



DEPARTMENT OF ECONOMIC SECURITY  
*Your Partner For A Stronger Arizona*

# News Release

Clarence H. Carter, Director

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## **DES Announces Coordinated Child Abuse Prevention Campaign**

### *“Who Do You Trust With Your Child?”*

The Arizona Department of Economic Security, in cooperation with the Arizona Coordinated Prevention Campaign, is pleased to announce its involvement with the "Who do you trust with your child?" child abuse prevention and awareness campaign to help parents choose a safe caregiver and prevent child maltreatment.

“Protecting Arizona’s children requires a coordinated effort by all who care for them, including community and faith-based organizations; state and local governments; law enforcement officials and schools,” said Director Clarence H. Carter. “Public awareness about child abuse prevention is one of the most important components to protecting Arizona’s children and promoting child safety. As we focus our attention on Arizona Child Abuse Prevention Month, I invite you to join us in spreading the word about the Arizona Coordinated Prevention Campaign.”

Although most caregivers give loving attention to children and keep them safe, unfortunately some children are abused and suffer tragic circumstances at the hands of an unsafe caregiver. Prevention is the key to keeping Arizona children secure.

“Southwest Human Development proudly supports the ‘Who do you trust with your child?’ Campaign because we understand the importance of providing parents with the tools they need to choose safe caregivers,” said Ginger Ward, CEO of Southwest Human Development.

“Prevent Child Abuse Arizona applauds the ‘Who do you trust with your child?’ Campaign,” said Rebecca Ruffner, Executive Director of Prevent Child Abuse Arizona. “Parents today can’t be too cautious when making decisions about who cares for their children. We hope this effort protects children.”

The "Who do you trust with your child?" posters and brochures were prepared by the Arizona Coordinated Prevention Campaign, a group of professionals dedicated to the prevention of child abuse and neglect. This is the first in a series of projected efforts. Members include: Arizona Broadcasters Association; Casey Family Programs; Child Crisis Center; Childhelp; Department of Economic Security; Department of Health Services; Eight, Arizona PBS-Educational Outreach; Phoenix Children's Hospital; Prevent Child Abuse Arizona; Southwest Human Development.

“Childhelp is honored to partner with DES on this important child abuse prevention initiative,” said Chandra Stewart, Vice President of Marketing & Communications. “Abuse happens across every socio-economic line and it’s so important that parents have trusted resources to help them provide the safest care for their children.”

The campaign includes a dedicated website, [www.childhelp.org/mychild](http://www.childhelp.org/mychild), which contains posters and brochures to direct Arizonans to more information about choosing a safe caregiver. Community members and organizations are urged to place a link to the Childhelp website on their homepage and display the posters and brochures in locations where parents and caregivers will see them.

For additional support, parents and other primary caregivers can also call the Childhelp Hotline at 1-800-4-A-CHILD (1-800-422-4453), which is staffed 24/7 with highly qualified counselors.

If you suspect child abuse or neglect, report it now. The Arizona Child Abuse Hotline is available 24 hours a day, seven days a week at 1-888-SOS-CHILD (1-888-767-2445).

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