



NEW JERSEY DEPARTMENT OF  
CHILDREN AND FAMILIES

## DCF CHILD ABUSE PREVENTION & AWARENESS SOCIAL MEDIA TOOL KIT

These are challenging times and we know that many of the families we collectively serve lack the basic necessities that make sheltering in place and social distancing manageable. Families may be in close quarters, and stressors can be exacerbated as workers are furloughed, money is tight, supplies are scarce, and tempers may be short.

We know that incidents of child abuse and neglect can increase, even while reports of child abuse and neglect decrease. If a child isn't reporting to school, visiting friends or family in the community, or seeing a pediatrician for routine physical checkups, there aren't enough 'eyes on' to spot the warning signs for abuse and neglect. As a result, since the beginning of March, child abuse and neglect reports have declined 32%. **We need your help.**

The crisis is unprecedented, but our commitment is unwavering. DCF continues to respond, to reach out to families, and to adjust to our new normal. We've reengineered our operations and practices in order to reflect these challenging new times, but our mission remains unchanged. Now, more than ever, we all need to do our part to help prevent child maltreatment and guide families to the help that they need. And we're asking the public to help us in that effort.

Please use this social media tool kit to spread the word, to raise awareness and to call our communities to action. If you have any questions, please e-mail [communications@dcf.nj.gov](mailto:communications@dcf.nj.gov).

Thank You for collaborating with NJ DCF to help us keep children and families safe, healthy and connected.

## SOCIAL MEDIA GRAPHICS AND POST LANGUAGE

You can save the images from this document or download them from our website for use:  
<https://www.nj.gov/dcf/news/publications/covid19.html>

With each set of graphics (Square for Facebook/Instagram; rectangle for Twitter) is suggested post language.

### 1) Bridge the Gap: Calls to Action/Child Abuse Prevention Month



April is [#ChildAbusePreventionMonth](#)

With families [#socialdistancing](#), we're asking everyone to [#bridgethegap](#) and check in on children who may be at risk.

Call the Child Abuse Hotline to report abuse or neglect:

 1-877-652-2873



**EDUCATORS & HEALTHCARE WORKERS**  
ARE THE LEADING REPORTERS OF CHILD ABUSE

But with schools on hiatus, doctors focused on COVID-19 and families social distancing, **MANY** children are at-risk.

**#bridgethegap**

It **IS** your business.  
Everyone in NJ is a mandated reporter.

Call **1-877-652-2873** to report suspected abuse or neglect.  
Be a hero to a child in need!




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#SocialDistancing shouldn't mean social isolation.

While we #stayathome the Child Abuse Hotline is STILL open.

Social Workers are STILL in the field.

Children STILL need their community.

If you suspect a child is being abused or neglected #MakeTheCall:

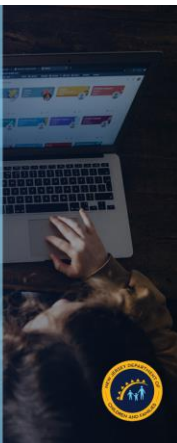
☎ 1-877-652-2873

During this uncertain time, We ask that NJ's Educators, Guidance Counselors, School Nurses & Social Workers Continue to be vigilant.

**#bridgethegap**

While families social distance, Many children are at-risk for child abuse. Please call and check on the families you know may be struggling. Give students a safe word to use if they're afraid. Try to get 'eyes on' every child at least once a week.

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While families #socialdistance, many children are at-risk for child abuse.

It's up to everyone to #BridgetheGap:

👂 Check in on people who are struggling

🗣 Give children a safe word

🔍 Try to get "eyes" on children you know once a week

Child Abuse Hotline: ☎ 1-877-652-2873

## 2) Bridge the Gap: How to Spot Signs of Abuse & Neglect Remotely

Child abuse is the non-accidental physical, sexual, emotional harm or risk of harm to a child under the age of 18 caused by a parent or other person who acts as a caregiver.

Neglect occurs when a parent or caregiver purposely fails to provide proper supervision for a child or adequate food, clothing, shelter, education or medical care, although financially assisted or able to do so.



#BridgeTheGap

### PREVENT CHILD ABUSE

Ensure social connections. Check on and offer remote support to families you know:

- with infants and young children
- that have children with special needs
- with a history of substance abuse
- who are under extreme stress due to unemployment, food insecurity or housing instability
- with a history of violence
- with a history of mental illness

Notice the signs. Children who are abused or neglected may:

- be withdrawn – hard to engage
- have visible, (poorly) unexplained/untreated injuries
- flinch at the sound of caregiver/s talking/walking
- have consistently bad hygiene
- frequently miss (online) school or appointments
- appear hungry or malnourished
- be sexually aware and active at a very young age
- talk about and make plans to run away from home

During these uncertain times of social distancing, MANY children are at risk.  
Report Suspected Child Abuse to 1-877-652-2873.

#BridgeTheGap

### PREVENT CHILD ABUSE

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- *with infants & young children*
- *that have children with special needs*
- *with a history of substance abuse*
- *with a history of violence*
- *with a history of mental illness*
- *who are under extreme stress due to unemployment, food insecurity or housing instability*





With school on hiatus, healthcare workers focused on [#COVID19](#), & families [#SocialDistancing](#), many children are at risk.

Help us [#BridgetheGap](#) by learning how to define & spot the signs of abuse & neglect.

If you suspect a child is at risk, call the hotline:

 1-877-652-2873

**#BridgetheGap**

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Notice the signs.  
Children who are abused or neglected may:

***be withdrawn or hard to engage***

***frequently miss online school  
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## PREVENT CHILD ABUSE

Notice the signs.

Children who are abused or neglected may:

*appear hungry or malnourished*

*have visible, poorly explained,  
and/or untreated injuries*



### 3) Social Distancing Shouldn't Mean Social Isolation



#Workingfromhome & #Socialdistancing can create situations that are unsafe for some children.

If you suspect a child is being abused, call the Child Abuse Hotline: ☎ 1-877-NJ-ABUSE

In NJ, EVERYONE is a mandated reporter.



#SocialDistancing shouldn't mean social isolation. If you know of a family that is struggling, make a call.

☎ Domestic Violence Hotline: 1-800-572-7233

☎ Child Abuse Hotline: 1-877-652-2873

☎ Youth Behavioral Health: 1-877-652-7624

☎ Adult Mental Health: 1-866-202-4357

## 4) Resources for Virtual Engagement

I know things are hard being home right now, away from your friends.

If it's getting so bad you need some help, here are some hotlines you can call or text.

**Go ahead. It's anonymous.**

If you just need to vent text 2nd Floor  
**1-888-222-2228**

If you are being abused by an adult  
**1-877-652-2873**

If you feel like you're depressed or in crisis  
**1-877-652-7624**

If you feel like you might want to kill yourself  
**1-866-202-4357**

Crisis Text Line  
**Text NJ to 741741**

2nd Floor Support for Youth  
**1-888-222-2228**



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- If you are being abused by an adult  
**1-877-652-2873**
- If you feel like you're depressed or in crisis  
**Text NJ to 741741**

- If you feel like you might want to kill yourself  
**1-855-654-6735**
- If there is domestic violence in your home  
**1-800-572-7233**

If you're a child or youth in NJ and you need support during the response to [#COVID19](#), help is available.

Calls to hotlines are anonymous and trained specialists will be available to listen and provide guidance.

[#YouAreNotAlone](#)