



Prevent Child Abuse Arizona

FOR IMMEDIATE RELEASE

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August 10, 2009 – Prevent Child Abuse Arizona today received a grant for \$40,000 through the Child Abuse Prevention License Plate Program – a partnership between *The Arizona Republic* and the Governor’s Office for Children, Youth & Families.

Prevent Child Abuse Arizona is one of 26 agencies funded through the Child Abuse Prevention License Plate Program during this year’s grant cycle. Prevent Child Abuse Arizona provides new parents with the Never Shake A Baby Arizona (NSBAz) Program in birthing hospitals statewide. The \$40,000 award will expand this life-saving NSBAz Program, improving parenting skills and reducing the incidence of Shaken Baby Syndrome in Arizona through educating all new parents at the time of their baby’s birth.

Utilizing an evidence-based model, child abuse prevention education will reach an additional 25,000 new parents and home visiting professionals statewide about coping with infant crying and the dangers of shaking their baby.

More than 30,000 of the blue “It shouldn’t hurt to be a child” license plates are on the road today, making it the most popular specialty plate in Arizona. This year, \$685,300 will be distributed, including matching funds from The Arizona Republic Charities and its funding partners: Nina Mason Pulliam Charitable Trust, Virginia G. Piper Charitable Trust, BHHS Legacy Foundation, Arizona Community Foundation and Valley of the Sun United Way.

Of the \$25 license plate purchase price, \$17, plus the match from The Arizona Republic Charities, goes directly to primary prevention efforts. More than \$6.3 million has been distributed to date.

For more information on the Child Abuse Prevention License Plate Program, contact Gene D’Adamo, *The Arizona Republic*, at 602-444-8078.

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