

lookin' up



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fall 2002

Dear Friends:

Throughout this year, as we observed our thirtieth anniversary, we have been reminded time and again of the generous contributions made by individuals and organizations in support of our mission to prevent child abuse and neglect.

At no time has the reminder been more powerful than in early September, when we were deeply saddened to learn of the passing of W. Clement Stone, a world-renowned philanthropist and the father of our founder, the late Donna J. Stone. I was privileged to attend his memorial service on behalf of Prevent Child Abuse America and I was humbled by the respect with which Mr. Stone was held by so many people, and by the breadth of his social and civic concerns.

In one news article reporting on his death, Mr. Stone was quoted as follows: *"I have a magnificent obsession. All I want to do is change the world, make it a better place for this and future generations."*

What a wonderful epitaph for this great man, who brought his boundless energy and infectious optimism to such a wide range of social issues, including the prevention of child abuse and neglect. We at Prevent Child Abuse America are honored to have been associated with him for the past 30 years. In mourning his passing, we also acknowledge our gratitude to the entire Stone family and to his grandson, Steven Stone, who serves on our Board of Directors.

W. Clement Stone's life story is an inspirational tale of perseverance and commitment, coupled with a heartfelt dedication to those less fortunate than himself. In remembering him and the positive mental attitude he brought to the prevention of child abuse and neglect, we will always picture him in the same pose...*lookin' up*.

Best Wishes,



A. Sidney Johnson III
President and CEO

To our donors

thank

Angel and Paul Harvey making a difference in the lives of children nationwide

For nearly 30 years, **Angel and Paul Harvey** have played an invaluable role in the success of PCA America and our work to strengthen families, engage communities, and prevent child abuse and neglect before it starts. Friends of PCA America founder, Donna Stone, Angel and Paul Harvey have not only provided incredible financial support over the years, but they have also given generously of their time and energy. This year, they continued their support with a generous donation of \$100,000 for the PCA America Chicago Board's annual Gold & Silver Ball.

The Gold & Silver Ball is one of PCA America's premier fundraising events, which raised over \$250,000 in 2001 to support PCA America's prevention efforts and programs. Over the years, both Angel and Paul Harvey, a renowned radio personality, have been very involved with this event. Both have underwritten the Gold & Silver Ball in the past and Angel Harvey has served as the honorary ball chair. She was also a co-founder of PCA America's Chicago Board. At this year's Gold & Silver Ball, the Harveys will be presented with the "Angel Award," named in her honor, for their outstanding work to further PCA America's mission of preventing the abuse and neglect of our nation's children.



We extend our gratitude to Angel and Paul Harvey for their unwavering dedication and support to children and families nationwide. Thank you for helping us create a world without child abuse.

PCA America Chicago Board hosts annual Gold & Silver Ball

Join us November 16 for PCA America's **Gold & Silver "Crystal Ball."** Come enjoy the elegance and beauty of this gala evening featuring a silent and live auction, dinner, and dancing to the Stanley Paul Orchestra. PCA America Chicago Board members **Anthony Rossi** and **Laura Rossi Murray** are this year's ball chairs. Sponsors include Angel and Paul Harvey, **United Recycling Industries Inc.,** and **Wm. Wrigley Jr. Company.** To purchase tickets please contact *Babette Nyka* at 312.663.3520 ext. 164.

PCA America is pleased to announce our new giving levels! These levels remind us that we all have a role to play in the lives of children.

☐ For a gift of \$35 you will become a Friend and receive a welcome packet, our quarterly newsletter *Lookin' Up*, a blue ribbon to wear and invitations to local events.

☐ For a gift of \$50 you will become a Mentor and receive all of the above plus special announcements and updates.

☐ For a gift of \$100 you will become a Champion and receive all of the above plus recognition in our annual report and newsletter, as well as a copy of our annual report.

☐ For a gift of \$250 you will become an Advocate and receive all of the above plus a 10% discount on our conferences and a sterling silver blue ribbon pin.

