



Each April, people join the national movement to promote Child Abuse Prevention (CAP) Month to raise awareness that child abuse is preventable.

In California, the Office of Child Abuse Prevention (OCAP) and The Child Abuse Prevention Center (CAP Center) invite you to join us in promoting CAP Month with a voice loud enough that unifies us all this April and will be heard all year long.

This year's California State Theme is **Strong Families, Safe Futures** with the tagline "**When we care together, families thrive**".

Strong Families, Safe Futures
When we care together, families thrive



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Target Audiences

Everyone in the community plays an important role.



Parents, Guardians, & Caregivers



Local Businesses & Partners



Community

Everyone plays an important role in the fight to prevent child abuse and neglect and create a family well-being continuum. We also understand the importance of providing concrete supports to address neglect. We want to pave the way to changing how neglect is determined; we want to **#SupportBeforeReport.**

Prevention Works

In 2024, California communities incurred a total economic burden of \$21.5 billion for the lifetime costs of survivors of child abuse and neglect. Treatment costs 100 times more than prevention. Investing in the well-being of our families is essential for our communities to thrive.



[Click here for the Safe & Sound Economics of Abuse Report](#)

Every community has Protective Factors, or characteristics that are proven to help lower rates of child abuse and neglect (Safe and Sound). Research shows access to essential needs, social supports and connections, and racial and social justice are all key factors to being a part of communities that nurture strong families.

Strong Families, Safe Futures

When we care together, families thrive



Preventing child abuse is everyone's job.

Preventing child abuse is everyone's job

Adverse Childhood Experiences (ACEs) include things like child abuse (including physical, sexual, and emotional), neglect, parental stress, divorce, parental unemployment, parental mental illness, or addiction. Reducing ACEs leads to positive long-term outcomes for children and communities. [Learn more about ACEs and access trainings on the ACEs Aware website by clicking here.](#)

California Statewide Child and Family Activities Calendar

Engage the entire family with these fun, family friendly activities throughout April.

[Click here to open the 2026 California Statewide Child and Family Activities Calendar.](#)



Interested in designing a Child and Family Activities Calendar for your region, county or business? Below is a blank fillable template you can customize and distribute.

[Click here to open the the template to design your own County's Child and Family Activities Calendar.](#)

Love is Respect

[Click this link to explore the interactive Relationship Spectrum by rating different scenarios as healthy, unhealthy, or abusive. Find tips and learn skills for building healthy relationships.](#)



Protective Factors

Knowing the Protective Factors can help reduce the risk of Adverse Childhood Experiences and increase the health and well-being of children and families.

[Click this link for more information on protective factors from our national partner, Prevent Child Abuse America.](#)

Mandated Reporting to Community Supporting Resources



A future system is motivated by child safety and a belief in all families, not by fear or structural racism. Utilize these resources and become part of the movement to keep families safely together.

MRCs Task Force Report

[Click here to read the full report from the MRCs Task Force on "Shifting from Reporting Families to Supporting Families"](#)

California Training Institute

[Click here to view the California Training Institute website, offering free professional development and extended learning to child abuse prevention leaders](#)

California Child Welfare Council

[Click here to view the California Child Welfare Council website, which houses reports, meeting information, and other resources](#)

CalPrevents

[Click here to join CalPrevents to connect and share with other prevention leaders about the shift from mandated reporting to community supporting in your community.](#)

California is Part of a Movement to Keep Families Safely Together

Mandated Reporting Reform

To move from the 14 Mandated Reporting to Community Supporting (MRCS) recommendations to implementation, an interim “Planning Team” was established by CalHHS, CDSS, and the PEI Committee. The purpose of the Planning Team was to fulfill Recommendation 1 by standing up the Mandated Reporting Advisory Committee (MRAC) in full alignment with the requirements set forth in the Task Force report. Per the recommendation, the MRAC is charged with ensuring that California’s transformation from mandated reporting to community supporting continues, and that disparities in the child welfare system are eliminated. To do this, the MRAC’s structure was intentionally designed to reflect the values of lived expertise, equity, and cross-system collaboration.

