

# lookin' up



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# spring 2001

Dear Friends:

Well, it's that time of year again ... spring. And for those of us who live in the (shall we say) somewhat less tropical regions of the country, it couldn't arrive a moment too soon.

With spring, we mark April's annual observance of Child Abuse Prevention Month. This year, the National Basketball Association has come through



once again with an outstanding program of awareness nights in each of its 29 arenas. My special thanks to the NBA's Eve Barth, one of the newest members of our Board of Directors and a tireless supporter of our prevention

mission, for making these events possible.

This issue is filled with news about other important activities here at Prevent Child Abuse America. Of particular note are the latest national statistics on child abuse and neglect (*page 9*) and a report on the annual meeting of our HFA state leaders in Washington, D.C. last month (*page 5*).

You'll notice a new picture of me accompanying this letter. The beautiful child with me is my granddaughter, Isabelle Sophie. I know it's been said by others before, but if I knew having grandchildren would be this much fun, I would have had them first.

Little Izzy certainly is the apple of her grandfather's eye. And looking in her beautiful eyes, so filled with joy and promise, it's impossible not to believe that things really are ... lookin' up.

Best Wishes,

A. Sidney Johnson III  
President and CEO

To our donors

thanks

### PCA America donors make a difference in the lives of children

PCA America's prevention efforts would not be possible without the generosity and dedication of its many donors. From corporations to individuals, our donors all share the common thread of wanting to help us end the cycle of abuse.

Two such individuals – Adrienne Lederer and Mary Flanagan – have helped us immensely in our efforts to prevent child abuse and neglect. Thanks to their generous support, PCA America continues to reach even more people with our prevention message.

#### Adrienne Lederer

A charismatic mother of four and a grandmother of nine, Adrienne Lederer's love of children is apparent in her dedication to our cause. She has been an invaluable donor for over 10 years, supporting the Healthy Families America (HFA) national conference, publications and general public awareness efforts.

"The most important people on earth are our children. It's important to get the message out about prevention and make people aware," said Lederer. "To make a whole individual, we have to end abuse. So, if my efforts help in some small way, I feel I've accomplished something great."

Lederer explains that she first got connected with PCA America through her late husband Francis Lederer and their foundation, the Francis Lederer Foundation. The foundation has been a major source of funding in the Chicago area for 28 years, giving to medicine, the arts, and children and women's issues.

#### Mary Flanagan

A long-time donor, Mary Flanagan, of Chicago Heights, IL, participates in PCA America's Partners in Prevention monthly-giving program. A vivacious and caring woman, Flanagan said that her love for children and their well-being inspired her to get involved with child abuse prevention.

"Children are little miracles," said Flanagan. "I was looking for a way to help break the cycle of abuse and that's why PCA America appealed to me. Prevention is key – otherwise you're just band-aiding, not resolving the problem. I want my money to go where it can create more awareness about prevention."

Flanagan said she first got involved with PCA America through her connection with Michael Bolton Charities. As a volunteer, she helped raise over \$100,000 through Bolton's celebrity softball game. She has also volunteered her time with a shelter, where she started a mobile library for the children. Flanagan currently works for the University Club of Chicago.

*The Partners in Prevention program is an easy way to help support the programs and prevention efforts of PCA America. This program allows donors to have a specified amount taken directly from their bank account or applied to their credit card each month. For more information on how you can become a Partner in Prevention or make an individual contribution, call Mary Samerdyke at 312.663.3520 ext 140.*

# Nation focuses on prevention of child abuse and neglect

*April is an important month for child abuse advocates nationwide. By presidential proclamation, it marks the nation's annual observance of Child Abuse Prevention Month. This month-long observance is dedicated to increasing public awareness about the continuing problem of child abuse and neglect. It's a time to focus our efforts and resources on preventing abuse before it starts.*

As reports of child abuse and neglect continue to grow, our need for prevention becomes even more critical. Over the past 10 years, the number of children reported to child protective services as alleged victims of child abuse or neglect has grown to 3,244,000 children, according to the *1999 Annual Fifty State Survey* released by PCA America in March. The number of confirmed cases of child abuse and neglect in 1999 was estimated at 1,071,000. And, three children still die each day at the hands of their parents or guardians. (See page 9 for more results from the *1999 Fifty State Survey*.)

