



Upbring[®]

**Child Abuse
Prevention Month**

TOOLKIT



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INTRODUCTION

April is Child Abuse Prevention Month,

a time when communities across Texas come together to strengthen support for children and families.

But awareness alone is not enough.

Prevention starts before crisis.

Before harm. Before removal. Before it's too late.

It begins when families have access to support early — and when communities, leaders and partners work together to strengthen families before challenges escalate.

This resource is designed to help guide you in conversations during Child Abuse Prevention Month — equipping individuals, organizations and leaders to share a unified message:

when we change beginnings, we change everything.

Child Abuse Prevention Month Talking Points

The following are talking points tailored for:

- Individual advocates
- Corporate leaders and employers
- Faith communities
- Civic and policy leaders
- Education partners
- Major donors and philanthropic leaders

Together, we can support families before crisis — helping children grow up safe, supported and surrounded by opportunity.

Advancing Child Wellbeing, Together.

So, what does prevention look like in action?

What Are Child Wellbeing Zones?

Child Wellbeing Zones are a new, community-based approach to prevention.

Using neighborhood-level data, Upbring identifies communities where families face the greatest pressures and support is hardest to access. From there, we work alongside schools, health providers and local organizations to bring support directly into those neighborhoods.

Through Child Wellbeing Zones, families can access resources like mental health care, parenting support, housing stability and community connections — before challenges escalate into crisis.

The goal is simple: to help families stay safe, strong and together.

By supporting families earlier, we can help mitigate what many families fear most — the removal of a child from their home.

By meeting families where they live, Child Wellbeing Zones help strengthen families, stabilize communities and reduce the need for child welfare intervention.

Child Wellbeing Zones are currently active in Dallas and Austin, with plans to expand across Texas — reaching more families earlier with the support they need.

How to Use These Talking Points

Use these messages to help guide conversations, presentations, social media and community engagement.

Think of these as a starting point — you can tailor them to fit your voice, audience and role.

You can use these talking points when:

- Speaking at community events or meetings
- Writing newsletters, social media posts or public statements
- Hosting discussions about child wellbeing and family support
- Encouraging others to take part in prevention efforts

Individual Advocates

Prevention starts before crisis — in the places where families live and build community. Every person has a role in supporting families early and helping create safer environments for children.

- **Prevention starts before crisis.** Child abuse often occurs when families face overwhelming stress without the support they need.
- **Leadership begins in everyday spaces.** Child Abuse Prevention Month invites people to step forward as leaders in their communities—whether in a workplace, neighborhood, church or local organization.
- **Strong families create stronger communities.** When families receive the support they need, children are more likely to grow up safe and supported.
- **Talking about prevention matters.** When communities openly discuss how to support families earlier, we can shift the focus from reacting to crises to preventing them.
- **Everyone can take part.** Prevention doesn't require a special role—it often begins with simple actions like sharing resources, volunteering or connecting families to support.
- **Prevention is already happening in communities across Texas.** Through efforts like Upbring's Child Wellbeing Zones, families are being connected to support earlier—before challenges escalate.

Ways Individuals Can Take Action

- **Put prevention on the agenda.** Start a conversation in a workplace, neighborhood group or community meeting about how families can be supported earlier.
- **Share practical resources.** Distribute information about food pantries, counseling services or parenting support programs.
- **Organize a volunteer opportunity or supply drive** that supports families and children in your community.
- **Encourage others to get involved** and support organizations working to strengthen families—including prevention-focused efforts like Child Wellbeing Zones.

Social Media Posts

Post 1

- April is #ChildAbusePreventionMonth and I'm joining Upbring to help prevent abuse before it happens. Prevention starts with people who step forward for their own communities. Learn how you can support families:

<https://upbring.org/prevents>

#UpbringPrevents #CAPM

Post 2

- 1 in 7 children in the United States experienced abuse or neglect in the last year. Awareness alone does not change that. Action does. I'm choosing to take action with Upbring this April.