☐ For a gift of \$500 you will become a Hero and receive all of the above plus your name on our Children's Wall and a welcome call from our President and CEO Sid Johnson.

☐ You might also consider making a larger commitment to preventing the abuse and neglect of our nation's children by joining us as a member of the Donna J. Stone Society at the \$1,000, \$2,500 or \$5,000 level.

Join today! Preventing child abuse means getting involved. It means helping America raise safer and happier children. Every day, with your involvement, more children will learn that they are loved. Become a member today!

For more information, call our hotline at 1.800.555.3748 ext. 140.

\$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 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: _____

*Please clip this membership form and send it with your donation to:
Prevent Child Abuse America, 200 South Michigan Avenue, 17th Floor,
Chicago, Illinois, 60604.2404, www.preventchildabuse.org*

Parent leadership: leading the way to prevention

Central to our mission of preventing the abuse and neglect of our nation's children is the belief that supporting families and providing parents with the information and tools they need for the job is ultimately the best strategy to protect children. However, parents are not merely an audience for prevention professionals to educate, but rather core collaborators in advocating for family-oriented support, services, and policies that best protect and promote their children's welfare. Consequently the concept of parent leadership drives many of the programs and services offered throughout PCA America networks.

Parent leadership is a value-based approach to family support that is grounded in the philosophy that families are knowledgeable consumers and significant resources for programmatic and community change on behalf of children and families. Parent leadership is a process, but it is also a destination. It begins by supporting parents in acquiring the skills associated with becoming leaders and helping to overcome barriers to their participation.

When parents are leaders, their potential to effect change for themselves and others is tremendous. Once comfortable in leadership positions, parents may facilitate important program or neighborhood change and eventually take leadership positions at the community, state or national level. They may be involved in raising funds or starting their own centers. This is the destination or the "end product" called parent leadership.

Engaging parents and families in the overall governance of programs is crucial to building and sustaining family support programs. This approach is a fundamental shift from the way many child and family service programs were originally designed and administered, which often excluded parents and families from critical decision-making with regard to program development and delivery of services, ongoing operations and administration. First and foremost, administrators and professional staff involved with child or family programs and service systems must learn to accept and relate to parents as leaders. To truly enhance the quality of programs, professionals must relinquish some control to parents and recognize them as equal partners in determining what works for families.

One of PCA America's projects with a considerable commitment to parent leadership is the Circle of Parents™ program, a collaboration with the National Family Support Roundtable that supports and promotes self-help support

groups for parents. Funded by a grant from the Office on Child Abuse and Neglect, this project involves parents in all levels of programmatic and network planning, training and implementation.

At the national level, parent leadership is demonstrated by equal participation at the Roundtable. Parents participate in four core teams designated to develop support group capacity and parent leadership, provide quality training and technical assistance, and create an infrastructure for the Circle of Parents project. Involvement also extends to national-level advocacy and fundraising roles.

At the state level, many states maintain parent leadership teams to assist in program development, marketing, advocacy and board work. Facilitators usually refer parents who have had some experience locally to the state level. At the local and group level, parent leadership is actively cultivated. Parent leaders perform a variety of duties including leading group meetings, and working closely with program administrators and group facilitators to coordinate and promote the groups.

Through these responsibilities, parent leaders benefit from the opportunity to rise to unexpected challenges and to new situations, to practice new leadership skills, and to gain confidence. Programs and groups benefit by seeing a role model of what can be achieved when a parent accepts a leadership position.

As time has proven, the multitude of problems experienced by families cannot be resolved by professionals and bureaucracies alone. Today, federal, state and local policies promote the concept that family support programs will be improved – and better outcomes for children and youth will be achieved – by tapping into the knowledge and skills of all vested parties: professionals, policymakers, business leaders and parents.



