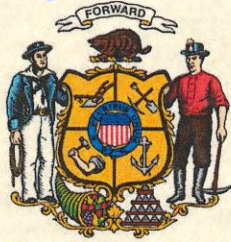


# STATE of WISCONSIN



## OFFICE of the GOVERNOR

# Proclamation

*WHEREAS*; child abuse and neglect are pervasive—yet preventable—issues affecting communities across Wisconsin; and

*WHEREAS*; according to the United States Department of Health and Human Services, in 2023, approximately 2,000 kids across the United States died from physical abuse or neglect, including more than 20 kids in Wisconsin; and

*WHEREAS*; identifying injury from potential abuse can be done by employing the TEN-4-FACESp rule, which refers to bruising on the torso, ears, neck, frenulum, angle of the jaw, cheeks, eyelids, or subconjunctival hemorrhage, while the number “4” acknowledges the concerning nature of any bruising on children under four months of age, and “p” emphasizes patterned bruising as a marker of physical abuse; and

*WHEREAS*; bruising is the most common, and often most visible, sign of physical abuse, and employing the TEN-4-FACESp rule can help adults differentiate abuse from accidental injury; and

*WHEREAS*; recognizing the earliest signs of physical abuse can prevent tragic outcomes, underscoring the importance of adult intervention, protection for vulnerable populations, and collaboration amongst caregivers, families, communities, and government agencies to create safe, stable, and nurturing environments for all kids; and

*WHEREAS*; today, the state of Wisconsin joins dedicated individuals, advocates, families, and organizations across the state in acknowledging the importance of identifying, reporting, and preventing child abuse and neglect and working towards a world that is safe, supportive, and where every kid can lead their best and fullest life;

*NOW, THEREFORE*, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim October 4, 2025, as

## TEN-4 AWARENESS DAY

throughout the State of Wisconsin, and I commend this observance  
to all our state’s residents.



IN TESTIMONY WHEREOF, I have  
hereunto set my hand and caused the  
Great Seal of the State of Wisconsin  
to be affixed. Done at the Capitol in  
the City of Madison this 29th day  
of September 2025.

*Tony Evers*  
TONY EVERS  
GOVERNOR

By the Governor:

*Sarah Godlewski*  
SARAH GODLEWSKI  
Secretary of State