

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://www.youtube.com/watch?v=-gnUhbaifys>

To complement the video with relevant information about prevention, 2PS has developed further useful materials, which will be launched soon on 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 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
LinkedIn 1st proposal	Social card Option 1	<p>🔊 Prevention is child protection.</p> <p>Child sexual abuse is a global crisis, impacting hundreds of millions of children.</p> <p>While education and law enforcement play crucial roles, this is not enough. We need to do more, and we want to prevent abuse <i>before</i> it happens.</p> <p>@2PS project's new video highlights a vital, often overlooked truth: prevention is possible.</p> <p>By understanding the drivers of abuse and embracing perpetrator-focused interventions like counselling and therapeutic support, we can stop abuse in the first place and prevent children from becoming victims.</p> <p>Watch the new video produced by @2PS project for the #PreventionIsChildProtection campaign and read the informative materials on their Raising Awareness webpage.</p> <p>🔗 Link to the video: https://www.youtube.com/watch?v=-gnUhbjfys</p> <p>🔗 Link to the informative materials: https://2ps-project.eu/raising-awareness/why-prevention-must-take-priority/</p> <p>#PreventionIsChildProtection</p>
	Social card Option 2 Social card Option 3 Social card Option 4 (or video preview)	
LinkedIn 2nd proposal	Social card Option 1	<p>🔊 You may not know this, but child sexual abuse can be preventable.</p> <p>Research shows that 1 in 5 children experience some form of sexual abuse. That means more than 5 children in a typical school classroom will be impacted. At a global level, that means hundreds of millions of children.</p> <p>This is a huge problem, causing lasting harm and it's not just going to disappear.</p> <p>However, it can be possible to prevent child sexual abuse and sexual exploitation before it happens.</p> <p>@2PS project new video, part of the 'Prevention is Child Protection' campaign, dives into how we can stop abuse before it happens. It's time to talk about proactive solutions like counselling and therapeutic support for those at risk of offending.</p> <p>📺 Watch the @2PS project video and read the informative materials on their Raising Awareness webpage.</p> <p>🔗 Link to the video: https://www.youtube.com/watch?v=-gnUhbjfys</p> <p>🔗 Link to the informative materials: https://2ps-project.eu/raising-awareness/why-prevention-must-take-priority/</p>
	Social card Option 2 Social card Option 3 Social card Option 4 (or video preview)	

		<p>Share and join the campaign to build awareness of the necessity of prevention to end violence against children.</p> <p>#PreventionIsChildProtection</p>
Twitter 1st proposal	Social card Option 1 Social card Option 2 Social card Option 3 Social card Option 4 (or video preview)	<p>📢 1 in 5 children experience sexual abuse. It's a huge problem, but child sexual abuse can be preventable.</p> <p>@2PSproject new video shows how. Prevention is child protection.</p> <p>👤 Join the @2PSproject #PreventionIsChildProtection campaign to raise awareness!</p> <p>🔗 https://www.youtube.com/watch?v=-gnUhbaifys</p>
Twitter 2nd proposal	Social card Option 1 Social card Option 2 Social card Option 3 Social card Option 4 (or video preview)	<p>📢 Prevention is child protection.</p> <p>By understanding the drivers of abuse and embracing perpetrator-focused interventions, we can stop abuse in the first place.</p> <p>👤 Watch the new @2PSproject video for the #PreventionIsChildProtection campaign.</p> <p>🔗 https://www.youtube.com/watch?v=-gnUhbaifys</p>
Facebook	Social card Option 1 Social card Option 2 Social card Option 3 Social card Option 4 (or video preview)	<p>📢 It's time to talk about it. Child sexual abuse can be preventable.</p> <p>Research shows that 1 in 5 children experience some form of sexual abuse. That means more than 5 children in a typical school classroom will be impacted. At a global level, that means hundreds of millions of children.</p> <p>This is a huge problem, causing lasting harm and it's not just going to disappear.</p> <p>However, it can be possible to prevent child sexual abuse and sexual exploitation before it happens.</p> <p>Watch the video produced by @2PS project for the #PreventionIsChildProtection campaign and read the informative materials on their Raising Awareness webpage.</p> <p>🔗 Link to the video: https://www.youtube.com/watch?v=-gnUhbaifys</p> <p>🔗 Link to the informative materials: https://2ps-project.eu/raising-awareness/why-prevention-must-take-priority/</p> <p>#PreventionIsChildProtection</p>