But there is hope. That's why Child Abuse Prevention Month is such a major activity for us. It not only brings together our

national organization and our state chapter network, but it also unites organizations, individuals and community advocates nationwide. Child Abuse Prevention Month gives all of us the perfect opportunity to educate the public about the importance of prevention and what individuals can do to help.



This year, our theme focuses on positive parenting as an effective tool in the prevention of child abuse. As a community, it is critical that we support parents and families, providing them with the necessary tools to be the best parents possible. And as parents, we must strive to respect and nurture our children. Nurturing our children is an essential element to the well-being of society. And, this is becoming even more apparent as child abuse is linked to a host of other issues facing our country, including drug and alcohol abuse, juvenile and adult crime, and chronic health problems.

As in previous years, we produced a community resource packet containing materials for developing and implementing a public awareness and education program focusing on our theme of positive parenting. Thanks to generous funding from Target Stores, 10,000 community resource packets were produced for distribution. And, we're pleased to announce that **Target Stores** has agreed to sponsor our efforts for Child Abuse Prevention Month 2002, doubling its financial support to \$150,000.

This year's observance of Child Abuse Prevention Month is particularly exciting thanks to our continuing partnership with the **National Basketball Association (NBA)**, now in its 13th year. And thanks to the efforts of NBA Community Relations Director **Eve Barth** (now a member of our National Board of Directors), the NBA increased its support to include a Child Abuse Prevention Month tip-off press conference and reception. Orlando Magic Forward **Grant Hill** and his wife **Tamia**, PCA America Honorary Board members, participated in the press conference via satellite.

CONTINUES ON PAGE 9



# chapter news

**M**ilk carton ad campaign raises awareness of shaken baby syndrome. Six of our chapters—PCA Vermont, PCA New York, PCA New Hampshire, PCA New Jersey, PCA Massachusetts and PCA Connecticut—have joined efforts to raise public awareness of shaken baby syndrome. Spearheaded by Kitty Visker of PCA Vermont, these chapters are working with Garelick Farms in Bennington, VT. This dairy company has generously agreed to place a full-side panel ad on half-gallon paper milk cartons. The ad campaign will be circulated throughout the chapters' states this spring.

As coordinator of PCA Vermont's Shaken Baby Syndrome Prevention Program, Visker has worked hard to educate the public about the dangers of shaking a baby. PCA Vermont's prevention program provides training for parents, students, childcare providers, nurses and childbirth educators. The chapter also provides hospitals in Vermont with shaken baby syndrome informational flyers to give to new parents.

This is an incredible opportunity for all chapters involved. PCA America congratulates and thanks our chapters and Garelick Farms for their hard work and effort!

**P**CA America chapters host statewide conferences on child abuse and neglect prevention. In a continuing effort to educate our field about the most current child abuse prevention issues, several of our chapters are hosting conferences this spring (see page 10). These conferences are an invaluable opportunity for those involved in preventing child abuse and neglect to share ideas, network and gain new knowledge.

One long-standing, successful conference is PCA North Carolina's Annual Statewide Conference on Child Abuse and Neglect. This year, the chapter will host its 22nd annual conference, "Out of the Shadows of Family Violence: Promoting Collaboration Around Issues of Child Maltreatment and Domestic Violence." The conference will be held April 9-11, in Greensboro, NC. Participants will learn about cutting edge research, medical, legal and community-based interventions in family violence. Keynote speakers will include renowned author and consultant on domestic violence Susan Schechte; Ron Johnson, developer of the 10-Step Rites of Passage Program; and Naomi Griffith, a national consultant on child welfare issues. For more information, call 919.829.8009 or visit [www.childabusenc.org](http://www.childabusenc.org).

*Prevent Child Abuse North Carolina*



**S**outheast chapters come together to network and "sharpen the saw." In February, PCA America held its annual Southeast Quadrant Meeting in Atlanta, GA. Staff and executive directors from The Family Source in Florida, the Georgia Council on Child Abuse, Inc., PCA Kentucky, PCA Louisiana, PCA North Carolina, PCA South Carolina, PCA Tennessee and PCA Virginia came together for two days to focus on leadership. Participants enjoyed networking sessions, team building and leadership training. Staff and directors also had the opportunity to participate in a special training session, "Sharpening the Saw," based on several leadership models including Stephen Covey's *7 Habits of Highly Effective People*. The meeting concluded with a very moving video presentation of *Elijah's Story*, a documentary by the National Center on Shaken Baby Syndrome in Odgen, UT. To order copies of the video, please contact the National Center on Shaken Baby Syndrome at 888.273.0071. *Prevent Child Abuse America*

