

PLAY YOUR PART

NAPCAN PREVENT
CHILD ABUSE
& NEGLECT

NATIONAL CHILD PROTECTION WEEK

6-12 SEPTEMBER 2015

COMMUNICATIONS KIT



National Child Protection Week invites all Australians to play their part to promote the safety and wellbeing of children and young people. "Protecting children is everyone's business."

Launching on Father's Day every year, National Child Protection Week, now in its 25th year, promotes the safety and wellbeing of Australian children and families through the *Play Your Part* Awards, events, programs and resources.

NAPCAN seeks your support to help share the *Play Your Part* messages with your networks to reach as many individuals and communities across Australia as possible.

National Child Protection Week provides a platform for communities to be empowered, resourced and mobilised to play their part at a local level, to promote the safety and wellbeing of children and young people.

This kit provides key elements to help spread the word:

- Background
 - Calls to action
 - Key messages
 - Key facts about child protection
 - Social media tips
 - Links to additional resources
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2015 National Child Protection Week (6-12 September)

This year is the 25th anniversary of National Child Protection Week, which started in 1990.

National Child Protection Week is an opportunity for all Australians to learn about how they can play their part to promote the safety and wellbeing of children and young people. "Protecting children is everyone's business."

Launching on Father's Day every year, National Child Protection Week promotes the safety and wellbeing of Australian children and families through the *Play Your Part* Awards, events, programs and resources.

NAPCAN (The National Association for Prevention of Child Abuse and Neglect), with support from the federal government and a range of public, private and community partners, coordinates National Child Protection Week and promotes the *Play Your Part* strategy.

The campaign urges all Australians to play their part by promoting the messages: "Protecting children is everyone's business" and "Be someone who listens to children".

Child abuse and neglect continues to be one of Australia's most serious and concerning challenges to overcome, with the incidence of child abuse and neglect remaining high. Official figures show 40,844 Australian children were recorded as being abused or neglected in 2013-14.

The findings from the hearings of the Royal Commission into Institutional Responses to Child Sexual Abuse, including 3,894 private sessions, reinforces the need for prevention and continuing awareness to combat child abuse and neglect.

Evidence shows that building strong cohesive communities results in protective and nurturing environments, reducing the risk of abuse and neglect for children.

You can make a difference

Playing your part can include encouraging children and young people's participation in their community, hosting an event to increase awareness of children's rights, or sharing ideas and activities to promote child friendly communities and organisations.

Calls to action:

To attend or register a National Child Protection Week event to raise awareness of how to increase the safety and wellbeing of children and young people in your local area go to: <http://napcan.org.au/ncpw/ncpw-events>.

Visit <http://napcan.org.au/ncpw> and [sign up to receive NAPCAN's e-newsletter and National Child Protection Week posters](#).

Download the National Child Protection Week [webtools](#). These are free resources that you can place on your website or in your email signature to raise awareness of the 2015 National Child Protection Week.

Invite others to take part in National Child Protection Week and promote the *Play Your Part* Awards through your communication networks.

Write an editorial or article for your local paper or for an online site.

Encourage people in your networks to find out more about their role in promoting the safety and wellbeing of children, with the role-based [tipsheets](#).

Make your influence positive, start a conversation today about listening to and valuing the voice of children and young people in your community.

Key Messages

- National Child Protection Week will be held from 6th – 12th September 2015.
 - Each year instances of child abuse and neglect in Australia remain unacceptably high and must not be tolerated in our society.
 - To make a substantial reduction in long terms rates of abuse and neglect, we must support parents and work with them to achieve the best outcomes for children and young people.
 - Children and their families need better support through increased and more effective investment in universal services and early intervention. As a society we need to listen to and value the voices of children and young people: Be someone who listens to children.
 - Individuals, organisations and communities need to work together to support families to prevent them reaching a point of extreme stress. Professionals can't do it alone. Protecting children is everyone's business.
 - This year, National Child Protection Week aims to educate all Australians on the role they can play to promote the safety and wellbeing of Australian children and their families.
 - Some of the ways you can play your part include:
 - listening and acting on the needs and concerns of children and young people. Be someone who listens to children.
 - sharing ideas and activities to promote child friendly communities.
 - hosting your own community event to raise awareness of how to increase the safety and wellbeing of children in your local area.
 - Find out more about your role and how you can support children and young people by visiting www.napcan.org.au
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Key Facts

