

April 28, 2009

Steve Jobs, CEO
Apple
1 Infinite Loop
Cupertino, CA 95014

Dear Mr. Jobs,

On behalf of Prevent Child Abuse America, its employees, our 47 state chapters, and over 400 Healthy Families America sites in 35 states, I am writing you today to express my profound concern that the recent iPhone shaken baby app was approved for distribution through the Apple App Store.

My concern is based upon the simple issue that a culture exists within the company that allowed the concept to even be discussed, much less approved for distribution. I however want to recognize your quick and thoughtful response to the public outcry regarding this app and express my appreciation for removing it from the Store.

My business is to prevent child abuse and neglect before it ever occurs. This mission is accomplished by informing state and federal policymakers about evidence-based prevention strategies such as home visiting that we know reduce child maltreatment.

We all play a role though in ensuring that these strategies exist in the communities in which we live. We also all play a role in children's development and I believe the controversy around this app provides both of us with an opportunity to join forces and advance this cause.

Shaken Baby Syndrome is one of the most devastating forms of abuse. It is also one of the most preventable forms of abuse when the right information and the right support are available. Given this, I would like to propose that our respective organizations partner to:

- Provide Shaken Baby Syndrome and general abuse and neglect prevention training to your staff;
- Develop an iPhone application that provides parents and communities with vital prevention information and tips; and/or,
- Create a platform for mobilizing iPhone users to advocate for public policies that support abuse and neglect prevention.

I believe that together we have the chance to make a meaningful impact in the lives of children and we will be following up in the near future to explore the ways in which we may accomplish this. In the meantime, feel free to contact me at (312) 334-6810.

Sincerely,



James M. Hmurovich,
President & CEO

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Mission Statement

To prevent the abuse
and neglect of our
nation's children.

