

# lookin' up



*Preventing child abuse before it starts page 3*

*Former U.S. Surgeon General Joycelyn Elders page 8*

*Chapter news/Prevention program briefs/New publications/Coming events*

# spring 2002

Dear Friends:

To our members

thank

Here we are again marking the annual observance of Child Abuse Prevention Month. This year's observance is particularly noteworthy for PCA America because we are in the midst of distributing a new national public service advertising campaign, generously funded by the Doris Duke Charitable Foundation. We're thrilled with the campaign's direct appeal



to the general public to help prevent abuse and neglect before it starts.

Just a few weeks ago, we convened the PCA America National Conference, the first time we had brought together our chapters with our Healthy Families America network and the members of the National Family Support Roundtable, our partners in strengthening a network of self-help programs for parents. As you'll read in these pages, it was an extraordinarily successful conference and I am deeply grateful to all those who made it possible. One of the keynote speakers at the conference was former U.S. Surgeon General Joycelyn Elders, who said that "a society grows great when old men and old women plant trees under whose shade they know they'll never sit."

These words made me think of PCA America founder Donna J. Stone and the effort she put forth to build the tree that has become PCA America. In the rush of our busy days, particularly during Child Abuse Prevention Month, it might be difficult for us to take time to appreciate the size and breadth of the tree under whose shade we now sit.

How can we tell the tree is really there? Easy. By *lookin' up*.

Best Wishes,

A. Sidney Johnson III  
President and CEO

*We would like to thank the following individuals and organizations for their generous support in becoming members of PCA America.*

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

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

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

Please charge my:

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*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](http://www.preventchildabuse.org)*

# Preventing child abuse and neglect before it starts

*Thirty years ago, Donna J. Stone founded Prevent Child Abuse America with the dream of creating a nationwide network to prevent the abuse and neglect of our nation's children. Over the years, her dream has become a reality, touching the lives of millions of children and families nationwide.*

The PCA America family has grown considerably since the first chapter meetings were held in her dining room. Today, we are a network of chapters in 38 states and the District of Columbia, more than 400 Healthy Families America® (HFA) sites, and Parent Self-Help Support programs. Together we are strengthening families and engaging communities across the country.

But our success would not be possible without the many prevention programs and initiatives implemented by our networks. From Child Abuse Prevention Month to our National Conference and public service advertising campaign, we're raising awareness about the importance of preventing child abuse and neglect before it starts.

## Child Abuse Prevention Month

One of the most important times of the year for child abuse advocates is the nation's annual observance of Child Abuse Prevention Month in April. This month-long observance is dedicated to increasing public awareness about the continuing problem of child abuse and neglect. It's a time for us to focus the nation's efforts and resources on prevention.

This year, our theme focuses on the little things we can all do to prevent child abuse and neglect. As in previous years, we produced a Community Resource Packet, which can be used not only in April, but throughout the year. Thanks to generous funding by **Target**, we were able to produce 10,000 packets to distribute nationwide.

## PCA America National Conference

Learning and sharing effective prevention strategies with others in the child abuse field is key to the success of creating a nationwide prevention effort. PCA America's national conference provides the perfect opportunity to do just that. This year's conference, *Imagine a Nation Without Child Abuse: Combining*

*our Strengths for Prevention*, held March 2-5 in Dallas, brought together dedicated professionals from the PCA America network – chapters, HFA program sites and state leaders, National Family Support Roundtable programs, and the research network – as well as other prevention partners from a variety of fields.

Approximately 1,300 professionals came together to learn, network, collaborate and grow stronger in our prevention efforts. Keynote speakers included Dr. Joycelyn Elders, Governor Howard Dean of Vermont, Dr. Alicia Lieberman, Dr. Lawrence Green and Dr. David Treadway. In addition to choosing from more than 80 workshop selections, attendees could peruse booths of over 40 exhibitors in the Resource Marketplace.