Join me: <https://upbring.org/prevents>

#UpbringPrevents #ChildAbusePreventionMonth #CAPM

Post 3

- Prevention starts with supporting families. That's why I'm standing with Upbring this April for #ChildAbusePreventionMonth.

See how you can too: <https://upbring.org/prevents>

#UpbringPrevents #CAPM

Corporate Leaders & Employers

Businesses help shape the communities where families live and work. When employers support family stability and community wellbeing, they play an important role in preventing child abuse before crisis occurs.

Key Talking Points

- **Prevention starts before crisis.** Families are more likely to remain stable when they have access to childcare, housing support, mental health care and economic opportunity.
- **Family stability is shaped by everyday environments — including the workplace.** When families have consistent support across the places they live and work, children are more likely to grow up safe and supported.
- **Prevention happens through connected community support.** Efforts like Upbring's Child Wellbeing Zones bring together schools, health providers, nonprofits and local partners to ensure families can access resources earlier.
- **Businesses are part of the broader community support system.** Alongside schools, nonprofits and community organizations, employers help create environments where families can access stability and opportunity.
- **When families are supported, communities grow stronger.** Early support helps reduce stress on families and creates more stable, connected neighborhoods.
- **Workplaces can help reinforce prevention.** By supporting family wellbeing and encouraging community engagement, employers can contribute to broader efforts that strengthen families before challenges escalate.

Ways Employers Can Take Action

- **Put prevention on the agenda.** Start conversations within your organization about how businesses can support family wellbeing and community stability.
- **Share family resources with employees.** Provide information about childcare resources, counseling services or family support programs through HR platforms or internal communications.
- **Encourage employee engagement and volunteerism.** Organize volunteer opportunities or company service days that support children and families.
- **Partner with Upbring.** Collaborate on workplace giving, sponsorships or community initiatives that strengthen prevention efforts.

Social Media Posts

Post 1

- Strong communities depend on safe children and supported families. [Insert Company Name] is partnering with Upbring this April for #ChildAbusePreventionMonth to help strengthen families and prevent harm before it occurs.

#UpbringPrevents #CAPM

Post 2

- Child abuse affects families in every community, including those where our teams live and work. This #ChildAbusePreventionMonth, [Insert Company Name] is partnering with Upbring, to invest in prevention and connect families to the services and resources they need to thrive.

Learn more: <https://upbring.org/prevents>

#UpbringPrevents #CAPM

Faith Communities

Faith communities often serve as trusted spaces where families find connection, guidance and support. When congregations support families early, they help create environments where children can grow up safe, supported and surrounded by care.

Key Talking Points

- **Prevention starts before crisis.** Families are more likely to remain strong when they receive support during difficult seasons — before challenges escalate. Faith communities can offer connection, encouragement and practical resources that help families navigate those moments.
- **Support and relationships reduce isolation.** Many families experiencing stress feel alone. Faith communities can provide trusted relationships and support networks that help families feel seen, connected and navigate challenges.
- **Prevention happens through connected community care.** Efforts like Child Wellbeing Zones bring together schools, health providers, nonprofits and community partners to support families earlier — and faith communities play an important role in that network of care.
- **Faith leaders are trusted voices.** Clergy and ministry leaders can help raise awareness about prevention and encourage communities to support families before crisis occurs.
- **Supporting families strengthens communities.** When families are supported through mentorship, counseling and community connection, children are more likely to grow up in safe and stable environments.
- **Congregations can help lead with compassion and connection.** Faith communities have a unique opportunity to bring people together in ways that strengthen families and build lasting support systems.

Ways Faith Communities Can Take Action

- **Bring prevention into conversations.** Include conversations about family support and child wellbeing in sermons, small groups or community discussions.
- **Share practical resources.** Provide information about parenting support, counseling services, food assistance or other family resources through church communications.
- **Create opportunities for support.** Organize volunteer efforts, mentorship programs or supply drives that help families facing difficult circumstances.
- **Partner with Upbring.** Collaborate with organizations working to help connect families to support earlier and strengthen prevention efforts in your community.

