

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

DEPT: Community Services Agency

BOARD AGENDA # A-4a

Urgent Routine

AGENDA DATE March 22, 2011

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Proclaim the Month of April 2011 as Child Abuse Prevention Month and April 22, 2011 As Children's Memorial Day

STAFF RECOMMENDATIONS:

1. Proclaim the Month of April 2011 as Child Abuse Prevention Month.
2. Proclaim April 22, 2011 as Children's Memorial Day.
3. Authorize County Departments to fly the Children's Memorial Flag On April 17-23 2011.
4. Recognize the Child Abuse Prevention Council Art Contest Winners at the April 19, 2011 Board meeting.

FISCAL IMPACT:

There is no fiscal impact associated with this agenda item.

BOARD ACTION AS FOLLOWS:

No. 2011-170

On motion of Supervisor Chiesa, Seconded by Supervisor O'Brien
and approved by the following vote,

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

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:

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 2009-2010 in Stanislaus County, child abuse investigations involved 8,839 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 eight years our county has joined in this national Children's Memorial Flag Initiative by having the flag flown throughout the county. In April 2010, 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 22, 2011 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 17, 2011 through April 23, 2011.

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In addition to displaying the memorial flag, the Child Abuse Prevention Council is sponsoring its eighth 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 seventy (270) Kindergarten-12th grade students throughout the County participated in this contest.

POLICY ISSUE:

Proclaiming April as Child Abuse Prevention Month and April 22, 2011 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

WHEREAS, statistics of children who are abused and neglected escalate each year;

WHEREAS, child abuse prevention is a community problem and finding solutions depends on involvement among people throughout the community;

WHEREAS, the effects of child abuse are felt by whole communities and need to be addressed by the entire community;

WHEREAS, effective child abuse prevention programs succeed because of partnerships created among the Community Services Agency, schools, religious organizations, law enforcement agencies and the business community;

WHEREAS, youth-oriented prevention programs offer positive alternatives for young people and encourage youth to develop strong ties to their communities;

WHEREAS, all residents of Stanislaus County should become more aware of child abuse and its prevention within the community, and become involved in supporting parents to raise their children in a safe, nurturing environment;

WHEREAS, the Children's Memorial Day Flag honors the memory of children who have been victimized by violence and raises public awareness of this tragedy;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Stanislaus, State of California, does hereby proclaim **April 2011 as Stanislaus County Child Abuse Prevention Month and April 22, 2011 as Children's Memorial Day. BE IT ALSO RESOLVED** that the Community Services Agency and other interested County Departments are hereby authorized to fly the Children's Memorial Flag from April 17, 2011 through April 23, 2011.