



150 partner
organizations



120 counties
served



113,932
materials
distributed



Community Education & Awareness

- Materials were distributed in all 120 Kentucky counties and all Jefferson County zip codes
- 7,748 followers across social media channels (5.1% increase), 19,277 engagements (51.8% increase), and 1,484,893 impressions (108.7% increase)
- Safe Medication Storage campaign's Public News Service story reached over 1.36 million Kentuckians

Safe Medication Storage

- 5 video PSAs on TV and other streaming services
- Graphic printed on 96,000 pharmacy bags distributed in 4 KY counties
- Collaboration with the Attorney General's Opioid Abatement Commission
- 26,000 copies of Safe Medication Storage one-pager distributed
- Collaborated with the Department of Public Health on release and dissemination

Best Practices

- Face It materials requested from Alabama, Georgia, Indiana, Iowa, Kansas, Louisiana, Minnesota, Missouri, Montana, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Texas, and Virginia due to the inviting imagery and simple messaging
- 60 trainings requested covering child abuse prevention, recognition, and reporting
- Face It worked with the Archdiocese of Louisville and other private schools across the state to bring education and training to both staff and students, including over 40 staff and over 11,000 students
- Governor Andy Beshear, along with 17 leaders across Kentucky, Governor Pritzker of Illinois, and Governor Baker of Massachusetts proclaimed Tuesday, October 4th as TEN-4 Awareness Day 2023

Policy Wins

- Senate Bill 48- Increase transparency and accountability within child welfare cases
- Senate Bill 229- Close the gaps in reporting of suspected maltreatment and provide opportunities for relationship building between the Department for Community Based Services and families

Nearly 75,000
page views at
faceitabuse.org

38 positive
parenting
events hosted
with 2,750
participants

4 Pediatric
Abusive Head
Trauma
trainings with
over 220
attendees