**

As NAPCAN's Patron, the Governor-General, Sir Peter Cosgrove launches National Child Protection Week each year. This year he has recorded a short message which will be used as part of our campaign including at official events, and on our website and social media. The message will be freely available at the start of National Child Protection Week for use by all.

## NATIONAL EVENTS

As part of National Child Protection Week, NAPCAN organises a range of official launch events throughout Australia to promote the importance of prevention and present the Play Your Part Awards to recognise innovative prevention activities.

Scheduled launch events for 2018 are listed below.

Canberra - National Launch & Prevention Forum - 10am Monday 3 September

Darwin - Prevention Forum & Breakfast - 7am Tuesday 4 September

Sydney - NSW National Child Protection Week Breakfast Event – 8am Tuesday 4 September - **FULL**

Brisbane - Prevention Forum - 9.30am Tuesday 4 September

Adelaide - Prevention Forum - 9am Wednesday 5 September

Canberra - PYP Awards Morning Tea - 10am Wednesday 5 September

Hobart - Prevention Forum & Breakfast - 7am Thursday 6 September - **FULL**

Alice Springs - Prevention Forum & Breakfast – 7.15am Thursday 6 September

Perth - Prevention Morning Tea - 10am Friday 7 September

Victoria - PYP Awards Morning Tea – 10.30am Friday 7 September

All events are listed on NAPCAN's website at <https://www.napcan.org.au/events/>

Media is welcome to attend these events. Please contact [helen.fogarty@napcan.org.au](mailto:helen.fogarty@napcan.org.au) to RSVP.

THANK YOU FOR PLAYING YOUR PART