This article is based on "Parent Leadership: Successful Strategies" from the FRIENDS National Resource Center for Community-Based Family Resource and Support Programs, a project of the Chapel Hill Training-Outreach Project in partnership with the Family Support America and a collaborating colleague of the Circle of Parents program. For more information visit: <http://www.chnp.com/FRIENDS/>

Circle of Parents is the National Network of Mutual Support and Self-Help Programs in Partnership with Communities, a collaborative project of PCA America and the National Family Support Roundtable. This project was made possible by Grant No. 90CA 1668 from the Children's Bureau, Administration on Children, Youth and Families, U.S. Department of Health and Human Services.

PCA Ohio hires new executive director.

Congratulations to **Atiba Jones** who joined PCA Ohio as its new executive director in August. Jones brings with him a wealth of experience in nonprofit organization management and child welfare. Prior to his position at PCA Ohio, Jones served as the executive director of Inner-City Games Columbus, the Columbus chapter of a national program aimed at providing athletic-based educational programming and referrals for a wide range of after-school and summer programs for inner-city, at-risk youths. Jones also spent five years with the Ohio Youth Advocate Program, a private child protection agency. His experience in the child welfare arena and interest in furthering child abuse prevention efforts statewide will be a welcomed addition to the PCA Ohio team.

Prevent Child Abuse Ohio



PCA America grants provisional chapter status to organizations in West Virginia and Nebraska.

Thanks to a generous grant from the **Alcoa Foundation**, PCA America's Chapter Services Department has made considerable headway on new chapter development during this past year. **TEAM for WV Children** in West Virginia, and the **Nebraska Children & Families Foundation** in Nebraska, have emerged as the lead organizations for new chapter development efforts in their respective states and have in turn been granted provisional chapter status.

Provisional chapter status commits PCA America to working exclusively with these organizations for a two-year period on the development of a PCA America chapter in their states, while allowing them exclusive use of the provisional chapter logo.

TEAM for WV Children has a long-standing relationship with PCA America through its work with HFA. With funding from the Benedum Foundation, TEAM for WV Children was able to hire a statewide coordinator to focus on the development of a PCA West Virginia chapter and is rapidly moving toward chartered chapter status. The contacts in West Virginia are **Laurie McKeown**, executive director of TEAM for WV Children, and **Julie Pratt**, state coordinator for PCA West Virginia.

The Nebraska Children & Families Foundation has received a two-year grant from the State of Nebraska to develop a PCA Nebraska Chapter and is currently one year into this effort. Our contact at the Nebraska Children & Families Foundation is Executive Director Mary Jo Pankoke.

Please join us in welcoming both of these organizations and applauding their hard work!

Prevent Child Abuse America

PCA Louisiana celebrates Night of the Child events statewide. **Night of the Child** celebrations are PCA Louisiana's premier fundraising events. Held from October 4 through December 31, these events raise money to support child abuse and neglect programs in the various regional areas. This year, Night of the Child events will be held in Baton Rouge, New Orleans, Monroe, Lake Charles, Lafayette, Alexandria and Shreveport. Each year the events have a different theme. The Baton Rouge event, for example, is a gala with attendees playing MONOPOLY, complete with a life-size "jail." Others are cocktail parties in private homes with live bands and silent auctions.

This year's Shreveport event at the Scottish Rite Temple marks the first time that a Night of the Child New Year's Eve party has been planned. In previous years the Shreveport Night of the Child had a seventies theme, with guests donned in polyester dancing the night away.

All are spectacular nights for a special cause. So far, the events have exceeded their target goals.

Prevent Child Abuse Louisiana

prevention

Healthy Families America chooses first regional centers

Healthy Families America®(HFA) will pilot resource centers in the Midwestern and Western regions next year. Illinois, Indiana and Michigan have come together to form the Midwestern center, while the Western center will be housed in Arizona. Healthy Families Arizona will coordinate its work with the Arizona Department of Economic Security, Prevent Child Abuse, Inc. (not a PCA America chapter), and LeCroy and Milligan, where Healthy Families Arizona is currently housed. The Midwest regional resource center will be housed at St. Joseph's Hospital in Michigan.

