



# Prevent Child Abuse Nevada

a provisional chapter of Prevent Child Abuse America

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## 2011 – 2012 Annual Report



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# PREVENT CHILD ABUSE NEVADA ANNUAL REPORT

July 1, 2011 – June 30, 2012

Prevent Child Abuse Nevada (PCANV), a provisional chapter of Prevent Child Abuse America, has had a very productive year. From participation in national awareness campaigns to classes targeted at some of Nevada's most troubled youth, Prevent Child Abuse Nevada has established itself as one of the most prominent voices in child abuse prevention in the state of Nevada. Through collaborations with community partners, we have organized a statewide network of agencies and individuals who are all concerned about and willing to work hard to prevent child abuse and neglect.

## **DIRECTOR'S ACTIVITIES**

### **ATTENDANCE AT ANNUAL EXECUTIVE DIRECTORS MEETING**

In October 2011, PCANV staff attended the Annual Executive Director's Meeting held by Prevent Child Abuse America. Over the course of two days, we were able to connect with over 30 other Prevent Child Abuse chapters across the United States, learn about various chapter activities such as home visiting, prevention materials, outreach strategies, and unique partnerships.

### **PARTICIPATION ON CNEC**

In October 2011 PCANV Director of Programs, Amanda Haboush was voted in as a member of the Chapter Network Executive Council. The purpose of Chapter Network Executive Council (CNEC) is to serve as a liaison between Prevent Child Abuse America, its board and staff and the network. The committee facilitates communication and ensures the network is represented on major national initiatives, policy decisions as well as how policies impact chapters and other activities inherent in building a strong national network. As a CNEC member, Ms. Haboush was also able to attend the Prevent Child Abuse America Board of Directors meeting in Chicago, IL in June 2012. During this meeting, she was able to meet board members, and provide input on the national direction of the chapter including promotion, research, and advocacy efforts.

## **ADVISORY COUNCIL**

Prevent Child Abuse Nevada has established an Advisory Council to help develop the direction of child abuse prevention in the state and to develop the resources that are available to the community. This council will assist Prevent Child Abuse Nevada in efforts to promote healthy children and develop strong families in our state.

Over the past fiscal year, the council consisted of approximately 14 individuals representing various child advocacy and service organizations throughout the state. The Prevent Child Abuse Nevada Advisory Council met four times in the last fiscal year. These meetings centered on the formation of a healthy chapter of Prevent Child Abuse America, including discussion on how to structure the council, what should be done to raise funds, what activities the organization should engage in to serve the community, as well as the development of a strategic plan.

## **WEBSITE**

The Prevent Child Abuse Nevada website is fully operational and provides an excellent means of staying informed about the activities of the organization as well as child abuse prevention in general. The website provides clear links to pages describing the many programs that are provided by PCANV including Choose Your Partner Carefully and Pinwheels for Prevention. There is also a widget containing PCANV's Twitter feed, so that visitors will always be up-to-date on the latest news from our organization. The website is also a great place for parents and educators to obtain resources on child abuse and neglect prevention, child safety, and healthy development.

The website is located at: <http://www.preventchildabusenevada.org>

## **FUNDING**

### **GRANT APPLICATIONS**

Prevent Child Abuse Nevada runs primarily on grant funding obtained by the UNLV Nevada Institute for Children's Research and Policy. During this fiscal year, PCANV received an award of \$15,350 to implement the Choose Your Partner Carefully Campaign from the Public Awareness Subcommittee of the Nevada Executive Committee to Review the Death of Children. The Changing Lives Community Fund awarded PCANV \$20,000 to implement the Expect Respect Youth Violence Prevention Training. Additionally, a \$2,000 gift was received from the In and Out Foundation to help support PCA outreach activities. During the past fiscal year, Prevent Child Abuse Nevada submitted five grant applications and three applications are still pending.

### **FUNDRAISING**

Prevent Child Abuse Nevada held two small fundraising events over the past fiscal year. First, a silent auction was held during the Pinwheels for Prevention event at Tivoli Village on April 14, 2012. Many local businesses supplied in-kind donations, such as show tickets, hotel stays, and gift cards to restaurants and other retailers. A list of donors is provided below. These donations were combined into gift packages which were displayed at a table at the Pinwheels for Prevention event. Attendees enjoyed bidding on the gift packages, and Prevent Child Abuse

Nevada raised over \$400.00. Also, in April 2012, Whole Foods Market on Lake Mead Boulevard collected donations at their cash registers for the entire month and raised over \$600.00 for the chapter.

*List of Donors for 2012 Pinwheels for Prevention Silent Auction:*

- 20 Second Fitness
- Baby's Bounty
- Four Queens Hotel and Casino
- Golden Nugget Las Vegas
- Mac King Comedy Magic Show
- Red Rock Climbing Center
- Ritual Salon and Spa
- South Point Hotel, Casino, and Spa
- Trader Joe's
- Vegas Indoor Skydiving
- Winder Farms

#### ON-LINE GIVING

The Prevent Child Abuse Nevada website has a link to an on-line giving option. While there have not been any donations through that option yet, we believe it is important to make giving as easy as possible. This option will continue to be available through the website.

#### **PINWHEELS FOR PREVENTION**

The Prevent Child Abuse America Pinwheels for Prevention<sup>®</sup> campaign is an effort to change the way our nation thinks about prevention and how we can deliver on our commitment to America's children. The pinwheel is meant to be an uplifting reminder of childhood and the bright futures all children deserve.

The 2012 "Pinwheels for Prevention" activities in Nevada were a statewide success! Overall, 10 counties participated by planting pinwheels in parks and on courthouse lawns, and involved school teachers, children, and parents from Head Start to 6th grade. Pinwheel organizers got the community involved by displaying pinwheels in local businesses, engaging local policy makers and public figures such as First Lady Kathleen Sandoval, Dina Titus, and Senator Valerie Weiner. Organizers also collaborated with statewide service providers to build awareness of preventative measures that can stop child abuse and neglect before it even happens by attending community resource fairs, holding press conferences, and tabling at other events statewide. A detailed summary of "Pinwheels for Prevention" events held in April is provided in Appendix A.

#### **CHOOSE YOUR PARTNER CAREFULLY CAMPAIGN**

In 2010, in 7 out of 12 (58%) substantiated child death allegations of abuse or neglect in Clark County the perpetrator was a parent's paramour. Often times a parent's partner (typically the

mother's boyfriend) is left to care for children that are not their own and do not have the parenting skills and patience necessary to provide care. It is in these situations where we see child abuse and neglect inflicted by the parent's partner.

