

# PRESS RELEASE

FOR IMMEDIATE RELEASE

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## ANNUAL CHILDREN'S MEMORIAL FLAG RAISING

SHASTA COUNTY – All children deserve to be safe. To raise awareness of this, the Annual Children's Memorial Flag Raising will be held on Friday, April 26 at 9 a.m. at the Superior Court of Shasta County at 1450 Court St., Redding. Children's Memorial Day concludes National Child Abuse Prevention Month activities by honoring children who have lost their lives due to child abuse and neglect.

The ceremony will be hosted by Shasta County Health and Human Services Agency (HHSa) and attended by community partners working to eradicate child abuse and decrease the impact of [Adverse Childhood Experiences \(ACEs\)](#). HHSa Behavioral Health and Social Services Branch Director Miguel Rodriguez will open the ceremony. He will provide a brief history of the ceremony and speak on the importance of the prevention and intervention work that supports children in the community.

Understanding the scope of the issue is critical. In 2023, the agency's Child Abuse Hotline received 3,368 calls, resulting in 1,908 investigations. Nearly 30 percent of those investigations were substantiated (556), and 35 percent of the substantiated referrals (197) resulted in children entering the Child Welfare system.

California experienced a total of 68 child fatalities, and, unfortunately, Shasta County suffered two child fatalities relating to child abuse and neglect.

Child abuse and maltreatment do not discriminate. They impact all ethnic and socioeconomic groups. Nevertheless, when there is an understanding of the impact child abuse has on our families and in our community, everyone can help take 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, consider becoming a mentor, opening your home as a Resource Family and fostering children, or

becoming a Court Appointed Special Advocate. Find out more about these opportunities by visiting [www.shastacountycaresforkids.com](http://www.shastacountycaresforkids.com).

To raise awareness, share the HHSA's post of the Children's Memorial Flag [@shastahhsa](https://twitter.com/shastahhsa). For more information on child welfare, including learning the signs of abuse, visit [Child Welfare Services – Shasta County Cares for Kids](http://www.shastacountycaresforkids.com/child-welfare-services). If you believe a child is experiencing abuse or neglect, please contact law enforcement or call child welfare at (530) 225-5144.

Resources:

Adverse Childhood Experiences (ACEs): [www.shastastrengtheningfamilies.org/ace](http://www.shastastrengtheningfamilies.org/ace)

Child Welfare Services – Shasta County Cares for Kids:

[www.shastacountycaresforkids.com/child-welfare-services](http://www.shastacountycaresforkids.com/child-welfare-services)

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