In 2001, PCA America began developing plans for growing the HFA Network and transitioning large parts of our HFA training and technical assistance responsibilities to the HFA state systems. The first of the recommendations made by the transition team is to pilot the development of regional centers for the management and administration of certain HFA functions. The planning of the transition was funded by the Doris Duke Charitable Foundation.

For more information about HFA regional centers, contact *Susan Frankel* at 312.663.3520 ext. 172.

New brand identity developed for parent self-help mutual support groups

We are pleased to announce the development of a new brand identity for the joint project between the National Family Support Roundtable and PCA America, which has adopted the name **Circle of Parents** and the tagline "Sharing Ideas. Sharing Support." The seven-month project worked with Lighton Coleman Brohan Davis, a Chicago-based advertising agency; the national Parents as Leaders team of the Roundtable; and parents currently involved in support groups. The program provides free, weekly and confidential meetings where parents can exchange ideas, support and experiences relating to parenting issues. The Circle of Parents project is supported by a grant from the Children's Bureau, Administration on Children, Youth and Families, U.S. Department of Health and Human Services.

For more information about Circle of Parents, contact *Cynthia Savage* at 312.663.3520 ext. 128.



CIRCLE of PARENTS™
Sharing Ideas. Sharing Support.

STAGES: New program focuses on pediatricians

Developed in consultation with the American Academy of Pediatrics, **STAGES** works with pediatricians to build their capacity to provide parents with appropriate information about their children's developmental stages. Developed with a grant from the Center for Community Partnerships in Child Welfare to examine ways to use a public health model to address child abuse and neglect prevention, the program recently adopted the name **STAGES** and the tagline "Understanding your child's development." **STAGES** is based on the idea that primary care professionals can play a significant role in increasing parents' understanding of what to expect of – and how to cope with – their children's natural, yet often challenging, stages of growth.

STAGES is piloting three strategies in four states in 2002. Approaches include:

- Direct marketing of materials in conjunction with our chapters in Indiana and New York. This approach, designed to reach many doctors for the least amount of money, is based on doctors' expressed need for information that can be given to patients quickly and easily.
- Academic detailing in conjunction with PCA Rhode Island. Academic detailing involves sending a trained "salesperson" into physicians' offices to explain the materials provided and to create linkages to community resources.
- Intense in-office training of pediatric professionals in conjunction with PCA Georgia. This strategy is currently in development and is likely to be an interactive training session for all pediatric office staff.

For more information about **STAGES**, contact *Suzette Fromm* or *Vann Jensen* at 312.663.3520.



people

KENTUCKY – Frank Minnifield, former All-Pro cornerback for the Cleveland Browns (1984-1992) and one of the founders of the fabled “Dawg Pound” has left the movin’ and shakin’ on the field, but is still blazing new territory – this time in the field of child abuse and neglect prevention.

Minnifield now resides in Lexington, KY, where he is president of the NFL Player’s Association-KY Chapter (NFLPA-KY). Minnifield spearheads the NFLPA-KY annual charity golf outing and other functions resulting in charitable donations to local youth organizations. Under



2001, PCA Kentucky and the NFLPA-KY developed a Shaken Baby Syndrome Prevention poster featuring nine of the NFLPA-KY members. Widely distributed across Kentucky, the

poster was featured at a press conference with Kentucky’s Governor and First Lady during Child Abuse Prevention Month.

USA – Congratulations to **Tonya Matney** (above) who has been crowned Mrs. International 2002, a pageant for married women emphasizing the commitment of marriage and the importance of family. The Mrs. International pageant places a strong emphasis on community service in the form of a platform each delegate is required to have. Matney’s platform is one she lives daily as a Court Appointed

Special Advocate (CASA) volunteer, as well as promoting child abuse and neglect prevention. Matney’s career as a nurse for over 11

years led to her advocacy efforts and interest in child abuse prevention efforts. She competed for the Mrs. Virginia International title for five years before receiving her current title. Matney is also a proud supporter of PCA Virginia.