Fortunately, not all of these incidents end in a fatality, but in order to help prevent the abuse and/or neglect of children, a campaign to help educate parents about the importance of choosing a partner carefully is necessary in Clark County. The Choose Your Partner Carefully campaign (originated in Ohio) was brought to Southern Nevada to increase awareness of this problem. Campaign activities over the past fiscal year included:

- Printing and distribution of campaign brochures
- Attendance at community events to provide information and education about the campaign
- Bus stop campaign advertisements placed in at risk zip codes during the month of April
- Materials and information on the PCANV website
- An electronic newsletter about the campaign to parents and professionals working with families

The community had a very positive response to the campaign and verbal feedback from agencies and organizations confirmed that this information was needed and desired in our community. The full report on this campaign is provided in Appendix B.

## **EXPECT RESPECT – YOUTH VIOLENCE PREVENTION PROGRAM**

Prevent Child Abuse Nevada staff began to implement a youth violence prevention program called Expect Respect in this past fiscal year. The program is aimed at reducing violence between partners in dating relationships. The short-term objective of the program is to create a culture that supports "zero tolerance" for violence, with the long-term objective of imparting values and skills to youth that will prevent domestic violence, and reduce future instances of child abuse.

Teen dating violence is a pervasive problem with serious health and safety consequences for youth. SafePlace: Domestic Violence and Sexual Assault Survival Center highlights several key facts about teen relationships in their publication entitled: *Expect Respect: A School-Based Program Promoting Safe & Healthy Relationships for Youth* by Barri Rosenbluth. This document indicates that numerous studies demonstrate that abuse in teenage dating relationships is common and even considered normal by many young people. Data indicate that this problem exists across lines of race, socioeconomic status, religion, sexual orientation, disability and other individual differences and is present in urban, suburban and rural communities. Children and youth in all communities, regardless of whether they are witnessing or experiencing abuse in their homes, are at risk for using and experiencing abuse in a dating relationship.

The Expect Respect program consists of eight one-hour sessions that focus on reducing risk factors for violence and promoting protective factors for healthy relationships. This course

takes an ecological approach to violence prevention and discusses the following topics at the individual level and in relationships, the community, and society. The topics include: preventing teen violence with a focus on bullying and sexual harassment, skills to develop healthy relationships, how to be respectful and positive, and leadership development. This program has also been reviewed (and modified when needed) to ensure that information is culturally competent and sensitive, and that the examples and statistics presented to the youth are locally relevant. During the 8 hour curriculum, youth also engage in a student-lead campaign to develop awareness about interpersonal violence in Clark County. This will help engage youth in promoting healthy dating relationships and create awareness of bullying and abuse for their peers and community.

Currently, we are working with the Clark County Department of Juvenile Justice Services, Nevada Partnership for Homeless Youth, and the Clark County Foster and Adoptive Youth Association to recruit youth ages 13-18 to complete the program. We will serve a total of 200 youth by February 2013.

## **EDUCATIONAL OUTREACH**

Each year Prevent Child Abuse Nevada aims to attend a variety of community events to network and collaborate with other community organizations, build awareness about how to keep our community safe and healthy, and provide the community with information and support. Listed below are examples of events that were attended during the past fiscal year:

- Moapa Tribal Child Abuse Prevention Month Event
- Tivoli Village Pinwheels for Prevention Event
- Baby Bonanza Event
- Elementary School Carnival Nevada Association for the Education of Young Children Conference
- Festival of Communities Fair
- St. Rose Immunization Health and Safety Fair
- Walk Me Home Event – Clark County Foster and Adoptive Parent Association

## **APPENDIX A**

### **PINWHEELS FOR PREVENTION**

# 2012 Nevada Summary Pinwheels for Prevention

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This years "Pinwheels for Prevention" activities were a statewide success! Overall, **10 COUNTIES** participated by planting pinwheels in parks and on courthouse lawns, and involved school teachers, children, and parents from Head Start to 6th grade. Pinwheel organizers got the community involved by displaying pinwheels in local businesses, engaging local policy makers and public figures such as First Lady Kathleen Sandoval, Dina Titus, and Senator Valerie Weiner, and collaborating with statewide service providers to build awareness of preventative measures that can stop child abuse and neglect before it even happens by attending community resource fairs, holding press conferences, and tabling at other events statewide. Detailed summaries for "Pinwheels for Prevention" events in April are provided below.

**March 30<sup>th</sup> – Elko – Courthouse Pinwheel Planting:** Planted pinwheels on the courthouse lawn, 4<sup>th</sup>-5<sup>th</sup> grade students from six local schools created personal pinwheels with messages on how to show love to a child. Students presented their pinwheels in class and displayed pinwheels in bouquets that were placed in over 60 merchant shops throughout the community.

## **April 1<sup>st</sup> Events:**

**Wells – Pinwheel Distribution to Local Businesses:** Displayed 2,000 pinwheels in the community on lawns or in pinwheel vases with messages saying "Supporting a Healthy & Safe Childhood". Local grocery stores sent out 1,000 bookmarks in shopping bags with tips on how simple acts of being involved can help prevent child abuse and informational resources. Children ages 2-10 participated in a pinwheel coloring contest and over 150 coloring pages were displayed at the local market. Another 45 preschool and 47 elementary students made 3-D pinwheels that were displayed at the local bank. Articles on the meaning of the pinwheel campaign went out in the local newspaper and school newsletter. Ten nominations were turned in for the Pinwheel Award that is awarded to someone within the community every year who has had a positive impact on the children of Wells. The winner's name is engraved on a giant medal pinwheel.



**Storey/Virginia City – School Children Making Pinwheels for Display:** Community Chest partnered with Storey County School District and 1<sup>st</sup>-5<sup>th</sup> grade students created pinwheels that were displayed at Storey County Courthouse, District Attorney's Office,



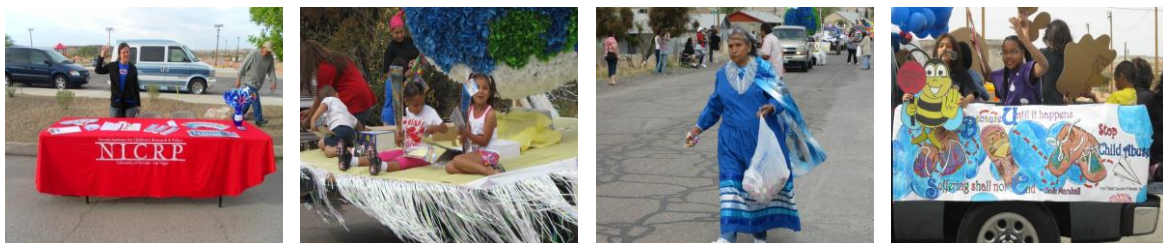
Sheriff's Office, Senior Centers, Hillside Elementary, Hugh Gallagher Elementary, and the Community Center in Virginia City.