**P**CA Missouri to host 2003 National Conference on Child Abuse and Neglect. Congratulations to PCA Missouri for its recent selection as the 2003 host of the National Conference on Child Abuse and Neglect, sponsored by the Children's Bureau/Office on Child Abuse and Neglect (OCAN). This national conference brings together over 2,000 practitioners, policy makers, community organizations and researchers to discuss issues of child abuse and neglect. The conference will be held in St. Louis. *Prevent Child Abuse Missouri*

## HFA state leaders take their message to the Hill

This year's State Leaders' Meeting, March 11-14 in Washington, D.C., focused on strategies for, and the challenges of, advocating for Healthy Families America. Attendees – state leaders from our network of HFA state systems – benefited from the insight of a variety of speakers familiar with the policy-making and advocacy processes and the opportunity to network with colleagues facing similar day-to-day challenges. Over 90 participants from 40 states were able to meet with their elected officials and legislative staff to explain the merits of HFA and the need for sustainable funding.

Sessions during the meeting included the following:

- Representatives from Zero to Three, the National Association for the Education of Young Children, and the Commissioner's Office of Research and Evaluation, Administration on Children, Youth and Families discussed strategies for translating research on early childhood development into policy recommendations;
- Elaine Ryan, the acting executive director and director of government affairs for the American Public Human Services Association, spoke about the reauthorization of Temporary Assistance to Needy Families (TANF); and
- PCA America staff members facilitated discussions about the ways in which domestic violence, substance use and mental illness are influencing HFA programs across the country.

Additionally, state leaders prepared for their day on Capitol Hill with the assistance of an experienced group of speakers. These included **Karabelle Pizzigati**, a consultant and former public policy director of the Child Welfare League of America; **Jeff Arnold**, deputy legislative director for the National Association of Counties; **Tom Birch**, Legislative Council, National Child Abuse Coalition; and **Cassie Statuto Bevan**, senior advisor to House Majority Whip Tom DeLay.

Participants then met with members of Congress and legislative staff to outline the benefits of home visiting as a prevention strategy and HFA as a valuable family support program. In all, participants and PCA America staff met with over 200 policy makers and staff members, laying the groundwork for future legislation and underscoring the need for the creation and reauthorization of federal sources of support for HFA.

This successful day of visits culminated with the HFA Awards Reception welcoming members of Congress, legislative staff and HFA state leaders. Co-hosted by

the **National Association of Counties** (NACo), the event honored **Senator Christopher J. Dodd** (D-CT) and **House Majority Whip Tom DeLay** (R-TX) for their leadership on child abuse prevention issues.

Senator Dodd, a long-standing member of the National Honorary Board of PCA America, was instrumental in the reauthorization of the Child Abuse Prevention and Treatment Act (CAPTA), which increased funds for federal child abuse measures and established the National Office on Child Abuse and Neglect (OCAN). More recently Senator Dodd has created several major youth violence prevention initiatives, including the Ounce of Prevention Council, which coordinates federal efforts in this area.

Representative DeLay led last year's passage of the Child Abuse Prevention and Enforcement (CAPE) Act, which provided critical resources to state and local community prevention programs. Representative DeLay was responsible for Congress adding \$3 million in the fiscal year 2001 federal budget to the Centers for Disease Control and Prevention (CDC) for child abuse prevention research.

Additionally, the reception recognized four families involved in HFA for their remarkable progress and achievement in the program. **Betty Michel**, an HFA participant from Alexandria, VA, accepted the award on behalf of all four families, speaking eloquently on her own experiences and successes with HFA.

PCA America and NACo also honored Freddie Mac Chairman and CEO **Leland C. Brendsel** for his work in support of the HFA campaign, which has raised nearly \$10 million for the program. The **Freddie Mac Foundation** has committed more than \$3.5 million to HFA nationally. We would like to thank the Freddie Mac Foundation for providing funding for this meeting in addition to its generous ongoing support.

Thanks also to everyone involved in making the State Leaders' Meeting a success. This opportunity for our state leaders to advocate on behalf of HFA was a positive and valuable step forward in our work to add "prevention" to the policy vocabularies of our elected officials.