Key components include:

- Tri-Chairs were appointed, representing Lived Expertise, Systems Leadership, and the Child Welfare Council. The Tri-Chairs meet weekly to guide direction, coherence, and alignment across partners.
- A 36-seat MRAC was established, with ongoing commitments to lived expertise, racial equity, proximity to mandated reporting, and cross-sector representation. The MRAC meets monthly to build consensus and guide implementation.
- Five Workgroups, composed of members of the MRAC, were formed. The Workgroups are based on the “levers of implementation” that were stated in the Task Force report, and include: Data & Accountability, Training, Policy, Community Pathways, and Narrative Shift. Workgroups have been meeting at least twice monthly to develop detailed plans with specific objectives and deliverables.

This work has been made possible by a coordinated, committed partnership between CalHHS, CDSS, and the CWC’s Prevention & Early Intervention Committee, as well as public-private partners including CDSS, CDPH, Casey Family Programs, and Safe & Sound. Their shared investment has created an enduring backbone structure—allowing both the former MRCS Task Force and the current MRAC to focus on advancing systems change with lived expertise centered throughout the effort.

[Click here to learn more information about the progress of this work](#)

Policy Change Supporting the Shift

Assembly Bill 2085, passed in 2022, amended California law to ensure that poverty alone is not treated as “general neglect”—a critical step toward reducing the overreporting of low-income families, particularly those identifying as Black, Indigenous, and People of Color.

[Follow this link to open the full bill](#)



Senate Bill 119, signed into law in July 2025, established the Mandated Reporting Advisory Committee (MRAC) into law. It is the intent of the Legislature that the MRAC, whose members include cross-sector organizations and individuals with lived experience in family-serving systems, ensures the transformation of mandated reporting to community supporting continues and disparities in the child welfare system are eliminated. This law also requires the development of a new statewide mandated reporter training that incorporates content identified in the MRCS Task Force recommendations.

[Follow this link to open the full bill](#)

Parents, Guardians, & Caregivers

Calls to Action <<<



Our children and families make up a large part of the community. Many factors go into being a strong family, so we highlighted some tools you can implement to help cultivate a stronger family bond.

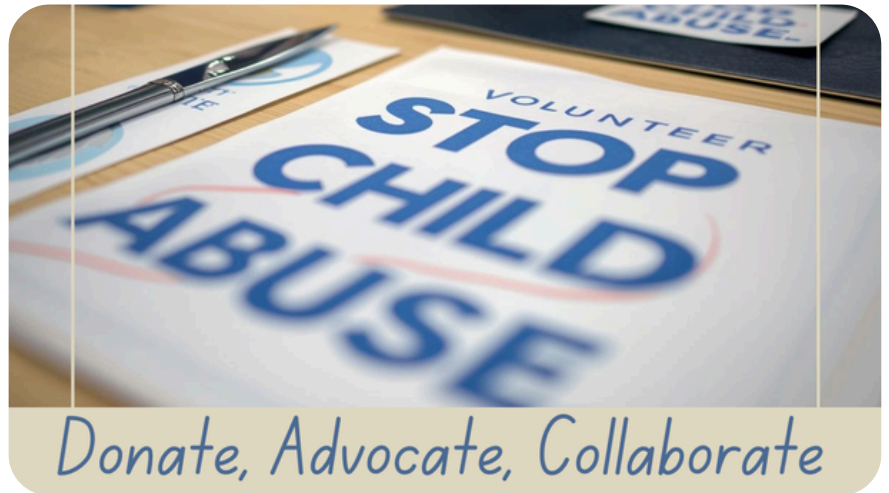
Please consider implementing some of these tips throughout National Child Abuse Prevention Month and revisit them often throughout the year.