**April 4<sup>th</sup> – Las Vegas – Kick Off Press Conference:** Prevent Child Abuse Nevada (PCA-NV) joined Courts Catalyzing Change at the Grant Sawyer Building to recognize April as National Child Abuse Awareness Month. PCA-NV also introduced the new “Choose Your Partner Carefully Campaign,” focusing on choosing a partner that you trust to take care of your child. The press conference took place right before the Legislative Sub-Committee on Child Welfare met to make changes to the state statutes regarding child abuse and neglect. Speakers include Mari Parlade of Courts Catalyzing Change, Lisa Teele from Las Vegas Metropolitan Police Department, Senator Valerie Weiner, and Dina Titus. Multiple news stations attended and additional photos and news clippings can be seen on the Prevent Child Abuse Nevada Facebook page.



**April 5<sup>th</sup> – Moapa – 4<sup>th</sup> Annual Child Abuse & Neglect (CAN) Parade:** The Social Services Department of the Moapa Band of Paiutes celebrated its 4<sup>th</sup> Annual Child Abuse & Neglect (CAN) Parade and Annual Fair Day at the Moapa River Indian Reservation.



**April 7<sup>th</sup> – White Pine/Eureka – Car Seat Check:** Pinwheels were handed out and pinwheels bouquets were displayed in local businesses. Pinwheels were also planted in a heart shaped display on the courthouse lawn.

**April 10<sup>th</sup> – Pershing – Pershing County Courthouse Pinwheel Planting Ceremony:**

The Family Resource Center partnered with Frontier Community Coalition and 4-H. Event organizers, partners, students, and children with their parents planted pinwheels on the Pershing County Courthouse lawn. Lovelock Mayor Mike Giles gave a speech and awarded the county a proclamation declaring April as Child Abuse Prevention Month. As a kickoff to the event, on March 30<sup>th</sup>, the Family Resource Center held a child abuse parenting class and made pinwheel bouquets that were distributed throughout the community.



**April 12<sup>th</sup> - Las Vegas - Acelero Head Start:** Head Start families made pinwheels with their children and planted them in the garden. There was a good turnout of parents and volunteers with activities held outside as well. "Choose Your Partner Carefully" bookmarks were also available at this event. Parents received handouts for Shaken Baby Syndrome, Help Prevent Child Abuse Nevada, Three R's of Positive Discipline, Preventing Childhood Injuries, and The ABC's of Drowning Prevention. The Stewart Head Start program was also successful in providing activities for strengthening families, connecting them to needed services, and educating on issues that will promote a child's healthy development. Our parent/child activity was a great success and we will be making "Pinwheels" every year.

**April 14<sup>th</sup> – Las Vegas – Pinwheels for Prevention at Tivoli Village:** Prevent Child Abuse Nevada (PCA-NV) collaborated with Tivoli Village and Baby's Bounty in hosting a community fair that included 30 agencies serving families in Nevada, interactive activities, games for children, and community performances from local dance and entertainment companies.



**April 16<sup>th</sup> Events:**

**Carson City – Planting Ceremony on the Legislative Lawn:** First Lady Kathleen Sandoval planted pinwheels on the courthouse lawn and gave a speech recognizing April as National Child Abuse Prevention Month.



**Las Vegas - 12th Annual Light of Hope Ceremony:** The CASA Program sponsored a candle-lighting ceremony to share messages of hope and highlight the many things that are being done to improve the lives of abused and neglected children. This year's event was held at the Clark County Family Court. Community leaders and a former foster child shared heartfelt "I Am" statements and stories about the impact that one individual can make in the life of a foster child. The Board of County Commissioners of Clark County, Nevada also presented a proclamation to the CASA Program for the impact they are making to promote child abuse prevention and permanency for children.



**April 20<sup>th</sup> – Reno – CAN Prevent Conference:** The Child Abuse and Neglect Prevention Task Force met for their 11<sup>th</sup> annual conference focusing on "The Effects of Psychotropic Medications on Children."

**April 21<sup>st</sup> – Las Vegas - Family Safety Day:** The Boys & Girls Club of Las Vegas hosted a family fun day with food, games, and resources for community members, families, and children. Pinwheel displays were made and placed in eight different clubhouses to show support for "Pinwheels for Prevention" during the month of April.



**April 25<sup>th</sup> – Fallon – Pinwheel Planting at Millennium Park:** Fallon schools made pinwheels to display on lawns and at Millennium Park across from the Courthouse. Fallon had several schools participate and the Junior High made a significant impact on the community by displaying handmade pinwheels on the fence facing the main streets. This gave teachers the opportunity to speak to the children about abuse, bullying, and the different type services our community provides. Mayor Ken Tedford also signed a proclamation for April as the National Child Abuse Prevention Month during the Millennium Park Pinwheel Planting.



**April 28<sup>th</sup> Events**

**Mineral - ZERO TOLERENCE:** Consolidated Agencies of Human Services (CAHS) hosted a resource fair for the community and also provided food and activities.

**Las Vegas – St. Rose Dominican Hospital Baby & Child Bonanza and Health Fair:** The Baby & Child Bonanza presented the latest in health and safety information and services for children in an event for the families and children of Nevada. The fair was a success in providing immunization services, car seat safety checks, infant and child CPR demos, safety information, pediatrician presentations, and interactive activities for children.



**May 5<sup>th</sup> - Mesquite - Mesquite Days Parade:** Handed out over 1000 pinwheels during the parade to community members.

**Prevent Child Abuse Nevada | 702-895-5053 |  
PreventChildAbuseNevada@unlv.edu · www.preventchildabusenevada.org**

## **APPENDIX B**

### **CHOOSE YOUR PARTNER CAREFULLY CAMPAIGN**

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# **“Choose Your Partner Carefully”**

## **Implementation of a Child Abuse Prevention Campaign in Southern Nevada**

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**Final Report for the Public Awareness Subcommittee of the Nevada Executive Committee to Review the Death of Children**

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**Submitted by:**

Prevent Child Abuse Nevada through  
Nevada Institute for Children’s Research and Policy at UNLV

**In Partnership with:**

Clark County Department of Family Services  
Las Vegas Metropolitan Police Department – Abuse and Neglect Detail  
Clark County District Attorney’s Office  
Southern Nevada Children’s Assessment Center

**June 30, 2012**

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**The Nevada Institute for Children's Research and Policy (NICRP) is a not-for-profit, non-partisan organization dedicated to advancing children's issues in Nevada.**

As a research center within the UNLV School of Community Health Sciences, NICRP is dedicated to improving the lives of children through research, advocacy, and other specialized services.