Social Media Posts

Post 1

- Our faith calls us to care for the vulnerable. That includes children at risk and families under strain. This #ChildAbusePreventionMonth, [we are/I am] proud to support Upbring and take action to prevent harm and walk alongside children and families in our community.

<https://upbring.org/prevents>
#UpbringPrevents #CAPM

Post 2

- Children and families in our community need support before crisis. Prevention is part of how we live out our faith in real ways. This #ChildAbusePreventionMonth, [we are/I am] standing with Upbring to help strengthen families.

Join [us/me] in taking action: <https://upbring.org/prevents>
#UpbringPrevents #CAPM

Post 3

- Faith without action is incomplete. This April, [our congregation is/I am] stepping forward with Upbring during #ChildAbusePreventionMonth because protecting children is a shared responsibility.

Find out how to join [us/me]: <https://upbring.org/prevents>
#UpbringPrevents #CAPM

Civic & Policy Leaders

Civic and policy leaders help shape the communities where families live and children grow up. When families are supported early, communities are better positioned to create environments where children can remain safe and stable.

Key Talking Points

- **Prevention starts before crisis.** Families are more likely to remain stable when they have access to childcare, housing support, mental health care and economic opportunity.
- **Prevention is strengthened through collaboration.** Civic leaders can help bring together schools, businesses, nonprofits and community organizations to support families earlier.
- **Community-based efforts show what works.** Initiatives like Child Wellbeing Zones bring partners together to connect families with support before challenges escalate.
- **Supporting families strengthens communities.** When families have access to stable housing, childcare and community resources, children are more likely to remain safe and supported at home.
- **Early support improves outcomes across systems.** When families receive help sooner, communities see stronger schools, healthier neighborhoods and fewer families entering crisis systems while strengthening long-term outcomes for children.
- **Communities thrive when families are supported.** Supported families contribute to stronger neighborhoods, healthier communities and greater opportunity for children.

Ways Civic & Policy Leaders Can Take Action

- **Elevate prevention in community conversations.** Include child wellbeing and family stability in public forums, meetings and discussions.
- **Support efforts that strengthen families early.** Encourage access to childcare, mental health services, housing stability and other community supports.
- **Use your platform to elevate prevention.** Highlight the importance of supporting families early and help align schools, nonprofits, businesses and community organizations around shared outcomes for families.
- **Partner with organizations like Upbring.** Work with community partners to expand prevention initiatives and strengthen family support systems across your community.

Social Media Posts

Post 1

- Responding to child abuse after the fact is not enough. Prevention is the more effective path to long-term change. This #ChildAbusePreventionMonth, I'm calling on leaders and communities across our state to join Upbring and commit to supporting families before crisis begins:

<https://upbring.org/prevents>
#UpbringPrevents #CAPM

Post 2

- Prevention is a policy choice. Supporting families early leads to stronger communities and better outcomes for children. This April, I stand with Upbring and encourage continued investment in prevention efforts:

<https://upbring.org/prevents>
#UpbringPrevents #CAPM

Education Partners

Schools and educators play a critical role in supporting children and families every day. Because educators interact with students regularly, they are often among the first to notice when a child or family may need additional support.

Key Talking Points

- **Prevention starts before crisis.** Families are more likely to remain stable when they receive support early—before challenges escalate and before intervention becomes necessary.
- **Educators often see early signs of stress.** Teachers, counselors and school staff are uniquely positioned to recognize when a student or family may be struggling and need additional support.
- **Schools are trusted spaces for families.** Relationships built in schools with teachers, counselors and staff can help families feel supported and connected to resources.
- **Prevention happens through connected support systems.** Efforts like Child Wellbeing Zones bring together schools, community organizations and service providers to support families earlier.
- **Strong school communities support student wellbeing.** When schools prioritize relationships, mentorship and whole-child support, students are more likely to feel safe, supported and ready to learn.
- **Education partners strengthen prevention efforts.** By working alongside families and community organizations, schools help build networks of support that protect children and strengthen communities.

