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THE MINISTRY OF NATIONAL MOBILISATION,
SOCIAL DEVELOPMENT, THE FAMILY, GENDER
AFFAIRS, YOUTH, HOUSING AND INFORMAL
HUMAN SETTLEMENTS
KINGSTOWN
ST. VINCENT AND THE GRENADINES

April 02, 2024

PRESS RELEASE

April is Child Abuse Awareness and Prevention Month. The Ministry of National Mobilisation through the Child Development Division would be observing the annual Child Abuse Awareness and Prevention Month from April 1 – 30, 2024 under the theme “**Don’t let abuse be your child’s story: Make a change. End Child Abuse.**”

As part of the month’s activities, please note the following:

1. **Prelaunch of the month of activities** – On Wednesday 3rd April, 2024, Cabinet members will wear blue to promote child abuse awareness and prevention month as part of the Blue Fridays Campaign. An invitation was extended to members of the Opposition to do the same.
2. **Press Conference Launch of the Month of Activities** – The Launch of Child Abuse Awareness and Prevention Month is scheduled to take place on 4th April, 2024 at the Ministry of Foreign Affairs Conference Room commencing at 10:00 a.m.
3. **“Blue Fridays” Campaign** – The Child Development Division will commemorate every Friday in April to bring awareness about child abuse and neglect. The Public is invited to join us in solidarity by wearing blue on that day. The public is invited to be creative and post pictures, videos and signs on their social media using the hashtag #endchildabuseinSVG and to tag the Ministry’s Facebook page. Also, the Division will launch a Blue Friday Competition.
4. **Foster Care Recruitment Drive Campaign** – A series of foster care recruitment drive will be conducted throughout the month of April.

5. March and Rally with Torch Run – These activities will take place on Friday 19th April in Union Island and 26th April 2024 through the streets of Kingstown with a Rally in Victoria Park. The March and Rally will include schools, community and church groups and the business community. We extend an invitation to the public to join us in solidarity in marching against child abuse. You are asked to wear blue and make signs with messages against child abuse.

THE END