**NICRP's History:** NICRP started in 1998 based on a vision of First Lady Sandy Miller. She wanted an organization that could bring credible research and rigorous policy analysis to problems that confront Nevada's children. But she didn't want to stop there; she wanted to transform that research into meaningful legislation that would make a real difference in the lives of our children.

**NICRP's Mission:** The Nevada Institute for Children's Research and Policy (NICRP) looks out for Nevada's children. Our mission is to conduct community-based research that will guide the development of programs and services for Nevada's children. For more information regarding NICRP research and services, please visit our website at: <http://www.nic.unlv.edu>

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(702) 895-1040  
<http://nic.unlv.edu>**

## **“Choose Your Partner Carefully” – A Child Abuse Prevention Initiative for Southern Nevada**

*This project was completed in partnerships with the Clark County Child Death Review Team, the Clark County Child Fatality Task Force, and the Nevada Institute for Children’s Research and Policy’s initiative, Prevent Child Abuse Nevada.*

### **STATEMENT OF THE PROBLEM**

Last year, in 7 out of 12 (58%) substantiated child death allegations of abuse or neglect in Clark County the perpetrator was a parent’s paramour. Often times a parent’s partner (typically the mother’s boyfriend) is left to care for children that are not their own and do not have the parenting skills and patience necessary to provide care. It is in these situations where we see child abuse and neglect inflicted by the parent’s partner. Fortunately, not all of these incidents end in a fatality, but in order to help prevent the abuse and/or neglect of children, a campaign to help educate parents about the importance of choosing a partner carefully is necessary in Clark County.

This problem is not unique to Southern Nevada as a national campaign was developed in 2008 by the Public Children Services Association of Ohio called “Choose Your Partner Carefully”. This campaign included posters, brochures and billboard signs that could be adapted for use in Southern Nevada. The implementation of this campaign is discussed in this proposal.

### **BACKGROUND FOR THE IMPLEMENTATION OF THE “CHOOSE YOUR PARTNER CAREFULLY” CAMPAIGN IN SOUTHERN NEVADA**

Prevent Child Abuse Nevada (PCANV) is one of 47 chapters of the nationally renowned Prevent Child Abuse America network, providing advocacy, public awareness, training, education, and coalition building to support the prevention of child abuse and neglect.

The Nevada Institute for Children’s Research and Policy (NICRP) located at the University of Nevada Las Vegas became a provisional state chapter of Prevent Child Abuse America in January of 2011 after the closing of the organization that previously housed the chapter, the Southern Nevada Area Health Education Center. The Nevada Children’s Trust Fund elected not to reallocate funding for this program to NICRP as the new chapter, NICRP is working to leverage their expertise to further PCANV’s mission to prevent the abuse and neglect of Nevada’s children. PCANV/NICRP served as the lead agency on this initiative and coordinated campaign activities.

PCANV and NICRP worked closely with the members of the Clark County Child Death Review Team and Child Fatality Task Force to implement this campaign. Specific partner agencies included: Clark County Department of Family Services (DFS), Las Vegas Metropolitan Police Department’s Abuse and Neglect Detail (LVMPD), the Clark County District Attorney’s Office (CCDA), and the Southern Nevada Children’s Assessment Center (SNCAC). All of these agencies see firsthand the implications of abuse and neglect and work with the families at greatest risk.

This team of agencies obtained the “Campaign Toolkit” for the “Choose Your Partner Carefully” campaign from Ohio which included copies of print materials as well as strategies for message dissemination. The campaign was implemented on multiple levels over a 10 month period (January 2012-June 2012). The following is a description of the implementation of all of the activities completed during that time frame.



## SUMMARY OF ACTIVITIES

The table below provides a summary of all activities proposed and completed under this funding award. The information below the table provides additional detail for each activity.

Proposed Activities	Status	Notes														
Printing and Distribution of 10,000 Campaign Brochures  Extension Printing Requested by DCFS and Disseminated by DCFS	Complete	<table border="0"> <tr> <td data-bbox="946 310 1166 346"><u>Printed</u></td> <td data-bbox="1166 310 1391 346"><u>Delivered</u></td> </tr> <tr> <td data-bbox="946 346 1166 382">25,000 English</td> <td data-bbox="1166 346 1391 382">22,720 English</td> </tr> <tr> <td data-bbox="946 382 1166 417">15,000 Spanish</td> <td data-bbox="1166 382 1391 417">15,493 Spanish</td> </tr> <tr> <td colspan="2" data-bbox="946 457 1391 493"><u>Rural Brochures</u></td> </tr> <tr> <td colspan="2" data-bbox="946 493 1391 529">1,500 (1,000 English 500 Spanish)</td> </tr> <tr> <td colspan="2" data-bbox="946 529 1391 564"><u>Posters</u></td> </tr> <tr> <td colspan="2" data-bbox="946 564 1391 596">250 (125 English 125 Spanish)</td> </tr> </table>	<u>Printed</u>	<u>Delivered</u>	25,000 English	22,720 English	15,000 Spanish	15,493 Spanish	<u>Rural Brochures</u>		1,500 (1,000 English 500 Spanish)		<u>Posters</u>		250 (125 English 125 Spanish)	
<u>Printed</u>	<u>Delivered</u>															
25,000 English	22,720 English															
15,000 Spanish	15,493 Spanish															
<u>Rural Brochures</u>																
1,500 (1,000 English 500 Spanish)																
<u>Posters</u>																
250 (125 English 125 Spanish)																
Attendance at a minimum of 5 Community events to provide information and education using campaign messages reaching an estimated 1000 people over the 10 month period	Complete	<ul style="list-style-type: none"> <li>• Moapa Tribal Child Abuse Prevention Month Event</li> <li>• Tivoli Village Pinwheels for Prevention Event</li> <li>• Baby Bonanza Event</li> <li>• Elementary School Carnival Nevada Association for the Education of Young Children Conference,</li> <li>• Festival of Communities Fair</li> <li>• St. Rose Immunization Health Fair Health and Safety Fair</li> </ul>														
Press Conference and kick-off event for the Campaign aligned with Pinwheels for Prevention Initiative in April	Complete	April 4, 2012 Grant Sawyer Building														
Bus Stop advertisements in at risk zip codes during the month of April	Complete	20 Bus Stop Signs 15 Locations 15 English, 5 Spanish														
Materials and information on PCANV website	Complete	<a href="http://www.preventchildabusenevada.org">www.preventchildabusenevada.org</a>														
Electronic newsletter about the campaign to parents and professionals working with families	Complete	April and May PCA Newsletter														