# people



**GEORGIA** – Congratulations to **Michael Axelrod**, (pictured below) secretary of PCA America's Board of Directors, who is this year's recipient of the Administration on Children, Youth and Families "Commissioner's Award" for Georgia. This award is presented every other year to an individual in each state who has made a remarkable contribution to the prevention of child abuse and neglect.

Over the years, Axelrod has shown a strong commitment to child abuse prevention through his involvement with our Georgia chapter, the Georgia Council on Child Abuse, Inc. (GCCA), and with PCA America's National Board of Directors. He helped redefine GCCA's strategic mission to offer more direct services to the community, which led to the merger of GCCA and the Atlanta Outreach Center in 1995. He has also served in numerous leadership roles for GCCA, including president of the Board, and currently as chair of the Advisory Board. Axelrod provided key leadership in the



development of Healthy Families Georgia and continues to be a vocal advocate with elected officials.

The awards will be presented at the 13th Annual Conference on Child Abuse and Neglect in Albuquerque, NM, this month.

## **NEW YORK** –

Congratulations are also due to **Jim Cameron**, former executive director of PCA New York, who is New York's recipient of the Administration on Children, Youth and Families "Commissioner's Award." Cameron is being honored for his outstanding efforts

and contributions to preventing child abuse and neglect in the state of New York.

Cameron recently retired from his position as the executive director of PCA New York, which he founded in 1981. Prior to that, as director of Child Protective Services of the former New York State Department of Social Services, he was instrumental in the development of New York's child

protective legislation that established the State Child Abuse and Maltreatment Central Register. Since his retirement, Cameron has continued his advocacy for children as co-chair of the Healthy Families New York Home Visiting Council and as a board member of the William B. Hoyt Memorial Children and Family Trust Fund.

**CONNECTICUT** – **Cronin and Company, Inc.**, a full-service marketing communications company, was recently recognized by the Mobius Advertising Awards with a Certificate for Outstanding Creativity for creating PCA America's television spot "What Kids Are Made Of." **William Cronin, Jr.**, president of Cronin and Company, accepted the award for outstanding creativity in the public service announcement (PSA) category.

"What Kids Are Made Of" depicts the wonderful things children are made of – imagination, skin and bones, aspirations and dreams, muscles, happiness, truth and purity – and brings the audience to ask why anyone would hurt any child.

The PSA was originally created in collaboration with the Partnership

to Prevent Child Abuse, a Connecticut initiative that includes PCA Connecticut. In 1999, the materials were adapted for PCA America for nationwide distribution by the Advertising Council. Congratulations to Cronin and Company on a well deserved honor!

**CHICAGO** – **Grant Hill** (pictured above) proves he is an all-star on and off the court. In January sixtime NBA all-star forward Hill, of the Orlando Magic, joined PCA America's Honorary Board. He has already risen to the occasion by helping us kick-off our Child Abuse Prevention Month activities in April. Hill participated in a press conference via satellite on April 2 at the NBA Store in New York City.

"I am honored to join PCA America's prevention efforts and look forward to raising awareness about this important issue," said Hill.

## Program briefs

**PCA America launches new HFA web site.** Following on the heels of PCA America's new web site, our home visitation program will now enjoy a web presence beginning in April. The new site, [www.healthyfamiliesamerica.org](http://www.healthyfamiliesamerica.org), allows network members, professionals and interested individuals to access information, order publications and look up contact information for individual sites.

Those accessing the site will also be able to donate directly to HFA; read about credentialing, training state systems support, advocacy and research; and link to HFA partners and other useful resources and publications. For more information, or to offer comments and suggestions, please contact **Lori Friedman** at 312.663.3520 ext. 134.

**Virginia announces HFA successes.** Many of the families served by Northern Virginia Family Services Healthy Families division have life histories that include childhood abuse, drug and alcohol abuse, mental illness, and limited knowledge of childhood development. Yet, recently announced

outcomes indicate that during 1999-2000 these families enjoyed enormous successes in raising healthy and nurtured children, meeting and exceeding outcome objectives set by the program.

More than 97 percent of families served by sites in Alexandria, Arlington, Fairfax and Prince William Counties had no founded reports of child abuse or neglect during this time period, exceeding the program goal of 95 percent. Families at all four sites also exceeded the objective that 95 percent of children served had a primary health care provider, the sites reporting that at least 98 percent met this objective. Moreover, all sites saw at least 90 percent of children served met age-appropriate developmental milestones, 85 percent of participants reported improvement in their parenting and 94 percent of mothers waited at least 24 months before having another child.

