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MEDIA RELEASE

Barnardos workers reveal the personal impact of child abuse

Every 13 minutes in Australia a child suffers abuse or neglect.

But the truth is, most Australian's DON'T know the heartbreaking facts about child abuse and neglect in this country.

A new Barnardos awareness online campaign launching on Monday 17 April highlights how these hard facts give Barnardos workers the determination, courage and ambition for change.

The new spots feature Barnardos social workers Anna from Sydney Metro and Mark from Western NSW talking about how they will never rest; never stop helping children, young people and their families.

These real workers from the frontlines of one of Australia's largest social problems share their personal insights into the issue and how they deal with facing child abuse and neglect day in and day out.

Rather than feeling overwhelmed or hopeless at the scale of the problem, we hear how the work they do has made them the people they are and instilled in them the hope to believe they can bring about change.

In her video Anna says "I had a really good start in life. I do what I do because that's what every child deserves. Emotionally, I carry the children and families that I work with, with me every day. We should be devastated that that has happened to any child."

Mark goes on to explain "I do this work because there's something inside that drives me to work alongside children, young people and their families – and to see them heal from the effects of trauma of abuse in their life. I'm surprised that we don't have more of an understanding of what trauma and disadvantage is like in Australia. If you go into your community with different eyes and allow your eyes to be open, you'll see the trauma, you'll see the disadvantage and you'll see where perhaps where you can make a difference."

Barnardos believes every child needs a champion...like Anna and Mark. Someone to stand up for them, speak up for them and do what's right.

And like Anna and Mark, Barnardos are fearlessly optimistic and determined to do whatever it takes to address child abuse and neglect by supporting families to raise their children safely, giving them the chance to thrive for a brighter future.

Watch Anna's videos here

15 seconds https://www.youtube.com/watch?v=gi8_USYr_HQ

Full video <https://www.youtube.com/watch?v=W4LeSe2xaC8>

Watch Mark's videos here

15 seconds <https://www.youtube.com/watch?v=WI3JrY8E6d8>

Full video <https://www.youtube.com/watch?v=Zi4ZbOb2Dkk>

The campaign goes live on Monday 17 April at the following links:

www.barnardos.org.au/anna

www.barnardos.org.au/mark

For interviews with Anna or Mark, please contact Irene Saunders on isaunders@barnardos.org.au or 0410 503 232

About Barnardos Australia barnardos.org.au

Barnardos Australia is here because every child needs a champion. We listen, we act, and we advocate for the safety of children at risk of abuse and neglect, providing family support programs and services that empower children to reach their full potential. When it comes to protecting vulnerable children from abuse, we never give up. We are dedicated to the prevention of trauma in children, and support families to be the best parents they can be. We help children to recover and thrive, and we find safe homes for them through foster care and open adoption.