

lookin' up



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fall 2000

Dear Friends:

What a wonderful summer we've had here at Prevent Child Abuse America, capped off by a September filled with one exciting development after another, as you'll read in the following pages.

For starters, we held an incredibly successful conference for our Healthy Families America network in Atlanta this September. More than 1,800 people attended the conference to share their ideas on strengthening our voluntary home visiting program across the country.

In September, we also held a successful fundraising dinner in New York City, raising \$1 million for the Campaign for Healthy Families.

And the month ended with the announcement that we had received two new grants in support of our prevention efforts. The first, from the Doris Duke Charitable Foundation for \$1.4 million over three years, will fund a new nationwide public service campaign. And the second, from the Office of Child Abuse and Neglect, will provide \$500,000 annually for our joint efforts with the Family Support Roundtable to expand mutual self-help support programs for parents in underserved areas around the country.

These achievements would never have been possible without the hard work and dedication of our chapters, our HFA network, our funding partners, our board of directors and our staff.

Looking back, it was an amazing few months. Now, we're looking forward, and ... *Lookin' up.*

Best wishes,



A. Sidney Johnson III
President and CEO



To our donors

HFA Awards Dinner

PCA America gratefully acknowledges the following individuals and corporations, for their generous support of the Healthy Families America® (HFA) Awards Dinner on September 6 in New York City.

\$150,000 +
Bear Stearns & Co., Inc.

\$50,000 +
Freddie Mac

\$25,000 +
BlackRock, Inc.
Blaylock & Partners, L.P.
Cadwalader, Wickersham & Taft
Citigroup
Countrywide Home Loans
Deloitte & Touche
Deutsche Banc Alex Brown
Euro Brokers, Inc.
Fannie Mae
Garban Intercapital
GE Capital Mortgage Corporation
Goldman, Sachs & Co.
Hunter Specialists, LLC
J.P. Morgan
Kelso & Company
Kramer Levin Naftalis & Frankel
Lehman Brothers
Merrill Lynch & Co., Inc.
Morgan Stanley Dean Witter & Co.
Sallie Mae
Stroock & Stroock & Lavan

15,000 +
ABN AMRO Inc.
Brown & Wood, LLP
Mr. and Mrs. Robert Dughi
Mr. Warren Spector
National Basketball Association
Paul, Hastings, Janofsky & Walker
Wells Fargo Mortgage

We also extend our gratitude to all the Event Co-Chairs for making this year's HFA Awards Dinner such a success.

Alan S. Bernikow
Dennis J. Block, Esq.
Thomas E. Constance
Laurence D. Fink
Paul M. Friedman
Richard S. Fuld, Jr.
Thomas W. Jones
David H. Komansky
Stanford L. Kurland
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Philip J. Purcell
Ronald Purpora
Franklin D. Raines
J. Douglas Rhoten
Gil Scharf
James R. Tanenbaum, Esq.
Douglas A. Warner.

2000 HFA National Conference

PCA America would like to thank the Freddie Mac Foundation and Ronald McDonald House Charities for their lead support of HFA, and the following corporations, foundations and individuals for their continued support of the HFA program, including support of the 2000 HFA National Conference, "Sharing Our Strengths."

Andersen Consulting
Bear, Stearns & Co., Inc.
BlackRock, Inc.
The Michael Bolton Charities
Jackson R. Booth
Burns International Services Corporation
Countrywide Home Loans, Inc.
Paul and Tyler Belnap
Fannie Mae Foundation
Goldman, Sachs & Co.
Keebler Foods Company
The Francis L. Lederer Foundation
The David and Lucile Packard Foundation
The Pajean Children's Foundation
The Frank P. Smeal Charitable Lead Trust
W. Clement and Jessie V. Stone
The Craig Young Family Foundation

PCA America gratefully acknowledges Supporting Sponsor Coca-Cola and Contributing Sponsor Beech-Nut Nutrition Corporation for their generous support of the 2000 HFA National Conference.

We would also like to thank the following companies for generously donating goods and services to the 2000 HFA National Conference.

American Humane Association
Averitt Express
Civitas
Kettle Foods
Print King, Inc.
Quill Corporation

thanks

Imagine...
growing up afraid.

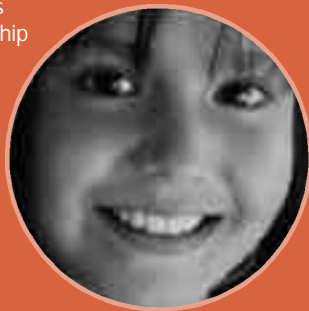
Imagine...
growing up believing
you cannot achieve
your dreams.