Through August 2003 she will be working nationwide to promote the prevention of child abuse and neglect. She will also be available to the PCA America chapter network for appearances and/or speaking engagements. For more information contact Mrs. International Executive Director *Mary Richardson* at 540.989.5992.

USA – On September 17, Senator **Hillary Rodham Clinton** and President **Bill Clinton** hosted a special reception in honor of



Cheryl Saban and her new book *50 Ways to Save Our Children*. PCA America President and

CEO **Sid Johnson** had the privilege of attending the reception. Saban’s book provides 50 invaluable ways Americans of all backgrounds can make a difference in the lives of children. It features children’s charities, including PCA America, throughout the book, putting them in the spotlight during this time of unprecedented need. All proceeds from the sale of the book support children’s charities.

USA – On September 13, PCA America Honorary Chairman **Michael Bolton** performed a concert in Merrillville, IN. Several PCA America staff members attended the concert and had an opportunity to meet Bolton back stage. Pictured above is Michael Bolton and PCA America President and CEO **Sid Johnson**.

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Advocacy briefs

issues

Senate subcommittee proposes increase in funds to National Family Support Roundtable

PCA America and the National Family Support Roundtable successfully rallied for an increase in Roundtable funding in July when the Senate Subcommittee on Commerce, Justice and State Department Appropriations marked up its FY 2003 appropriations bill, providing \$400,000. If the House Commerce, Justice and State Department subcommittee agrees on this level, the amount will represent an increase of 33 percent over last year’s funding level for the Roundtable, which is collaborating with PCA America on the Circle of Parents project.

Child Abuse Prevention and Treatment Act (CAPTA) reauthorization update

CAPTA reauthorization has already passed the House as well as the Senate Subcommittee on Children and Families and now requires full passage by the Senate. Conference committee

action will follow to resolve differences between the House and Senate versions. PCA America has mobilized the field through its web-based Legislative Action Center, urging people to adopt the following recommendations from the National Child Abuse Coalition:

- Designate the CAPTA community-based prevention program as a basic source of funding for child abuse prevention. Such funding will be used to help develop and network successful approaches for preventing child abuse and neglect, such as home visiting services, parent mutual support programs, parent education, support programs for new parents, respite child care, and other family support services.
- Improve accountability of how state block grant funds are spent by requiring states to report on how these funds are used.
- Retain the funded activities now eligible under Title II, including support for networking of services.

For more information on PCA America’s advocacy efforts and how you can become involved, visit www.preventchildabuse.org.

Vermont: a state working together to end child abuse and neglect

Gov. Howard Dean

“When I became governor we had the largest deficit in the history of the state. Even though we had no money we started a new program called Success by Six. It gives communities money if they coordinate their services to have all the non-profit, local and state agencies come together and take responsibility for each family.

“It took us four years to institute the program on a statewide basis. We simply offer help to people we think need that help. Usually these are folks who don't have a lot of resources; they don't have a lot of financial or emotional resources. I don't think that childrearing is something we're automatically good at. It's a skill like everything else.

“We also have a series of institutions around the state called Parent Child Centers. We get families who are in trouble to come in. We try very hard to get the father involved. We offer job training. We offer childcare. The basic underlying premise of this program is that most people who abuse their children are decent people who want the best for their children, but they are simply unable, for emotional and/or financial reasons, to provide that kind of care.

“We believe that every mother at the time of the birth of her child wants to do the best for her child. We think helping families is just a matter of providing adequate support and adequate skills, and letting them know that there is somebody they can rely on when things seem to be too much.

“What we've already done has had an enormous affect not just in saving pain and suffering for kids and families, but in saving money. Today in Vermont, if you live in a family of four making \$52,000 a year or less every child under the age of 18 is eligible for Medicaid. We charge them \$50 per month and that covers every child in the house up to age 18. The result is that 96 percent of all our children have health insurance. Vermont essentially has universal health care for all children under the age of 18. One of the things that happened as a result of this is that our teen pregnancy rate experienced the largest drop in the country, down 49 percent for teenagers between 1991 and 2000.



