

# Child Protection Week

All children deserve the opportunity to grow up in a safe, loving and nurturing environment, one free of neglect, abuse and exploitation. These can have lasting consequences for their wellbeing – mental, physical and emotional.

During Child Protection Week, observed from the last Sunday of May, we shed light on the very real issues facing children today, and how we, as a society, can protect them.

## Breaking the cycle

Abuse is a cycle. Children who've been abused may hurt other children, and research suggests there is a greater likelihood that these children will repeat the cycle of abuse when they're adults themselves. Neighbourhood watch programmes, safety workshops and support programmes can provide education and raise awareness around abuse and neglect in the community, empowering individuals to enact change.

## Educating children around abuse, neglect and exploitation

If a child is raised in an abusive environment, they may not know that what they're experiencing isn't normal. With proper education and informed curricula, and honest, clear and age-appropriate conversations in safe environments, children can be equipped with the tools they need to speak up and seek help if they feel unsafe.

## Using the law

Stronger initiatives in law enforcement, stricter guidelines that protect children's rights, and harsher penalties for adults who harm, neglect or exploit children, are essential.

## Bottom line

By having better policies of protection in place for the most vulnerable members of our community, we're ensuring the safety of both children today, and those in generations to come.



Toll-free:

Request a call back: **\*134\*905#**

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