Imagine...
not growing up at all.

Help us create a world without child abuse!

We are pleased to invite you to join us as a founding member of PCA America! We are valuing children, strengthening families and engaging communities to create a world without child abuse, and you can be a part of it.

As a member of PCA America you will help make a difference in the lives of children and families nationwide. Your support will allow our many special programs and services to continue, and to grow. And, just as importantly, your membership helps us spread the word and reach more people each day with our message of hope.



Join today! If you join before the end of the year you will receive special recognition as one of our founding members. Become a member today by mailing in the attached form or visiting our web site at www.preventchildabuse.org. **For more information, call our hotline at 1.800.704.4357, ext. 190.**

\$35 contribution level — Welcome Packet, newsletters, blue ribbon pin, and invitations to local events

\$50 contribution level — All of the above, plus special announcements and updates

\$100 contribution level — All of the above, plus recognition in annual report, newsletter and web site, and copy of annual report.

\$250 contribution level — All of the above, plus 10% discount on conferences

\$500 contribution level — All of the above, plus your name on our Children's Wall and a welcome call from a Board Member

\$1000 contribution level — All of the above, plus an invitation to the Gold & Silver Ball, and 500 American Airlines miles.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

E-mail: _____

Yes, I would like to become a Founding Member of Prevent Child Abuse America at the following level.

\$35 ___ \$50 ___ \$100 ___ \$250 ___ \$500 ___ \$1000 ___

My check made to Prevent Child Abuse America is enclosed. <OR>

Please charge my:

Visa ___ MasterCard ___ American Express ___

Card Number: _____

Expiration: _____

Signature: _____

HFA Celebrates Growth and Success

This year has been an incredible year of growth and success for our voluntary home visitation program, Healthy Families America. Over the past year, HFA has added 100 new sites, bringing the total to 426 programs nationwide. In September, the annual HFA Awards Dinner raised over \$1 million for the program. And, HFA held it's most successful National Conference to date.

The biggest reward from HFA's success, however, is that it's reaching even more families than ever before. With 426 sites across the country, HFA now reaches nearly 55,000 parents. Through its community-based programs, HFA is helping parents to be the best parents possible, reducing the risk of child abuse. And, as HFA continues to expand, more people and communities are recognizing the value and importance of voluntary home visitation programs, and the role these programs play in preventing child abuse and neglect.

\$1 million raised for HFA campaign

The advances made by HFA would not be possible without the generous support the program receives from numerous individuals, foundations and corporations.

This fall, that support continued with the annual **HFA Awards Dinner** held as part of the Campaign for Healthy

Families, a major fundraising effort to support the growth and quality of HFA nationwide. Held in New York City on September 6, the Awards Dinner raised over \$1 million while honoring **Warren J. Spector**, executive vice president of Bear, Stearns & Co., for his outstanding achievements in improving the lives of children and families. More than 300 leaders from New York's financial and corporate communities attended the event at the Pierre Hotel in New York City. The evening, hosted by NBC NewsChannel 4 Meteorologist **Janice Huff**, included a keynote address by noted advocate and child welfare expert **Geoffrey Canada**. Thanks to the efforts of Event Chair **Leland C. Brendsel**, Freddie Mac chairman and CEO, and Planning Committee Co-Chair **Laurence D. Fink**, chairman and CEO of BlackRock, Inc., the evening was a huge success. A list of the event co-chairs, and individual and corporate sponsors is shown on page 2.

Spector's passion and dedication to strengthening families and preventing child abuse has been evident through his ongoing support of HFA. In accepting the award, Spector said, "I've come to think of their (HFA's) mission with a simple phrase. I call it 'mentoring for good parenting,' because that's what home visitors do for these families. I realized ... that for the good of the children, for the good of the families, for the good of the nation, this might be the most important organization we could all support."

National Conference largest to date

The incredible strides made by HFA were never more apparent than at the **2000 HFA Conference**, "**Sharing our Strengths**." Jointly hosted with our Georgia chapter, the **Georgia Council on Child Abuse, Inc.**, the conference was held in Atlanta, September 9-12. More than 1,800 people from across the country attended the conference.

