



News Release

October 1, 2014

## Together we can make a difference!

October is recognized by Children's Aid Societies across the province as Child Abuse Prevention Month. Keeping the most vulnerable members of our community safe is a responsibility we all share. Each one of us can make a difference by being alert to the subtle and obvious signs of abuse and knowing when, and who, to call to help a child or youth at risk of harm.

Our hope is that every young person is able to grow up in surroundings free of abuse or neglect. Unfortunately, this is not always the reality of the situation. With an increased focus on working with families earlier, in the vast majority of cases children are able to remain at home while Children's Aid Societies work with families to strengthen their parenting capacity and create a more stable future for their children.

For more than two decades, CASs have been raising awareness during October for child abuse prevention through the purple ribbon campaign. Community members are encouraged to wear a purple ribbon during the month and Children's Aid Societies in Eastern Ontario are working together to promote **Dress Purple Day on October 17th** in their communities.

Kawartha-Haliburton Children's Aid Society (KHCAS) will be taking to social media on October 17<sup>th</sup> and encouraging Ontarians to do the same by tweeting that child abuse *must* be stopped, *can* be stopped and *will* be stopped #tweettostopchildabuse. Posters regarding the social media campaign have been provided to doctor's offices, schools, hospitals and other agencies in an effort to spread the word and increase awareness about the initiative. All three KHCAS offices will be decorated with purple ribbon for the month of October.

Community members in Hastings, Northumberland and Prince Edward Counties can show their support by wearing purple to several **"Go Purple"** hockey games being held in Belleville, Prince Edward County, Quinte West, Port Hope, Cobourg and Campbellford.

Click below to see an original song and video developed by young people in support of Child Abuse Prevention Month.

<https://www.youtube.com/watch?v=rzHFqOCrPF4&feature=youtu.be>

Learn more about how you can help to protect children and youth by visiting [www.khcas.on.ca](http://www.khcas.on.ca), [www.highlandshorescas.com](http://www.highlandshorescas.com) or [www.useyourvoice.ca](http://www.useyourvoice.ca).

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