“One of the biggest problems in America is that most people in politics tend to think in 2-4 year cycles; the length of their term and what it's going to take to get re-elected. The truth is that we've got to start thinking in 20- and even 100-year cycles. Because the investments we make in our children are tiny investments. The cost of our Success by Six program is \$100 per child per year. It costs \$24,000 a year to keep someone in prison. The cost of insuring every child in Vermont is about \$1,000 per child per year.

“These investments are so small when you think of the costs of all the social service investments: foster care, special education, corrections, all those expensive things you have to do later on, all of which are less effective. We have got to change the priorities in this country and it's only going to take a very small amount of money.”

Linda Johnson

How has Gov. Dean made a difference for children and families in Vermont?

“Gov. Dean is a truly inspiring leader who has created an environment where children come first. He believes in front-loading the system by caring for young children. During the past decade, he has supported a multitude of initiatives focusing on the whole continuum of child abuse and neglect prevention programs.”

What are PCA Vermont and the state doing to help end child abuse and neglect?

“PCA Vermont fostered a collaboration of organizations and experts to work on “The Partnership for an Abuse-Free State.” Charged by Gov. Dean, this committee looked at the strategies that would help wipe out child sexual abuse, along with all other forms of child abuse and neglect.

“These strategies focus on communities, schools and families, providing a variety of support for children and parents. In Vermont we do a lot of home visiting, reaching 75 percent of our pre-school children. PCA Vermont and other nonprofits run programs for fathers and initiatives in the schools like SAFE-T (Sexual Abuse Free Environment for Teens). The Parent Child Centers have been critical community-based partners with PCA Vermont. They provide a one-stop shop for parenting programs and support. We also have the Vermont Center for the Prevention and Treatment of Sexual Abuse, which trains and supports

Does your child's school make the grade in sexual abuse prevention?

As children return to school and other school-year activities, we have an opportunity to look at the institutions our children will attend – whether they be schools, religious communities, sports leagues, after-school programs or childcare centers – and examine their commitment toward and effectiveness in preventing child sexual abuse. Following are some things to consider to ensure that all environments for children are safe.

□ **Awareness.** Institutions should educate staff, volunteers, members, parents and children on the definitions of child abuse and its signs. Children are safer from all abuse when the issue – its risk factors, signs and prevention – is more completely understood. In the case of child sexual abuse, it is important to address the issue in an open environment.

Failure to talk about the existence of sexual abuse only aids those who prey on children by creating a secretive environment in which children are uncomfortable talking to adults about any sexual topic.

□ **Staffing.** An appropriate screening process for all staff and volunteers working directly with children should be implemented, including criminal background checks and the verifying of references. Any staff that works directly with children should be subject to these guidelines, even if they are technically employed by a contracting agency, as is often the case with school bus drivers. Institutions should also develop guidelines for the supervision of children, outlining the appropriate ratio of adults to children and limiting the situations in which it is acceptable for children to be alone with non-familial adults, including clergy.

□ **Reporting.** All personnel and volunteers should be directed to report any case of suspected abuse or neglect to the appropriate authorities. Mandatory reporting laws in all states require this action of teachers, social workers, medical personnel and child care staff. However, not all states include clergy, coaches or volunteers in this law, so it is important to educate yourself on the statute in your state, as well as the policies at your religious and educational institutions.

□ **Environment.** Play areas should be fenced, and always supervised when children are present. There should be enough adults present to provide appropriate supervision and to be able to view all areas of the playground, leaving none unsupervised. Institutions should also have strict policies about the adults to whom children can be released at any time. Such policies may be in place, but are often overlooked. Make sure that enforcing this policy is a priority any place you leave your child. Understand that they have a choice regarding touching.

Bloomington event raises over \$1,500 for our prevention efforts

On August 28, PCA America participated in the annual **Bloomington Shopping Event**. Over \$1,500 was raised through advance ticket sales. PCA America staff sold 88 tickets to the event, which qualified us to receive a portion of the day's proceeds. Thank you to all staff who volunteered for this event and helped make it such a success!