People from all aspects of the HFA network, from researchers and family support workers, to program managers and state leaders, came together for four days to share their successes, learn about new research findings, and enhance their skills. There were over 90 workshops, roundtable discussions

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(Left to right) Sid Johnson, president and CEO, Prevent Child Abuse America; Maura Somers Dughi, chair, Prevent Child Abuse America; Warren J. Spector, executive vice president, Bear, Stearns & Co.; Leland C. Brendsel, chairman and CEO, Freddie Mac

chapter news

Vermonters step out for children. Individuals, families, businesses and organizations walked through Montpelier to raise funds and awareness of child abuse prevention on August 19. The 2000 Walk for Children fundraiser attracted approximately 325 walkers, including **Sen. James Jeffords (R-VT)** and **Vermont Lt. Gov. Doug Racine (D-VT)**.

This first-time event was a huge success, raising over \$40,000 in pledges and business sponsorships. Title sponsors — Grand Union and McDonald’s — were joined by 85 other businesses and organizations. More than 50 prizes were awarded to walkers. Funds raised will support PCA Vermont programs, including Parents Together™, The Nurturing Parent, Child and Teen Programs, and The Sexual Abuse Free Environment for Teens™ (SAFE-T).

Prevent Child Abuse Vermont



Gala honors child advocates. In conjunction with PCA America, Prevent Child Abuse Connecticut presented the “Night of the Child Gala” on September 22. The event honored the following individuals for their outstanding achievements in improving the lives of children and families:

Michael Bolton, our honorary chair; **Judge Frederica S. Breneman**; **Connecticut Rep. John W. Thompson**; and **U.S. Sen. Christopher Dodd** who was also an honorary chair for the event. Also serving as honorary event chairs for the evening were **The Honorable and Mrs. John G. Rowland**. This event was made possible thanks to the generous support of its Platinum Circle Sponsor, **Travelers Life and Annuity**. Additional sponsors included **Aetna Financial Services**, **American Airlines**, **GE Financial Assurance**, **Landmark Partners**, **Radnor Holdings Corporation**, **Sara and David Carson** and **Wally Lamb**. *Prevent Child Abuse Connecticut*

Montanans confirm support for prevention efforts. On June 1, our Montana chapter, the Montana Council for Families, announced the results of a public opinion poll finding that 78 percent of Montanans believe child abuse prevention is more critical than intervention or treatment. The poll was designed to provide baseline data on Montanans’ attitudes toward specific child welfare issues. Presented at a press conference on the steps of the capitol in Helena, the announcement of these results received an incredible response, including statewide evening news coverage and placement in five of six major newspapers. *Montana Council for Families*

Edna McConnell Clark Foundation awards \$75,000 each to PCA Kentucky and PCA Iowa. These funds will allow PCA Kentucky, with Kentucky Youth Advocates and Children’s Alliance, to promote child protective services reform. Working collaboratively, the organizations will focus on moving toward community-based work, earlier interventions, and improved services, and on educating key stakeholders and the public about community child protection. This grant represents the largest, single non-governmental grant ever awarded to PCA Kentucky.

In Iowa, this grant will fund the project, “Expanding Community Partnerships in Iowa.” This project is a collaboration between PCA Iowa, the Child and Family Policy Center, and the State Public Policy Group. These organizations will work together to provide greater public awareness about community partnerships and involvement in the protection of children.

Prevent Child Abuse Kentucky, Prevent Child Abuse Iowa

Prevent Child Abuse America chapters and Healthy Families America sites—

Please share information about your plans, projects and successes by writing to: Greer Thornton, Prevent Child Abuse America, 200 South Michigan Avenue, 17th Floor, Chicago IL 60604.2404. Or e-mail her at gthornton@preventchildabuse.org.



HFA launches new brand identity. PCA America is pleased to announce the launch of a new brand identity for Healthy Families America. The new HFA logo was unveiled this September at the HFA National Conference in Atlanta and has been well received by the HFA network, chapters, board members and staff.

The new HFA logo features a quilt patch design with wonderful country blue and deep sage green colors. Our intention was to develop a new brand identity for HFA that was meaningful and distinct, while also being inviting and friendly. The quilt concept was chosen because, like quilts, HFA is made up of many different parts that are the strongest when pieced together.



Using this brand identity as our foundation, we are also developing "seals" for use by credentialed HFA sites, as well as a graphic standards manual describing the appropriate use of the trademark. We expect to complete and distribute this manual, along with camera-ready art, sometime after the first of the year.

The new branding process for HFA was initiated after launching the new identity for PCA America in March 1999. Our thanks to everyone who provided input into this process. We hope you are as excited as we are about the new brand identity for Healthy Families America.