### Kick Off Press Conference

Because April is National Child Abuse Prevention month, campaign partners agreed that this was a perfect time to announce the campaign to the public. On Wednesday April 4<sup>th</sup>, prior to the meeting of the Legislative Committee of Child Welfare and Juvenile Justice, the campaign partners held a press conference in front of the Grant Sawyer Building. The UNLV media team coordinated a press release that was disseminated the week of the event. Guest speakers included Senator Valerie Weiner, Chair of the Legislative Committee of Child Welfare and Juvenile Justice, Lisa Teele from the Las Vegas Metropolitan Police Department Abuse and Neglect Detail, Mari Parlade from Courts Catalyzing Change, and former Congresswoman Dina Titus. This press conference was considered very successful. It received ample attention, including over 50 supporters in attendance and news coverage from channels 8, 13, Univision, and the Las Vegas Review Journal. Later that day, NICRP was also able to present information about the campaign to the legislative committee. After the press conference, several news

stations requested additional interviews from NICRP and Lisa Teele (e.g. KNPR radio). Pictures of the event and press coverage are available on the Prevent Child Abuse Nevada Facebook page.

### Distribution of Print Materials

With the guidance of the partner agencies, templates from the campaign toolkit developed in Ohio were used to develop a trifold brochure in English and Spanish specific to Nevada. By working with a local printing company we were able to increase the total number of brochures that we intended to print for the campaign. Initially, we intended to print 10,000 brochures but were able to print a total of 40,000 brochures: 25,000 brochures in English and 15,000 brochures in Spanish. These brochures were also made available on the Prevent Child Abuse Nevada website so that agencies could download and print their own copies. The brochures could be used statewide because the 1-800 phone number for reporting child abuse and neglect was provided in the brochure. (See Appendix A for English and Spanish Brochures.)

There were two primary methods used to distribute print materials. First, staff at NICRP tabled at several community events in the months of April and May where print materials were displayed and distributed. These events included The Moapa Tribal Child Abuse Prevention Month Event, Tivoli Village Pinwheels for Prevention Event, Baby Bonanza Event, Elementary School Carnival, Nevada Association for the Education of Young Children Conference, Festival of Communities Fair, St. Rose Immunization Health Fair, and a Health and Safety Fair.

Second, the partners created a list of agencies and organization to contact and offer the brochures. A total of 79 agencies/locations were contacted, and brochures were distributed to 43 different locations. It total, 22,720 English brochures and 15,493 Spanish brochures were disseminated. (Although an inventory was not completed prior to dissemination, it can be concluded, based on dissemination counts, that more Spanish brochures were received than were ordered. It is important to note that we were not able to fill all the orders for the Spanish brochures because of our limited supply. We had requests for at least an additional 3600 brochures in Spanish. Please refer to the table below for a list of the agencies /locations and the number of brochures received.

Location Name	# of English	# of Spanish
<b>Total Dissemination</b>	<b>22720</b>	<b>15493</b>
Acelero Learning Clark County Head Start	500	1200
Adoption Exchange	25	15
AG Mastro's Office LV	600	500
Baby's Bounty	1250	1250
Boulder City Police Department	100	50
Catholic Charities -WIC Owens/Henderson/Nellis	200	100
Children's Choice	60	40
Clark County School District	20	18
CSN	100	50
DCFS	200	50
DCFS	1250	1250

Location Name	# of English	# of Spanish
DCFS - PINK PACKETS	1225	1225
DCFS - RURAL AREA DISTRIBUTION	625	500
DFS	3000	3000
DFS (Permanency Program)	200	0
DJJS	1000	600
East Valley Family Services	350	150
Family to Family	200	200
Henderson Fire Department	200	200
Henderson Police Department	200	50
HOPE Counseling Services	200	50
Las Vegas Library	150	150
LVMPD- Abuse and Neglect	800	300
North Las Vegas Police Department	2500	750
Olive Crest	100	100
Planned Parenthood - East Flamingo	25	25
Planned Parenthood – MLK	25	25
Planned Parenthood - West Charleston	25	25
Red Rock Psychological Services	1250	1250
Southern Nevada Children's Assessment Center	200	200
Spring Valley Head Start	100	100
Stewart Head Start	50	50
Sunflower Head Start	45	35
Sunrise Children's Foundation-WIC Meadows	100	100
Sunrise Children's Foundation-WIC Mesquite	50	50
Sunrise Children's Foundation-WIC N. Las Vegas	100	100
Sunrise Children's Foundation-WIC Sahara	100	100
Teen Pregnancy Prevention Program - SNHD	500	500
UMC - Pediatric ER	50	50

Location Name	# of English	# of Spanish
UMC Burn Unit	200	200
UMC Children's Center	4000	750
UNLV NICRP - PCANV Tabling	800	100
UNLV Student Health Center	25	25
Washoe K-12	20	10
<b>Total Dissemination</b>	<b>22720</b>	<b>15493</b>

Due to the overwhelming success of the brochures, the Department of Child and Family Services extended the grant contract by one month and provided a slight increase in funds to print additional brochures and to print 250 posters. The additional brochures were adapted for rural Nevada by adding the phone numbers for all the rural child welfare offices on the back of the brochure. The posters printed were the same design of the bus stop advertisements. These additional materials were provided back to the Department of Child and Family Services for dissemination.

