

PREVENTION IS
POSSIBLE



We believe every child has the right to live a life free of child sexual abuse.

Turn on the news or pick up a newspaper and chances are you will find a horrific story of child sexual abuse right in your own community. We are often left feeling fearful and powerless. But, we can move from outrage into action. Prevention is the answer.

One of the most proactive and pragmatic approaches to diminishing child sexual abuse (CSA) is the education of responsible adults. Imagine a community where adults are actively working together to change a cultural norm – from one where child sexual abuse is shrouded in fear and denial and children are easy targets to one where every child is better protected throughout the community. Child Abuse Prevention Month can ignite a movement, or rekindle previous efforts, for our communities to be intentional and steadfast in their protective behaviors, so that all children can grow up healthy and whole.

Thank you for the time and effort you commit to educate your community on how to prevent, recognize, and react responsibly to child sexual abuse. Working together, we will see a day when every child is able to enjoy a childhood free from sexual abuse thanks to the adults that surround and protect them.



How To Use This Kit

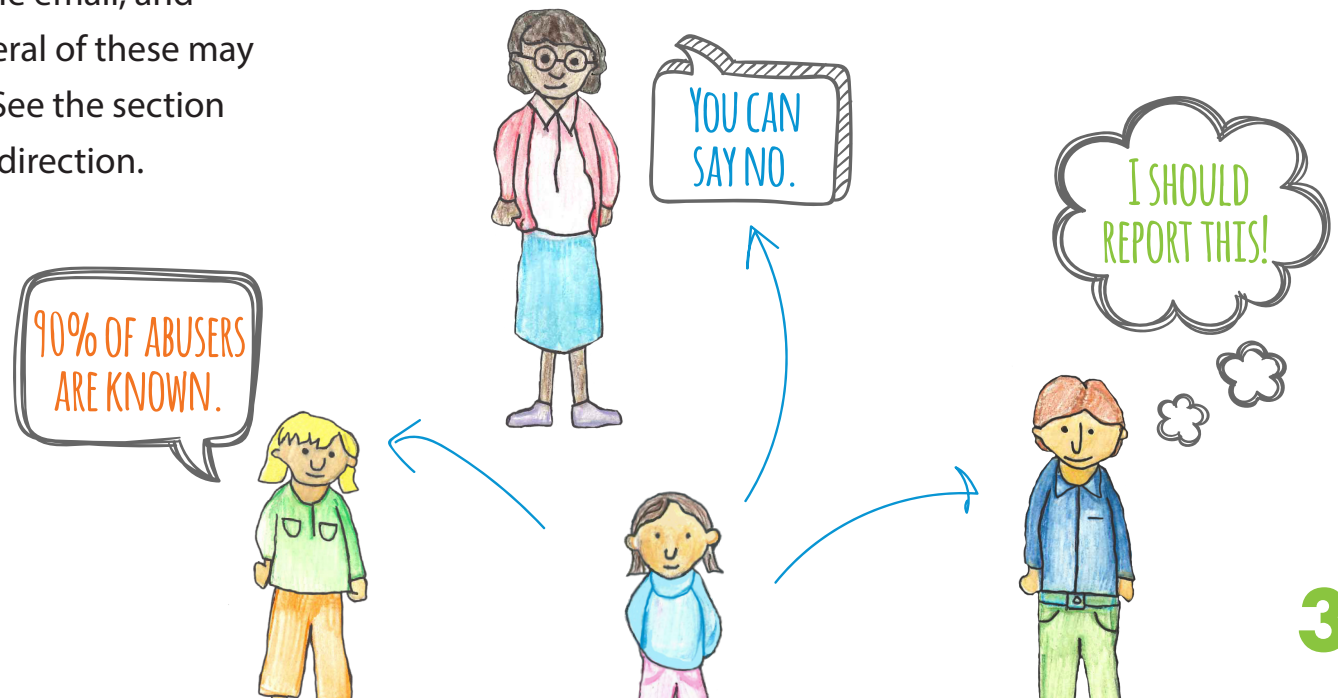
This kit is designed to help you take advantage of child sexual abuse prevention education opportunities during Child Abuse Prevention Month. With some turnkey ideas for promotion, our hope is that you will find promoting your own awareness month events a little easier.