PCA America presents annual "HFA Service Excellence Awards." In recognition of their outstanding work to promote program services to families in their communities, we presented "Service Excellence Awards" to four local HFA program staff. The awards were presented during the 2000 HFA National Conference on September 11 in Atlanta.

For the past five years, **Margaret "Peggy" Diaz** has supported and advanced the Healthy Families program as a family assessment worker for Child and Family Resources, Inc., Healthy Families Sierra Vista in Arizona. Diaz ensures social support for families through monthly playgroups and special events. In addition, she created a car seat program, which distributes car seats to families through the governor's office.

Carmel Munroe has served as program manager for Healthy Families Orange in Orlando, Florida, since 1995. Her relentless advocacy efforts were rewarded when the

Florida legislature appropriated an initial \$10 million in 1998 and an additional \$12.5 million in 1999 for implementing Healthy Families programs across Florida.

Denise Rosa works as a family support worker for Healthy Families in Jamaica Plain and Roxbury, Massachusetts. Her diligence in creating and operating a service plan for each of her families has resulted in every infant receiving immunizations, and every family being linked to medical care and receiving family planning counseling.

Under the leadership of Program Director **Kathleen Strader**, Healthy Families Oakland County in Michigan has gone from a collaboration of four organizations to nine, has expanded its funding sources from one to 12, and has increased its budget from \$100,000 to \$1 million. In 1997, Healthy Families Oakland was awarded the "Community Benefit Award" from the Michigan Health and Hospital Association.

PCA America awarded \$500,000 grant from the Office on Child Abuse and Neglect. PCA America is very pleased to accept this grant, which will help establish family support and mutual self-help groups in underserved areas across the country. Earlier this year, we were approached by the National Family Support Roundtable about forming a working relationship built around supporting these self-help groups. After being selected as its partner, we worked collaboratively to secure this new grant, which is renewable for up to three years at \$500,000 each year. Eleven members of the National Family Support Network are PCA America chapters.

This is an exciting opportunity that will enable us to expand our collaborations and working relationships with grassroots organizations across the country, develop proven programs that support parents and children, and expand our continuum of services to families. Thank you to all who helped make this grant possible!



people



Michael Ashted, PCA America Board of Directors (left) and James Fitzroth (right)

USA — In recognition of their unwavering commitment to children and families, PCA America presented **James M. Hmurovich**, director, Division of Family and Children, Indiana Family & Social Services Administration; **U.S. Rep. Deborah Pryce** (ROH); and **Maryland Lt. Gov. Kathleen Kennedy Townsend**, with "Visionary Leadership Awards." The awards were presented at the 2000 HFA National Conference in Atlanta on September 10.



In his seventh year as director of the Division of Family and Children, Hmurovich has led significant expansions of children's programs in Indiana. These advances have included the growth of Healthy Families Indiana from 760 families served in 1994 to 8,900 in 1999. Healthy Families Indiana has become a national leader as one of the first states to implement the HFA model statewide.

Pryce (pictured above) was a key figure in the enactment of the Child Abuse Prevention and Enforcement Act (CAPE Act) in March. The law, authored

by Pryce, uses enforcement reforms to protect children from abuse and neglect without increasing federal spending or imposing unfunded mandates upon states.

Townsend's vocal advocacy for children was underscored in February 1999 when she led the charge to provide \$3.5 million for the newlycreated Healthy Families Maryland initiative, marking the first time state funds had been designated for a single home visitation strategy.

USA — Congratulations to the **Freddie Mac Foundation** and **Ronald McDonald House Charities**, recipients of our inaugural "Corporate Leadership Awards."

The awards were presented at the 2000 HFA National Conference in Atlanta on September 10 in recognition of their outstanding corporate support of HFA programs and initiatives. Both organizations have been guiding forces behind the growth, strength and success of HFA nationwide.

Leland C. Brendsel, chairman and CEO of Freddie Mac, and chairman of the Freddie Mac Foundation, is a strong advocate for HFA. As chair of the

Campaign for Healthy Families, Brendsel is leading the effort to raise \$15 million in corporate funding to ensure the long-term success of HFA nationwide. To date, the Campaign has raised over \$8.6 million for Healthy Families America. The Freddie Mac Foundation has supported HFA sites in every county in the metropolitan Washington, D.C. area, and committed more than \$10 million to HFA over the past eight years.

