



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FIVE DAYS OF ACTION

Five Days of Action is a week-long campaign designed to raise awareness and inspire adults to take action to protect children from sexual abuse. The Know. See. Respond. campaign is back this year, tying in three impact areas –preventing child sexual abuse at both summer camp and in youth sports, and internet safety. The [National Center for Missing and Exploited Children](#), [U.S. Center for SafeSport](#) and [Praesidium](#) have shared resources to support this campaign. The campaign takes place April 24-28, 2023. The hashtag, should you wish to use it, is #FiveDaysOfAction or #5DaysOfAction.

Note: All links included in the copy below may be shortened to fit into social posts.

Included in this toolkit:

- Customizable social media copy
- Social media images (Facebook/Twitter 1200x630 and Instagram 1080x1080)
- Customizable article, blog post and/or op ed
- Customizable press release
- **NEW!** TikTok content idea
- Printable "Pledge to Protect" Card
- NCMEC Webinar

If you include a photo with your post, it should be no larger than 5 MB and, in a GIF, JPEG or PNG file format. Please note: if you use a local photo, please make sure to have signed photo release forms from anyone appearing in a picture. The Y's photo release form is available on the [Brand Resource Center](#).

Questions? Contact media@ymca.net.

CUSTOMIZABLE SOCIAL MEDIA COPY & IMAGES



The Five Days of Action and Know. See. Respond. is back! April 24-28, the [NAME OF Y] will participate in this campaign, to increase awareness of child sexual abuse and how we can prevent it together. We will focus on preventing child sexual abuse at both summer camp and in youth sports, and internet safety.

We pledge to protect the children we serve, and we hope you will too! Head over to <https://www.ymca.org/fivedaysofaction> to sign the pledge & learn more! #FiveDaysofAction.



KNOWing about child sexual abuse can help adults better understand what to look for and how to prevent it. As parents, caregivers, and trusted adults to the young people in our lives, we play an important role in protecting them from abuse. This requires our commitment to continually learn and then ask questions about the safety of our loved ones.

The Y – and other youth serving organizations – implement a series of measures to keep the kids in their care safe. Next time you enroll your loved one in a new program, ask them about their child protection practices. For this summer, you can use this list: <https://www.praesidiuminc.com/6-key-questions-parent-ask-camp/> #FiveDaysOfAction

Tags

Facebook: <https://www.facebook.com/praesidiuminc/>

Twitter: @PraesidiumInc

LinkedIn: <https://www.linkedin.com/company/praesidium-inc-/>



When we SEE boundaries being crossed or suspect a child is being abused, we can and should act quickly. Sports should be safe places for children to grow, both as people and athletes. As a parent, caregiver, coach, or volunteer, it is up to you to make sure any environment in which children in your care interact is free from abuse. Learn more about the signs and how you can help prevent child sexual abuse in youth sports at

<https://uscenterforsafesport.org/parents/> #FiveDaysOfAction

Tags

Facebook: <https://www.facebook.com/USCenterforSafeSport>

LinkedIn: <https://www.linkedin.com/company/uscenterforsafesport>



Did you know that you don't need evidence to report abuse—only reasonable suspicion? But even for adults, reporting abuse is hard. We don't want to falsely accuse someone or get someone in trouble. On the other hand, reporting might be the one thing that saves a child – or children – from abuse. It is our responsibility to RESPOND to any and all disclosure, discovery or suspicion of child sexual abuse.

As adults and children alike have turned to digital tools for school, work and socialization, online safety matters now more than ever. Many online dangers put children at risk, such as cyber bullying, online enticement and more. As an adult, keeping an open line of communication with any children in your care who may access online content can be key to helping prevent sexual abuse. Learn the facts, how you can keep kids safe, and how to respond to online victimization at

<https://www.missingkids.org/netsmartz>. #FiveDaysOfAction

Tags

Facebook: <https://www.facebook.com/missingkids/>

Instagram: @missingkids

Twitter: @MissingKids



This week we learned the importance of Know. See. Respond. and gained practical tools for preventing child sexual abuse—but our work is never done. The [NAME OF Y] is committed to year-round prevention, and we hope you are, too! Stay connected and informed by visiting <https://www.ymca.org/fivedaysofaction>. #FiveDaysOfAction

CUSTOMIZABLE ARTICLE, BLOG POST AND/OR OP ED

Headline: Join Five Days of Action to Help Prevent Child Sexual Abuse, April 24-28

April is Child Abuse Prevention Month. As part of our commitment to protecting the children in our community, we're participating in the Five Days of Action - a week-long campaign to increase awareness of child sexual abuse and empower and equip us all to prevent it. By taking part in this important campaign and through implementing abuse prevention practices year-round, [NAME OF Y] is committing to the safety of all children in our community.

The Know. See. Respond. campaign is back this year, tying in three impact areas – preventing child sexual abuse at both summer camp and in youth sports, and internet safety. The [National Center for Missing and Exploited Children](#), [U.S. Center for SafeSport](#) and [Praesidium](#) have shared resources to support this campaign.