### Choose Your Partner Carefully Campaign Bus Stop Advertisements

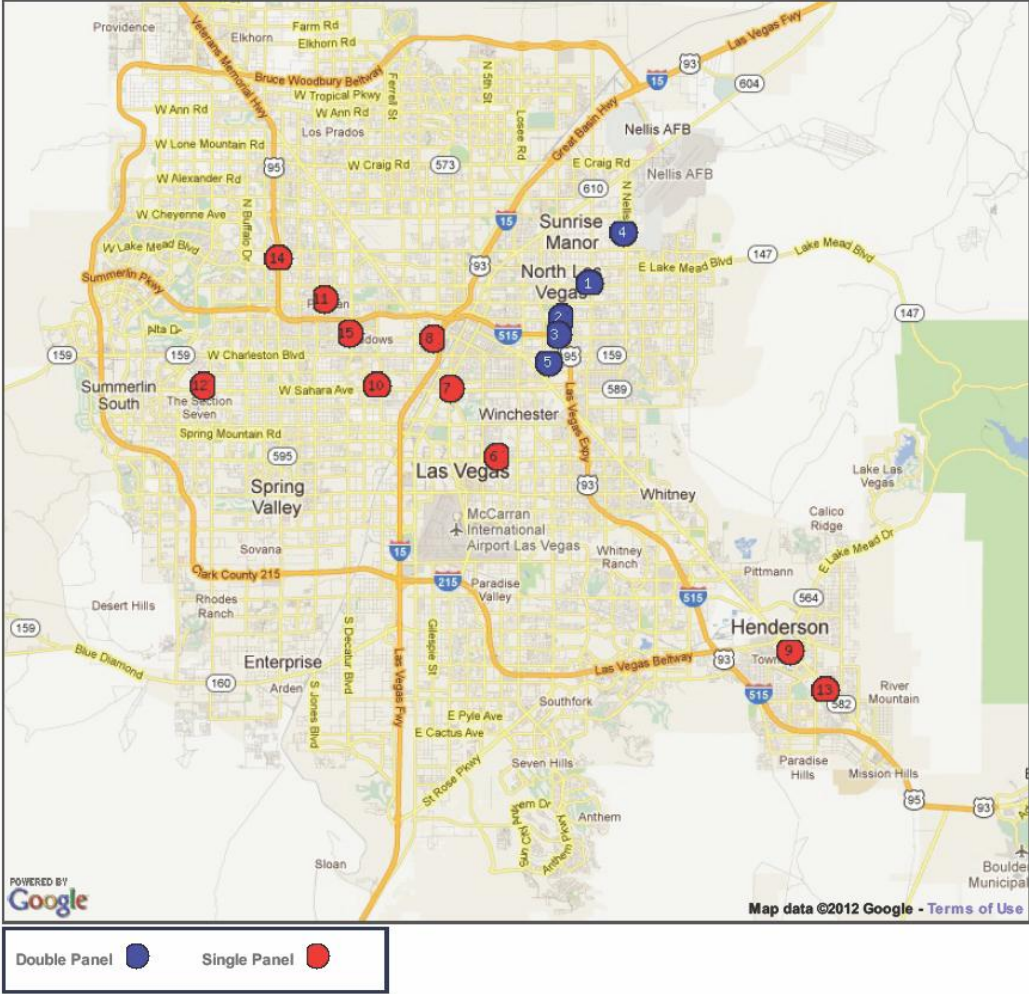
Twenty bus stop advertisements were strategically placed in zip codes identified by LVMPD, Henderson PD, and DFS as "high risk" for a 4 week period in April, designated as Child Abuse Prevention Month. The campaign team used existing campaign materials used in our community to create bus stop advertisements in English and in Spanish.. (See Appendix B for Final English and Spanish Bus Stop Advertisements)

These advertisements were placed at 15 locations in Clark County, 5 of the locations included advertisements in both English and Spanish. Please see the map and table below for specific locations of the bus advertisements. Red dots represent advertisements in English and blue dots represent locations that have both English and Spanish advertisements.

#### Bus Stop Advertisement Locations

Lamb/Owens	Spanish/English
Bonanza/Pecos	Spanish/English
Stewart/Pecos	Spanish/English
Nellis/Alto Ave.	Spanish/English
Palm/Olive	Spanish/English
Flamingo/Spencer	English Only
Sahara/Paradise	English Only
Pinto/Desert	English Only
Boulder Hwy/Basic (Henderson)	English Only
Valley View/Sahara	English Only
Washington/Saylor Way	English Only
Sahara/Canyon Gate	English Only
Boulder Hwy/Horizon (Henderson)	English Only
Rainbow/Balzar	English Only
Alta/Decatur	English Only

Map of Bus Stop Advertisement Locations



## Prevent Child Abuse Nevada - Choose Your Partner Carefully Page

PCANV created a webpage specifically for information regarding the campaign which was available beginning in February 2012. On the home page, preventchildabusenevada.org, there is a direct link to the Choose Your Partner Carefully Campaign as shown in the image below.



Image of Prevent Child Abuse Nevada Home page.

The webpage for the campaign included links to all the documents produced by the campaign (bus stop advertisements and brochures), information about reporting child abuse, and information about how to choose your partner carefully. A snap shot of the page is provided below.



Image of Choose Your Partner Carefully page.

Through Googly Analytics, we were able to track the traffic to the webpage each month. Although the we still feel that the website is a good resource, it did not attract a large number of visitors.

**Traffic to Choose Your Partner Carefully Website**

<b>Month</b>	<b>Unique Visitors to Home Page</b>	<b>Unique Visitors to CYPC Page</b>
February	113	27
March	200	24
April	272	19
May	112	11
June	41	5
<b>Total Unique Visitors</b>	<b>738</b>	<b>86</b>

In addition to the website, an electronic newsletter was sent to the more than 2,500 parents and professionals through both the Prevent Child Abuse Nevada and NICRP listserves. Information about the campaign was included in the April and May PCANV newsletter.

**OVERALL SUMMARY**

NICRP, in collaboration with the Clark County Department of Family Services (DFS), Las Vegas Metropolitan Police Department's Abuse and Neglect Detail (LVMPD), the Clark County District Attorney's Office (CCDA), and the Southern Nevada Children's Assessment Center (SNCAC), met all of the project deliverables proposed in the grant request. The community had a very positive response to the campaign and verbal feedback from agencies and organizations confirmed that this information was needed and desired in our community. The webpage dedicated to this campaign will be maintained by Prevent Child Abuse Nevada and it is our hope that additional brochures will become available statewide as there is a demand for this resource.

In order for this campaign to have a larger effect, social marketing efforts need to be expanded in order to reach a larger audience. Next steps for this campaign should include the distribution of posters along with brochures, and advertisement of the campaign message through strategically placed billboards and potentially movie theater advertisements. It is the intention of this collaborative group to submit another proposal for funding apply in order to sustain this important message.

## **Appendix A**

### **Brochures**



## Choose Your Partner Carefully

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Choose your partner carefully. Your child's life may depend on it. Never leave your child with someone you don't trust to keep your child safe. Many children are harmed each year by adults who are not trustworthy or who just don't know how to take care of a child.

