



**District Health  
Department #10**  
Healthy People, Healthy Communities



## DHD#10 PROMOTES PROTECTMICHILD REGISTRY

### *ProtectMIChild Registry Continues to Adapt*

November 14, 2023 – District Health Department #10 (DHD#10) is promoting the State of Michigan's ProtectMIChild Registry. The ProtectMIChild Registry is a free and secure program designed to keep kids safe from adult-oriented advertising and was recently updated to include YouTube, TikTok, Discord, and Twitch.

The ProtectMIChild Registry, created by Michigan Legislature in 2005, is a free and secure program that is designed to restrict adult-oriented advertisement via social media and streaming platform handles, phone numbers, and email addresses. The registry blocks ads for alcohol, tobacco, pornography, and online gambling. The registry works without impacting the way the apps are used and children's personal information remains private after they are registered.

"The prevention of substance use among youth in our counties is important, and one of our strategies is to support parents by providing resources and education," said Philip Santellan, Public Health Educator at DHD#10. "The ProtectMIChild registry is a great tool that families can add to their toolbox. We know one way that youth access substances is through social media and other online sources."

Registering a child at ProtectMIChild is one way families can prevent youth from getting ads for substances and other unsuitable content, with the hope of reducing the likelihood of kids being persuaded to use substances. For more information about the ProtectMIChild Registry, or to sign your child up, please visit <https://www.protectmichild.com/>.

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