

Day for Daniel



Frequently asked questions

What is Day for Daniel?

Day for Daniel is Australia's largest national day of action to raise awareness of child safety, protection and prevention. It is held on the last Friday of October every year and honours the memory of Daniel Morcombe. The theme of the day is to wear Red, Educate and Donate. Parents, carers and educators are asked to start a conversation with children and young people about personal safety. Schools and kindergartens conduct child safety education activities. Businesses and community come together to raise awareness of child safety issues. It's the Daniel Morcombe Foundation's biggest fundraiser of the year. Monies raised on the day fund our education programs, resource development and support.

Why do we wear red?

We ask people to wear red on Day for Daniel in remembrance of Daniel Morcombe. Daniel was wearing a red t-shirt when he was abducted on 7 December 2003. He was last seen waiting for a bus. It was suspected at the time that Daniel may have been murdered and this was later confirmed. Wearing red links Daniel's very real story to the importance of safety education. It provides a message of strength and hope that together we can make the world safer for all children as a legacy to Daniel and his family.

How can I educate?

The key child safety message on Day for Daniel encourages children to Recognise, React and Report if they don't feel safe. Conversations or education does not need to be scary or risk focused but should highlight topics such as recognising body clues, understanding body ownership, naming private body parts and identifying adults who can help if a child feels unsafe. It's important to ensure the information you are sharing is age and developmentally appropriate. [Check out our videos and activity sheets](#) to help you start a conversation. Using every day opportunities (such as a situation a character on a TV show may find themselves in) to reinforce personal safety messages is a great strategy to ensure you keep communication open and demonstrate that you are willing to talk about being safe.

How do I answer questions about Daniel?

There are many children and young people who may be curious to know about Daniel and why we have a Day for Daniel. It is important children learn about Daniel without getting overwhelmed, scared or sad. Day for Daniel is a day to be positive about learning to be safe.

For children

Daniel was a boy who was abducted. This means he went missing because an adult took him. Daniel died and his Mum, Dad and family were very sad. But they don't want you to be sad. They want all children to know about being safe and who they can talk to if they feel unsafe. This is why we have Day for Daniel. Luckily, what happened to Daniel doesn't happen very often, so there is no need for you to worry too much. There are lots of things we can talk about to help you to stay safe. What do you think about this story? Do you have any other questions? If you ever felt unsafe who could you tell?

For young people

Daniel was a 13 year old boy who was abducted. This means he went missing because an adult took him. He didn't have the chance to say no or go to a safe place. Daniel was murdered by the person who took him away. His Mum, Dad and family were devastated but they don't want you to be sad. They want to make sure that all children know what to do if they ever feel unsafe at home, school, online or while in public. This is why we have Day for Daniel. Luckily, what happened to Daniel doesn't happen very often and there are lots of things we can talk about to help you stay safe. What do you think about this story? Do you have any other questions? If you ever felt unsafe who could you tell?

What if a child makes a disclosure of harm?

Whether you are a parent, carer or professional your initial response in the moment with the child should be the same. Listen and believe. Stay calm and let the child speak at their own pace, don't ask leading questions or make promises you cannot keep. Remember that your reaction to the disclosure can make all the difference to a child or young person and their ability and confidence to seek future support, talk to others and process their experience/s of harm. All disclosures of abuse should be reported to the relevant state or territory child protection agency. In education settings, teachers should be familiar with their student protection policy to determine actions and responsibilities related to reporting a disclosure. We recommend visiting the Australian Institute of Family Studies website where there is an excellent [guide to responding to children's and young people's disclosures of abuse](#) and contact details of [where reports of abuse can be made in each state and territory](#).

How do I donate?

Visit the [donate](#) page of the Daniel Morcombe Foundation website. Donations can be made online using a credit card or via paypal. Direct bank deposit or cheque donations are also accepted.

What do our donations support?

All funds donated are used towards harm prevention activities and improving outcomes for children and young people who are survivors of crime directed towards them. Donations over \$2 are tax deductible. Your support, no matter how big or small helps to keep kids safe.

How do I get involved?

School

Talk with your school leadership team early in the year and agree to [register](#) for Day for Daniel, 25 October 2019. Promote the day with provided posters and inform parents and carers through the school newsletter. Plan your child safety education activities for the day. Access the [Keeping Kids Safe videos and activities](#). Don't forget to wear red and donate if you can.

Parent/ carer

Talk to your child's school and ask them to [register](#) for Day for Daniel, 25 October 2019. Use the day as a way to have a conversation about safety with your child. If their school participates, ask your child what they learnt. Let them know they can always talk to you if they ever feel unsafe. Use [resources](#) to help you talk to family, friends and colleagues, encourage them to have conversations about safety with the children in their lives. Don't forget to wear red and donate if you can.

Business and Community

[Register](#) for Day for Daniel, 25 October 2019, host an event at your workplace or in your community to raise awareness of the importance of child safety education. Decorate your workplace, shop or office with red. Wear red and donate.

What promotional materials can I order/ purchase and how do I get these?

Schools or businesses are welcome to order materials to support education and fundraising activities. Posters are available to [download](#) from our website. Other items can be ordered by visiting our [online shop](#).