



Founded as The Child Abuse Prevention Foundation

Promises2Kids CEO Update

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Message from Promises2Kids CEO/President Susan Golding

I want to share an article with you that was recently published by the Associated Press regarding a national decrease in child abuse rates. [Click here to read the article.](#)

I am sharing this article with you for two reasons: to let you know that we are collectively making great strides in efforts to end child abuse and to emphasize the importance of maintaining the momentum. It is reassuring to know that all of the significant efforts by law enforcement, social services, and nonprofit organizations are having an impact.

I do remain concerned that family stress from the economy may have created a new spike in abuse cases since this study ended in 2007. For example, the San Diego County child abuse hotline continues to receive approximately 70,000 calls of suspected child abuse each year.

As the old adage states, *an ounce of prevention is worth a pound of cure* and Promises2Kids will continue to raise awareness, increase intolerance to child abuse, and support and provide prevention programs for at-risk families and children.

With your support, we will continue building upon this important progress as we work to make the world a safer and healthier place for our children.

Best Regards,

Susan Golding
CEO/President
promises2kids.org