Board member Michael Rosengarden hosts silent auction benefit for child abuse prevention.

On September 9, PCA America Board member **Michael Rosengarden** held the grand opening of his new Mercedes-Benz showroom in Northbrook, IL. Rosengarden donated over \$5,000 to PCA America as the result of a silent auction held at the grand opening. He is president of Autohaus on Edens in Northbrook, IL, and is chair of the PCA America Resource Development Committee. Thank you, Michael, for your generous support of our efforts to prevent child abuse and neglect!

Holiday greetings and gift ideas.

This holiday season, **Good Cause Greetings** and **Heartfelt Cards** will donate a portion of the proceeds from the sale of holiday cards to PCA America. The cards feature holiday messages



for Christmas and Chanukah. For more information or to order cards visit www.charitycards.com or www.goodcausegreetings.com.

Joy to the World Collectibles is sponsoring a limited edition ornament, "Sweet Tooth," to help raise funds for PCA America. The ornament is handmade by the finest glass blowers in Poland and costs \$45. It will be available at Dillard's Department Stores nationwide or at www.joytotheworldonline.com.

2002 50 STATE SURVEY – This year, PCA America’s 2000 50 State Survey took a closer look at the important role of prevention. In addition, based on feedback from PCA America chapters and other prevention experts, the 2000 survey changed its focus to better understand child fatalities and the kind of prevention strategies that can best reduce fatalities, as well as child abuse and neglect. It did not collect data on reports or substantiations.

One of the greatest tragedies is the death of a child from abuse and neglect. Although such deaths are relatively infrequent they have risen an estimated 8 percent over the past five years while most other types of societal violence has decreased. In 2000, an estimated 1,356 children died as a result of child abuse and neglect, averaging three children every day. Child abuse and neglect is the second leading cause of death for children ages 1-4 in the U.S., rivaling congenital anomalies (i.e. structural defects present at birth, such as spina bifida). In addition, there is an equal amount of deaths, approximately 542, for children under the age of one.

To further understand the scope of child fatalities and how to prevent them, the survey looked at the role Child Death Review (CDR) teams play. Data shows that 31 states currently have legislation mandating or authorizing the creation of CDR teams. This is an important step in helping CDR teams determine and detect the cause of death of a child, and report a more accurate count of child fatalities. Data show that 72 percent of the recommendations made by CDR teams have made some impact on CPS systems.

When looking specifically at prevention there appears to be a trend toward less funding for family support and family preservation, but increased funding to support other programs and infrastructure, with an actual decrease in CPS budget spending power over the past three years. Of the prevention programs cited as very effective strategies to prevent child abuse and

neglect, the most cited prevention program was Healthy Families America.

PSA CAMPAIGN EVALUATION UPDATE – In April, PCA America launched its most extensive public service advertising (PSA) campaign, “A Child is Helpless – You Are Not.” This campaign educates the public about the things they can do to prevent child abuse and neglect before it ever starts. It includes TV, radio, print, Internet and outdoor (bus shelter, transit, billboard) in both Spanish and English, as well as localized versions for each chapter in our network. The campaign is funded by the Doris Duke Charitable Foundation and was developed in partnership with the Advertising Council and Lowe Lintas.

While a complete evaluation of the first four months of the campaign is not yet available, there are some interesting results to report. The campaign appears to be off to a good start, with \$16 million in donated media to date. By way of comparison, our last PSA campaign in 1999 generated a total of \$24 million in donated time and space over the course of an entire year. Of all the executions, our largest supporter has been out-of-doors, responsible for \$11 million of our donations, with radio and TV following.

This campaign was also unique in that for the first time we produced select executions in Spanish as well as in English. We’re happy to report that we’ve seen impressive support of our Spanish spots. The localized versions for our chapters is also proving worthwhile with the localized “Closet” TV execution accounting for 29 percent of all TV activity in April and May.

