



HOT CHOCOLATE TALK
CHILD SEXUAL ABUSE PREVENTION

SOCIAL MEDIA TOOLKIT

1 in 4 girls and **1 in 20 boys** report experiencing childhood sexual abuse before the age of 18.¹ Research shows that talking to kids about sexual abuse, touching, and private body parts can help keep them safe.

Child sexual abuse is scary, but talking about it shouldn't be. Help families, friends, and educators start the conversation by sharing the Hot Chocolate Talk.



[Watch this video to learn more about Committee for Children's Hot Chocolate Talk.](#)

SAMPLE SOCIAL POSTS

Share these posts on Twitter, Facebook, and Instagram.

- Prevention is key to ending child sexual abuse. Families who talk openly and often with children help to keep them safe. Find free tools and resources to have the #HotChocolateTalk today at @cfchildren's HotChocolateTalk.org #ChildAbusePreventionMonth
- Child sexual abuse is scary; talking about it doesn't have to be. That's why I'm committing to having the #HotChocolateTalk with my kids. Learn more at @cfchildren's HotChocolateTalk.org #ChildAbusePreventionMonth

SAMPLE EMAIL

Personalize this sample message to email your community all the links and info they'll need to spread the word.

I want to share an important resource with you during Child Abuse Prevention Month.

Committee for Children's Hot Chocolate Talk helps families know what to say and do to protect kids from sexual abuse. They've created tips, talking points, and tons of helpful resources to support this important discussion. I encourage you to join me in sharing the Hot Chocolate Talk for the month of April.

Check out their helpful videos, sample conversations, and more on the resource page: HotChocolateTalk.org

SHAREABLE IMAGES

Download and share these images in your social media channels. And don't forget to include the hashtag #HotChocolateTalk.

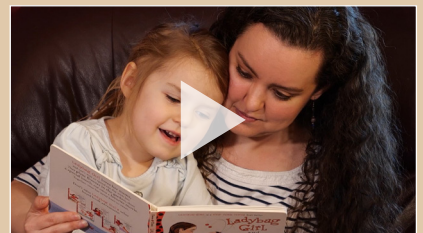


Change your profile pic for April to show your support for the Hot Chocolate Talk.

VIDEOS TO SHARE

Share these videos to help spread the word that even though child sexual abuse is scary, talking about it shouldn't be.

[The Talk Every Parent Needs to Have](#)



[How to Talk with Kids About Sexual Abuse](#)



¹Finkelhor, D., Shattuck, A., Turner, H.A., & Hamby, S.L. (2014). The lifetime prevalence of child sexual abuse and sexual assault assessed in late adolescence. *Journal of Adolescent Health, 55*(3), 329–333. <https://doi.org/10.1016/j.jadohealth.2013.12.026>

Got Questions?

Contact us at press@cfchildren.org.

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