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ADMINISTRATION FOR CHILDREN'S SERVICES LAUNCHES NEW CHILD SAFETY CAMPAIGNS FEATURING ACTUAL FRONTLINE CHILD PROTECTIVE SPECIALISTS WHO HELP KEEP NYC CHILDREN SAFE EACH DAY

ACS Child Protective Specialists Participate in New Radio PSAs to Help Keep Children Safe This Summer

NEW YORK, NY – Today the Administration for Children's Services (ACS) launched new child safety campaigns featuring messages delivered by some of ACS's frontline child protective specialists. The campaigns include summer safety tips for parents with young children, information on safe sleep practices for infants, and general information about how families can access critical services and supports. The PSAs will be produced in English and Spanish to be aired on a number of local radio stations.

"ACS child protection specialists promote child safety in everything they do, and we are proud to feature them in new public awareness campaigns about multiple ways that parents can keep children safe," **said ACS Commissioner David A. Hansell**. "These public awareness campaigns are just one more way that we are working to reach more New Yorkers and help parents to prevent avoidable accidents."

Each year, on average, CPS investigate approximately 55,000 reports of child abuse and neglect each year, and take action to protect children and help keep families together by providing supportive services. CPS work closely with parents and caretakers to advise them on how to keep children safe, through providing life-saving information and connecting them with services to address family challenges.

The new ad campaign will feature the following child safety messages. You may listen to ads [here](#).

Look Before You Lock – Never Leave a Child Unattended in a Car

Parents should always check the backseat of the car before leaving and locking a vehicle. As the weather gets warmer, vehicles can heat up quickly, which can be extremely dangerous for children as their bodies heat up three times faster than an adult's, according to the American Academy of Pediatrics. Recently, a 5 month-year-old baby died after being left in a hot car in North Carolina. According to KidsAndCars.org, last year, 25 children nationwide died after being left in hot cars. As part of its campaign, ACS is urging parents and caregivers to always check the backseat of the car before leaving and locking it.

Child Abuse Prevention

ACS and its community-based providers offer a full range of services and supports to families, including: mental health counseling, substance abuse treatment, homemaking services as well as concrete resources, like food, diapers, laundry cards and more. Known as prevention services, they are designed to support and strengthen families and keep children safely at home with their families. Families interested in learning more about prevention services can contact 311 or visit [nyc.gov/prevention](https://www1.nyc.gov/prevention).

Safe Sleep Best Practices

An average of approximately 40 babies in New York City tragically die each year from sleep-related injuries. ACS works hard to remind families about the dangers associated with babies less than a year-old sleeping with parents in adult beds, or sleeping with blankets, which create a risk of suffocation. ACS urges families to practice the **ABCs** of Safe Sleep. Infants should sleep **A**lone, on their **B**acks, in a safety-approved **C**rib.

- Avoid bringing the baby into bed with you. A baby must never sleep in an adult bed, on a couch or on a chair with anyone. Babies may suffocate if another person accidentally rolls on top of them or covers their nose and/or mouth.
- Keep soft objects, loose bedding, or any other items that could increase the risk of suffocation out of the baby's sleep area.
- Place babies on their backs to sleep. Babies breathe better on their backs than on their stomachs or sides.
- Put babies to bed in a flat, firm sleep surface with a fitted sheet made for that specific product. Though it might seem more comfortable to put a pillow on top of the mattress, babies may suffocate on the soft surface.

For more information regarding resources and services go to <https://www1.nyc.gov/site/acs/index.page>.

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