Your baby is counting on you to make the right decision. For more information and/or support, contact Prevent Child Abuse Nevada by phone 1-702-895-5053, by email [preventchildabusenevada@unlv.edu](mailto:preventchildabusenevada@unlv.edu), or visit our website:

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**Prevent Child Abuse Nevada**

a provisional chapter of Prevent Child Abuse America

### Choose Your Partner Carefully Campaign Community Partners:

Las Vegas Metropolitan Police  
Department - Abuse and Neglect Detail

Clark County Department of  
Family Services

Clark County District Attorney's Office

Southern Nevada Children's  
Assessment Center

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### To Report Suspected Child Abuse or Neglect

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Please Call:  
Emergency 9-1-1

Child Protective Services  
1-800-992-5757

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### Prevent Child Abuse Nevada

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Nevada Institute for Children's Research & Policy  
Prevent Child Abuse - Nevada

Phone: 702-895-5053

Fax: 702-895-2657

E-mail: [PreventChildAbuseNevada@unlv.edu](mailto:PreventChildAbuseNevada@unlv.edu)

Website: [www.preventchildabusenevada.org](http://www.preventchildabusenevada.org)



# YOUR BABY IS COUNTING ON YOU

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# CHOOSE YOUR PARTNER CAREFULLY

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[PreventChildAbuseNevada.org](http://PreventChildAbuseNevada.org)



## Very few people believe that someone they love or trust could ever hurt their child. But it happens.

Choosing the right person to care for your child, including a partner, is one of the most important decisions a parent can make. Just because someone is a lover, relative, or close friend does not mean they are able to safely take care of your child. How well do you know the person who will be caring for your child? Do they make good decisions? Are they responsible and trustworthy? Your baby is counting on you to make the right decision.

### Questions to ask yourself:

- How does he/she treat **other women/men** in their life? How does he/she treat **other children** (nieces, nephews, friends' children, etc.)?
- Does he/she **get angry** when you spend time with your child?
- Does he/she **get angry or impatient** when your child cries or has a tantrum.
- Does he/she call your child **bad names or put them down**?
- Does he/she think it's funny to **scare your child**?
- Does he/she **make all the decisions** for you and your child?
- Does he/she **put you down** or tell you that you're a bad parent or that you shouldn't have your kids?
- Does he/she pretend **when he/she hurts your child** that you are to blame or that it's no big deal?
- Does he/she tell you that your child is a **nuisance or annoying**?
- Does he/she **scare your child** by using **guns, knives, or other weapons**?

If you answered "yes" to even one of these questions, your child could be at risk. Never leave your child with someone you don't trust to keep your child safe.

## When choosing a person to care for your child, you should select someone who:

- Has **experience** caring for babies and young children
- Is **patient and mature** enough to care for an excited or crying baby
- Understands that young children must **always** be watched.
- Will **never** shake, hit, yell at, make fun of, or withhold food from a child as punishment
- Does **not abuse alcohol or drugs or illegally carry a weapon**, and will not surround a child with others who may be drinking, using drugs, or carrying weapons illegally.

**Before** leaving your child in someone's care, ask about their **experience** and **how he/she would respond to an upset or unwell child**. Post an emergency contact list in a visible place, on your refrigerator, for example.



## Make sure the person you choose to care for your child knows what to do when your baby won't stop crying:

- Check to see if he or she is **hungry, wet, cold or hot**, etc.
- Offer a **pacifier**.
- **Walk around** holding the baby close in his or her arms or in a carrier, try talking, or singing.
- **Call a trusted friend, relative, or neighbor** who is able to come over and talk to him or her.
- If all else fails, put the baby in the crib on his or her back, making sure the child is safe—check in every five minutes or so... **it is much better to let the baby cry than to do something to stop the crying that may be harmful.**
- **Never shake the child**—shaking a baby can cause bleeding in the brain, which can injure or kill a child ... it takes only a few seconds of shaking to seriously hurt a baby's brain.



## Warning Signs - Choose a person to care for your child that is NOT:

- **Angry or impatient** when children have tantrums, cry, or misbehave.
- **Violent and/or controlling** with his or her partner.
- **Abusing alcohol and drugs**, including marijuana.
- **Using prescription medications** that have bad side effects or make the person drowsy.
- **Untrustworthy** for any reason.



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## Escoja A Su Compañero Con Cuidado

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Escoja a su compañero con cuidado. La vida de su niño(a) depende de esto. Nunca deje a su niño(a) con alguien en el cual usted no confía con la vida de su niño. Muchos niños se ven perjudicados cada año por los adultos que no son dignos de confianza o que simplemente no saben cómo cuidar de un niño.

Su bebé esta contando con usted para que tome la decisión correcta. Para obtener más información y/o apoyo, póngase en contacto con Prevent Child Abuse Nevada por teléfono 1-702-895-5053, por correo electrónico [preventchildabusenevada@unlv.edu](mailto:preventchildabusenevada@unlv.edu), o visite nuestro sitio de web:

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Department - Abuse and Neglect Detail

Clark County Department of  
Family Services

Clark County District Attorney's Office

Southern Nevada Children's  
Assessment Center

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Favor de Reportarlo Al Numero de:  
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Servicios de Protección al Menor (CPS)  
1-800-992-5757

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### Prevent Child Abuse Nevada

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Nevada Institute for Children's Research & Policy

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# SU BEBÉ ESTA CONTANDO CON USTED

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# ESCOJA A SU COMPAÑERO CON CUIDADO

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[PreventChildAbuseNevada.org](http://PreventChildAbuseNevada.org)



**Muy pocas personas creen que un ser querido alguna vez podría lastimar a su hijo(a). Pero sucede.**

Elegir la persona adecuada para cuidar a su hijo(a), incluyendo una pareja, es una de las decisiones más importantes que un padre puede hacer. Sólo porque alguien es un amante, pariente o amigo cercano no quiere decir que sean capaces de cuidar de su hijo(a). ¿Qué tan bien conoces a la persona que cuidará a su hijo(a)? ¿Hacen buenas decisiones? ¿Son responsables y dignos de confianza? Su bebé está contando con usted para tomar la decisión correcta.

**Hazte las siguientes preguntas respecto a tu pareja:**

¿Cómo trata a **las mujeres** de su familia? ¿Cómo trata a **otros niños** (por ejemplo, sobrinas, sobrinos, hijos(as) de otros amigos)?

¿Se **enoja** cuando le dedicas tiempo a tu hijo(a)?

¿Demuestra **enojo o impaciencia** cuando tu hijo(a) llora o tiene una rabieta?

¿Llama a tu hijo(a) utilizando **términos ofensivos** o tiene actitudes denigrantes hacia él?

¿Le parece divertido **asustar** a tu hijo(a)?

