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WVCAN Kicks Off #High5Drive Campaign for Brave WV Kids

Charleston, WV — During April, which is National Child Abuse Awareness & Prevention Month, the West Virginia Child Advocacy Network (WVCAN) is kicking off a new campaign to raise awareness and funds for the 21 Child Advocacy Centers (CACs) across the state. #High5Drive asks individuals and businesses to give a High 5 and donate \$5 for each child served at West Virginia CACs last year. In fiscal year 2022, 4,703 brave WV kids walked through the doors of a CAC following allegations of sexual abuse, physical abuse, or neglect.

A CAC provides a safe, child-friendly facility where child protection, criminal justice, and child treatment professionals work together to investigate abuse, hold offenders accountable, and help children heal.

In Charleston, WVCAN is partnering with Capitol Market, an official campaign site partner, where they'll display the hands representing children served in West Virginia last year. Folks can visit Capitol Market to get their #High5Drive handprint and share a message of encouragement for these kids, or write their name, or the name of a loved one. Capitol Market is located at 800 Smith Street in Charleston and is open daily.

"We are so excited for the #High5Drive Campaign," said Kate Flack, Chief Executive Officer of the West Virginia Child Advocacy Network. "It will be a great visual representation of the number of brave kids we served last year and showcase the community support for child survivors of abuse."

Having served 4,703 West Virginia children last year, the statewide goal is to raise \$23,515 total. Donations can be made through the Campaign website at <https://wvcn.org/high5drive> or by stopping by Capitol Market during the month of April.

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West Virginia Child Advocacy Network (WVCAN) provides statewide leadership in the fight against child abuse while working side-by-side with the 21 Child Advocacy Centers throughout the state. WVCAN provides training, technical assistance, leadership, legislative and policy advocacy, and overall coordination to Child Advocacy Centers around the state. A CAC is a child-friendly facility in which child protection, criminal justice, and child treatment professionals work together to investigate abuse, hold offenders accountable, and help children heal. Rather than having a child taken from agency to agency to endure multiple interviews, the CAC model coordinated the response around the child for an effective, child-centered, healing process. As the statewide authority on multidisciplinary approaches to supporting child victims of abuse, WVCAN's purpose is to empower local communities to provide comprehensive, coordinated and compassionate services to victims of child abuse.