

The Year-End Highlights Report

2024

Galvanize Unlikely Allies



Deepen Partner Capacity



Face The Facts



Bolster Parent & Caregiver Connection



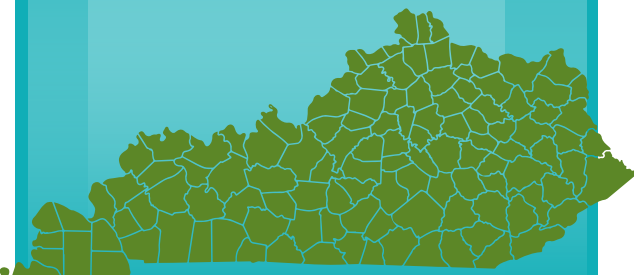
- The Face It Movement Recognizing & Reporting Child Abuse in Schools training video surpassed 20,000 views in 2024.
- Dr. Nancy Weaver conducted a Support Over Silence for KIDS train-the-trainer and two additional trainings, one of them geared towards businesses.
- Face It has 13 new SOS trainers – 23 in total – in Kentucky.
- 99 total trainings were requested in 2024.

Face It has 165 partners across Kentucky!

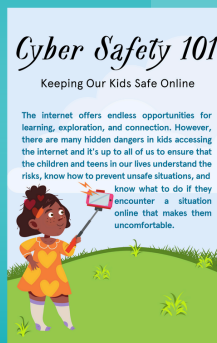


“ We all play a role in keeping kids safe. ”

120
COUNTIES
SERVED



157,466
MATERIALS DISTRIBUTED



The Cornerstones in Action!

Galvanizing Unlikely Allies -TEN-4 Awareness Day

32 elected officials across Kentucky, joined by Governor Beshear and Auditor Ball, proclaimed October 4, 2024, as TEN-4 Awareness Day. This recognition extended beyond Kentucky, with governors in Arkansas, Massachusetts, Montana, Tennessee, and Wisconsin also endorsing the awareness initiative.

Deepening Partner Capacity - Bite-Sized Learning

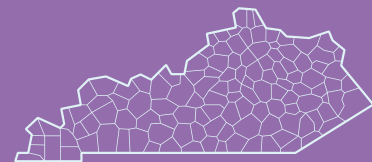
Face It hosted 4 Curiosity Clubs and 3 Lunch and Learns about human trafficking, online exploitation, challenges in court with prosecuting pediatric abusive head trauma cases, trauma-informed strategies, supporting non-offending parents in Intimate Partner Violence (IPV) relationships, and more.

Galvanizing Unlikely Allies: The Art of Healing

In April 2024, 160 people attended this Face It signature event where artists showcased how creative expression aids in healing, ways to support survivors in their healing journeys, and how to build community resilience through art, music, and movement.

Bolstering Parent and Caregiver Connection

35 POSITIVE PARENTING EVENTS IN 45 COUNTIES



3,129 CHILDREN SERVED



2,910 PARENTS/CAREGIVERS SERVED



Facing the Facts

- During the 2024 state legislative session, the Face It Policy Team advocated for passage of Senate Bill 145 which increases child safety when interacting with healthcare professionals by allowing child abuse and neglect registry checks of employees within the healthcare system.
- In response to Kentucky's rate of child fatalities/near fatalities due to child access and ingestion of substances, Face It continues to promote the Safe Medication Storage resource and PSAs which have over 8,600 views and counting.
- As children under age four years old account for 30% of all victims of child maltreatment, Face It's TEN-4-FACEsp resources remain as the top viewed content on the website, including the TEN-4 video with 37,000 views and counting.

Social Media by the Numbers



7,902 followers
4.2% increase



26,092 engagements
35.5% increase



4,953,457 impressions
233.6% increase

 **face it**
A MOVEMENT TO END CHILD ABUSE

Founded By



faceitmovement.org