



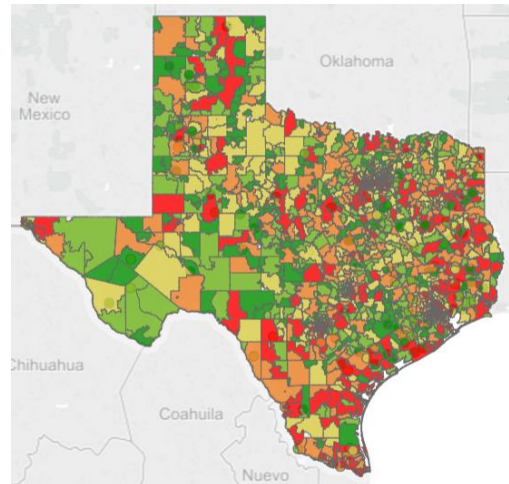
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TexProtects Launches First Statewide *ZipRisk* Map to Help Direct Resources in Fight to Prevent and End Child Abuse

Partnership with UT Dallas, Alliance Data and Epsilon Provided Expertise and Resources to Produce First-of-its-Kind Interactive Data Technology

[May 8, 2016] – Today we are proud to announce – in partnership with Plano-based [Alliance Data](#) and its Epsilon business and the [University of Texas at Dallas School of Engineering and Computer Sciences](#) UT Design program – the unveiling of the *ZipRisk* Map, a groundbreaking, interactive data tool that will help advocates and policy-makers across Texas identify the highest-risk areas in the fight to prevent and end child abuse. The new tool – accessible at <http://www.TexProtects.org/map> – is the first to provide a ZIP code-level view of these high-need areas, enabling state and local organizations to more effectively target their resources and outreach.



(For a video explanation of the *ZipRisk* project, go to <https://youtu.be/Dw018uL7J3k>)

Every day in our state, an average of 183 children are substantiated for child maltreatment. We must do more to protect Texas children from abuse and severe neglect and the best way is to invest in effective prevention programs. The *ZipRisk* map will guide Texas leaders and private funders to target resources to the highest-need areas of the state with the fewest resources to save children from tragic consequences.

The development of the *ZipRisk* Map was a collaboration among [TexProtects](#), the University of Texas at Dallas School of Engineering and Computer Sciences UT Design program, and Alliance Data and its Epsilon business. Students at UT Dallas worked with data technology specialists at Epsilon to create the data model that would present the detailed geographic view on behalf of TexProtects. Before the project was completed, this type of data existed only at the county level. With this new geomapping tool now in the public domain, researchers, advocates, legislators, state agencies and other non-profit providers can efficiently identify those areas most at risk and commit resources to support families in those areas.

Endorsements of the ZipRisk Map:

- “Texas benefits when academic institutions, corporations and non-profits team up to find solutions to our state’s challenges. I commend TexProtects, UTD and Alliance Data for working on this mapping tool, which has the potential to help us better identify and protect children at risk,” said Senator Jane Nelson, R-Flower Mound.
- “We are excited to see this innovative *ZipRisk* mapping tool come online,” said Lisa K. Simmons, President of the Harold Simmons Foundation. “Such a resource should be extremely helpful in guiding our foundation grants to target the highest risk areas of North Texas that have the fewest resources for child abuse and neglect prevention.”
- “The *ZipRisk* mapping technology is a much-needed tool, which can help United Way of Metropolitan Dallas target resources to serve the most need across North Texas. We look forward to using the tool to guide and inform the development and implementation of our new HOPES child abuse prevention initiative,” said Susan Hoff, United Way of Metropolitan Dallas Chief Strategy, Impact & Operations Officer.

TexProtects is immensely grateful to Epsilon and Alliance Data for making this project possible:

“Alliance Data’s commitment to social responsibility includes a focus on collecting, analyzing and using data to drive decision-making that helps non-profits create a positive impact in the community,” said Dana Beckman, Corporate Affairs Director with Alliance Data. “Collaborating with UT Dallas students presented an ideal opportunity to develop technology that leverages data for good, and demonstrates how evidence-based programs can support measurable outcomes for those in need.”

The *ZipRisk* Map is based on modeled data from a set of predictive data indices, including rates of past confirmed child maltreatment and child abuse fatalities, child poverty, teen pregnancy and substance abuse, all highly correlated with child abuse.

This type of project is what we’ve desired for years at TexProtects – the public sector, the private sector, and the nonprofit advocacy worlds pooling our resources and passions to change the trajectory for many vulnerable families and their children. This tool will ensure funds are directed more precisely to match need versus a scatter-shot approach. A more cost-effective investment strategy redirects funds from areas not in need, which is a surer way of saving more lives and improving life outcomes. We are so grateful to Alliance Data, Epsilon and UT Dallas for bringing this vision to fruition.

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