



SUPPORTER TOOLKIT

Safeguarding Children are thrilled with the number of individuals and organisations who want to be involved in supporting Child Safeguarding Week (CSW). Thank you for being one of them!

Safeguarding Children is the proud founder and sponsor of [Child Safeguarding Week](#) in Aotearoa New Zealand. The theme of Child Safeguarding Week 2022 is **How safe are our children?**

We want every week to be Child Safeguarding Week. Every day, wherever they are and go, our children need to be protected from abuse and neglect. We all want our children to be safe when we are not with them. [Child Safeguarding Week](#) provides a platform to promote prevention of abuse by asking “**How Safe** are the places your children go”?

[Child Safeguarding Week](#) is held annually in Aotearoa New Zealand to raise awareness of child abuse prevention wherever children are – at home, the community, places they go. The objective of the week is to raise the profile of issues connected with child abuse prevention and child protection.

When a child is abused, the physical and mental trauma can last a lifetime. Protecting children from abuse is the responsibility of us all. You can support Child Safeguarding Week by raising the safeguarding standards of the places your children and other’s children go.

Together we will make a difference!



Key Messages

Child Safeguarding Week empowers you with the tools to demand better standards for all children.

The following statements are the Key Messages we'd like to convey with Child Safeguarding Week.

Please use these in any of your posts or in a way that works best for you.

- Every child has the right to be in a safe environment, wherever that is, without fear of abuse
- Every child has the right to be heard by an adult trained in child protection, and supported by them
- Organisations working with children must always have staff available who are trained to recognise and respond to signs and disclosures of abuse
- Individuals who work with young children in any capacity must have training in recognising and responding to signs and disclosures of abuse
- Child abuse is preventable
- Every week should be Child Safeguarding Week. Every day of every week, our children need to be protected from abuse and neglect everywhere they go.



Countdown to Child Safeguarding Week

You will know the best and relevant messaging for your community and networks. You can start promoting the upcoming week RIGHT NOW! Here are some ideas to get you started.

CSW Banners

Use CSW banners on your email signatures, website or resources. You will find these on the [Child Safeguarding Week](#) webpage (scroll down to **Use these banners**).

Social Media

Use your social media channels to promote your involvement in Child Safeguarding Week. Here are some examples of what you could post:

- [ORGANISATION NAME] is supporting Child Safeguarding Week, 4-10 September 2022! Find out how you can get involved by visiting www.chilsafeguardingweek.org.nz; or
- We're getting involved in Child Safeguarding Week 2022, 4-10 September to raise awareness on what you can do to safeguarding and protect children from abuse and neglect! Find out more at www.chilsafeguardingweek.org.nz.
- Add some of these hashtags to your post:
 - #chilsafeguardingweek2022
 - #howsafe?
 - #safeguardingchildrenworks
 - #chilsafeguardingweek
 - #keepkidssafe
 - #safeguarding
 - #safeguardingchildrennz
- Use our Key Messages in your posts.



What can you do during Child Safeguarding Week?

1. Sign a petition – a call to action!

Sign our petition to change the Children’s Act 2014 and then share the petition link on your social media channels. Here is the petition link:

https://www.parliament.nz/en/pb/petitions/document/PET_115624/petition-of-safeguarding-children-amend-the-children-s.

Here is some messaging you can use:

😞 The Children’s Act isn’t doing enough to protect our children from people who are a risk to them at the places they go.

😞 The Children’s Act only applies to organisations that receive government funding, yet children will attend organisations, clubs and groups that receive no government funding.

😞 The Children’s Act doesn’t include police vetting or reference checking of volunteers, meaning a volunteer wanting to abuse a child can slip through, and they do.

😞 Children deserve better and so do we as parents and carers.

✓ Click [here](#) to sign. This is open until **31 October 2022**. Please share this post.

2. WATCH and SHARE a FREE 30-minute webinar on safeguarding in organisations.

Parents and caregivers have high levels of concern, expectation and trust in organisations to keep their children safe. However, there is a disconnect between their expectations and the actions that organisations take to ensure children are safe.

This webinar will introduce you to the core elements of a child safe organisation and the steps an organisation can take to make their places safer for children. You will be guided to the development work your organisation needs to make to move forward on this journey.

Click [here](#) to access the webinar yourself or use this link to copy and paste in a post:

<https://safeguardingchildren.org.nz/seminar-register-form/?InfoodleFormName=7ae34586-d49d-4e63-9684-a3e6581d3662> or



3. [Download](#) and display images and posters to let others know about **Child Safeguarding Week 2022**.
4. Use the images or banners available on the [Child Safeguarding Week](#) webpage in your email signature, website or other resources.
5. Use the Children's Voice [Activity](#) alongside the adult's guide to hear what kids and young people have to say. Post on your social media channels that you have completed this activity for Child Safeguarding Week and remind others to visit www.childsafeguardingweek.org.nz to see what they can do. You can also share this activity.
6. Promote and share these questions that ask organisations **How Safe** they are for children. [Download](#) the Parent Resource for guidance.
7. On your social media channels, tell us one thing you will do to make your organisation a safer place for children and young people. Make sure to tag us in your post with [@safeguardingchildrennewzealand](#) and use the following hashtags:
 - #chidsafeguardingweek2022
 - #safeguardingchildrenworks
 - #chidsafeguardingweek
 - #howsafe?
 - #keepkidssafe
 - #safeguarding
 - #safeguardingchildrennz



8. Post on your social media channels:

- This week is Child Safeguarding Week 2022. We've joined forces with @safeguardingchilddrennewzealand to highlight the importance of safeguarding children to prevent abuse and neglect.
- To promote #ChildSafeguardingweek2022 @safeguardingchildrenewzealand has put together resources for organisations, parents and children. Please visit www.childsafeguardingweek.org.nz to see how you can get involved.
- That's a wrap on Child Safeguarding Week 2022. Thank you for joining us to improve the safety of children in Aotearoa New Zealand.



About Safeguarding Children

Safeguarding Children is a registered charity and a leading provider of safeguarding and child protection education and guidance in New Zealand. We have trained over 33,000 New Zealanders on how to recognise and respond to child abuse and neglect. We know that training alone is not enough, so we work with organisations to create and embed systems, processes and strategies to create a child safe culture. A proactive, preventative approach produces the best outcomes for children, organisations and staff.

We offer a range of services to suit the needs of any individual or organisation that works with children and young people.

We all have a part to play. Work with us to make a difference to the lives of children.

Keen to be a sponsor?

If you are interested in being a sponsor of **Child Safeguarding Week 2023**, we would love to hear from you!

Please email office@safeguardingchildren.org.nz