



QUEENSLAND  
**CHILD  
PROTECTION  
WEEK**

Media Release

1 September 2016

## Bundaberg initiative applauded for child protection achievements

Bundaberg Child2Child Promoting Protection Day been awarded a Queensland Child Protection Award for its outstanding contribution to preventing child harm and neglect.

The initiative, involving YMCA Bundaberg, Queensland Education and Queensland Police Service, hosted discussion sessions with local young people focussing on protective behaviours and safety concepts. Young people then used tools and key messages to produce Community Services Announcements that were broadcast by ABC Wide Bay and on social media.

This week, the initiative was awarded the *Queensland Child Protection Award – Media and Communications* category, recognising how it had highlighted child protection issues by having young people deliver practical safety messages for young people.

The Queensland Child Protection Awards comes ahead of Queensland Child Protection Week, which runs from 4 to 10 September, promoting the value of children and focusing attention on issues of child abuse and neglect.

YMCA Bundaberg Community Services Manager Melinda Everett said last year's Child2Child Promoting Protection Day had been a personal highlight.

"The deputising of some of the children into journalists to record Community Service Announcements on child protection was a really special moment. The involvement with ABC Wide Bay helped push the child protection message well beyond what we had initially imagined," she said.

"The initiative really highlighted that child protection is everyone business and that all communities play a part in maintaining the welfare and safety of our children."

Queensland Child Protection Week Chair Elisabeth Kobierski said the Committee congratulated the initiative's organisers on the award win and for providing inspiration to others.

"The annual Queensland Child Protection Awards provide an opportunity to publicly acknowledge the efforts, commitment and unreserved energy of many people who make a significant contribution to our community to prevent child harm and neglect," she said.

Queensland Child Protection Week is co-ordinated by the Queensland Child Protection Week Committee and funded by the Department of Communities, Child Safety and Disability Services and Queensland Family and Child Commission. The week focuses attention on child protection being everyone's business and ensuring that all across Queensland communities take responsibility for children being protected and experiencing well-being.



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More information on Queensland Child Protection Week is available at:  
[www.childprotectionweek.org.au](http://www.childprotectionweek.org.au)

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