



FOR IMMEDIATE RELEASE

CONTACT:

[Contact Name]

[Title]

[Practice Name & Address]

[PRACTICE NAME] ADOPTS NEW AMERICAN ACADEMY OF PEDIATRICS (AAP) PROGRAM TO HELP PREVENT CHILD ABUSE AND NEGLECT

Research shows that parents turn to doctors and other healthcare professionals for parenting advice second only to their own mothers. Therefore, the general pediatrician is in a prime position to play a greater role in the prevention of child abuse and neglect.

[Practice name] is now one of nine practices in Pennsylvania and New Jersey to take part in the AAP program, "Practicing Safety." Each practice that participates is provided with tools and resources to help pediatricians communicate with parents on issues that are not usually discussed during regular office visits. Topics include post partum depression, crying, discipline, childcare, toilet training and other delicate issues. If these topics can be frankly discussed by the pediatric staff and implemented by the parent, child abuse and neglect can be prevented.

The AAP plans to eventually expand the program nationally. Each practice that participates is assigned a team of health care professionals that works with them to provide guidance for the implementation of the project. The team maintains close contact with the practices and provides technical assistance as challenges arise.

Practicing Safety is a collaborative effort between the American Academy of Pediatrics, the University of Medicine & Dentistry of New Jersey, Jersey Shore University Medical Center and the University of Pittsburgh and funded by the Doris Duke Charitable Foundation. For more information about the participation of **[Practice name, Contact person and phone number]**.

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