- All feelings are valid. Learning to model and express feelings in a safe way, creates space for seeing and listening to your children. Kids are constantly growing and developing. Implementing protective factors into your family's routine can help with developing positive, healthy coping skills you can always turn to during times of stress.
- Parenting is not a solo act. Building a culture of support with other parents builds community and reminds people that they are not alone. Lending a hand and even accepting help from others shows our kids that asking for help is a sign of strength and encourages them to reach out in times of need.
- One in five children per year receives an unwanted sexual solicitation online. [Know2Protect](#) is a national public awareness campaign to educate and empower teens, parents, trusted adults, and policymakers to prevent and combat online child sexual exploitation and abuse (CSEA). Learn more about CSEA and how to have conversations with children and youth here: [know2protect|Take Action](#). You can also download the [Internet Safety Checklist](#), available in English and Spanish.
- Helmets, seat belts, and life jackets save lives. Along with modeling positive emotional expression, modeling positive physical health is just as important. Being safe is cool! Kids look up to the adults in their lives, so when we have the opportunity to model these behaviors, the youth in our lives are more likely to follow our footsteps.

Local Businesses & Organizations

»»» Calls to Action

Local businesses and community organizations are essential for our communities. When we work together and collaborate, we are able to leverage our strengths and help our communities thrive. Please consider implementing some of these tips throughout National Child Abuse Prevention Month this April and revisit them all year long.



- Raise awareness of child abuse and neglect by setting aside a day in April to observe Child Abuse Prevention Month and celebrate your community's commitment to children and families.
- Share information and promote local community resources and events by hanging fliers or sharing social media posts.
- Team building can equal community building! Host a staff volunteer day, and bond over helping the community.
- If you see something, say something. We all have a role to play in child abuse prevention. Train your employees to recognize the signs of abuse and neglect and to make appropriate referrals. The CAP Center provides Mandated Child Abuse Reporter Training for free to the public, or can provide training to an organization for a fee. This workshop teaches mandated reporters their legal responsibilities to report known or suspected child abuse and neglect in California and how to make a Suspected Child Abuse Report. [Learn more on The CAP Center's website by clicking here.](#)
- The youth in our lives area our future. Have family-friendly employee benefits established at your workplace.

Community

»»» Calls to Action

We are stronger together, and we all have a role in helping to strengthen our communities. The stronger our communities are, the stronger our families can be to thrive. Please consider implementing some of these tips throughout National Child Abuse Prevention Month and revisit them often throughout the year.



- Support strong families. Advocate for policies and legislation that fund and support prevention efforts.
- Volunteer your time! Organize a “Baby Supplies” drive to collect diapers, formula, car seats, and other supplies for new parents and/or families in need.
- Know more to care more: learn what protective factors are and how they prevent abuse and neglect. The CAP Center provides Mandated Child Abuse Reporter Training for free to the public or can provide training to an organization for a fee. This workshop teaches mandated reporters their legal responsibilities to report known or suspected child abuse and neglect in California and how to make a Suspected Child Abuse Report. [Learn more on The CAP Center’s website by clicking here.](#)
- Small acts of kindness make big differences- No act of kindness is too small. Hold the door for someone, say hi to people you come across. Community is built by the daily interactions we do. Get to know your neighbors and offer to help people when you can.
- Partner with faith-based groups to support prevention work and family services. Hold support groups and parent/guardian education events at your faith community’s facilities.