¿**Toma todas** las decisiones por ti y tu hijo(a)?

¿Te **dice que eres** un mal padre o madre o que no deberías tener hijos(as)?

¿Te acusa a ti de tener la **culpa cuando él o ella lastiman a tu hijo(a)** o considera que **no es importante cuando esto pasa**?

¿Te dice que tu hijo(a) es un **estorbo**?

¿**Asusta** a tu hijo(a) usando armas de fuego, cuchillos u otras armas?

**Si has respondido afirmativamente a alguna de estas preguntas, tu hijo(a) puede correr riesgos. No dejes nunca a tu bebé con alguien a quien no puedas confiarle la vida de tu hijo(a).**

**Al elegir a una persona para cuidar a su hijo(a), usted debe elegir a alguien que:**

- Tiene **experiencia** en el cuidado de bebés y niños pequeños
- Es **paciente y lo suficientemente** maduro para cuidar a un bebé excitado o llorando
- Entiende que los niños pequeños siempre deben ser vigilados.
- Nunca agita, golpea, grita, se burle de, o retenga la comida de un niño como castigo
- **No abuse del alcohol o las drogas o lleve un arma ilegalmente**, y no dejan al niño con otras personas que pueden beber, usar drogas o portar armas ilegalmente.

**Antes de dejar a su hijo(a) en el cuidado de alguien, pregunte acerca de su experiencia y cómo él / ella respondería a un niño enojado o enfermo.** Ponga una lista de contactos de emergencia en un lugar visible, en su refrigerador, por ejemplo.



**Asegúrese de que la persona que eligió para cuidar a su hijo(a) sabe qué hacer cuando su bebé no deja de llorar:**

- Revisa para ver si él o ella tiene **hambre, esta mojado o mojada, frío o caliente**, etc
- Ofrecer un **chupete**.
- **Caminar alrededor** de la casa cargando al bebé en sus brazos o en un cargador de bebés. También puede intentar hablarle o cantarle al bebé.
- **Llamar a un amigo de confianza, pariente o vecino** que es capaz de venir a hablar con el niño.
- Si todo esto falla, debe poner al bebé en la cuna boca arriba, asegurándose de que el niño esté a salvo. Debe revisar **mas o menos cada cinco minutos... es mucho mejor dejar que el bebé lllore un rato que hacer algo para detener el llanto que puede ser perjudicial.**
- **Nunca sacuda al niño**, sacudir a un bebé puede causar sangrado cerebral y esto a su vez puede herir o matar a un niño . Sólo toma unos segundos de agitación para seriamente dañar el cerebro de un bebé.



**Señales de Advertencia: Elija a una persona para cuidar a su hijo(a) que NO ES:**

- Enojado o impaciente cuando los niños tienen rabieta, llanto, o se portan mal.
- Violento o excesivamente controlador con su pareja.
- Abusa del alcohol o de las drogas, incluyendo marihuana.
- Usa de medicamentos con receta que tienen efectos secundarios negativos o hacen que la persona se sienta soñolienta.
- No sea de confianza por **cualquier motivo**.



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## Prevent Child Abuse Nevada

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# CHOOSE YOUR PARTNER CAREFULLY

[PreventChildAbuseNevada.org](http://PreventChildAbuseNevada.org)

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## To Report Suspected Child Abuse or Neglect

Please Call: Emergency 9-1-1  
DCFS RURAL REGIONAL CHILD WELFARE

Carson City  
Phone (775) 687-4943

Battle Mountain Field Office  
Phone (775) 635-8172/5237

Elko District Office  
Phone (775) 753-1300

Ely Field Office  
Phone (775) 753-1300

Fallon District Office  
Phone (775) 423-8566

Fernley Field Office  
Phone (775) 575-1844

Pahrump Field Office  
Phone (775) 727-8497

Tonopah Field Office  
Phone (775) 482-6626

Winnemucca Field Office  
Phone (775) 623-6555

Yerington Field Office  
Phone (775) 463-3151

### Prevent Child Abuse Nevada

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Prevent Child Abuse - Nevada

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Fax: 702-895-2657

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- Ofrecer un **chupete**.
- **Caminar alrededor** de la casa cargando al bebé en sus brazos o en un cargador de bebés. También puede intentar hablarle o cantarle al bebé.
- **Llamar a un amigo de confianza, pariente o vecino** que es capaz de venir a hablar con el niño.
- Si todo esto falla, debe poner al bebé en la cuna boca arriba, asegurándose de que el niño esté a salvo. Debe revisar **mas o menos cada cinco minutos... es mucho mejor dejar que el bebé lllore un rato que hacer algo para detener el llanto que puede ser perjudicial.**
- **Nunca sacuda al niño**, sacudir a un bebé puede causar sangrado cerebral y esto a su vez puede herir o matar a un niño. Sólo toma unos segundos de agitación para seriamente dañar el cerebro de un bebé.



**Señales de Advertencia: Elija a una persona para cuidar a su hijo(a) que NO ES:**

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- Violento o excesivamente controlador con su pareja.
- Abusa del alcohol o de las drogas, incluyendo marihuana.
- Usa de medicamentos con receta que tienen efectos secundarios negativos o hacen que la persona se sienta soñolienta.
- No sea de confianza por **cualquier motivo**.



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## **Appendix B**

### **Bus Stop Advertisements**

# **CHOOSE YOUR PARTNER CAREFULLY...**

***your child's life depends on it.***

**When you choose a partner  
for you, you are choosing  
for your child too.**

**Your baby is counting on  
you to make the right choice.**

**Never leave your child with  
someone you don't trust  
with their life.**

**To Report Suspected Child Abuse or Neglect**

**800-992-5757**

**If this is an Emergency please call**

**9-1-1**

**For additional information & Resources**

**Prevent Child Abuse Nevada**

**Phone: 702-895-5053**

**PreventChildAbuseNevada@unlv.edu**

**www.preventchildabusenevada.org**



# **ELIGE A TUE PAREJA CUIDADOSAMENTE...**

***LA VIDA DE TU HIJO DEPENDE DE ELLO.***

**Cuando eliges a tu pareja,  
estas eligiendo también a la  
persona que estará junto  
a tu hijo.**

**Tu hijo necesita que tomes la  
decisión correcta.**

**No dejes nunca a tu bebé con al-  
guien a quién no puedas con-  
fiarle la vida de tu hijo.**

**Para denunciar sospechó casos de abuso o negligencia:**

**800-992-5757**

**Si esto es una Emergencia, por favor llame**

**9-1-1**

**Para Más Información & Recursos**

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