

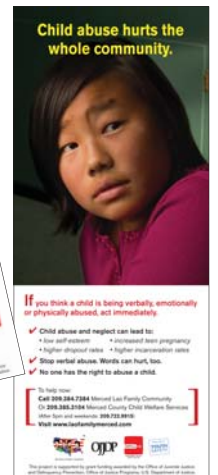
Child Abuse and Neglect in a Southeast Asian Community



The Child Abuse and Neglect Campaign aims at creating awareness about the negative effects child abuse and neglect can cause as well as provide resources for the Hmong community to get help.

The Hmong Community is deeply rooted in cultural traditions. As a linguistically isolated community with high rates of illiteracy, the Hmong encounter challenges in transitioning and adapting to life in the United States. Cultural differences in approaching child rearing, discipline and treatment of illnesses are risk factors that can lead to child abuse.

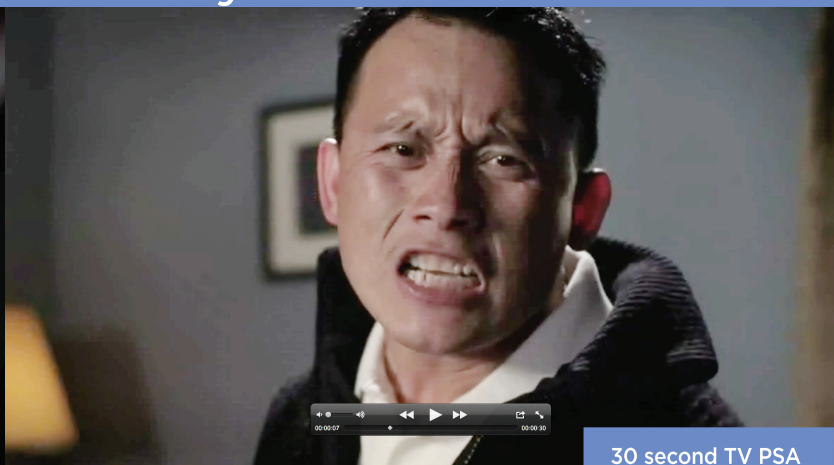
Flyers
(English/White Hmong)



Posters
(English/White Hmong)



Child Abuse and Neglect in a Southeast Asian Community



30 second TV PSA
(White Hmong)

Merced Lao Family Community (MLFC) implemented the Safe Asian Families by Empowerment (SAFE) Project to educate Southeast Asian (SEA) families about appropriate disciplinary actions, tools for positive parenting and relationship strengthening methods for better family harmony. SAFE Project's goal is prevention of child abuse and neglect in SEA families. The program facilitates conversation by engaging parents, children and youth and Community Leaders in activities, workshops, training and counseling.

To get help, SEA families can call Merced Lao Family Community at **209-384-7184** or visit **www.laofamilymerced.com**.

Campaign Materials:

This campaign was launched at Hmong New Year in Merced, CA. The public awareness campaign materials are available for parents, community leaders and also for adaptation in other Hmong communities.

Materials include:

30 second TV PSA (White Hmong)	Posters (English/White Hmong)
60 second Radio PSA (White Hmong)	Flyers (English/White Hmong)
15 second Movie Theater Ad (English)	



15 second Movie
Theater Ad (English)

