



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Date: April 21, 2022

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Annual Children’s Memorial Flag Raising

SHASTA COUNTY— All children deserve to be safe, and to raise awareness of this, the Annual Children’s Memorial Flag Raising will be held on Friday, April 22 at 9:30 a.m. at the Superior Court of Shasta County. Children’s Memorial Day concludes National Child Abuse Prevention Month activities by honoring children who have lost their lives as a result of child abuse and neglect.

The ceremony will be attended by Shasta County Health and Human Services Agency, Pathways to Hope for Children, First 5, the Children’s Legacy Center and other community partners working to eradicate child abuse and decrease the impact of Adverse Childhood Experiences (ACEs). HSSA Children’s Services Branch Director, Miguel Rodriguez, will open the ceremony. He will speak on the importance of the prevention and intervention work done by community agencies that support children in the community.

Understanding the scope of the issue is critical. In 2021, the agency’s Child Abuse Hotline received 3,294 calls, resulting in 2,190 investigations. Nearly 31% of those investigations were substantiated (686), and 31.9% of the substantiated referrals (219) resulted in children entering the Child Welfare system of care.

California experienced a total of 99 child fatalities in 2021, and, unfortunately, Shasta County suffered one child fatality relating to caregiver’s inappropriate supervision.

Child abuse and maltreatment do not discriminate, and they impact all ethnic and socioeconomic groups. Nevertheless, there is hope when the entire community is aware, and everyone takes

responsibility for the protection of all children. It is important to remain vigilant and err on the side of caution if you are concerned about a child's safety.

Sometimes the best way to help children is to offer a helping hand to parents. Or, consider becoming a mentor, opening your home to become a Resource Family, providing a home for a foster child or becoming a Court Appointed Special Advocate. Find out more about these opportunities by visiting 211norcal.org or calling 2-1-1.

Learn how to recognize the warning signs of different types of child abuse—physical, sexual, emotional and neglect. If you believe a child is experiencing abuse or neglect, please call law enforcement or child welfare at 530-225-5144.

To help raise awareness, share the HHSA's post of the Children's Memorial Flag [@shastahhsa](https://twitter.com/shastahhsa). For more information on child welfare, visit www.ShastaHHSA.net and click on Children's Services, or visit the [CDC's Child Abuse and Neglect Prevention](https://www.cdc.gov/ncjv/childabuse/prevention) page.

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