In this kit you'll find graphics and videos for social media, a sample press release, a sample email, and many other awareness resources. Several of these may be co-branded by your organization. See the section for each item in this booklet for more direction.

Darkness to Light logos and branding should remain on all images and may not be removed.

We've also included a short review of the current Darkness to Light branding guidelines to make it easy for your organization to update any webpages or materials that might include old Darkness to Light graphics.

If you have any questions about how best to utilize any of the materials in this kit, contact us. media@D2L.org



Summary

**THE FOLLOWING ARE ALL THE RESOURCES AVAILABLE TO YOU IN THE KIT.
IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT MEDIA@D2L.ORG**

LOGOS

- ☐ Darkness to Light primary logo
- ☐ Darkness to Light secondary logo
- ☐ Darkness to Light square logo
- ☐ Darkness to Light primary logo reverse
- ☐ Darkness to Light secondary logo reverse

CHILD ABUSE PREVENTION MONTH QUOTE GRAPHICS

- ☐ 6 co-brandable images
- ☐ 6 Darkness to Light brand-only images
- ☐ Usage outline

CHILD SEXUAL ABUSE FACT GRAPHICS

- ☐ 6 co-brandable images
- ☐ 6 Darkness to Light brand-only images
- ☐ Usage Outline

OTHER

- ☐ Mandatory Reporter Poster
- ☐ 5 Steps Allgraphic
- ☐ "Did You Know" Allgraphic
- ☐ Facebook Cover Art
- ☐ Twitter Cover Art



Logo and Tagline

THE CURRENT LOGO IS THE FULL DARKNESS TO LIGHT LOGO, OR WHEN SPACE IS AN ISSUE, THE LOGO WITHOUT TAGLINE OR THE SQUARE VERSION MAY BE USED.

Approved Darkness to Light Logo Layouts



Logo files in approved formats are included with the resources in this kit, including reverse white.

The logos below or any similar variations should **NO LONGER** be used.



For questions regarding logo usage, contact the
Darkness to Light
Communications Department
at 843-965-5444 or email media@D2L.org.



Programs and Language

THE DARKNESS TO LIGHT GUIDES AND PROGRAMS ARE OUR HALLMARK AND HELP US REALIZE THE GOAL OF PROTECTING CHILDREN FROM CHILD SEXUAL ABUSE.

The 5 Steps to Protecting Our Children™

The 5 Steps to Protecting Our Children™ is an introductory guide for responsible adults interested in the prevention of child sexual abuse. The 5 Steps outline the Darkness to Light core principles for preventing, recognizing, and reacting responsibly to child sexual abuse and form the framework for our adult training program, *Stewards of Children®*.

Stewards of Children®

The only nationally available program scientifically proven to increase knowledge, improve attitudes, and change child-protective behaviors. The program targets parents, responsible adults, and youth serving organizations (sports leagues, day care centers, after school programs, children's clubs, church groups, and more).

The "®" and "™" denotes that the signature is a registered mark owned by **Darkness to Light**.

