

Everyone's Business: Protecting our Children

A PUBLIC AWARENESS / EDUCATION MEDIA CAMPAIGN

To help everyone support the prevention of child maltreatment.

New Mexico ranks 6th in the nation for deaths due to child abuse.

U.S. Department of Health and Human Services

Over 10% of maltreated children are less than one year old.

U.S. Department of Health and Human Services

\$210,012: the cost of one victim of child abuse and neglect due to the adverse health, social, and economic consequences of maltreatment.

Fang X, Brown DS, Florence CS, Mercy JA, "The economic burden of child maltreatment in the United States and implications for prevention," Child Abuse & Neglect. 2012; In Press.

The cost of child maltreatment and neglect is enormous to both our government and society. Thousands of children grow through adulthood with the effects of trauma touching every aspect of their lives and often repeat the cycle with their own children. This campaign focuses on FIVE SOLUTIONS that will save millions of dollars and thousands of young lives in New Mexico.

Sneak Peek Feb 4, Rio Chama Steak House, Santa Fe 6pm

World Premiere Friday April 3, 6pm KIMO Theatre Albuquerque

Broadcasts:

KOB-TV 4 **April 10, Friday 7pm**

KENW- TV 3 Portales, KNME TV 5 NM-PBS, KRWG TV 22 Las Cruces

Check Local Listings April/May 2015

Made possible by:

New Mexico Children Youth and Families Department, The Alongi Family,
New Mexico Department of Health/ Family Health Bureau,
The City of Albuquerque, Brindle Fund at Santa Fe Community Foundation,
Southwest Region National Child Protection Training Center, New Mexico State University,
CHI St. Joseph's Children, New Mexico Child Abuse Prevention Partners,
New Mexico School for the Blind and Visually Impaired Foundation
and SafeTeen New Mexico



christopher productions

www.ChristopherProductions.org

www.ProtectingOurChildren.info