

Communication Kit

Prevention is Child Protection

This video is part of the 2PS Awareness Raising campaign which aims at highlighting the importance of prevention of child sexual abuse before it happens. The campaign is designed for the general public, and the goal is to start building awareness of the necessity of prevention to end violence against children, also by reducing social stigma around the topic.

The animated video focuses on the message that “Prevention is Child Protection”. Indeed, even if child sexual abuse is a difficult topic to talk about, there is one thing we can all agree on: sexual violence against children shouldn’t happen in the first place.

The video is available to watch via this link: <https://youtu.be/CLmFxcG-UdM>

To complement the video with relevant information about prevention, 2PS has developed further useful materials, available on the [Raising Awareness section](#) of the website.

Social media messages

All visuals are available to download at the links below.

Please share any of the following suggested messages and visuals on your social media platforms.

The social media messages are available in **English**.

Feel free to translate them into your national language to help us spread the video and related materials and raise social awareness of the importance of prevention.

Remember to tag us!

| | X (Twitter) | LinkedIn |
|-----|--------------|--------------|
| 2PS | @2PS_project | @2PS Project |

Please use the suggested hashtag #PreventionIsChildProtection

| Platform | Visual | Message |
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| LinkedIn 1st proposal | 2PS video banner Horizontal (or video preview) | <p>📢 Prevention is child protection - we must act before offences take place.</p> <p>We understand that child sexual abuse (CSA) is a difficult topic, but there is one thing all of us can agree on: it should never happen in the first place.</p> <p>The consequences of child sexual abuse are enormous. This is why we need an approach that prevents CSA before it occurs. Prevention programs provide support to individuals at risk of offending against children or individuals who have offended, thereby preventing victimisation and re-victimisation.</p> <p>To protect children from harm in the first place, help and support must address everyone in need.</p> <p>Watch the video produced by @2PS project for the #PreventionIsChildProtection campaign and visit the Raising Awareness webpage to learn more about prevention.</p> <p>🔗 Link to the video: https://youtu.be/CLmFxcG-UdM</p> <p>🔗 Link to the Raising Awareness webpage: https://2ps-project.eu/raising-awareness/prevention-is-child-protection</p> <p>#PreventionIsChildProtection</p> |
| LinkedIn 2nd proposal | 2PS video banner Horizontal | <p>📢 Child sexual abuse can be preventable. One thing is certain: without talking about it, nothing will change. So, it's time to talk about it!</p> <p>🔒 Low threshold support and prevention resources can deter first-time offending and recidivism, as well as avert escalation to more serious offences. To protect children from harm in the first place, support must be available to those at risk, encouraging them to seek help and lead a healthy, offence-free life.</p> <p>⚠️ We must act before an offence takes place and a child is victimised. To achieve this, we must enhance prevention. Everyone deserves help if this prevents violence against children.</p> <p>🎥 Watch the @2PS project video and read the informative materials produced for the #PreventionIsChildProtection campaign.</p> <p>🔗 Link to the video: https://youtu.be/CLmFxcG-UdM</p> <p>🔗 Link to the Raising Awareness webpage: https://2ps-project.eu/raising-awareness/prevention-is-child-protection</p> <p>Share the links and join the campaign to build awareness of the necessity of prevention to end violence against children.</p> <p>#PreventionIsChildProtection</p> |

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| Twitter 1st proposal | 2PS video banner Horizontal (or video preview) | <p>Child sexual abuse can be preventable, and to achieve this, help and support must address everyone in need.</p> <p>Support services can deter first-time offences and recidivism.</p> <p>Join the @2PSproject #PreventionIsChildProtection campaign to raise awareness!</p> <p>https://youtu.be/CLmFxcG-UdM</p> |
| Twitter 2nd proposal | 2PS video banner Horizontal | <p>Child sexual abuse can be preventable.</p> <p>Low threshold support and prevention resources can deter first-time offending and recidivism.</p> <p>Let's start talking about it.</p> <p>Watch the video produced by @2PSproject for the #PreventionIsChildProtection campaign..</p> <p>https://youtu.be/CLmFxcG-UdM</p> |
| Facebook | 2PS video banner Horizontal (or video preview) | <p>Prevention is child protection - we must act before an offence takes place.</p> <p>We understand that child sexual abuse (CSA) is a difficult topic, but there is one thing all of us can agree on: it should never happen in the first place.</p> <p>The consequences of child sexual abuse are enormous. This is why we need an approach that prevents CSA before it occurs. There are prevention programmes that provide support to individuals at risk of offending against children and individuals who have offended, thereby preventing victimisation and re-victimisation.</p> <p>Let's start talking about it, child sexual abuse can be preventable.</p> <p>Watch the video produced by @2PS project for the #PreventionIsChildProtection campaign and visit the Raising Awareness webpage to learn more about prevention.</p> <p>Link to the video: https://youtu.be/CLmFxcG-UdM</p> <p>Link to the Raising Awareness webpage: https://2ps-project.eu/raising-awareness/prevention-is-child-protection</p> <p>#PreventionIsChildProtection</p> |
| Instagram Reel | 2PS Video Vertical version | <p>Prevention is child protection - let's act before offences take place.</p> <p>We understand that child sexual abuse (CSA) is a difficult topic, but there is one thing all of us can agree on: it should never happen in the first place.</p> <p>The consequences of child sexual abuse are enormous. This is why we need an approach that prevents CSA before it occurs. Prevention programs provide support to individuals at risk of</p> |

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| | | <p>offending against children or individuals who have offended, thereby preventing victimisation and re-victimisation.</p> <p>To protect children from harm in the first place, help and support must address everyone in need.</p> <p>This video was realised by the 2PS project for the #PreventionIsChildProtection campaign.</p> <p>🔗 Visit the Raising Awareness webpage to learn more about prevention: https://2ps-project.eu/raising-awareness/prevention-is-child-protection</p> <p>#PreventionIsChildProtection</p> |
| Instagram stories | 2PS video banner Vertical | <p>#PreventionIsChildProtection</p> <p>🔗 Watch the new 2PS campaign on preventing child sexual abuse https://youtu.be/CLmFxcG-UdM</p> |
| TikTok | 2PS Video Vertical version | <p>⚠️ Prevention is child protection - let's act before offences take place.</p> <p>We understand that child sexual abuse (CSA) is a difficult topic, but there is one thing all of us can agree on: it should never happen in the first place.</p> <p>There are prevention programs that provide support to individuals at risk of offending against children and individuals who have offended, thereby preventing victimisation and re-victimisation. The consequences of child sexual abuse are enormous, which is why we need an approach that prevents CSA before it occurs.</p> <p>This video was realised by the 2PS project for the #PreventionIsChildProtection campaign and to get people talking.</p> <p>Let's start talking about it: child sexual abuse can be preventable.</p> <p>🔗 Visit the Raising Awareness webpage to learn more about prevention: https://2ps-project.eu/raising-awareness/prevention-is-child-protection</p> <p>#PreventionIsChildProtection</p> |