



# THE MEDIA

**The Media can play their part to protect and care for children and young people in their community by challenging negative stereotypes and reporting on child abuse prevention initiatives.**



**Communicate and work with child abuse prevention organisations to develop effective responses to instances of harmful behaviour towards children and young people.** Check out NAPCAN's MEDIA GUIDE: Treating every child & young person fairly. It is a guide for journalists, editors, writers and content creators who want to help create better lives for all children.

**Promote a balanced perspective of young people.** Share stories of young people who are engaged positively in their families, schools and communities.

**Avoid negative or unfair stereotypes** of communities and cultural groups.

**Convey child protection and child abuse prevention** as being everyone's business.

**Recognise and seek out the voice of young people** in other stories, not just those that involve abuse or neglect. Article 12 of the UN Convention on the Rights of the Child states that: Children have the right to express their opinions freely, and have their opinions taken into account in matters that affect them.

**Make the federal, state and local governments accountable** for upholding Child Abuse and Neglect standards in terms of Australian legislation and policy.

**Feature interviews with leading child abuse prevention experts** when possible, so that the Australian community has a more informed public debate on reducing the risk of harm to children.

**The digital media industry can partner with child abuse prevention experts** to help keep all children and young people smart and safe online and offline. Working together, messages about the respectful use of technology in relationships and providing young people and children with knowledge and skills to manage their digital use can play a part in keeping them safe online and offline.

**Provide details of support services** when possible to encourage help seeking behaviours.

**Increasing families' access to services** and events can decrease their isolation and risk of child abuse.

**Be aware of the impact of sexualised images of young people,** remembering that children and young people are also exposed to the media.

**Be a positive role model.** Children and young people learn from the sources of information they are exposed to, so make your influence positive!