Under the guidance of President and CEO **Ken Barun**, Ronald McDonald House Charities has helped to shape the HFA initiative from the very beginning, contributing more than \$3 million to HFA. This commitment was strengthened this year with a four-year \$1.2 million grant to develop and implement a prenatal component to HFA.



CHICAGO — After a newspaper article about a victim of child abuse caught her attention a few years ago, **Frieda Trovela** began to think about how she could help to prevent such a tragedy from happening again. Since then, she's

donated more than \$300 to PCA America from her earnings as a dance instructor. While Trovela may be one of our most creative benefactors, at just 10 years of age she's also one of the youngest! This is the third summer Trovela has taught dance lessons to her friends and then held a final concert in her backyard, with all proceeds benefiting PCA America. We

thank Frieda for her generous and creative spirit, and for her contributions to the prevention of child abuse.

NEW YORK — **PCA New York** received 302 calls requesting information on discipline in the two weeks following Sid Johnson's letter to Ann Landers, published on August 1. Staff praised colleague **Helen Winder-Marshall** who, due to a set of unexpected circumstances, handled the incoming calls alone for much of the first week and did a stellar job of responding to inquiries.

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Advocacy briefs

issues

Advocacy activities in an election year

An election year offers a unique opportunity to influence the agendas of our future policymakers by educating the candidates running for public office about child abuse and neglect prevention strategies. There are several things you can do as an advocate for child abuse and neglect prevention during an election year.

Vote! Exercise your most basic right as a citizen. Cast your vote for candidates who have pledged to work for children in your community.

Encourage others to vote. Talk to your friends and stress the importance of voting. Consider participating in a voter registration drive – volunteer as a driver or agree to call people and inform them of the registration drive.

Write to your candidates. Candidates for public office – including city councils, state legislatures and Congress – depend on you for votes. As a constituent, you have the right and the obligation to communicate your concerns and expectations to the candidates who will ultimately be serving you. One way to communicate with your candidates is by writing letters to them. Here are some tips for writing letters: individualize your letter by using your own words to explain why keeping children safe is important to you; keep your letters clear, concise, direct and straight-forward; and request that the candidate send you his or her children's platform so that you can make an informed voting decision.

Attend a town hall meeting or candidate forum. Find out when your candidates will be attending town hall meetings or candidate forums, and go prepared to find out more about them. Attending a town hall meeting gives you the perfect opportunity to ask candidates questions about their stance on children's issues. Following are some questions you might want to ask. The answers to these questions will help you make a more informed decision at voting time.

- If elected, what do you think the government's role and your role should be in preventing child abuse and neglect as well as supporting parents and families?
- If elected, what would you do to support prevention efforts in child abuse and neglect?
- If elected, what would you do to ensure that adequate resources are available to turn the tide against the epidemic of child abuse and neglect?
- If elected, will you support using 1% of this year's budget surplus to strengthen services to prevent child abuse and neglect?

The above candidate questions were provided by the National Call To Action (NCA). For more information on election-year advocacy efforts call Michelle Rieff at 312.663.3520 ext. 114, visit the NCA's web site at www.nationalcalltoaction.com, or visit our web site at www.preventchildabuse.org.

The Daddy Strategy[®]

Getting men involved in the lives of children



“What is a daddy strategy? It’s really a new equation. It combines two elements. The first is the very premise of HFA, which knows that early intervention reduces the risk of abuse. We add to that what we know from many years of research and work with families and fathers: that the involvement of fathers increases the likelihood of positive outcomes for children. Put those two together and you get a daddy strategy.

“If you really want to address the needs of families and develop strong families you’ve got to pay attention to fathers. Since 1980, we’ve accumulated an enormous amount of information that says fathers do matter. We know that when fathers are absent from children’s lives the risk of drug abuse, school failure, juvenile delinquency and every risk factor you can think of goes up.

“There’s a parallel body of research that shows us when fathers are involved early on the risk factors not only go down, but the benefits increase. Preschoolers with involved fathers have better cognitive and social development. Junior high students have better peer relations. High school students not only have better motivation to succeed in high school, but there is research showing that they achieve better.

“Our goal in building strong families should be to connect father and child. I’d like to think that there is a path of connection and we want to get men onto that path to connection with their kids early on. And, we want to help them continue on it. There are a lot of opportunities for falling off; for getting on the sidelines.

“There’s one group that says we need to get men connected with their kids, but we need to do this through marriage. This is an individual, moral responsibility. There’s another group that says marriage is wonderful, but what about men who don’t have jobs or have low income. We know that the risk of divorce and not marrying go up as income goes down.

