

National Child Protection Week 2026 - Partner Communications Kit

Thank you for helping to spread the word about National Child Protection Week (NCPW). This kit contains background information, contact details, content ideas and ready-to-use copy for your newsletters and social channels.

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Background

Dates: 6 to 12 September 2026

Theme: Every Conversation Matters: Shifting Conversation to Action

National Child Protection Week is an annual Australian campaign led by the National Association for Prevention of Child Abuse and Neglect (NAPCAN), grown from NAPCAN's founding in 1987 by Rosemary Sinclair AO and Christine Stewart. For over 30 years, NCPW has brought together government, non-profit, corporate and community partners to promote a shared, community-wide responsibility for keeping children and young people safe and well, encouraging everyone to play a part in prevention before harm occurs.

NAPCAN acknowledges the term "child protection" and therefore the NCPW name does not resonate positively for everyone, particularly for many First Nations communities and people with lived experience of the child protection system. We encourage partners to lead with the theme "Shifting Conversation to Action" when talking about the campaign.

Media and Communications Contact

Clare Walker, Communications and Campaigns Manager, NAPCAN
Email: clare.walker@napcan.org.au

Please get in touch with any questions about content, co-branded content ideas, collaborative posts or how your organisation can get involved.

Ways to help spread the word

- Share or repost NAPCAN's NCPW tiles and webinar promo assets on your own channels, tagged to NAPCAN
- Include NCPW as a segment in your organisation's newsletter
- Produce a short statement or video from your team or leadership, some ideas to build from include "how we shift conversation to action" or "how we do prevention".
- Add your organisation's prevention efforts to the NCPW [pledge page](#) and share it out
- Host your own NCPW event (morning tea, community walk, panel discussion) and cross-promote with NAPCAN
- Share NAPCAN [resources](#) with your community

Newsletter Content

Banners:

Please always link banners to <https://www.napcan.org.au/ncpw-2/>

6-12 Sept 2026
**NATIONAL CHILD
PROTECTION WEEK**

*Funded by the
Australian Government
Department of Social Services*

EVERY CONVERSATION MATTERS
**SHIFTING
CONVERSATION
TO ACTION**

Download [here](#).

**NATIONAL CHILD
PROTECTION WEEK
2026**

EVERY CONVERSATION MATTERS
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**NATIONAL CHILD
PROTECTION WEEK
2026**



EVERY CONVERSATION MATTERS
SHIFTING CONVERSATION TO ACTION



Download [here](#).



Download [here](#).

Wording - General

National Child Protection Week

6–12 September 2026

National Child Protection Week runs from 6 to 12 September 2026, with the theme Every Conversation Matters: Shifting Conversation to Action.

National Child Protection Week is Australia's national campaign to prevent child abuse and neglect before it happens. Led by NAPCAN for over 30 years, it brings together individuals, families, communities, organisations and governments to build safe, supportive environments where children and young people can thrive.

You can explore the free 2026 Webinar program, downloadable resources and community events via the NAPCAN website

Find out more: [insert button with link <https://www.napcan.org.au/ncpw-2/1>]

Wording - Webinar focused

Register now for free webinars as part of National Child Protection Week 2026

6–12 September

Join NAPCAN for a series of free webinars as part of National Child Protection Week 2026, bringing together leading researchers, practitioners and young changemakers to explore the issues shaping child safety today.

Topics across the series include turning decades of child protection inquiries into real reform, addressing the rise of manosphere content among boys and young men, building safe and meaningful youth participation, and more. You'll hear a diverse line up of speakers engage in meaningful discussions and provide practical insights.

Register now and be part of shifting conversation to action this National Child Protection Week.

Find out more: <https://www.napcan.org.au/official-webinars-2026/>

Social Media

NAPCAN handles

Instagram: @NAPCAN_Australia

Facebook: NAPCAN <https://www.facebook.com/napcan.playyourpart/>

Linked In: NAPCAN <https://au.linkedin.com/company/napcan>

Suggested post content

Please feel free to adjust structure i.e. link in bio where suitable for your organisation.



Download:

4:5 [Pink](#) or [green](#)

1:1 [Pink](#) or [green](#)

Suggested captions:

Lead-up to NCPW

National Child Protection Week is almost here. From 6 to 12 September, organisations across Australia will come together for this year's campaign, Every Conversation Matters: Shifting Conversation to Action, a reminder that conversations can and must lead to meaningful change.

Find out how you can be involved at <https://www.napcan.org.au/ncpw-2/>



Download:

[Pink](#) or [green](#)

Suggested Instagram story:

Add button in Instagram app linking to: <https://www.napcan.org.au/ncpw-2/>

During NCPW

It's National Child Protection Week. This year's theme, Every Conversation Matters: Shifting Conversation to Action, reminds us that keeping children and young people safe is everyone's responsibility. Join the conversation this week and think about what action you can take, big or small, to help children thrive.

