





Blue
ACTION
WEEK



April 19-26

Blue
ACTION
WEEK



FOR IMMEDIATE RELEASE

Media Contact: Osona 'Sonni' Wilson, Executive Director
PPE Kids (*Protect Prevent Empower*)
sonni@ppekids.org | 276-385-7226 | www.ppekids.org/press

PPE Kids Spearheads Virginia Nonprofits Ahead of July 1st Safety Mandates

TAZEWELL, VA — As Virginia marks Child Abuse Prevention Month this April, PPE Kids is taking the lead to unite youth-serving Virginia nonprofits into a powerful, cohesive child protecting alliance. Today, the organization announced the launch of a regional initiative designed to pool resources, align protocols, and bridge the gap between "Awareness and Action" before the state's stringent July 1st safety mandates take effect.

With new state requirements fast approaching, many local grassroots organizations, churches, and sports leagues risk falling behind. PPE Kids is stepping in to provide the shared infrastructure, specialized expertise, and localized framework necessary to move the entire region from basic background checks to verifiable, institutional cultures of protection.

"Predators do not fear 'nice' organizations; they fear competent ones. By uniting Virginia nonprofits under a single, rigorous standard of care, we are building a regional fortress of protection around the children we serve," said Osona 'Sonni' Wilson, Executive Director of PPE Kids. "We cannot afford to operate in silos when the safety of our children and the compliance of our organizations are on the line."

Blue Action Week (April 19–26) Key Initiatives:

To kickstart this massive unification effort, PPE Kids is focusing its upcoming **Blue Action Week** on recruiting and onboarding inaugural coalition members with the following resources:

- **Mandate Readiness Hub:** Launching at www.ppekids.org/parents, providing actionable resources for families and organizations to evaluate their current safety standings against upcoming state requirements.
- **Shared Safeguarding Framework:** Member organizations will adopt the **PPE Kids Safeguarding Framework™**, establishing clear "Bright Lines" of behavior to eliminate liability and grey zones.

- **"Clinical-Lite™" Competency Training:** All coalition partners will gain access to the *Behind the Smile*® foundational training, ensuring a common language of grooming prevention across the region.
- **The "First 5" Safety Raffle:** To incentivize immediate action, the first five Virginia-based organizations to engage with the BAW campaign on social media (Facebook or LinkedIn) will be entered into a raffle to join the PPE Kids Pilot Program, receiving a full year of specialized safeguarding services at no cost.
- **Community Mobilization:** A call for Virginians to wear blue on April 19th as a commitment to moving from "knowing" to "doing".

Mobilizing Virginia:

PPE Kids invites media, local legislators, and regional organizational leaders to join this united front. By focusing on primary prevention and collaborative accountability, Virginia can lead the nation in systemic child protection.

About PPE Kids (Protect Prevent Empower): PPE Kids is a Virginia-based, national, non-profit, organization dedicated to child safety through systemic accountability and specialized safeguarding programs. Led through the unique combination of Human Resources and trauma-informed experts, PPE Kids empowers the adults in a child's life with the tools to notice and act, ensuring that every child's safety is a priority and every organization is compliant and knowledgeable .