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**FOR IMMEDIATE RELEASE**

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**County Proclaims April Child Abuse Prevention Month**  
County launches a “Keep Your Cool” campaign to provide help and resources  
to maintain positive parenting

**SAN JOSE, CA.** – The County of Santa Clara Department of Family and Children’s Services (DFCS) receives an average of 18,000 suspected child abuse reports per year or approximately 50 calls per day. The department is reaching out to parents with the “Keep Your Cool” educational awareness materials during April. Today, the Board of Supervisors will proclaim April as Child Abuse Prevention Month in Santa Clara County.

“Proclaiming April as Child Abuse Prevention Month is one more way to bring attention to the importance of protecting the children in our community,” said Supervisor Pete McHugh, Chair of the Board of Supervisors.

The “Keep Your Cool” public awareness materials will help promote positive parenting techniques that busy/stressed parents can use when facing everyday parenting challenges. These resource materials are available in English, Spanish, and Vietnamese, and are free of charge.

“Protecting our children, and whenever possible maintaining the child safely in their home or with a relative, is not only a department goal; it is what is best for the child. In addition, we also work closely with our community partners to develop programs and services parents can rely on,” states Norma Doctor Sparks, Director of the Department of Family and Children’s Services.

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Friends, relatives, or neighbors may not get involved when they suspect a child is being abused. Perhaps due to embarrassment, or a feeling of helplessness, or not knowing how to approach the situation; many also fear a confrontation with the adult and simply may decide not to get involved. Addressing these critical needs, the “Keep Your Cool” educational materials will provide valuable resource information to help parents and others succeed.

Overwhelming financial problems, trouble at work, substance abuse, domestic violence, and mental illness, are all often involved in cases of child abuse. Financial income, religions affiliations, and cultural backgrounds, are no guarantee that a parent will not abuse or neglect their child.

“Combating child abuse is a complex undertaking that cannot be addressed without understanding some of the contributing factors,” said Supervisor Ken Yeager, chair of the board’s Children, Seniors and Families Committee. “Awareness is the first step toward creating a community that believes that the safety and well-being of our children is everybody’s business.”

To ensure that parents receive timely and accurate information, the Department of Family and Children’s Services works closely with many community based partners highlighted below:

Santa Clara County’s 211 or <http://www.211scc.org>  
Family and Children Services (408) 292-9353 or <http://www.fcservices.org/>  
Community Child Care Council (408) 487-0749 or <http://www.4c.org/>  
Gardner Family Care Corp. (408) 287-6200 or <http://gardnerfamilyhealth.com/>

### **CHILD ABUSE HOT LINES**

San José Area: (408) 299-2071

Palo Alto Area: (650) 493-1186

Gilroy/Morgan Hill Area: (408) 683-0601

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