

PRESS RELEASE

Tel: (284)468-2730

Official Government Website:

<https://gov.vg>

Wear Blue for Child Abuse Prevention and Awareness

Release Date: 24 April, 2025



The Social Development Department is highlighting the importance of creating safe, nurturing environments for children and is inviting the public to wear blue on Friday, 25 April in observance of Child Abuse Prevention and Awareness Month.

This national initiative also aims to show solidarity with efforts to prevent child abuse and is being observed under the theme, “Collective Action to Strengthen Prevention”.

Programme Director for Children and Family Support Service Ms. Laurel Freeman said child abuse prevention is everyone’s responsibility and by working together, families, communities, organisations, and government can build stronger support systems to protect the Territory’s children and promote their well-being.

Ms. Freeman said, “Every child deserves to grow up in a safe, loving environment where they can thrive. Wearing blue is more than just a colour—it’s a visible commitment to protecting our children, raising awareness, and standing united against abuse. It represents a promise to be part of the solution. Let’s protect childhood and build a better future for every child in the Territory.”

Throughout April, the division hosted a series of outreach activities, educational sessions, and community partnerships to raise awareness and promote resources available to families in need.

Members of the public, schools, workplaces, and community groups are encouraged to participate by wearing blue tomorrow, April 25, share photos on social media using #WearBlueDayBVI, and join the conversation about child abuse prevention.

The Ministry of Health and Social Development remains committed to promoting the health and social well-being of the people of the Virgin Islands.