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

WHEREAS; in 2024, over 1,700 kids across the United States died from physical abuse or neglect, including 27 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 2026 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 2026.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State