



FOR IMMEDIATE RELEASE
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Pasco County joins child protective agencies to promote safety *~~Public Service Announcement touting child safety is launched~~*

PASCO COUNTY, FL ---- The Pasco County Board of County Commissioners (BCC) produced two Public Service Announcements (PSA) promoting child safety. The BCC also joined a public outreach campaign that involves several local and state agencies including: Eckerd Kids, Pasco Sheriff's Office, the Florida Department of Children and Families, the Hillsborough County Children's Board, and the Juvenile Welfare Board.

The campaign is called "Keep Our Children Safe" and features a 30 and 60 second PSA. The 60 second PSA includes Pasco County Commissioner Mike Moore and Richard Jenkins with Eckerd Kids. The PSA will be featured on the stakeholder social media websites. The 30 second PSA, featuring Jenkins, will be sent to Tampa Bay radio and television stations on an "in-kind" basis.

:30 PSA <https://youtu.be/9yNH0KTXH94>

:60 PSA <https://youtu.be/FPu5teHWZIM>

41 children under age 6 died last year in the Tampa Bay Region from three causes that are 100 percent preventable: drowning, abusive head trauma and unsafe sleep practices (co-sleeping). Even one child who dies a preventable death is one death too many.

We have the power to prevent these deaths.

Learn the facts at: www.PreventNeedlessDeaths.com.

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