



NEW YORK STATE SENATOR

Eric Adams

PRESS RELEASE---Senator Eric Adams & Child Abuse Prevention Program (CAPP) Partner on Awareness Campaign for April's National Child Abuse Prevention Month

ERIC ADAMS April 3, 2013

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FOR IMMEDIATE RELEASE

Senator Eric Adams & Child Abuse Prevention Program (CAPP) Partner on
Awareness Campaign for April's National Child Abuse Prevention Month

"One Simple Step Can Change a Child's Life"

April 3, 2013 – New York, NY – Senator Eric Adams and the Child Abuse Prevention Program (CAPP) are teaming up during April's National Child Abuse Prevention Month to remind New Yorkers to take action when it comes to child abuse and neglect. Through this partnership, they created a campaign entitled "One Simple Step Can Change a Child's Life," which urges anyone who suspects or learns of child abuse to call the N.Y.S. Child Abuse Hotline at 1 (800) 342-3720. Reporting abuse is a simple yet vital first step in getting a child help and keeping them safe.

Senator Adams states: "I am proud to partner with the Child Abuse Prevention Program to shed light on the importance of child abuse prevention education for children and adults. We must learn valuable lessons from child abuse cases, most recently the Penn State child abuse scandal. The most important tool against child abuse is to report the predator so they cannot continue to abuse other children. Adults, especially parents, also have the responsibility to report abuse information they have received or suspect, in addition to continuous conversations with their children about child abuse. It is crucial that New Yorkers take action to protect our children from harm – whether by loved ones, trusted authority figures, or strangers, child abuse cannot be tolerated. Prevention of child abuse must be our goal."

This informative campaign will be introduced and promoted through various outlets including Senator Adams' (www.nysenate.gov/senator/eric-adams) and CAPP's websites (www.cappnyc.org), as well as CAPP's social media channels. Each day, this initiative will

spotlight important resources and educational information via short video segments, statistics and facts researched and compiled by CAPP. Along with Senator Adams and Ms. White, video segments will feature child abuse experts, the CAPP puppets, and CAPP Founders' Award recipients, supporters, board members and school partners.

"I'm so proud to be working with Senator Adams to heighten awareness of Child Abuse Prevention Month and collaborate on this powerful educational campaign. Education is key to this two-step process. CAPP is committed to continuing its mission to provide abuse prevention education to New York City school children and to urge parents to continue talking to children about personal safety. But the education goes beyond children. Our goal is to educate adults on how to take action if abuse information is revealed to them or if they suspect it. This step is critical and can help save a child's life," stated Marion White, Executive Director of Child Abuse Prevention Program.

Senator Eric Adams and CAPP Campaign

Since its inception in 1986 in Brooklyn, CAPP has educated more than 440,000 New York City school children on their right to be safe from abuse. This year, CAPP will be able to reach an additional 10,000 children with the award-winning Child Safety Workshop thanks to a special gift from the Heisman Trophy Trust. As a non-profit, CAPP relies on the support of individuals and community partners to allow them to continue conducting these educational workshops.

Child Abuse Prevention Month activities culminate at the 4th Annual CAPP Safe Kids 5k, presented by Allianz Global Corporate & Specialty. Join Senator Adams and CAPP on April 27 in Prospect Park and show your support by running or walking for just \$25, creating a team,

making a pledge or simply attending to rally around this important cause. All proceeds directly support CAPP's work and enable them to continue providing kids with the tools they need to recognize, resist and report physical and sexual abuse.

About Child Abuse Prevention Program (CAPP)

Since 1986, the Child Abuse Prevention Program (CAPP) has educated more than 440,000 New York City children on their right to be safe from physical and sexual abuse with the effective Child Safety Workshop. For children that are experiencing abuse, this program can be the first step in getting help; and for thousands of others, it ensures understanding of their right to be safe, their right to speak up and their right to a childhood that is free from abuse. As an independent 501(c) 3 non-profit organization, CAPP relies on the support of individuals and community partners to allow them to continue conducting these educational workshops. To learn more or support CAPP, visit www.cappnyc.org, www.facebook.com/cappnyc, or follow @CAPPNYC on Twitter.

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