



MEMORANDUM
HEALTH AND HUMAN SERVICES
CHILDRENS SYSTEM OF CARE
County of Placer

TO: Board of Supervisors

DATE: March 22, 2016

FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services

SUBJECT: Proclamation declaring April 2016 as "Child Abuse Prevention Month"

ACTION REQUESTED

1. Present a Proclamation declaring April 2016 as "Child Abuse Prevention Awareness Month" in Placer County.

BACKGROUND

The Placer County Department of Health and Human Services has many community partners who participate actively in pursuing the goal of reducing and treating child abuse and neglect for Placer County by strengthening children and families. Chief among these is KidsFirst, Counseling and Family Resource Centers also serving as the Child Abuse Prevention Council for Western Placer County. Together with North Lake Tahoe child abuse prevention efforts (or council) and other key partners, KidsFirst leads a collaborative effort to deliver a variety of services which assist and support Placer's families in creating safe, healthy and nurturing homes and communities in which children can thrive.

For more than 26 years, KidsFirst has lead local efforts to raise awareness about child abuse, educate the community and help thousands of families resolve difficult life circumstances that threaten the safety and wellbeing of children. In addition, April is "National Child Abuse Prevention Awareness Month" and Placer County desires to support KidsFirst and all allied community partners in raising awareness and providing education to the community regarding the most effective and useful methods to prevent child abuse.

In addition to celebrating our prevention efforts, we encourage County Employees, the Board of Supervisors, and other county partners to wear blue ribbons in the first full week of April. Additionally, we advocate for a "wear all blue" day on April 8th and strongly encourage all to plant blue pinwheels in highly visible areas outside county office buildings, taking pictures to share on Facebook and Twitter, publicizing this worthy effort.

FISCAL IMPACT

There is no fiscal impact as a result of this action.

ATTACHMENTS

Proclamation

**IN THE MATTER OF A PROCLAMATION RECOGNIZING APRIL 2016,
AS, "CHILD ABUSE PREVENTION AWARENESS MONTH"
IN PLACER COUNTY**

WHEREAS, all adults and caregivers have a responsibility, as neighbors, community members and citizens of Placer County to help create healthy, safe and nurturing experiences for children and youth; and

WHEREAS, safe and healthy childhoods help produce confident, successful and independent adults; and

WHEREAS, child abuse and neglect often occurs when people find themselves in isolated or stressful situations, without community resources, and don't know how to cope; and

WHEREAS, the majority of child abuse cases stem from situations and conditions that are preventable when our communities are supportive, active and engaged; and

WHEREAS, child abuse and neglect can be reduced by making sure every family has the support it needs and deserves to raise their children in a healthy environment; and

WHEREAS, effective prevention programs succeed because of partnerships among agencies, schools, religious organizations, law enforcement agencies, and the business community; and Placer County's collaborative is among the most effective in the country, and;

WHEREAS, for 27 years, KidsFirst, a child abuse prevention agency comprised of two family resource centers located in Roseville and Auburn, has served the Sierra-Sacramento region as a Child Abuse Prevention Council; and

WHEREAS, wearing a blue ribbon or displaying a pinwheel in April will serve as a positive reminder that together, we can prevent child abuse and keep children safe. Additionally, in 2016 we declare April 8th "wear all blue" day, and strongly encourage county employees, and child serving agencies to wear blue, and display blue pinwheels on that day.

NOW, THEREFORE, BE IT PROCLAIMED, that the above PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, at a regular meeting held, March 22, 2016, proclaiming the month of April 2016 Child Abuse Prevention Awareness Month and urges all citizens to join KidsFirst and its engaged partners, as they support each family's efforts to keep themselves and their children safe, happy, and healthy.

Robert M. Weygandt, Supervisor, District 2
Chairman 2016

Jack Duran, Supervisor, District 1
Jim Holmes, Supervisor, District 3
Kirk Uhler, Supervisor, District 4
Jennifer Montgomery, Supervisor, District 5