



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**

ROY COOPER • Governor  
MANDY COHEN, MD, MPH • Secretary  
SUSAN OSBORNE • Assistant Secretary for County  
Operations for Human Services

March 30, 2021

**DEAR COUNTY DIRECTOR of SOCIAL SERVICES**

**ATTENTION: DIRECTORS AND CHILD WELFARE PROGRAM MANAGERS**

**SUBJECT: Child Abuse Prevention Awareness Month**

**REQUIRED ACTION: X Information Only X Time Sensitive X Immediate**

**PURPOSE:** To notify county child welfare agencies of activities and resources to promote Child Abuse Prevention Awareness Month in April 2021

Across the nation, April is Child Abuse Prevention Month. Governor Roy Cooper has declared April as Child Abuse Prevention Month (CAPM) 2021 in North Carolina. NCDSS understands how vital child welfare staff are to preventing child abuse in their communities. CAPM 2021 will highlight the importance of healthy, caring connections and protective factors in families and children. Like last year, all CAPM activities and resources will be virtual due to the COVID-19 Pandemic. Child welfare staff and their community partners are encouraged to use the resources and participate in the activities listed below to raise awareness of the role that we all play in preventing child maltreatment.

**1. Wear Blue Day**

- Thursday, April 1<sup>st</sup> is *Wear Blue Day* for CAPM 2021. All North Carolinians are encouraged to participate by wearing blue and sharing with the hashtags: #WearBlueDay #BeAConnection, which will be retweeted by Prevent Child Abuse North Carolina (PCANC).

**2. CAPM Video**

- As part of a series, "Ask the Expert" videos will be released throughout the month that feature statewide and local experts describing how to build safe, stable, nurturing homes and communities to help children thrive.

**3. #BeAConnection Social Media Campaign**

- A statewide grassroots social media campaign to promote the ways in which we all play a role in building strong families and help children thrive. Community members will be encouraged to share their #BeAConnecton video or photo any day the week of April 11-17 to spread the word. (#BeAConnecton sign is located in the online toolkit)

**NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF SOCIAL SERVICES • CHILD WELFARE SERVICES**

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AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

**4. Online Toolkit**

- The online toolkit includes talking points, web banners and cover photos, social media graphics and newsletter content and press releases. The toolkit link is located at: <https://www.preventchildabusenc.org/recognize-child-abuse-prevention-month/>

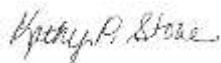
**5. Blog Posts**

- Blog posts will be published on the PCANC blog about:
  - 1) How to get involved in a virtual CAPM
  - 2) What prevention really means,
  - 3) Other ways to get involved – Kids First license plates, Recognizing and Responding to Suspicions of Child Maltreatment training, and the Prevention Action Network

Please share these public awareness opportunities with staff members and community partners. Thank you for all the different ways that you support children and their families.

If you have any questions or updates, please contact Wendy Clewis at [wendy.clewis@dhhs.nc.gov](mailto:wendy.clewis@dhhs.nc.gov)

Sincerely,



Kathy Stone, Section Chief for Safety and Prevention

cc: Susan Osborne, Assistant Secretary for County Operations  
Lisa Cauley, Senior Director for Child, Family and Adult Services  
Teresa Strom, Section Chief for County Operations  
Carla McNeill, Section Chief of Permanency  
Linda Waite, Section Chief for Licensing & Regulatory

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