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FOR IMMEDIATE RELEASE
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April is Child Abuse Prevention Month *Advertising campaign targets stressed out parents*

Governor Greg Abbott has proclaimed April as Child Abuse Prevention Month. While child abuse is a serious problem throughout the year, this month the Texas Department of Family and Protective Services is stepping up its prevention efforts in a big way.

DFPS is launching a \$1,000,000 public education campaign aimed at helping parents deal with the challenges and stresses that can lead to child abuse and neglect. The *Help for Parents, Hope for Kids* media campaign includes one month of [television ads](#) in the largest Texas markets, radio spots in rural Texas, and a statewide mobile and online campaign from April through the end of August.

On the campaign website, [HelpandHope.org](#), parents will find four new educational videos and many new expert articles and tips to help parents learn to deal with some of the most challenging aspects of parenting – dealing with teens, bedtime battles, crying babies, postpartum depression, toilet training, texting, and much more. The campaign's Facebook page ([4MyKid](#)) shares fun and helpful ideas and resources for families.

Also in April, Child Protective Services (CPS) is joining with local governments, community groups, service organizations, and other partners to put the spotlight on preventing, recognizing, and reporting child abuse. See more about events in your area on the [Events Page](#) of [HelpandHope.org](#).

CPS investigated more than 176,868 allegations of child abuse or neglect in Texas last year. 171 children died at the hands of a parent or other caregivers. 66,721 children and teens were victims of abuse or neglect and 17,151 were removed from their homes for their own protection.

"Parenting is hard and stressful, so it's crucial that we support parents in every way we can to help prevent abuse," said Judge John Specia, commissioner of the Texas Department of Family and Protective Services. "But if you suspect a child is being abused or neglected, please report it so we can investigate to make sure the child's safe and the parents get the help they need."

Learn how to [recognize abuse](#) on [HelpandHope.org](#) and report it by calling 800-252-5400.

Key Statistics

- 7,311,923 # of children in Texas
- 176,868 # of completed CPS investigations
- 66,721 # confirmed victims of child abuse or neglect
- 17,151 # of children removed from their homes due to abuse or neglect
- 171 # of child deaths related to abuse or neglect
- 75,499 # of people served by DFPS prevention programs

These and more statistics are available in the [2015 DFPS Annual Report and Data Book](#).

Other DFPS Prevention Hotlines and Websites

- Infant Sleeping Death Prevention: BabyRoomToBreathe.org
- Texas Youth and Runaway Hotline (1-888-580-HELP) & website: TexasYouth.org