



### Alaska Children's Trust Fact Sheet

The Alaska Children's Trust, the Alaska Department of Health and Social Services, the Office of Children's Services and Nerland Agency are working together to change the way Alaskans look at child abuse by implementing a campaign that will educate and raise personal and community responsibility surrounding child abuse and neglect. Important statistics to consider:

#### National Statistics

- In 2000, 97% of deaths among children in the United States were caused by child abuse and neglect. (Source: *Current Trends in Child Abuse Prevention and Fatalities: The 2000 Fifty State Survey*)
- In 2001, the cost of child abuse and neglect in the United States was \$258 million dollars a day. This includes the price of intervention, treatment of children, and long-term consequences for the child and society. (Source: [www.ridalaskaofchildabuse.org](http://www.ridalaskaofchildabuse.org))
- In 2003, approximately 80% of child abuse perpetrators were parents. (Source: *Children's Bureau*)
- In 2004, over 3 million child abuse and neglect reports were filed and 1 million were confirmed in the United States. (Source: [www.ridalaskaofchildabuse.org](http://www.ridalaskaofchildabuse.org))

#### Alaska Statistics

- In 2003, Alaska had the highest rate of child maltreatment compared to all other states, for ages 0-17. (Source: *Child Maltreatment 2003*)
- In fiscal year 2004, there were 12,088 reports of harm in Alaska. (Source: *State of Alaska, Office of Children's Services*)
- In 2005, 4 out of 5 Alaskans surveyed blame poor parenting skills for situations where child abuse and neglect occur. (Source: *Dittman Research Corporation*)
- In 2005, 78% of Alaskans believe that it is socially acceptable to ask for help with parenting. (Source: *Dittman Research Corporation*)
- In 2005, 97% of Alaskans surveyed believed that as a member of the community, they have a responsibility to help prevent child abuse and neglect. (Source: *Dittman Research Corporation*)
- In 2005, 4 out of 5 Alaskans would utilize a "parent warm line, phone number" if they needed help with parenting. (Source: *Dittman Research Corporation*)



[www.alaskachildrenstrust.org](http://www.alaskachildrenstrust.org)  
The Alaska Parent Line: 1-800-643-KIDS

Help prevent child abuse and neglect in Alaska.

## About the Alaska Children's Trust

Mission Statement: *Alaska's children deserve to grow up in a safe and nurturing environment. The mission of the Alaska Children's Trust is to improve the status of children in Alaska by generating funds and committing resources to eliminate child abuse and neglect.*

The Alaska Children's Trust, or ACT, was founded in 1988 and now maintains a stewardship of \$10 million. The Alaska Children's Trust awards grants to community-based child abuse prevention programs in the state of Alaska.

The Alaska Children's Trust received a \$593,686 federal appropriation to develop and implement a social marketing campaign. ACT began working with Nerland Agency to carry out this campaign. The established goals include the following: (1) raise responsibility about child abuse and neglect prevention; (2) create understanding of what constitutes the problem; (3) reduce the stigma of asking for help with parenting issues/challenges; and (4) provide parents with tools/tangible answers/coping skills they can use to address challenging parenting situations.

In addition, the Alaska Children's Trust developed a statewide phone line for parents. The Alaska Parent Line is staffed by professionals, who assist with answering general parenting questions while providing additional parenting resources. For more information about this parenting phone line, call the Alaska Parent Line at 1-800-643-KIDS.

## Contact Information

For more information on the Alaska Children's Trust child abuse and neglect prevention campaign, visit [www.alaskachildrenstrust.org](http://www.alaskachildrenstrust.org) or contact:

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