These sites served a total of 1,122 families with over 13,000 home visits.

# prevention

## Child Abuse Prevention and Enforcement Act: Improving the lives of our nation's children



"Children are our nation's most precious resource. As a former judge and prosecutor, I have seen the terrible impact that abuse has on the lives of our children. It robs them of their childhood and resonates throughout their adult lives inflicting irreparable damage for generations.

"We have no greater responsibility than to protect our children from this harm.

That is why I am proud that the Child Abuse Prevention and Enforcement Act, otherwise known as the CAPE Act, was signed into law on March 10 of [2000].

"The CAPE Act focuses on two critically important aspects of child abuse: prevention and improved treatment of victims. In doing so, it recognizes that the people best equipped to make a difference for our children are those on the front lines: child protection workers, police, judges, court appointed special advocates, doctors and nurses, foster families, and non-profit volunteers, just to name a few.

"My goal with the CAPE Act was to provide resources to the people who offer the best hope of real progress in our on-going battle against child abuse. The CAPE Act encourages coordination among the different parts of the system that abused kids encounter, so that recognition of abuse or potential abuse situations is swift, and treatment of child abuse victims is handled in a way that adds no more confusion or fear to an already traumatized child.

"The CAPE Act accomplishes this with three important steps. First, it provides state and local officials the flexibility to use existing law enforcement grants for the first time for child abuse prevention.

"Second, it increases the set-aside out of the Crime Victims Fund for improving child abuse treatment. These funds can be used for training police investigators and child protective workers, or for building more child advocacy centers, so victims of child abuse can receive help and treatment in a manner that will not cause them further emotional and psychological distress.

"Third, it allows existing grant funds to be used by states to help provide child protective services workers access to criminal conviction records and provide law enforcement instant and timely access to court child custody, visitation, protection, guardianship, or stay away orders. The CAPE Act removes federally imposed straightjackets on federal funds and gives local officials and workers the necessary flexibility to be

successful in their struggle against abuse. This law is one part of a much larger effort to strengthen the national arsenal of resources that can be used in the prevention and treatment of child abuse.

"Every three minutes, a child in my home state of Ohio is reported abused or neglected. In 1997, approximately three children died each day in the U.S. from abuse or neglect. These



are staggering statistics. You and I know these children are not statistics; they are real children with names, faces, hopes and dreams.

"I will continue to focus my energy on helping abused and neglected children. In the near future, I plan to introduce a bill to assist the courts in which so many abused and neglected children find themselves. Too often in cases where it has been determined that a child cannot return home because of an abusive or neglectful parent, that child is placed in the foster care system where he or she languishes for years waiting for the courts to determine placement. The legislation I am crafting will seek to provide the courts with the necessary resources to reduce case backlogs and move children out of foster care and into permanent, loving homes.

"By working together, we can make a difference in the lives of kids and give families the resources they need to succeed. We must never waiver in our fight to protect our children from abuse and neglect. We must be ever vigilant, ever resourceful, and always striving to do more to improve the lives of all the nation's children."

## Reasons why child abuse and neglect prevention is so important:

1. **Child abuse can be fatal.** Three children die each day from child abuse and neglect.
2. **Child abuse stymies a child's normal growth and development.** Abused and neglected children are less likely to be school-ready and more likely to exhibit behavior disorders, to become teen parents and juvenile criminals, and to abuse alcohol and drugs.
3. **Child abuse is costly for many social institutions.** The U.S. spends \$85 billion each year as a direct or indirect result of child abuse and neglect.
4. **Child abuse victims often repeat the violent acts they experienced on their own children.** Child abuse victims are six times more likely to become abusive parents than non-abused children.
5. **Voluntary home visitation programs, like HFA, made available to parents before they become abusive or neglectful reduce the likelihood for future maltreatment.**
6. **Prevention programs geared for children can improve a child's awareness of how best to avoid child abuse and other unsafe situations.**
7. **Child abuse prevention efforts serve as a way to combat other social problems of concern to the public and to policy-makers.** Research has found a strong correlation between a history of abuse and a variety of adult problem behaviors, including substance abuse, juvenile and adult crime, and poor social adjustment.
8. **Child abuse prevention creates a more compassionate society, one that places a high value on the welfare of all children.**

**Target Stores doubles its support for Child Abuse Prevention Month 2002.** For the past several years, Target Stores has helped raise awareness of child abuse prevention through its support of PCA America's Child Abuse Prevention Month efforts, conducted every April.



