

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
ACTION AGENDA SUMMARY

DEPT: Community Services Agency

BOARD AGENDA # \*A-6c

Urgent  Routine

AGENDA DATE March 30, 2010

CEO Concurs with Recommendation YES  NO   
(Information Attached)

4/5 Vote Required YES  NO

SUBJECT:

Proclaim the Month of April 2010 as Child Abuse Prevention Month and April 23, 2010 As Children's Memorial Day

STAFF RECOMMENDATIONS:

1. Proclaim the Month of April 2010 as Child Abuse Prevention Month.
2. Proclaim April 23, 2010 as Children's Memorial Day.
3. Authorize County Departments to fly the Children's Memorial Flag On April 18-24 2010.
4. Recognize the Child Abuse Prevention Council Art Contest Winners at the April 20, 2010 Board meeting.

FISCAL IMPACT:

There is no fiscal impact associated with this agenda item.

BOARD ACTION AS FOLLOWS:

No. 2010-152

On motion of Supervisor O'Brien, Seconded by Supervisor Chiesa

and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Monteith, DeMartini, and Chairman Grover

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) \_\_\_\_\_ Denied

3) \_\_\_\_\_ Approved as amended

4) \_\_\_\_\_ Other:

MOTION:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

**DISCUSSION:**

The Governor and the California Legislature have historically proclaimed April as Child Abuse Prevention Awareness Month, calling attention to the special role that the Community Services Agency and its community partners play in child abuse prevention.

Nationwide, there were an estimated 1,760 child fatalities in 2007 and more than three-quarters (75.7%) of child fatality victims were younger than four years. The number of abused and neglected children continues to rise each year. More than three million children are reported to child protective agencies in the United States as having suffered abuse and neglect each year. During Fiscal Year 2008-2009 in Stanislaus County, child abuse investigations involved 9,779 children.

Effective child abuse prevention programs succeed because of partnerships created among families, community agencies, schools, religious organizations, law enforcement agencies and the business community. Prevention programs offer positive alternatives for young people and encourage youth to develop strong ties to their communities. All residents of Stanislaus County should become more aware of child abuse and its prevention and become involved in supporting parents to raise their children in a safe, nurturing environment. The Agency desires to bring to the attention of all citizens the importance of child abuse prevention, including services provided in collaboration with the Departments of Probation, Health Services Agency, Behavioral Health and Recovery Services, District Attorney's Office and our many community partners.

In 1998, the Child Welfare League of America launched a public awareness campaign to direct attention to the tragedy of violent child deaths as part of a national initiative to reduce child mortality. They designed a Children's Memorial Flag that included blue, paper-doll-like figures of children holding hands. In the center, the white chalk outline of a missing child symbolizes the thousands of children lost to violence. Created by a 16-year-old student in Alameda County, California, and flown on the fourth Friday in April, the Children's Memorial Flag honors each lost child and raises public awareness about the continuing problem of violence against children. For the past seven years our county has joined in this national Children's Memorial Flag Initiative by having the flag flown throughout the county. In April 2009, as a way of acknowledging needless child deaths and committing to do more to protect children, the flag was flown by the following agencies/departments: Community Services Agency, Health Services Agency, Probation Department, Stanislaus County Office of Education, Sierra Vista Child and Family Services, The Parent Resource Center, Haven Women's Center and other community partners.

The Community Services Agency is recommending that April 23, 2010 be proclaimed Children's Memorial Day and that the Community Services Agency and other interested departments be authorized to fly the commemorative flag from April 18, 2010 through April 24, 2010.

Proclamation of the Month of April 2010 as Child Abuse Prevention Month and April 23,  
2010 As Children's Memorial Day  
Page 3

In addition to displaying the memorial flag, the Child Abuse Prevention Council is sponsoring its seventh annual art contest. This is an effort to heighten awareness of the problem of abuse and to educate children and families about child abuse detection and prevention. This year, two hundred and five (205) Kindergarten-12<sup>th</sup> grade students throughout the County participated in this contest.

**POLICY ISSUE:**

Proclaiming April as Child Abuse Prevention Month and April 23, 2010 as Children's Memorial Day promotes community awareness of child abuse and neglect and confirms the Agency's effort to meet the Board's priority of ensuring *A safe community*.

**STAFFING IMPACT:**

There is no staffing impact associated with this request.

**CONTACT PERSON:**

Christine C. Applegate, Director. Telephone: 558-2500