- Official figures released in 2015 from the Australian Institute of Health and Welfare show 40,844 Australian children were recorded as being abused or neglected in the past year (2013-14).
- In 2013-14, 143,023 children received child protection services. This is 1 in 37 Australian children aged 0-17 who had an investigation, care and protection order and/or were placed in out-of-home care.
- Across Australia, there were over 51,500 children in out-of-home care at 30 June 2014, as a result of not being able to live safely with their families.
- Aboriginal and Torres Strait Islander children were 7 times as likely as non-Indigenous children to be receiving child protection services in 2013-14.
- Emotional abuse (40%) and neglect (28%) are the most prevalent types of abuse experienced by children, with the occurrence of physical abuse at 19% and sexual abuse at 14% of substantiated cases.
- Different types of abuse often co-occur with emotional abuse and neglect, which are the most likely types of co-occurring abuse with an average co-occurrence of 29% and 26% respectively.

Figures above sourced from:

Australian Institute of Health and Welfare, 2015; Child protection Australia 2013–14. Child welfare series no. 61.

Social Media tips. Post these today #ncpw

Protecting children is everyone’s business: Play your part to support National Child Protection Week events by posting photos from your event or from one that you attend with the #ncpw. (Please ensure if you post photos of children and young people, that their parent/guardian gave permission for the photo to be used on social media for National Child Protection Week).

Share your support of NAPCAN Play Your Part Award recipients by liking their stories on Facebook or share through Twitter with #ncpw.

Share the following messages on social media with the #ncpw:

Facebook	Twitter
National Child Protection Week will be held from 6 to 12 September. Protecting children is everyone’s business. Find out how you can play your part at www.napcan.org.au	Protecting children is everyone’s business. How can you play your part? #ncpw
Children and young people learn from the people they spend time with. Make your influence positive. To find out how, visit www.napcan.org.au	Children and young people learn from the people they spend time with. How will you be a positive role model? #ncpw
As a society we need to tune into children and listen to and value their ideas. Be someone who listens to children. Start a conversation today. For ideas on other ways you can play your part, visit www.napcan.org.au	‘Be someone who listens to children. Start a conversation today #ncpw’
How does your community involve children and young people in local activities? Share your positive stories and ideas. Or get inspired by reading about the NAPCAN Play Your Part Awards recipients at www.napcan.org.au	‘Protecting children is everyone’s business: Make your influence positive. #ncpw’

Resources:

NAPCAN's [Resource Hub](#) provides a range of materials that can be accessed to support National Child Protection Week.

Go to: www.napcan.org.au/resource-hub

- Downloadable Posters - 4 versions: National Child Protection Week poster with dates, 'Protecting Children is Everyone's Business' poster without dates and two types of colouring in sheets for primary school children.
 - Videos, community service announcements.
 - Positive Parenting Brochures.
 - Tipsheets with ideas on how people can play their part.
 - Webtools - free resources that you can place on your website or in your email signature to raise awareness of the 2015 National Child Protection Week.
 - Email communications - [sign up to receive NCPW's e-newsletter](#)
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THANK YOU FOR PLAYING YOUR PART!

If you have any questions please don't hesitate to contact NAPCAN on 02 8073 3300.

We look forward to your feedback on how many people you have reached through your networks.

Please let us know how you have utilised these materials by emailing:

Emma Brown on emma.brown@napcan.org.au