## Public Service Advertising Campaign

An important step in stopping the cycle of abuse is to educate the public about the importance of prevention through effective public service advertising (PSA) campaigns. For nearly 30 years, PCA America has collaborated with the Advertising Council, developing award-winning PSA campaigns that have raised awareness of child abuse and neglect from 10 percent in the mid-1970s to over 90 percent today. But despite the high level of awareness about the issue, understanding of prevention and our individual roles in it is still incredibly low.

That's why PCA America launched a new nationwide PSA campaign, "A Child is Helpless – You Are Not," on April 1. Funded by the **Doris Duke Charitable Foundation** this campaign was developed in partnership with the Advertising Council and the New York office of Lowe Lintas & Partners Worldwide. This is our most extensive PSA campaign in years, including print, broadcast, outdoor (billboard and transit) and Internet distribution, in both English and Spanish. The campaign also includes localized versions for our chapter network, helping to increase the number of people we reach.

Most people think prevention just means reporting child abuse and neglect. But it doesn't. Prevention means stopping abuse before it ever starts. "A Child is Helpless – You Are Not," shows, more strongly than ever, that prevention is possible. The campaign uses everyday imagery like a closet and stove burner that can be considered neutral in one context, but take on a negative connotation when put in the context of abuse and neglect. At the same time, the PSAs educate viewers and give them a sense of hope that they can do something to help prevent child abuse and neglect.



**P**CA America honors chapter executive directors.

In March at our National Conference in Dallas, PCA America recognized the following chapter executive directors for their years of service to PCA America and its chapter network: **Jetta Bernier**, Massachusetts Citizens for Children; **Gloria Goldfaden**, PCA Maryland; Linda Johnson, PCA Vermont; **Jill Seyfred**, PCA Kentucky; **Wendell Teltow**, PCA Texas; and **Jennifer Tolle Whiteside**, PCA North Carolina. This marks the first in an annual tradition of recognizing chapter executive directors who have served 10 years or more in the top executive role of a chartered chapter.

**Jetta Bernier** has been the executive director of Massachusetts Citizens for Children since 1984. She is one of the strongest legislative advocates in our network, and is a steady and constant voice for the children of Massachusetts. Under Bernier's leadership, the chapter developed its successful public awareness campaign about shaken baby syndrome. Most recently, she developed a State Call to Action, a state-level effort replicating the National Call to Action.

In 1984, **Gloria Goldfaden** became the founding executive director of PCA Maryland. Over the years, Goldfaden has inspired us with her passion and dedication. She has been a persistent advocate against corporal punishment. Under her leadership, PCA Maryland developed RAP Educational Programs, and has been active in the planning of the Governor's Conference on Child Abuse and Neglect. She also introduced several chapters to the Reese Brothers telemarketing services, an effort that enabled those chapters to undergo substantial growth.

**Linda Johnson** has worked for 16 years as the executive director of PCA Vermont, the only state in the U.S. to experience a significant reduction in child sexual abuse. Thanks to her leadership, PCA Vermont is a member of the National Family Support Roundtable, and is known for its materials like the VT Home Companion and programs like Sexual Abuse Free Environment for Teens (SAFE-T). We are particularly grateful for the impact Johnson has made on child abuse prevention legislation.

Thanks to Executive Director **Jill Seyfred**, PCA Kentucky has grown dramatically over the years. The chapter excels in virtually every program it takes on, from its blue ribbon campaigns and family support programs, to its parenting programs in prisons. PCA Kentucky hosts an annual conference on child abuse, and helped launch the Safe at Home initiative. Under her leadership, the chapter has also achieved a unique

leadership position – it receives significant child abuse state funding that it then disseminates to community agencies.

As the executive director of PCA Texas, **Wendell Teltow** has built a strong, statewide organization. He's seen Texas survive a restructuring from six chapters to one. He has developed a successful annual conference, and his collaborative abilities have helped HFA grow and reach more families in Texas. Most recently, Teltow's connections with House Speaker Tom DeLay (R-TX) have helped with the appropriation of \$5 million from the federal budget to the Centers for Disease Control and Prevention for child abuse prevention research.



(Left to right) Gloria Goldfaden, Wendell Teltow, Jill Seyfred and Jennifer Tolle Whiteside.

