



## 2023 SUPPORTER TOOLKIT

Child Safeguarding Week (CSW) was launched by Safeguarding Children in 2021 to raise awareness, support and educate individuals, organisations and communities on how they can protect children from abuse and neglect - every day of every week!

Working together, we can put an end to child abuse and neglect in Aotearoa! We are excited to have you as part of the safeguarding team working towards this goal.

To support the week and help our children live a life free of abuse, please utilise the information provided in this toolkit and on the Child Safeguarding Week website to promote this campaign to your audience.

### *Child Safeguarding Week*

4 - 10 September 2023

*Together we can make a difference!*

**Child Safeguarding Week 2023** is placing a spotlight on preventing child sexual abuse. It is a heavy issue but one we should not shy away from if we are to see an end to it.

Stop!   
Child Sexual Abuse

It's **PREVENTABLE** not inevitable!





## Key Messages

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.

- Sexual 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.
- Safeguarding is everyone's responsibility.
- Every person was born with mana, everyone is sacred, no-one was born to be abused.
- Get help for people with sexual thoughts or behaviours towards children, they CAN change!

\* Please include campaign hashtag **#childsafeguardingweek** in any post.

## Countdown to the week

You will know the best and relevant messaging for your community and networks. You can start promoting and engaging in Child Safeguarding Week RIGHT NOW! Here are some ideas to get you started.

1. Find out what to do during the campaign by [signing up](#) to Child Safeguarding Week. Encourage others to sign up too. This is a great way to stay informed of news and updates leading up to and during the week.





2. Raise awareness about this year's theme. With knowledge, most abuse can be prevented or interrupted. Share information readily available on the CSW website for parents and organisations to help keep children safe. Promote these links:

- [Understand the Issue](#)
- [For Parents](#)
- [For Organisations](#)

These links can be found on the CSW website [Get Involved](#) page under the section [Knowledge is Key](#).

3. Register for online events and discounted training available during CSW. This is a fantastic opportunity to build on knowledge and learn from experts. Take advantage of what's on offer during the campaign week.

Click [here](#) to see what online events will be available and register.

4. Print a support poster and put it up in a prominent place in your organisation. In addition to this, print out some flyers and make these readily available to those who access your service.

- [CSW Supporter Poster \(A4\)](#)
- [CSW Supporter Poster \(A3\)](#)
- [CSW Flyer \(A5\)](#)

Printable downloads are also available under the [Resource](#) section of the CSW website [Get Involved](#) page.

5. Add a CSW banner to your email signature. Download one of the banner options from the [Resource](#) section of the CSW website [Get Involved](#) page.





6. Use your social media channels to promote your support of CSW. Here are some content ideas and examples you could use to get started:

- [ORGANISATION NAME] is supporting Child Safeguarding Week, 4-10 September 2023! Find out how you can get involved, visit [www.chilfsafeguardingweek.org.nz](http://www.chilfsafeguardingweek.org.nz).
- We're getting involved in Child Safeguarding Week 2023, 4-10 September to raise awareness on safeguarding children from abuse and neglect! Find out more, visit [www.chilfsafeguardingweek.org.nz](http://www.chilfsafeguardingweek.org.nz).
- Use one of the CSW key messages from page 2 of the toolkit in a post. Key messages in social media format are available for use on the CSW website [Resources](#) page.

\* Please include campaign hashtag **#chilfsafeguardingweek** in any post.

Thank you for your support and help to promote  
Child Safeguarding Week 2023!





## 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 train New Zealanders 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 communities.

Safeguarding Children can:

- Provide safeguarding solutions.
- Help you comply with relevant legislation.
- Assist with policy and procedure development.
- Audit existing child-safe systems.
- Provide guidance regarding child protection concerns.
- Customise any of our courses to meet a client's specific training needs.
- Create eLearning courses for you.

**We all have a part to play in safeguarding children, work with us to make a difference.**



**Safeguarding Children**  
Tiakina ngā tamariki

[www.safeguardingchildren.org.nz](http://www.safeguardingchildren.org.nz)



*Child  
Safeguarding  
Week*