Statewide Campaigns



Wear Blue Day

Friday, April 10, 2026

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#WearBlueDay

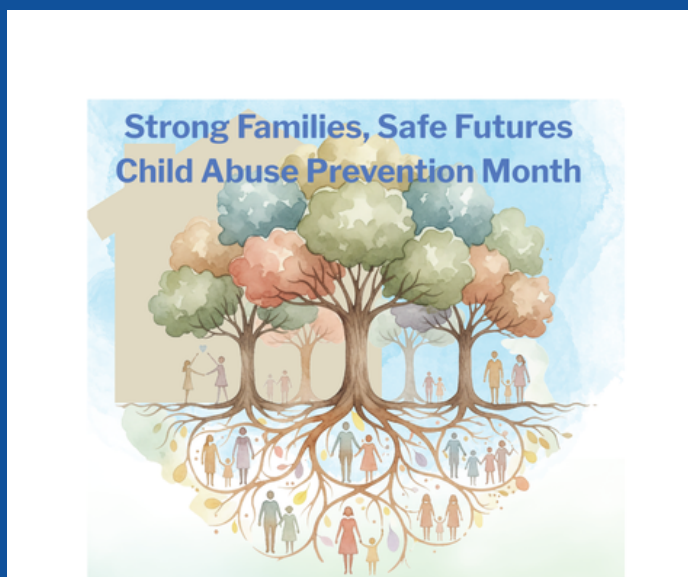


The color blue means many things, but during April it represents National Child Abuse Awareness and serves as a reminder that children need protection.

Download and share this postcard to encourage and unite others to participate in this day of awareness.

Use #WearBlueDay in your social posts.

CAP Month Virtual Meeting Background



[Download and save this virtual background highlighting this year's CAP Month theme that can be personalized and used during your virtual meetings throughout CAP Month.](#)

Children's Memorial Flag Raising



Every year we honor young lives lost with a moment of silence while raising the Children's Memorial Flag on the last Friday in April and you can too.

[Review the Children's Flag Raising Toolkit here and get ideas for your own flag raising event.](#)
[Purchase a flag by clicking here.](#)

For further details, visit www.thecapcenter.org



Statewide Campaigns



Pinwheels of Possibility

Plant Pinwheels of Possibility in your community and show your support for Strong Families, Safe Futures!

**Prevent
Child
Abuse
California**

SOLD OUT for 2026

**CLICK HERE
TO ORDER**

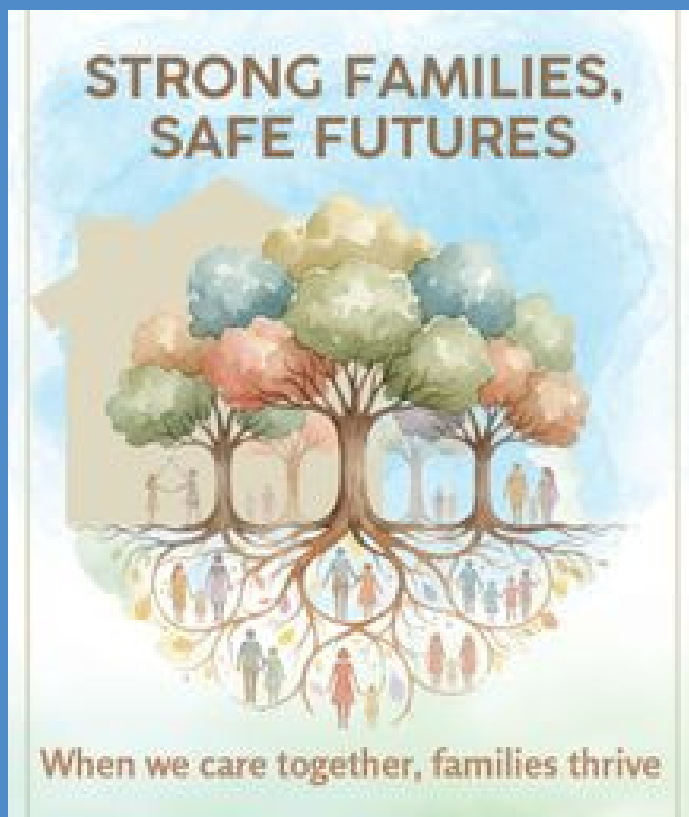
Strong Families, Safe Futures Marketing Materials

Greater Bay Area Child Abuse Prevention Council Coalition created marketing materials for this year's CAP Month theme. Click to visit the dropbox folder where you can download logos for marketing, as well as markups for t-shirts and mugs.

