Best Practices

- Reached over 52,000 children through education and training for kids, staff, and volunteers and through partner engagement events and family fun activities
- Trained almost 7,300 professionals and volunteers on keeping kids safe
- Trainings reach schools, child care centers, food banks, children, and parents. Face It now offers an approved Kentucky Department of Education training for educators on abuse prevention.

2019 Win!

House Bill 158 will take steps to align state law with the federal Family First Prevention Services Act, including modifying background checks for child serving agencies. It also establishes a bill of rights for children in foster care.

Policy Advocacy

The Face It Policy Team works to identify and advocate for needed state policy changes to ensure kids are safe from abuse and neglect.

Community Outreach

- Presented to and/or attended over 50 events reaching parents and professionals with abuse prevention and recognition materials
- Distributed over 53,000 brochures reaching children, families, and local organizations in 51 Kentucky counties
- 21 media hits, including the release of the SPLASH Body Safety Guide and statewide promotion during Child Abuse Prevention Month, reaching over 460,000 people

Grew partnership with child serving organizations by 62%

Facebook and Twitter engagements up by 64%

Over 5,400 total social media followers

Nearly 100 parents and partners receiving text alerts
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, build awareness and engage the community, and advocate for effective policies to improve the child welfare system.