



**PRESS RELEASE**

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FOR IMMEDIATE RELEASE

Children's Action Committee Coordinator

### **Children's Action Committee Conducts Annual Outreach Day for Child Abuse Prevention Month**

A little bit of rain didn't dampen the spirits of more than 20 members of the Children's Action Committee (CAC) of Mendocino County on their annual walk in Ukiah to spread the word about preventing child abuse.

On April 13, the Children's Action Committee of Mendocino County visited businesses to distribute outreach materials such as posters, bracelets and blue ribbons for national Child Abuse Prevention Month.

Child abuse affects everyone. The rate of confirmed cases of child abuse in Mendocino County is 21.3 per 1,000 – more than double the rate of California as a whole. With an estimated 500,000 reports of abuse to Child Protective Services (CPS) each year, California's reports of child maltreatment rank among the highest in the nation.

Annually, the direct and indirect cost of child abuse and neglect in the United States exceeds \$103.8 billion. Thus, communities are affected both socially and economically on a colossal scale.

Because child maltreatment impacts the community as a whole, effective child abuse prevention requires a collective effort from each member of the community. Everyone can make a difference in the life of a child. For more information, please visit [www.mendocinokids.org](http://www.mendocinokids.org) or call 707-467-2010.

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