



**MEMORANDUM**  
**HEALTH AND HUMAN SERVICES**  
**CHILDREN'S SYSTEMS OF CARE DIVISION**  
County of Placer

**TO:** Honorable Board of Supervisors **DATE:** March 22, 2022  
**FROM:** Robert Oldham, Director of Health and Human Services  
**BY:** Joey Wojtowicz, Staff Services Analyst II  
**SUBJECT:** Proclamation Declaring April 2022 as "Child Abuse Prevention Awareness Month"

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**ACTION REQUESTED**

Approve a Proclamation declaring April 2022 as "Child Abuse Prevention Awareness Month" in Placer County.

**BACKGROUND**

The Placer County Department of Health and Human Services (HHS) 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. These include Lighthouse Counseling Services, Tahoe Truckee Child Abuse Prevention Council, in coordination with the Tahoe Truckee Community Foundation, and KidsFirst Counseling and Family Resource Centers as well as other key partners. Together with other community members and providers, HHS and KidsFirst have coordinated and led 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.

These partners and HHS have led 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 HHS desires to support all allied community partners in raising awareness and providing education to the community regarding the most effective and useful methods to treat and prevent child abuse. For more than 33 years, KidsFirst has assisted HHS to coordinate and plan efforts to educate the community and deliver a network of services which assist and support Placer County's families in creating safe, healthy and nurturing homes and communities in which children can thrive.

In addition to celebrating our prevention efforts, we encourage Placer County employees, your Board, and other Placer County partners to wear blue ribbons in the first full week of April. Additionally, we advocate for a "wear all blue" day on Friday, April 1<sup>st</sup> and strongly encourage all to plant blue pinwheels in highly visible areas outside Placer County office buildings, take pictures to share on Facebook and Twitter, and publicize this worthy effort.

Honorable Board of Supervisors

March 22, 2022

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**FISCAL IMPACT**

This item has no fiscal impact to the County.

**ATTACHMENTS**

Proclamation

# Proclamation

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## **PROCLAMATION DECLARING APRIL 2022 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 do not 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**, wearing the color blue, 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.

**NOW, THEREFORE, BE IT PROCLAIMED THAT** the Placer County Board of Supervisors does hereby proclaim April 2022 as Child Abuse Prevention Awareness Month and urges all citizens to join Placer County Health and Human Services, and many community partners, as they support each family’s efforts to keep themselves and their children safe, happy and healthy.

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Cindy Gustafson, Chairperson, Supervisor District 5