With a check for \$150,000, Target has opened the doors to new and expanded activities during Child Abuse Prevention

Month 2002. This generous support will make it possible to redesign our Child Abuse Prevention Month Community Resource Packets, and enable us to distribute at least 30,000 packets (up from 10,000 this year). And it will support the first-ever collaboration between our public awareness efforts and Target's "Take Charge of Education" (TCE) program, including a brand new web site for children. PCA America is very grateful to Target Stores, and in particular to **Myle Turpen**, for their efforts and dedication to preventing child abuse and neglect.

### Help us create a world without child abuse.

Become a member of PCA America and help make a difference in the lives of children and families nationwide. Join today and your support will allow our many special programs and services to continue to grow. Just as



importantly, your membership will help us spread the word and reach more people each day with our message of hope. For more information on how to become a member of PCA America, call our membership hotline at 1.800.555.3748 ext. 190.

**Book proceeds help prevent child abuse.** Noticing a lack of books available for young foster children and their foster parents, author and pediatric nurse practitioner, **Cynthia Miller Lovell** decided to write a book for young children in foster care. Since January 2000, Lovell has generously donated 10 percent of the proceeds from the book and study guide to PCA America, totaling more than \$700.

*The Star* is a colorfully illustrated story about a young girl's first experience living with a foster family. Co-written with **Randall E. Haugen**, the study guide *Questions & Activities for The Star: Guiding Foster Parents*, helps foster parents with typical situations encountered in foster care. PCA America is thankful for Lovell and Haugen's sensitivity to the issue and commitment to our cause. For information on how to order the book and study guide, call 616.964.6249.

**PUBLIC HEALTH PROJECT ESTIMATES COST OF CHILD MALTREATMENT IN U.S.** – A recent study by PCA America estimates that the U.S. spends \$85 billion each year as a direct or indirect result of child abuse and neglect. These costs vastly overwhelm the \$68 million spent each year by the federal government through the Child Abuse Prevention and Treatment Act (CAPTA) to prevent abuse and neglect from occurring in the first place.

This analysis is the first comprehensive attempt to estimate the costs associated with abuse and neglect nationally. It shows a staggering financial drain on social, medical and judicial services. For example, the cost of hospitalization for abused and neglected children is estimated to be \$6.2 billion annually, while the total annual cost to the child welfare system is estimated at \$13.5 billion each year.

The data used to obtain the total cost to society was based on research from a variety of sources, which was then compared with data relating to child abuse and neglect. This study is part of the two-year, \$240,000 public health project generously funded by the Edna McConnell Clark Foundation.

**FIFTY STATE SURVEY RESULTS RELEASED** – An estimated 3,244,000 children, were reported to child protective service agencies as alleged victims of child abuse or neglect in 1999, according to the 1999 *Annual Fifty State Survey* released by PCA America last month. The number of confirmed cases of child abuse and neglect was estimated at 1,071,000 in 1999. And of the confirmed cases, 1,401 children died as a result of child abuse and neglect.

Reports of child abuse and neglect have shown a 33 percent increase over the past 10 years, although the rate of growth appeared to slow in the last half of the decade.

The survey also shows that 85 percent of the state reporting agencies named substance abuse as the most frequently cited problem exhibited by families reported for maltreatment. Neglect also continues to be the most frequently reported form of child abuse at 51 percent, while 26 percent involved physical abuse, 10 percent involved sexual abuse, 4 percent involved emotional abuse and 9 percent were related to other forms of child maltreatment.

The 1999 data constitutes the most recent statewide statistics on child abuse and neglect, gathered by the National Center on Child Abuse Prevention Research, an arm of PCA America. The Center has been collecting and compiling such data from the 50 states and the District of Columbia since 1986. The study is based on information provided by child protective service agencies in 46 states, representing 96.2 percent of the total U.S. child population.

**PCA AMERICA HOSTS RESEARCH COLLOQUIUM** – In April, the National Center on Child Abuse Prevention Research will host its first-ever research colloquium. The colloquium, *“Emerging Issues in Child Maltreatment Research: Measurement, Place and Neglect,”* will be held April 23-24 in Santa Fe, NM, in conjunction with the 13th National Conference on Child Abuse and Neglect. Through this colloquium, PCA America hopes to build a national research agenda to further explore the knowledge of abuse and neglect risk factors. An invitation-only event, the colloquium will bring together leading researchers representing academia, government, philanthropy, and non-profit and for-profit think tanks, as well as PCA America chapters, HFA sites and National Board members.

