

# The Year-End Highlights Report

# 2025

## Galvanize Unlikely Allies



**FACE IT HAS  
180  
PARTNERS  
ACROSS  
KENTUCKY!**

- The Children with Disabilities Team hosted three trainings for nearly 400 child care providers on topics related to working with young kids with disabilities.
- The Face It Bluegrass Team hosted a Lecture & Award Breakfast with guest Dr. Mary Clyde Pierce.
- Face It coordinated a series of trainings with Girl Scouts of Kentuckiana for their volunteers and troop leaders on topics including recognizing and responding to child sexual abuse and grooming, human trafficking, and sextortion.



## Deepen Partner Capacity



## Face The Facts

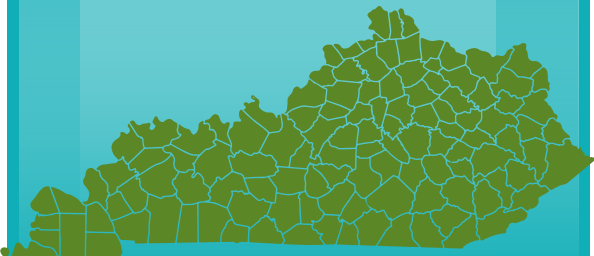


## Bolster Parent & Caregiver Connection

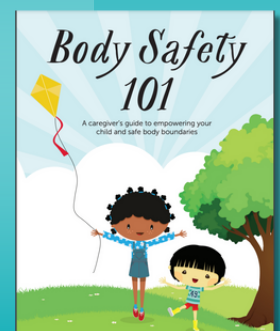


“ We all play a role in keeping kids safe. ”

**120 COUNTIES, 22 STATES, & 1 ADDITIONAL COUNTRY SERVED**



**133,546 MATERIALS DISTRIBUTED**



### Galvanizing Unlikely Allies

*Medication Safety in the Home:*  
Protect Your Children & Prevent Accidental Ingestions

**6 Tips to Safely Store Medicine**

- Keep Out of Reach of Curious Climbers
- Know What's in the House
- Child-Resistant ≠ Childproof
- Keep Track of What you Have
- Poison Control Center Number: 800-222-1222
- Keep Medications Up and Away



### Safe Medication Storage

Face It partnered with Baptist Health to create graphics about safe medication storage and the necessity of self-care that were displayed on waiting room screens. We also worked with Aetna and CVS to ship 100 co-branded safe medication storage one-pagers to all 72 CVS locations across Kentucky (7,200 in total).



### TEN-4 Awareness Day 2025

Face It galvanized leaders across Kentucky and in 14 states and territories to bring attention to the bruising rule and protecting young children.

### Deepening Partner Capacity - Learning Opportunities

Face It hosted eight Lunch and Learn and Curiosity Club webinars on topics including online safety for children, access to concrete supports as child abuse prevention, and addressing the rise in child abuse in child care centers for hundreds of professionals and community members.


### Facing the Facts

Face It launched a [new Data Dashboard](#), featuring data on child abuse and neglect across Kentucky for all nine DCBS regions. It includes expanded racial breakdowns with population comparisons and an interactive map showing county-level rates of neglect, physical abuse, and sexual abuse.

During the 2025 state legislative session, with bipartisan support and the steadfast commitment of legislative champions and community advocates, [Senate Bills 73 and 120](#), two of Face It's policy priorities were successfully passed by the Kentucky General Assembly and signed into law by Governor Beshear.

### Bolstering Parent and Caregiver Connection

The Face It Community Engagement Team developed diaper change station stickers to offer encouraging words for parents and caregivers, connect with local businesses, engage communities, and share the mission of Face It and the importance of all of us working together to support parents and keep kids safe.



8,164 followers



25,273 engagements



3,005,570 impressions

19 POSITIVE PARENTING EVENTS



4,695 CHILDREN SERVED



9,000 PARENTS/ CAREGIVERS SERVED



faceitmovement.org