

**MEMORANDUM  
PLACER COUNTY HEALTH AND HUMAN SERVICES  
Children's System of Care**

**TO:** Honorable Board of Supervisors

**FROM:** Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services  
Richard S. Knecht, Director of Children's System of Care

**DATE:** April 7, 2015

**SUBJECT:** Proclamation Declaring April 2015 as Child Abuse Prevention Month

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**ACTION REQUESTED:**

1. Approve a Proclamation declaring April 2015 as Child Abuse Prevention Month.

**BACKGROUND:**

Each year, the Placer County Department of Health and Human Services, along with many community partners, actively pursues the goal of reducing child abuse and neglect for Placer County children. KidsFirst, in its capacity as the Child Abuse Prevention Council, and together with other key partners, leads a collaborative effort to deliver a variety of services that assist and support Placer County families in creating safe homes and communities.

In 1983, Congress declared April to be National Child Abuse Prevention Month, which established April as a time to acknowledge the children who suffered child abuse and look forward to a day when our communities will be free from abuse and interpersonal trauma inflicted on children. Placer County desires to support KidsFirst and all of our allied community partners in raising awareness and providing prevention and education to the community regarding the most effective and useful methods to prevent the abuse of children and join the nation in proclaiming April 2015 as Child Abuse Prevention Month.

Placer County is one of 18 counties in California that, following a multi-year decline in service need, has seen an increase in the number of referrals for child abuse and neglect since early 2012, affirming a need for public sector awareness.

**FISCAL IMPACT:**

None.

**In the matter of a proclamation declaring  
April 2015 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 26 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.

**NOW, THEREFORE, BE IT PROCLAIMED THAT** the Placer County Board of Supervisors does hereby proclaim April 2015 as 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.

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