



Talking Points

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- During child abuse and neglect prevention month it is important to talk about what each and every one of us can do to make sure that children in our community grow up healthy, safe and loved.
- Every child needs a caring adult in their lives for guidance and support. This nurturing love and attention helps them prepare for the future and keeps them safe from abuse and neglect.
- Behind every successful adult there was a positive mentor in their youth. This person could have been a family member, a neighbor, a teacher, a coach or a tutor.
- The campaign theme, “It’s Your Turn to Make a Difference” reminds us that we all have a positive role to play in supporting our community’s young people and their families.
- Child abuse and neglect is a symptom of a larger problem – the lack of resources and support for families in our community.
- When the well-being of children and families becomes the priority of everyone in a community, the number of child abuse and neglect incidences will decrease. Other good things will also happen, including better health outcomes, improved school performance and family economic self-sufficiency.
- This month, it is important that every member of our community consider what they can do to improve our collective well-being. Whether it is volunteering, making donations or advocating for family-friendly policies, everyone can take their turn in making a difference.

For more information about Child Abuse and Neglect Prevention Month activities or to receive promotional materials for your community, please contact: Anne Durham, Mountainside Media, Inc., 1009 5th Avenue, Huntington, WV 25701, (304) 523-6162 or visit www.preventchildabusewv.org.