“Both of these perspectives are correct, but they’re incomplete. What they leave out are the on-ramps to connection throughout the life cycle. The builders of those on-ramps are you and me. It’s people working with families day-to-day in prenatal clinics, early child and family support programs, programs for teens, the courts, hospitals, schools and faith based organizations.

“The connection is a shared responsibility. Yes, it’s individuals. Yes, it’s the government, but it’s us as well. And, we should be working with fathers whether they’re married, divorced or have never been married. We want to get men connected with their kids. This will reduce the risk of child abuse.

“Let’s look at some of the opportunities for connection. Let’s start with health services with the birth of a child. Throughout America this is a very familiar scene — it’s a maternity ward. Behind one of those windows is a young man, usually a teen father, and he’s not quite sure what his role is going to be with this child. He wants to connect, but doesn’t quite know how to do it. How do we at this one critical moment get him on that path to connection?

“Well, in West Virginia, they did some research years ago. They realized the single critical factor in determining whether or not that young man was welcomed in was the maternity ward nurse. They started a maternity education program training maternity nurses on the importance of fathers and how to work with fathers. And, how to teach young women that they didn’t have to marry the guy, but that marriage was separate from making sure this man would be involved in establishing paternity. Between 1991 and 1994 the rate of paternity went from under 18 percent to 60 percent. Throughout the country, the rate of paternity establishment has gone from 84,000 in 1994 to 600,000 in 1998.

“What about before the birth of a baby? In Baltimore a few years ago, there was a young outreach worker, Joe Jones, who was visiting homes to get moms to go for prenatal checkups. He realized that there were men in most of these homes. Most of the time they weren’t married to the mom. Often these guys weren’t in great shape. They were often drug or alcohol dependent.

“He went beyond that deficit and realized they were very interested in that woman’s pregnancy and in the baby. He seized on that to make a connection to them and enlist them as part of the support team to get mom to the hospital for her prenatal checkups.

“Joe stumbled on something that research in Missouri, by the public health department, was verifying at the same time, that the single best predictor whether an expectant mom would get adequate prenatal care is the involvement and support of her male partner, whether or not they were married. He realized that this connection that men were making with these expectant babies was a sense of hope in their lives, and that he could build on that.

“Connection is our responsibility. We are the builders of the on-ramps. To build these on-ramps we have to go beyond our slogans and stereotypes about fathers. We have to change our expectations. We have to confront our own attitudes. Men and women must work together. We must create webs of support. I’d like to think that we at The Fatherhood Project can be part of your new extended family at Healthy Families America; that we can be part of that web of support.”

tips

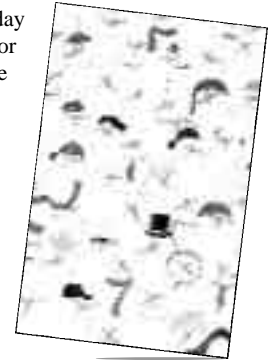
On August 1, Ann Landers published a letter from PCA America President and CEO Sid Johnson, urging parents to avoid hitting their children as a form of discipline. We received an overwhelming number of calls to our 1-800-CHILDREN number by readers seeking alternative discipline tips. Following are some examples.

- ▶ **Remember the purpose of discipline.** *It is to teach your child socially acceptable ways of expressing natural desires and drives. Discipline guides your child into adulthood.*
- ▶ **Successful discipline is geared to the child's developmental stage.** *Don't expect a child of any age to perform something he or she is not ready for.*
- ▶ **Children need positive reinforcement.** *Reward your child for doing right with smiles, hugs, attention, praise and thanks. Rewards do not need to be toys or candy.*
- ▶ **Never hit or shake a child.** *Hitting is not a useful discipline tool for your children. Hitting and other physical punishment are not effective because they teach a child that it is okay to hit people, make children much too angry to be sorry for what they've done, and can hurt a child physically.*
- ▶ **Discipline is best taught by example.** *The lessons you teach your child come from what your child sees you do – not what you say.*
- ▶ **If what you are doing is not working, change it!** *Your best efforts, even those that worked in the past, may break down. Try to keep sight of your basic principles and always cherish your relationship with your child.*
- ▶ **The important thing is not whether your child behaves in the next few minutes or today or this week.** *The really important thing is how your child turns out 5, 10, or 20 years from now.*

Partners for prevention

Doris Duke Charitable Foundation awards \$1.4 million grant for public awareness campaign. In September, PCA America was awarded a three-year, \$1.4 million grant to fund a new public service campaign through the Advertising Council. This is an incredible opportunity for us to create and disseminate a new campaign to educate the public about the importance of child abuse prevention. The new public service campaign will reach millions of people nationwide through print, broadcast, outdoor and Internet distribution. We are very grateful to the **Doris Duke Charitable Foundation** for this invaluable opportunity.

