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New TV PSA: “Not A Bad Parent Problem”

This message highlights a critical truth: child abuse and neglect are not a ‘bad parent’ problem—they’re most often a lack of resource problem. Keeping families out of crisis is the key to preventing child abuse, and prevention is possible when we invest in families before a crisis happens.

Families need resources, stability, and a community that cares, not judgment. Watch the PSA now and help us spread the message: Every child and family deserve the support they need to thrive.”

Prevent Child Abuse America is the nation's oldest and largest organization committed to preventing child abuse and neglect before it happens. We promote programs and resources informed by science that enable kids, families, and entire communities to thrive—today, tomorrow, and for generations to come.

Prevent Child Abuse America is a registered 501(c)3 organization. Our tax ID/EIN number is 23-7235671. View our 2022 990 form.



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Want to talk about childhood adversity? Visit the Building Better Childhoods Website [here](#).