Over the years, **Jennifer Tolle Whiteside** has brought humor, perspective and spontaneity to this network. She first worked for our Louisiana chapter, and in 1990 became executive director of PCA North Carolina. She has built an agency that is respected and recognized throughout the state. One of the chapter's greatest strengths is its exceptional public awareness and education efforts. In particular, she collaborated with credit unions statewide to develop "Winnie," a Winnebago that for several years served as a mobile educational center on child abuse prevention.

PCA America thanks and acknowledges each of the honorees for their unwavering dedication to preventing child abuse and neglect, and for creating a strong network of chapters. *Prevent Child Abuse America*



## PCA America awards prevention program leaders at Dallas conference

The “**Healthy Families America Service Excellence Awards**” are given in recognition of the work of program staff who untiringly promote HFA program services to families within their communities. Awardees are those who consistently achieve the goals of HFA through direct service to families; successfully engage and retain families in program services; exhibit cultural sensitivity and respect for families; demonstrate a sense of team spirit and leadership; support families in achieving their goals; and pursue personal growth and development.

This year, PCA America presented service excellence awards to **Letty Martinez**, family support worker, Child and Family Resources, Inc./Devereux in Arizona; **Diane Richardson**, family assessment worker, Healthy Families Polk in Florida; **Laura Varley**, field supervisor, Healthy Families Pinellas in Florida; and **Joan Yengo**, program manager, Mary’s Center for Maternal and Child Care, Inc. in Washington, DC.

For the past six-and-a-half years, **Letty Martinez** has served her families with a positive, strength-based approach. She uses a variety of creative ways to reach out to families including returning to visit time and again. Martinez has consistently held the highest family retention rate in the state. She also has excellent skills in promoting and strengthening parent-child interaction. In a recent parent satisfaction survey, feedback from participants reflected their appreciation and recognition of a stronger bond with their children. All of her parents reported a genuine sense of positive parenting skills development. Additionally, all of her families are linked to a medical provider and all children are current on immunizations.

**Diane Richardson** has worked as a family assessment worker for Healthy Families Polk for two-and-a-half years. She was hired to conduct assessments in a rural area previously under-served by Healthy Families Polk, which requires her to travel extensively. Richardson easily engages the families she meets with daily. Ninety percent of Richardson’s assessments are completed pre-natally or within two weeks of the baby’s birth. Of the families assessed as eligible for services, 98 percent accept services. Richardson was selected to be a member of the Quality Improvement Team for Healthy Families Polk, which analyzes participant acceptance rate, program attrition and program cultural sensitivity.

**Laura Varley** has over 20 years of experience working with children and their families, including 10 years in the home visiting field, with six of those years as a supervisor. Varley has a BS in Learning Disabilities/Behavior Disorders. She has been a field supervisor with Healthy Families Pinellas for over five years and truly believes in the HFA philosophy. When she is not busy with her staff, Varley is focused on process improvement and community outreach as witnessed by her participation on numerous committees and task forces.

**Joan Yengo** graduated summa cum laude with a BA in Psychology, conducted graduate work in education and has over 15 years of experience in maternal and child health, counseling, case management, home visiting, assessment, community support and supervision. In 1990, she received the “Carol Cogsville Award” in recognition of her services and commitment to the community. Yengo joined Healthy Families DC in 1996. She is a skilled advocate committed to building a strong community program responsive to the strengths and needs of families.

## National Family Support Roundtable Award

As part of our new project to build and expand a national network of parent self-help support programs, PCA America this year presented a “**National Family Support Roundtable Award**” to recognize excellence in this field.

**Kimberly Barnes-O’Connor** is the chief operating officer for the LIFT project at the National Center on Children in Poverty (NCCP), based at Columbia University. National appropriations for parent-led mutual self-help support programs have grown over the last few years as a direct result of Barnes-O’Connor’s tireless assistance, enabling countless families to access free, confidential, non-judgmental parenting support. A long-time champion for the needs of children, Barnes-O’Connor has been instrumental in crafting, negotiating and funding legislation in the areas of child case, child protective services, welfare reform, child support, foster care and adoption, community-based youth prevention, and other related children and family issues. Prior to joining NCCP, Barnes-O’Connor was the director of children’s policy for the Senate Committee for Health, Education and Welfare.