New holiday card designs for 2000! If you're looking for holiday greeting cards, we hope you'll look for **Cards for a Cause**. With five new designs, you have a variety of holiday cards to choose from. And, Cards for a Cause will donate a portion of the proceeds from the sale of select holiday cards to PCA America. The cards feature holiday messages for Christmas and Chanukah, and can be personalized for corporate use. A box of 10 cards costs \$13.95. Bulk pricing is also available. For more information contact *Mary Samerdyke* at 312.663.3520 ext. 140 or visit our web site at www.preventchildabuse.org.



New publications and resource materials

"Terrific Toddlers (Whoever Said That Two-Year-Olds Were Terrible?)"—Dr. Leach helps parents maximize the positive aspects of toddlerhood – the dazzling display of energy, the new skills and interests – while minimizing difficult behaviors. Using "life-with-a-toddler" scenarios, Dr. Leach explains the developmental context in which "terrible twos" behavior takes place, and how to use planning, creativity, and age-appropriate communication to keep parents and toddlers feeling good about themselves – and each other. *For new parents.*

"Great Beginnings With Your Baby; A Guide For Teen Parents"—Nuts-and-bolts advice, specially tailored to teen parenting, helps young moms and dads ensure their child's safety and health while providing mature, loving guidance. Teens also get encouragement to stay in school and tips on balancing a household budget and managing stress. Heartwarming photographs of young families and a conversational tone draws readers into the text and conveys the rewards of developing a close relationship with one's child. *For teen parents.*

To order these publications or for prices, please contact the PCA America Fulfillment Center at 800.835.2671

TESTING OF PIMS — Research Center staff is in the process of obtaining data collected by the Program Information Management System (PIMS) from a number of HFA sites to pilot the data download and data analyses. The over-arching goal is to improve the quality of HFA via the examination and identification of potential problems in the quality of data, and the development of a data analysis plan to address program implementation and quality improvement issues. Based on the findings of this pilot test, a strategic plan providing intensive technical assistance to PIMS sites will be implemented to ensure the quality of data.

HFA RESEARCH-PRACTITIONER NETWORK MEETS AT HFA NATIONAL CONFERENCE — The HFA Research-Practitioner Network meeting held on September 9, marked the beginning of a new phase for the HFA Research Network established in 1994. Over a four-year period, the HFA Research Network has brought together over 50 researchers conducting 35 evaluations of HFA home visiting programs across the country.

The HFA Research Network, thanks to the Packard Foundation and Gerber Foundation grants, has been expanded to include program administrators and practitioners with the intent that this year's initiative will help promote the exchange of knowledge between science and practice. In turn, this exchange will ensure that HFA programs embody the highest quality of service, and that evaluation efforts serve to improve our knowledge about the most effective strategies for strengthening families and preventing child abuse and neglect.

The gulf between research and practice is systemic. While many HFA evaluations embody a genuine spirit of collaboration between researchers and practitioners, researchers often wind up with evaluation results that tell

practitioners exactly where they are, without telling them how to get where they want to be. To help bridge the gap between research and practice, this year's initiative focuses on research-practice collaboration by translating current research findings into implications for practice, and enhancing our ability within HFA as a whole to collaborate on program evaluation. At this year's conference, participants addressed the following issues:

- The need to address substance abuse and domestic violence in the lives of many HFA participants;
- Continual improvement of measurement outcomes;
- Methods to improve recruitment, engagement, and retention of families;
- Determining what constitutes "dosage" in home visitation;
- The impact of supervisory practices on program outcomes;
- Strengthening community and neighborhoods as a means to prevent child maltreatment; and
- The importance and usage of computerized management information systems (MIS) as a core of the evaluation effort.

GERBER AWARDS \$310,000 GRANT FOR RESEARCH — The Gerber Foundation recently awarded the National Center on Child Abuse Research a three-year grant of \$310,000 to support and expand the Research-Practitioner Network on Home Visitation. This generous grant complements our four-year grant from the David & Lucile Packard Foundation, allowing the Research Center to expand its HFA Research Network to include program administrators and practitioners. The aim of the Research-Practitioner Network is to improve the quality of HFA by translating current research findings into implications for practice, and by enhancing our ability within HFA as a whole to collaborate on program evaluation.



