

Public Service Announcements

15-second PSAs

A. Parenting can be tough, but asking for help doesn't have to be. 800-CHILDREN (800-244-5373) is there for you 7-days-a-week to answer your parenting questions and offer guidance and support. Call 800-CHILDREN (800-244-5373) today. Your children will thank you.

B. Every 81 minutes in Virginia a child is abused or neglected. YOU have the power to protect a child. If you suspect abuse...call the Virginia Child Abuse and Neglect Hotline at 1-800-552-7096. That's 1-800-552-7096.

30-second PSA

Let's face it...kids don't come with instructions. If you're a parent and you are feeling frustrated...there is help. **First: talk to someone.** Call a friend, a family member or 800-CHILDREN (800-244-5373). 800-CHILDREN (800-244-5373) can answer your parenting questions....for free....7-days-a-week. **Second: join a parent support group,** take a parenting class, or seek out individual or family counseling. **Third: be willing to accept help...**from friends, family or neighbors. Start today by calling 800-CHILDREN (800-244-5373) for more information.

60-second PSA

You're exhausted and your baby won't stop crying. You feel like you're at the end of your rope. You feel like you may hurt your baby. STOP! Take a time out... FOR YOU. Take a deep breath and count to 10...20...or even 100. Whatever you do...**never, ever shake a baby!** Jerking or violently shaking a baby is like dropping a baby head-first onto a hard surface from ten feet in the air. Shaking a baby can cause permanent brain damage, blindness, and in some cases, even death! If your baby won't stop crying, check first to see if he is hungry, needs a diaper change or is running a fever. If your baby is still crying, offer a pacifier, hold the baby close to your body and gently rock back and forth, or wrap the baby snugly in a blanket.

Call a friend, family member or 800-CHILDREN (800-244-5373) for support. For more tips on coping with a crying baby, call 800-CHILDREN (800-244-5373) today.



**April is
Child
Abuse
Prevention
Month**