

Child Protection Week is a national event held during the first full week of September. 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. Queensland Child Protection Week is sponsored by KFC, Channel 7 and the Courier Mail. The week is launched with an awards ceremony recognising outstanding practice in child protection. Child Protection 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. This campaign runs all year long through sharing key messages of child protection, culminating in an action packed week of media and community events. Over 100 events will take place across Queensland. For a full list of events please refer to the Queensland Child Protection Week website; <http://childprotectionweek.org.au/events/>

By promoting the value of children and focusing attention on the issues of child abuse and neglect, the objectives of Child Protection Week are to:

- Raise the profile of all issues connected with child protection, including child abuse prevention, treatment, research, education, service provision and support for children, young people and families
- Create a state-wide umbrella focus for child protection allowing government and non-government agencies to present a cooperative and coordinated community oriented campaign
- Support and value professionals and volunteer child protection workers by providing 'best practice' training and a forum to exchange ideas and information
- Offer a framework to recognise advances in the field, and thereby contribute to better outcomes for all children and young people, especially those who have been harmed or are at risk of harm

Key Messages

- **Child protection is everyone's business. The responsibility lies with adults in keeping children safe from harm. All members of society need to play a part in ensuring children are nurtured and safe.**
- **Adults are essential in ensuring children's safety and well-being.**
- **Listening to children and young people is the number 1 indicator in assisting their safety and well-being.**
- **Children and young people are honest. They are unlikely to lie about abuse. They are more likely to stay quiet about abuse or harm than to speak up (especially if they know their abuser).**
- **Mean or cruel words harm children and young people.**

- Understanding why people harm children and young people is essential in helping to prevent child abuse.
- The corruption of children and young people by being forced into acts against their will, including illegal activity harms children and young people.
- Being ignored, going hungry and feeling and/or being treated as invisible harms children and young people.
- Seeing or directly experiencing domestic and family violence harms children and young people.
- Being physically, verbally, sexually or emotionally abused harms children and young people.
- Not having health, educational and other developmental needs met harms children and young people.
- Being groomed for sexual abuse harms children and young people.
- Being forced to do something that feels 'wrong' harms children and young people.
- Being forced into situations that feel unsafe harms children and young people.
- Being forced to be with people (even those who are 'known' and 'loved') who feel unsafe harms children and young people.
- Being forced to be with people who children or young people have stated have abused them, harms children and young people.
- Not being heard when they speak about abuse or trauma harms children and young people.
- Being removed from their home and/or family causes trauma and loss and harms children and young people.
- Knowing they have no voice to speak of how they feel and what they've experienced in terms of their safety and well-being harms children and young people.
- Being without the right to make decisions in their life such as where they live, who they visit and where they spend time harms children and young people.
- Caring for children and keeping them safe is a shared responsibility

To find out more about **Queensland Child Protection Week** or to access resources please visit <http://childprotectionweek.org.au/help-and-advice/>

Resources include guides, brochures, posters, information sheets, videos, and links to websites and social media pages.