

PRESS RELEASE

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The National Center on Shaken Baby Syndrome Launches Initiative Urging Utahns to Play for Prevention This April for National Child Abuse Prevention Month

Farmington, Utah.-- This April, in support of National Child Abuse Prevention Month, the National Center on Shaken Baby Syndrome (NCSBS), a non-profit organization working to prevent the shaking and abuse of children, is launching its first ever *Play for Prevention* initiative. Play for Prevention is a campaign designed to create awareness of child abuse and adverse childhood experiences by encouraging Utah families and communities to celebrate kids through engagement and play.

Supported in part by the George S. and Dolores Doré Eccles Foundation and Sorenson Legacy Foundations, the *Play for Prevention* initiative enlists the support of family-oriented businesses across the state who are offering discounts and prizes to encourage families to get out and spend quality time with their kids during the month of April. A list of participating businesses is available at playforprevention.org.

“Adverse Childhood Experiences, also called ACEs, are stressful or traumatic events that children experience including verbal, physical, or sexual abuse, neglect, as well as family dysfunction,” said Ryan Steinbeigle, Executive Director of the National Center on Shaken Baby Syndrome. “The more ACEs a child experiences, the more likely they are to suffer from things like chronic disease, mental illness, poor academic achievement, and/or being a victim of violence and substance abuse later in life. Fostering strong, responsive relationships between children and their families and the community can make a big difference in preventing and mediating the effects of Adverse Childhood Experiences.”

Play for Prevention is partnering with FanX® to celebrate kids through engagement and play with various activities and games in the KidCon area at the April 19 – 20, 2019 event at the Salt Palace Convention Center. Families can take their picture in a life-size action figure box, win autographed gear from FanX® celebrities and families can play to win amazing kid-friendly experiences from campaign supporters including a one-of-a-kind Real Salt Lake Junior Reporter Experience, tickets to the upcoming Disney’s Freaky Friday at the Hale Center Theatre, Connection Passes from Visit Salt Lake and other fun family experiences from Ballet West, Dave & Busters and more. A portion of the proceeds benefit the National Center on Shaken Baby Syndrome.

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About the National Center on Shaken Baby Syndrome

Located in Farmington, Utah and founded in 2000, the National Center on Shaken Baby Syndrome (NCSBS) is a non-profit 501(c)3 public charity with a mission to prevent shaken baby syndrome and promote the well-being of infants through the development and implementation of programs, policy and research; and to support and educate families, caregivers and professionals.

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