The NBA’s public awareness efforts will also include NBA Child Abuse Prevention Awareness Night 2001, an in-arena awareness night with all 29 teams. During this event, PCA America will distribute blue ribbon pins and brochures to the first 5,000 fans. Players will wear Awareness Night t-shirts with the PCA America logo during the pre-game warm-up. And our chapters will have information booths with additional literature about child abuse prevention. In addition, our “What Kids Are Made Of” television PSA will be shown in each arena.

Child Abuse Prevention Month is an exciting time for all involved. It’s important for us to remember that we each have a role to play in preventing the abuse and neglect of our nation’s children, not just in April, but throughout the year. Whether you raise the issue with elected officials, your local school district and faith communities, reach out to kids and parents in your community, or organize a blue-ribbon awareness campaign, your efforts count. Together we really can make a difference.

## New publications and resource materials

### PCA America Advocacy Guide

This resource is designed for all levels of child advocates; from parents and community members who have never before considered themselves politically active to PCA America chapter staff extensively involved in their state’s legislative process. Sections include explanations of the legislative process and lobbying, tips on how to communicate with legislators, advice on working election year advocacy, guidance on planning an

effective advocacy agenda, useful web sites and contact information for government offices in all 50 states.

Cost is \$28.

This publication is available to affiliated HFA sites and members of our chapter network for \$20. Please call 312.663.3520 to order or to ask about bulk purchases.



Plan ahead, all are welcome to attend

# events

The *Lookin' Up* newsletter is published by Prevent Child Abuse America for the friends of Prevent Child Abuse America and Healthy Families America.

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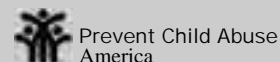
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**APRIL 11, 2001**

PCA Rhode Island and the Rhode Island Children's Trust Fund present a statewide professional development conference, **"The Building Blocks for a Healthy Child."** Featured keynote presentations include brain development from birth to age five, and emotional competence and early childhood development. **Radisson Airport Hotel, Warwick, RI**  
Contact: Paulinda Lambert, PCA Rhode Island, 401.728.7920

**APRIL 27, 2001**

PCA Hawaii and Center on the Family is sponsoring the state wide child abuse prevention conference, **"Turning Common Sense into Common Practice."** This conference will provide professionals and concerned citizens who work with and care for children and families, the opportunity to share ideas and resources. **Hawaii Convention Center, Honolulu, HI**  
Contact: Jennifer Murphy, PCA Hawaii, 808.951.0200

**MAY 7-9, 2001**

PCA Virginia is hosting the **Power of Prevention Conference 2001, "Working Together for Children."** This statewide conference will offer tools and resources that strengthen families and engage communities in the prevention of child abuse and neglect. **Holiday Inn Select, Richmond, VA**  
Contact: PCA Virginia, 804.359.0716 or conference@pcav.org

**MAY 9-10, 2001**

TPCA America will hold its spring **National Board of Directors meeting** at the Double Tree Hotel, near O'Hare Airport. Watch for more details in the mail. **Double Tree Hotel, Rosemont, IL**

**MAY 20-22, 2001**

Family Support America presents the national conference, **"The Promise of Partnership: Communities, Family Support and Child Protection."** This conference will provide information, research results and training on the

most innovative, neighborhood-based practices to ensure the safety of children to a broad-based audience. **Adams Mark Hotel, Jacksonville, FL**  
Contact: Shamara Riley, Family Support America, 312.228.0900 ext. 129

**JUNE 10-13, 2001**

PCA America will hold its annual **Executive Directors Meeting** in Providence, RI.  
Contact: Greer Thornton, 312.663.3520 ext. 117

**JULY 29-AUGUST 1, 2001**

The Georgia Council on Child Abuse and the American Professional Society on the Abuse of Children (APSAC) is sponsoring its **17th Annual Training Symposium and APSAC Advanced Training Institutes, "The Power of Prevention, Give Children Back Their Childhood."** **Crowne Plaza Ravinia, Atlanta, GA**  
Contact: Georgia Council on Child Abuse, 404.870.6565

Prevent Child Abuse America

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"Abandonment and abuse are not acts of God, they are failures of love."

President George W. Bush  
Inaugural Address

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