

The Face It Movement launched in 2013 as an initiative led by Kosair Charities in response to the number of child abuse deaths in the Commonwealth. Face It focuses on a **three-pronged approach** to addressing child abuse and neglect: **promote best practices** in child abuse prevention and intervention, **advocate for effective policies** to improve the child welfare system, and build awareness and **engage the community**. Over **100 organizations** - including nonprofits, government agencies, medical professionals, and school systems - make up the partners in the Face It Movement. Keeping kids safe is up to all of us, and we can all join together to end it.

Promoting Best Practices

Face It offers child abuse prevention training at no cost to staff and volunteers at youth-serving organizations, such as youth sports programs, faith-based organizations, and community centers. Face It also engages with agencies to develop and host events and workshops to connect with children, families, and professionals.

If you are interested in hosting a training for your staff and/or volunteers, visit FaceltMovement.org and visit **Trainings** under **Take Action**.

Face It has advocated for state funding to keep families safely together as well as state policies to reduce deaths from pediatric abusive head trauma, equip educators on recognizing and reporting child abuse, close gaps in background checks, and more.

Policy Advocacy

The Face It Policy Team works to identify and advocate for needed state and local policy changes around prevention, recognition, and intervention.



Education and Awareness

Face It is focused on normalizing parenting hardships, sharing tools and resources, and encouraging the community to support families to keep kids safe. Materials for parents and caregivers focus on ways to connect with their child, have tough conversations, stress reduction, and more, all while making the information relatable and approachable.

Text
Facelt to
833-Facelt1

To receive the parenting tip, joke and inspirational text of the week.