Find out how you can be involved at <https://www.napcan.org.au/ncpw-2/>



Download:

[4:5](#) or [1:1](#) or [9:16](#)

Suggested caption:

Real change starts with real conversations, and every conversation matters more when it includes everyone.

Deadly Together is part of this year's National Child Protection Week campaign, recognising the strength, leadership and voices of Aboriginal and Torres Strait



General prevention tiles

Download [folder](#)

Suggested caption:

Lead-up to NCPW

National Child Protection Week is almost here. From 6 to 12 September, organisations across Australia will come together for this year's campaign, Every Conversation Matters: Shifting Conversation to Action, a reminder that conversations can and must lead to

Islander communities in keeping children safe and thriving.

From 6 to 12 September, National Child Protection Week will take place under the theme “Every conversation matters: shifting conversation to action”.

Find out how you can be involved at <https://www.napcan.org.au/ncpw-2/>

meaningful change.

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Find out how you can be involved at <https://www.napcan.org.au/ncpw-2/>

Webinar series overview



Individual Webinar tiles



Download [here](#).

Suggested caption:

National Child Protection Week runs from 6 to 12 September, and this year's free webinar series brings together experts and changemakers. Across the program, sessions look at

Download [here](#).

Suggested caption:

Children and young people with disabilities experience family and domestic violence at higher rates than their peers, yet their experiences are often overlooked in research,

Download [here](#).

Suggested caption:

Since 2010, more than 60 inquiries into child protection have produced over 3,000 recommendations, yet so much remains unimplemented. As part of

turning decades of inquiries into real reform, addressing the rise of manosphere content among boys and young men, building safe and meaningful youth participation, and more.

All webinars are free to register via:

<https://www.napcan.org.au/official-webinars-2026/>

policy and practice. Ahead of National Child Protection Week (6 to 12 September), this webinar shares findings from the Safety Beyond Barriers project and explores how service providers can offer more inclusive, trauma-informed support.

Wednesday 2 September, 1:00 to 2:00pm.

Register here:

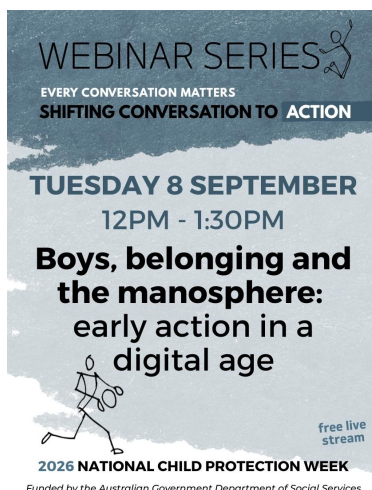
<https://attendee.gotowebinar.com/register/8070799534620005467>

the National Child Protection Week (6 to 12 September) webinar series, this session asks why, and explores what it will take to turn evidence into real, structural reform.

Monday 7 September, 10:30am.

Register here:

<https://attendee.gotowebinar.com/register/9006637861630068058>



Download [here](#).

Suggested caption:

How is "manosphere" content shaping the way boys and young men see themselves and their relationships, and what can be done about it early? As part of the National Child Protection Week (6 to 12 September) webinar series, this session looks at how



Download [here](#).

Suggested caption:

Youth crime data is falling, but punitive headlines and political narratives haven't caught up. As part of the National Child Protection Week (6 to 12 September) webinar series, this session moves past the "tough on crime" debate to explore what actually prevents



Download [here](#).

Suggested caption:

What does genuine, age-appropriate youth participation actually look like, from preschool through to youth leadership? As part of the National Child Protection Week (6 to 12 September) webinar series, this session shares practical examples of safe,

this content spreads online, its impact in schools, and practical ways to support respectful relationships and challenge harmful norms.

Tuesday 8 September,
12:00pm.

Register here:
<https://attendee.gotowebinar.com/register/4819516163641465945>

youth offending: early support, strong families and connected communities.

Wednesday 9 September,
6:00pm.

Register here:
<https://attendee.gotowebinar.com/register/5710096392884874334>

meaningful engagement, and how to tell real influence apart from tokenistic consultation.

Friday 11 September,
10:00am to 12:00pm.

Register here:
<https://attendee.gotowebinar.com/register/8912836325643180635>

Other Ways to Get Involved

Events: Host an event or attend one, whether it's a morning tea, a community walk, a panel conversation or something else. View events or register your own here:

<https://www.napcan.org.au/events/>

Pledge: Tell us how your organisation shifts conversation to action by pledging this National Child Protection Week

<https://www.napcan.org.au/national-child-protection-week-pledge/>

Other ways to get involved: Visit our Be Involved page for more ways to take part:

<https://www.napcan.org.au/get-involved-2026/>