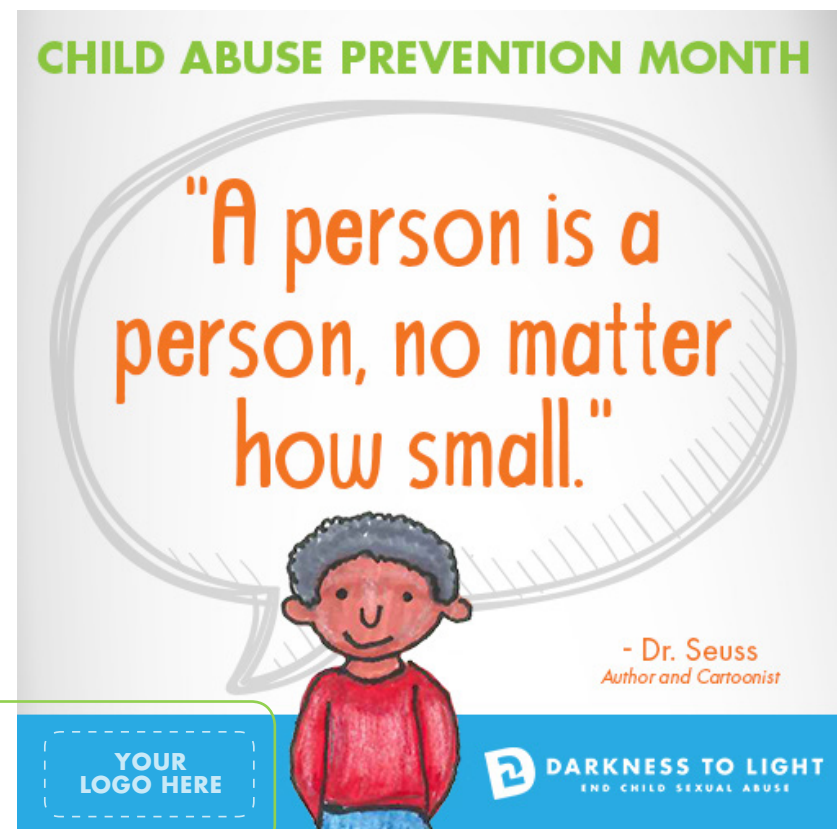
Resources and Materials

SOCIAL MEDIA – CHILD ABUSE PREVENTION MONTH QUOTE GRAPHICS

Remind your audience about the importance of fighting Child Sexual Abuse with this collection of quotes.

Share these images on all of your organization's social media accounts. Your organization may customize these images by adding your logo in the bottom left corner. It is preferred that your organization use a white version of your logo laid directly on the colored images, if available.

Suggested "calls to action" are included in the outline contained in this kit, or you may use links to your own resources.



CO-BRANDING
OPPORTUNITY

YOUR
LOGO HERE

 **DARKNESS TO LIGHT**
END CHILD SEXUAL ABUSE

Resources and Materials

SOCIAL MEDIA – INDIVIDUAL FACT GRAPHICS AND LARGER INFOGRAPHICS

Fact graphics are an easy way to educate your audience about child sexual abuse. Infographics share more information in a visually interesting way for your audience. Both versions can be found in your kit.

Share these images on all of your organization's social media accounts.

Your organization may customize these images by adding your logo in the bottom left corner.

It is preferred that your organization use a white version of your logo laid directly on the blue fact graphics, if available.



Resources and Materials

MANDATED REPORTER POSTER

The Mandated Reporter poster is a great reminder for adults working with children about what being a mandated reporter means.

Print this poster for your locations or to share with the community.

MANDATED REPORTING: What You Need To Know

Am I a Mandated Reporter?



YES!

ANY adult professional who works with **CHILDREN** is a **MANDATED REPORTER**.

Who should report?
Most states require that the person who has reasonable suspicion be the one to make the report. Do not delegate this to someone else, even your supervisor.

Am I liable if I make a report and it is not substantiated?
No. Those persons making a report in good faith are protected from liability.
*Laws vary from state-to-state. In some states, all adults are mandated reporters. Information about each state's requirements is available at the Child Welfare Information Gateway – www.childwelfare.gov

When do I make a Report?

Make a report when you have reasonable suspicion of abuse. This is called a "Good Faith" report.

DISCLOSURE

DISCOVERY

SUSPICION

MAKE A GOOD FAITH REPORT

Good Faith Report
A good faith report requires reasonable suspicion of abuse, including:

- witnessing a pattern of boundary violations by an adult or youth
- intervening in boundary violations, and yet the person continues.
- receiving a disclosure of abuse or boundary violations from a child.
- seeing physical signs of sexual harm.

Do I have enough to make a report?
The agency you are reporting to will help determine if there is enough information to proceed. If there is not, the report remains on file. If you receive additional information, you add to the report. If additional reports are made for that same child, then sometimes multiple reports can lead to an investigation.

How do I make a Report?



Two agencies handle most reports of child abuse. Child Protective Services (in some states this agency has a different name) and law enforcement.

What information do I need?

- ☐ child's name, address and age
- ☐ parent's name and address
- ☐ reason for making the report

What information is helpful?

- ☐ perpetrator's name
- ☐ signs that you've observed or what the child disclosed to you

After you've made the report, follow your organization's policy about who to notify.

Take Stewards of Children® training to learn more about acting responsibly.