



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Social Services

ROY COOPER • Governor

KODY H. KINSLEY • Secretary

SUSAN G. OSBORNE • Assistant Secretary for Human Services

March 6, 2023

DEAR COUNTY DIRECTOR of SOCIAL SERVICES

ATTENTION: DIRECTORS, CHILD WELFARE PROGRAM MANAGERS, and FISCAL STAFF

SUBJECT: CHILD ABUSE PREVENTION MONTH

REQUIRED ACTION: Information Only Time Sensitive Immediate

PURPOSE: To inform county child welfare agencies of Child Abuse Prevention Month observance in April 2023

April is Child Abuse Prevention (CAP) Month and North Carolina's future prosperity depends on the healthy development of our children. Every child is filled with tremendous promise – and we ALL have a shared obligation to foster their potential.

The North Carolina Department of Health and Human Services (NCDHHS) and Prevent Child Abuse North Carolina (PCANC) invite you to recognize Child Abuse Prevention Month 2023. Together, we can nurture positive childhoods for all children!

Download tools to help you raise awareness from the [Child Abuse Prevention Month 2023 Toolkit](#). Resources will be added on a rolling basis through March. Please check back for new materials as they're uploaded.

Recognize Child Abuse Prevention Month 2023:

- **Participate in Wear Blue Day on Friday, March 31**
 - o Encourage all staff to wear blue and take a photo to share on social media with the hashtags: #WearBlueDay + #NC
 - o Or, email photos to announcements@preventchildabusenc.org to be shared with PCANC's networks
- **Attend and promote NC DHHS' Child Abuse Prevention Month In-Person Events:**
 - o April 3, 11am-12pm - Pinwheel Planting at NC Farmer's Market in Raleigh
 - o April 11, 11:30am-1:30pm - Pinwheel Planting at NC Division of Public Health, Six Forks Campus in Raleigh
- **Share the Statewide CAP Month Press Release** (to be released on April 1)
- **Share NC Governor Cooper's CAP Month Video** (to be released on April 1)
- **Download the [Child Abuse Prevention Month 2023 Toolkit + Assets](#), and then:**
 - o Change your Zoom or Teams Background
 - o Change your email signature
 - o Post pre-written social media posts and graphics on social media leading up to and throughout April
 - o Upload the campaign website graphic to your agency's website and link to www.preventchildabusenc.org

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LOCATION: 820 S. Boylan Avenue, McBryde Building, Raleigh, NC 27603

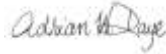
MAILING ADDRESS: 2401 Mail Service Center, Raleigh, NC 27699-2401

www.ncdhhs.gov • TEL: 919-527-6335 • FAX: 919-334-1018

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

If you have any questions or would like support in completing any of these activities, please don't hesitate to reach out to PCANC's Community Relations Manager, [LouMecia Staton](#), or call 919-829-8009 as NC DHHS partners with PCANC to coordinate this public awareness campaign.

Sincerely,



Adrian W. Daye, Deputy Director for Child Welfare Practice

cc: Susan Osborne, Assistant Secretary for Human Services
Lisa T. Cauley, Senior Director for Child, Family and Adult Services
Kathy Stone, Section Chief for CPS and Prevention
Tammy Shook, Interim Deputy Director for Operations
Carla McNeill, Section Chief for Permanency Planning
Peter L. West, Section Chief for County Operations
Kimaree Sanders, Interim Section Chief for Licensing and Regulatory

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