**CLICK HERE
TO
DOWNLOAD**



Learn how you can use Pinwheels for Prevention in your community with this Campaign Toolkit.



For further details, visit www.thecapcenter.org

Social Media Engagement

Take part in these **#CAPMonth2026** campaigns or create your own!



#WearBlueDayCA

#WearBlueDay

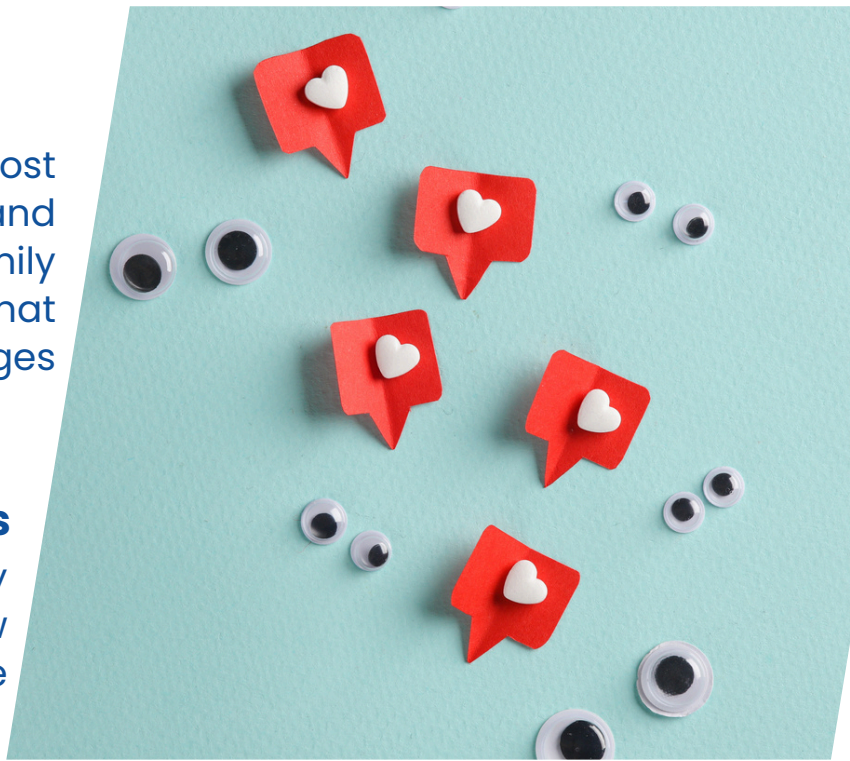
On Friday, April 10, 2026, post a photo of you and your colleagues, friends, or family wearing blue and share what prevention and/or child and family well-being means to you!



#PinwheelsofPossibility

#PinwheelsforPrevention

Make your own pinwheel and post photos throughout April of you and your colleagues, friends, or family with a brief explanation of what they mean to you, and encourages others to make pinwheels too!



#StrongFamiliesSafeFutures

Show off what makes your family feel their strongest, and let's show our community that when we care together, families thrive!



Join CalPrevents!

Join CalPrevents to engage with other prevention leaders across California!



Social Media graphics

Download and share these graphics on social media, provided by the Greater Bay Area CAPC Coalition.



Websites & Social Media Pages



- **OCAP/Kids Day website:**

- <https://www.cdss.ca.gov/inforesources/ocap/cap-month>

- **The CAP Center website:**

- <https://www.thecapcenter.org/help/events/child-abuse-prevention-month-april>

- **The CAP Center Facebook:**

- <https://www.facebook.com/TheChildAbusePreventionCenter/>

- **California Department of Social Services Facebook:**

- <https://www.facebook.com/p/California-Department-of-Social-Services-100063625101416/>



Questions or comments?

Contact us at
contact@thecapcenter.org
or kidsday@dss.ca.gov

Special thanks to the
Greater Bay Area CAPC Coalition
for their contributions to the
California Statewide CAP Month Toolkit.