Know: Summer Camp

[KNOWing](#) about child sexual abuse can help adults better understand what to look for and how to prevent it. As parents, caregivers, and trusted adults to the young people in our lives, we play an important role in protecting them from abuse. This requires our commitment to continually learn and then ask questions about the safety of our loved ones.

The Y – and other youth serving organizations – implement a series of measures to keep the kids in their care safe. Next time you enroll your loved one in a new program, ask them about their child protection practices. For this summer, you can use [this list](#).

See: Youth Sports

When we SEE boundaries being crossed or suspect a child is being abused, we can and should act quickly. Sports should be safe places for children to grow, both as people and athletes. As a parent, caregiver, coach, or volunteer, it is up to you to make sure any environment in which children in your care interact is free from abuse. Learn more about the signs and how you can help prevent child sexual abuse in youth sports at <https://uscenterforsafesport.org/parents/>.

Respond: Internet Safety

Did you know that you don't need evidence to report abuse—only reasonable suspicion? But even for adults, reporting abuse is hard. We don't want to falsely accuse someone or get someone in trouble. On the other hand, reporting might be the one thing that saves a child – or children – from abuse. It is our responsibility to RESPOND to any and all disclosure, discovery or suspicion of child sexual abuse.

As adults and children alike have turned to digital tools for school, work and socialization, online safety matters now more than ever. Many online dangers put children at risk, such as cyber bullying, online enticement and more. As an adult, keeping an open line of communication with any children in your care who may access online content can be key to helping prevent sexual abuse. Learn the facts, how you can keep kids safe, and how to respond to online victimization at <https://www.missingkids.org/netsmartz>.

We take our commitment to child protection seriously and we hope you do too. Check out our protection policy here [[LINK TO YOUR CHILD PROTECTION POLICIES](#)] to learn more about how we keep kids safe in [[COMMUNITY NAME](#)].

CUSTOMIZABLE PRESS RELEASE

Headline: [[NAME OF Y](#)] Joins Five Days of Action to Protect Children from Sexual Abuse

CITY, STATE – [[NAME OF Y](#)] is participating in the Five Days of Action, April 24-28, 2022. The Five Days of Action is a weeklong campaign to raise awareness and inspire adults to take action to protect children from sexual abuse. The week will include [[LIST LOCAL EVENTS OR ONLINE ACTIVATIONS YOU ARE PLANNING](#)].

[[NAME OF Y](#)] encourages adults and organizations to join in marking this special week as [[COMMUNITY NAME](#)] comes together to make the community a safer place for children to live, learn, and play. With summer right around the corner—when children gather for activities and camps, it is a wonderful time to bring attention to the simple ways we can all make the children in our community safer.

The Know. See. Respond. campaign is back this year, tying in three impact areas –preventing child sexual abuse at both summer camp and in youth sports, and internet safety.

“The children of [[COMMUNITY NAME](#)] have the right to a happy and safe childhood, and it's our responsibility as adults and organizations to stand up to protect that right,” said [[NAME OF SPOKESPERSON](#)], [[SPOKESPERSON'S TITLE](#)] of [[NAME OF Y](#)]. “By joining in the Five Days of Action campaign, we hope to inspire other organizations and members of our community to create safe spaces that protect children from sexual abuse.”

[[INSERT PARAGRAPH WITH YOUR LOCAL Y RESOURCES AND INFO HERE](#)]

For more information, visit [[WEBSITE/LINK](#)].

About the Y

Driven by its founding mission, the Y has served as a leading nonprofit committed to strengthening community for more than 177 years. The Y empowers everyone, no matter who they are or where they are from, by ensuring access to resources, relationships and opportunities for all to learn, grow and thrive. By bringing together people from different backgrounds, perspectives and generations, the Y's goal is to improve overall health and well-being, ignite youth empowerment and demonstrate the importance of connections in and across 10,000 communities nationwide. ymca.org

TIKTOK CONTENT IDEA

If you include any of your members on TikTok, please make sure to have signed photo release forms from anyone appearing in the video. The Y's photo release form is available on the [Brand Resource Center](#).

For the Five Days of Action, showcase your Y staff, members and volunteers who have signed the Pledge to Protect. Do a montage of everyone holding their pledge certificate and have your CEO or Branch Executive say a few words about your commitment to your child protection policies.

PLEDGE CARD

Share this pledge card with your staff, members and volunteers. Have them sign it and commit to helping raise awareness of child sexual abuse in your community. You can display these signed pledges at your local Y, have the person who signed it hang it in their office or display wherever you see fit.



NCMEC WEBINAR

The [National Center for Missing and Exploited Children](#) will be hosting a live webinar to share available resources and online safety information. This is available for all Y staff and/or volunteers who would like to learn more about preventing child sexual abuse in their community. This is a free webinar and will be held on **Fri, April 21 at 12 PM ET/ 11 AM CT.**

Registration for this webinar is coming soon and will be available at <https://www.ymca.org/fivedaysofaction>.