(Left to right) Father Gregory J. Boyle, director, Jobs for A Future and Homeboy Industries; Sandra Wood, executive director, Georgia Council on Child Abuse, Inc.; Maura Somers Dughi, chair, PCA America; Barbara Rawn, director of programs, PCA America; Susan Frankel, manager of HFA state systems support, PCA America; Debbie Sendek, executive director, PCA Ohio; Sid Johnson, president and CEO, PCA America.

and plenary sessions to choose from, with topics including best practices for working with families, improving program quality, research-practice collaboration, building state capacity, securing funding, and building collaborations in communities.

Several awards were also presented during the conference. In recognition of the outstanding accomplishments of program staff, state leaders and corporate sponsors, we presented five "Service Excellence Awards," three "Visionary Leadership Awards," and two "Corporate Leadership Awards." Details of these awards and the recipients can be found on pages 5 and 6.

The enthusiasm of both the staff and attendees was evident throughout the conference. As they shared with each other their own successes and new ideas, conference attendees also received words of inspiration from five nationally known speakers: **Father Gregory J. Boyle, S.J.**, director of Jobs For A Future and Homeboy Industries; **Marti Farrell Erickson, Ph.D.**, director of Children, Youth & Family Consortium, University of Minnesota; **Maria Hinojosa**, urban affairs correspondent for CNN; **James A. Levine, Ed.D.**, director of The Fatherhood Project; and **Raymond H. Smith, Jr.**, vice president for Bank One, PCA Kentucky Board Member.

We express our gratitude to the PCA America staff and Programs Department who made this conference a reality. Thanks to their dedication and effort, this year's conference was the largest and most successful to date.

As we look back on this year's accomplishments, we can take pride in the growth and success of HFA. Together, we are strengthening families while preventing the abuse and neglect of our nation's children. We look forward to HFA's continued success.

Plan ahead, all are welcome to attend

events

November 16-18, 2000

PCA America will hold its annual **Leadership Conference** at the Holiday Inn at the Mart in Chicago. The conference is open to state chapter s, local affiliates, professionals and volunteers committed to preventing child abuse and neglect. **Chicago, IL**
Contact: Ben Tanzer, 312.663.3520 ext. 123

December 1-3, 2000

Zero to Three presents its **15th National Training Institute** conference for the multi-disciplinary infant, toddler and family field. The conference is designed for the growing community of infant/family professionals, including practitioners, administrators, researchers, trainers and advocates. The conference will educate professionals about critical issues in the field, while providing an invaluable networking opportunity. **Marriott Wardman Park Hotel, Washington, D.C.** Contact: 888.733.5364

January 22-26, 2001

The Center for Child Protection at Children's Hospital-San Diego presents its **15th Annual San Diego Conference on Responding to Child Maltreatment**. The conference will provide professionals with valuable education and networking opportunities. For the third consecutive year, the conference will provide a major emphasis on the National Call to Action, a collaboration of national organizations working to end child abuse and neglect. **San Diego, CA**
Contact: Registration Coordinator Children's Hospital, 858.495.4940 or e-mail at mholmes@chsd.org

January 29-30, 2001

PCA Texas presents the **15th Annual Conference on the Prevention of Child Abuse**. Keynote speakers Dr. Bruce Perry, Ph.D., and Calvin C.J. Sia, M.D., will discuss prevention strategies at this statewide conference. Workshops will offer

information on topics and model programs of interest to leaders in child abuse prevention. **San Antonio, TX** Contact: www.preventchildabuse-texas.org, Annual Conference

April 23-28, 2001

The Children's Bureau/Office on Child Abuse and Neglect (OCAN) will sponsor the **13th National Conference on Child Abuse and Neglect**. PCA America is pleased to join OCAN as a national co-sponsor of this conference. This national conference is devoted solely to issues of child abuse and neglect and brings together over 2,000 practitioners, policy makers, community organizations and researchers. **Albuquerque, NM**
Contact: 703.528.0435 or www.13conf@pal-tech.co

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Prevent Child Abuse America

“... the involvement of fathers increases the likelihood of positive outcomes for children.”

James A. Levine, Ed. D.
Director, The Fatherhood Project,
Families and Work Institute.

Levine is featured on page 7

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