The true test of success with this campaign, however, is the number of inquiries the ads generate. While we’ve seen numerous fluctuations in the number of inquiries we have seen a general increase in calls to 1-800-CHILDREN, as well as daily hits to our web site.

a statewide network of clinicians who work with victims, and a network of trained and certified clinicians who work with offenders in the community and state correctional facilities.”

Why do you think Vermont has been so successful in reducing the incidence of child abuse and neglect?

“We realized there had to be a cultural shift; we had to change our ways of being responsible for children. We are working hard to shift attitudes, beliefs and behaviors about children. Through leadership we are putting research into practice. We are also using marketing expertise to communicate this shift in Vermont’s culture through a variety of mediums. The concept that adults are responsible for keeping children safe has been a centerpiece for all of our efforts.”

The state of Vermont is an excellent example of how a concerted effort between the state government and an alliance of prevention organizations can make a difference in the lives of children and families. Through this collaboration Vermont has seen a 49 percent decline in sexual abuse in the past 10 years and the overall child abuse rate has dropped 53 percent.

titles

New publications and resource materials

Great Beginnings Start Before Birth now available in Spanish

One of PCA America’s most popular publications, *Great Beginnings Start Before Birth*, is now available in Spanish. This publication provides valuable information to promote healthy practices and covers such topics as fetal development, prenatal care, and preparing for labor and delivery. *To order, call the PCA America Fulfillment Center at 800.835.2671.*

Right on Course handbook for teachers

Civitas presents its newest publication, *Right on Course: How Trauma and Maltreatment Impact Children in the Classroom, and How You Can Help*. This handbook, for teachers of grades K-6, provides guidance and teaching tools to address the issues of trauma and child maltreatment in the classroom. Right on Course will help teachers understand the signs, symptoms and effects of trauma and abuse. The cost is \$35. Copies are available by calling 312.226.6700 or visiting www.rightoncourse.org.

"All I want to do is change the world, make it a better place for this and future generations."

W. Clement Stone
(1902-2002)



visit our web sites at

www.preventchildabuse.org
www.healthyfamiliesamerica.org
www.circleofparents.org

Plan ahead, all are welcome to attend

events

NOVEMBER 16, 2002
PCA America Chicago Board hosts its annual **Gold & Silver "Crystal" Ball**. The festivities include a silent and live auction, dinner and dancing to the Stanley Paul Orchestra.
Ritz-Carlton Hotel, Chicago
Contact: Babette Nyka,
312.663.3520 ext. 135

NOVEMBER 19, 2002
PCA America will hold its annual **Healthy Families America Awards Dinner** at the **Essex House Hotel** in **New York, NY**. Tickets cost \$1,500.
Contact: Babette Nyka,
312.663.3520 ext. 135

DECEMBER 6-8, 2002
Zero to Three presents its "**17th National Training Institute**." This annual conference provides attendees with an opportunity to gather the tools needed to

strengthen their skills and build on their experiences working with young children and families. The conference will look at the latest advances in the field and provide an invaluable networking opportunity. **Washington, DC**
Contact: www.zerotothree.org

FEBRUARY 3-4, 2003
PCA Texas hosts the **17th Annual Conference on the Prevention of Child Abuse, "Ensuring Texas' Future: Preventing Child Abuse and Neglect."** This statewide conference offers quality training and information on topics and model programs of interest to leaders in the child abuse prevention field.
Wyndham Greenspoint Hotel, Houston, TX
Contact:
www.preventchildabusetexas.org

MARCH 31 - APRIL 5, 2003 The Office on Child Abuse and Neglect, Children's Bureau, Administration on Children, Youth and Families, U.S. Department of Health and Human Services presents **14th National Conference on Child Abuse and Neglect, "Gateways to Prevention."** Hosted by PCA Missouri, the conference will examine the past, present and future of prevention. It will address existing assumptions about how to prevent child maltreatment and look at a broad range of strategies available to protect children and to support families and communities.
St. Louis, MO
Contact: 703.528.0435 or

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