Ways Education Partners Can Take Action

- **Bring prevention into school conversations.** Include student wellbeing and family support in school, district or education forums and discussions.
- **Connect families to resources.** Share information about counseling services, food assistance, parenting programs or other supports that help families remain stable.
- **Strengthen school-community partnerships.** Work with community organizations that provide services for children and families.
- **Promote whole-child wellbeing.** Promote programs that address students' social, emotional and academic needs.

Social Media Posts

Post 1

- Safe children are better learners and when families have the support they need, students thrive. This April, **[Insert School/District Name]** is joining Upbring for #ChildAbusePreventionMonth to support prevention and student wellbeing.

<https://upbring.org/prevents>

#UpbringPrevents #CAPM

Post 2

- Educators are often the first to notice when a family is struggling and the effect it has on a child's wellbeing. At **[Insert School/District Name]**, we are proud to partner with Upbring for #ChildAbusePreventionMonth to support prevention and ensure all students have the opportunity to thrive both academically and personally.

<https://upbring.org/prevents>

#UpbringPrevents #CAPM

Major Donors & Philanthropic Leaders

Philanthropic leaders play a critical role in advancing solutions that strengthen families and protect children. Strategic investments in prevention help communities support families earlier—before crisis occurs.

Key Talking Points

- **Prevention starts before crisis.** When families receive support early, they are better equipped to navigate challenges and children are more likely to remain safe and supported at home.
- **Prevention is strengthened through early investment.** Philanthropic support helps expand access to resources that stabilize families and protect children before challenges escalate.
- **Community-based approaches show what's possible.** Efforts like Child Wellbeing Zones bring partners together to connect families with support earlier and strengthen neighborhoods over time.
- **Early support creates lasting impact.** When families receive help sooner, children are more likely to remain safe, stable and connected to their communities.
- **Philanthropy helps bring partners together.** Strategic investments can align resources, organizations and ideas to strengthen and expand prevention efforts across communities.
- **Investing in prevention shift outcomes for children.** Early support allows communities to focus on strengthening families rather than responding after crisis occurs.

Ways Donors & Philanthropic Leaders Can Take Action

- **Invest in prevention.** Support programs and initiatives that provide families with consistent support.
- **Champion prevention within your networks.** Encourage peers, foundations and collaboratives to prioritize early support for families.
- **Support community-based solutions.** Help expand approaches like Child Wellbeing Zones that connect families to support earlier helping communities prevent child abuse and neglect.
- **Partner with Upbring.** Collaborate to strengthen prevention efforts and expand support systems for families across Texas.

Social Media Posts

Post 1

- The highest-impact investment in a child's life is one made before harm occurs. Prevention changes the trajectory for children, families and entire communities. This April, I'm proud to support Upbring's prevention work and encourage my peers to do the same.

Learn more: <https://upbring.org/prevents>
#UpbringPrevents #CAPM

Post 2

- Investing upstream in families is the most sustainable approach to child wellbeing. This #ChildAbusePreventionMonth, I'm investing in prevention with Upbring and encourage others to invest in solutions that strengthen families before crisis begins.

<https://upbring.org/prevents>
#UpbringPrevents #CAPM

GRAPHIC RESOURCES

Social Graphics



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Prevention 1-Pager

Upbring
Advancing Child Wellbeing. Together.

CHANGE BEGINNINGS. CHANGE EVERYTHING.

April is Child Abuse Prevention Month
But awareness once a year isn't enough.
Prevention begins long before crisis — it begins with you.

THE REALITY Child abuse is not inevitable — it is preventable. When families receive support early, before stress becomes crisis, children are safer and families are stronger. Families often face ongoing pressures — not a single moment — without the support they need.	1 in 7 U.S. children experience abuse or neglect each year 136,650 Investigations in Texas (2025) that equals 374 each day
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WHEN SUPPORT COMES TOO LATE
When families cannot access help early, children may be removed from their homes and placed into foster care — often after a crisis has already occurred.

16,281 Children in Texas foster care (2024)
For youth who age out of foster care

1 in 5 Experience homelessness	1 in 4 Involved with the criminal justice system within two years	50% Unemployed by age 24	<3% Earn a four-year degree
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PowerPoint Slides



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