



EVERY CONVERSATION MATTERS

Child Protection Week 29 May – 5 June 2025



At **CMR North**, we carry a simple but powerful belief in our hearts: every child matters. And so does every single conversation that helps keep them safe, supported, and seen.

As a sanctuary for children and families in need, we walk beside those facing some of life's hardest moments. We are there in homes, in schools, and in communities – wherever a child needs a listening ear and a safe space to open up.

During Child Protection Week, we join South Africa in embracing this year's deeply meaningful theme: **"Every Conversation Matters."**

[Read more here >>](#)

**Why? Because words can protect. Conversations can heal.
And talking – really talking – can save lives.**

The Department of Social Development (DSD) has launched a nationwide child protection programme to combat child abuse, following alarming statistics revealing that more than 26 000 cases of child abuse and neglect were reported in the 2024/25 financial year.

[Read more here >>](#)



Why conversations matter

Children often don't have the language to explain when something feels wrong. That's why the adults around them need to make space for conversations that are kind, safe, and open.

These conversations:

- Help us spot signs of abuse, trauma, or neglect early.
- Build trust between children and adults.
- Encourage timely support and intervention.
- Remind us that child protection is everyone's responsibility.



Who needs to talk?

Every relationship has the power to protect a child:

- **Children and caregivers/parents:** where trust begins.
- **Friends talking to friends:** because no child should feel alone.
- **Teachers and mentors:** trusted adults who listen and guide.
- **Neighbours and families:** a caring community is a protective one.
- **Families and professionals:** together, we find the right help at the right time.

What we are doing at CMR North

As a registered Child Protection Organisation, we are more than a service – we are a sanctuary for children and families. During Child Protection Week – and every week – our team is on the ground:

- Speaking at schools and churches to raise awareness.
- Empowering parents and caregivers to have healthy, meaningful conversations.
- Offering counselling and supporting families facing hardship.

Because at CMR North, we believe that protecting a child starts with listening.

CMR NORTH IN ACTION



Above: CMR North social workers help children to name their feelings

In our class therapy sessions, we support children in understanding their emotions, building social skills, and learning how to express themselves in healthy, confident ways.

It starts with you. And it starts with conversations that matter.

(Above: Children's faces are disguised to safeguard their identity, other images are illustrative only.)