

News Release:
**“STOP THE HURT” child abuse awareness campaign to
kick off October 11**

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Do you know that child abuse is rampant in Klamath County? Do you know what resources are available to keep you from crossing the line between being frustrated and becoming abusive? The rates of child abuse in Klamath County are twice what they are for the rest of the state and nation.

A number of organizations have banded together in response to those startling statistics. The recently-formed “Stop the Hurt” Coalition in Klamath County is kicking off on October 11 a large scale, multi-year media campaign to prevent child abuse by encouraging positive parenting and increasing awareness.

The “Stop the Hurt” campaign will include television, radio and newspaper messages focused on both raising awareness of child abuse rates and providing information about resources for those needing help and looking for information on how to report.

The coalition is inviting business and community sponsorship for the media campaign. The Stop the Hurt campaign to end child abuse is being modeled after the wildly successful Southern Oregon Meth Project, a media campaign aimed at reducing rates of methamphetamine use in Southern Oregon.
