OPTUM®

Hello Idaho!

#mymentalhealthidaho
#helloidaho

Child Abuse Prevention

April is Child Abuse Prevention Month. According to the U.S. Department of Health and Human Services Children's Bureau, in 2019, approximately 678,000 children were found to be victims of child abuse and neglect.*

Optum Idaho created Hello Idaho! as a way to help begin the conversation to strengthen families and to help protect children. Start by saying "Hello" Idaho! is the first step in connecting with others in efforts to prevent child abuse.

Optum Idaho is distributing Hello Idaho! materials. Share and use these in photos or create videos of yourself that show activities that strengthen families and communities, and post to social media using #mymentalhealthidaho, #helloidaho and tag @optumidaho.

For more information or to request Hello Idaho! materials for Child Abuse Prevention, visit optum.com/helloidaho or email idaho.communications@optum.com.

*January 15, 2020 release on the 29th edition of the Child Maltreatment report from the U.S. Department of Health and Human Services. https://www.acf.hhs.gov/media/press/2020/child-abuse-neglect-data-released

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