



## FOR IMMEDIATE RELEASE

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### **SOUTHWEST HUMAN DEVELOPMENT RECEIVES \$45,000 GRANT FOR CHILD ABUSE PREVENTION PROGRAM**

**PHOENIX (June 27, 2011)** – Southwest Human Development's Birth to Five Helpline received a \$45,000 grant through the Child Abuse Prevention License Plate Program – a partnership between *The Arizona Republic* and the Governor's Office for Children, Youth & Families.

Southwest Human Development is one of 16 agencies funded through the Child Abuse Prevention License Plate Program for the 2011 grant cycle. The organization provides services for 135,000 children and families in the following areas: disabilities, early literacy, child health and welfare, Head Start and professional training. The funding will support the agency's Birth to Five Helpline (1-877-705-KIDS), Arizona's only toll-free resource open to families with young children and early childhood professionals seeking the latest child development information from certified experts. The helpline strives to provide sound education and individualized support for parents of young children, as research has shown these to be integral components to preventing and breaking the cycle of violence.

"By supporting the Birth to Five Helpline, Arizonans are helping parents address stressors that can often contribute to abuse," said Ginger Ward, Founder and CEO of Southwest Human Development. "Educating the community about the importance of prevention, and offering supportive resources like the Birth to Five Helpline, helps to ensure families engage in positive interactions."

More than 25,000 of the blue "It shouldn't hurt to be a child" license plates are on the road today, making it the most popular specialty plate in Arizona. This year, \$597,280 was distributed, including matching funds from The Arizona Republic Charities and its funding partners: Nina Mason Pulliam Charitable Trust, Virginia G. Piper Charitable Trust, BHHS Legacy Foundation, Arizona Community Foundation and Valley of the Sun United Way.

Of the \$25 license plate purchase price, \$17, plus the match for The Arizona Republic Charities, goes directly to primary prevention efforts. More than \$7.5 million has been distributed to date.

For more information on the Child Abuse Prevention License Plate Program, contact Gene D'Adamo at the *Arizona Republic* at 602.444.8078.

### **About Southwest Human Development**

Founded in 1981 as a non-profit organization, Southwest Human Development provides comprehensive services for young children and their families in several areas: disabilities, early literacy, child health and welfare, Head Start and professional training. Now serving 135,000 children and families each year, Southwest Human Development is the state's largest community-based organization of its type. In 2007, Southwest Human Development became the official Easter Seals affiliate of central and northern Arizona. Easter Seals Southwest Human Development provides services to children with disabilities and other special needs, and support to their families. In addition, CEO Ginger Ward was recently elected to the national board of directors for ZERO TO THREE and named one of the Valley's top 25 CEOs for 2010 by the *Phoenix Business Journal*. For more information on Southwest Human Development's many services or donation and volunteer opportunities, visit [www.swhd.org](http://www.swhd.org).

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