# people



(Left to right) Sid Johnson, Michael Axelrod, Dr. Joycelyn Elders and Gov. Howard Dean.

USA – Congratulations to PCA America Honorary Board Members **Grant** and **Tamia Hill** on the birth of their daughter **Myla Grace Hill**. Born on January 23, 2002, Myla Grace arrived at 9:22 a.m., weighing 7 lbs., 6 oz. This is the Hill's first child.

*Bullies and Victims, Helping Your Child Through the Schoolyard Battlefield*, she has worked with more than 50,000 students, thousands of educators and parents in 17 states.



USA – PCA America is pleased to announce **SuEllen Fried** as this year's recipient of the "**Donna J. Stone Award**," presented to those individuals who embody the spirit of volunteerism, making a significant contribution to the prevention of child abuse and neglect. Nominated by our Kansas chapter, the Kansas Children's Service League, which she founded in 1976 as PCA America's first chapter, Fried has dedicated her life to helping others. Most recently, Fried has been working with her daughter on a nationwide campaign against bullying, which she links to child abuse. Since she and her daughter co-authored the book,

Fried is a former PCA America Board chair and was recently named a lifetime member of our National Board.

USA – At the National Conference in March, PCA America presented the "**2002 Visionary Leadership Awards**," honoring outstanding leaders for their unwavering commitment to children and families.

This year's recipients include **Gov. Howard Dean**, (D-VT); **John M. Leventhal**, MD, Yale University School of Medicine; and **Sarita Rogers**, director of Healthy Families, Massachusetts Children's Trust Fund.

Since Gov. Dean took the state's top post in 1991, he has led Vermont with a firm fiscal discipline, an unwavering commitment to children's

health care and education, and a keen environmental awareness. Most importantly, he is dedicated to improving the lives of Vermont's children. He strengthened the Dr. Dinosaur program to guarantee health coverage to virtually every child in Vermont age 18 and under. Vermont now has one of the lowest uninsured rates in the country and the highest rates of immunized children.

An attending physician at Yale-New Haven Hospital and professor of pediatrics at Yale University School of Medicine, Dr. Levinthal has contributed significantly to the understanding of at-risk children and their families through extensive research and writing. He has published work on all subjects related to child abuse and neglect, as well as the overall health and safety of children. Dr. Levinthal

is also an invaluable advocate for PCA America's

Healthy Families America (HFA) program. His support of HFA has had a long-lasting impact on the field of prevention and on the lives of children nationwide.

Sarita Rogers (below) began her career as a home visitor in Hawaii. She is now the director of Healthy Families for the Massachusetts Children's Trust Fund. Under her leadership, legislative support for the Massachusetts Children's Trust Fund increased from

\$5 million to \$21.3 million. She has also taken Massachusetts Healthy Families from a legislative concept to a statewide initiative of 60 Healthy Families programs serving over 6,000 young parents with an operating budget of over \$22 million. Sarita has created a prevention movement and family support system affecting children and parents statewide.



## Advocacy briefs

# issues

### Make the most of Child Abuse Prevention Month

April is a great time for child abuse prevention advocates to make their voices heard on key legislation, particularly the Child Abuse Prevention and Treatment Act (CAPTA). The following gives an update on CAPTA, and provides tools advocates can use.

#### Legislative Update:

In March, the House Committee on Education and the Workforce passed the Keeping Children and Families Safe Act of 2002 (H.R. 3839). The bill authorizes CAPTA's programs through 2007, with modest increases in authorized funding: Title I discretionary and basic state grants would increase from \$100 million to \$120 million, while the Title II community-based prevention grants would increase from \$66 million to \$80 million.

H.R. 3839 recognizes the opportunity for CAPTA basic state grants to address improvements in the child protection service system and the potential role for the Title II community-based program to focus federal attention on prevention. H.R. 3839 is

expected to go to the House floor in April, under "suspension of the rules," a procedure barring amendments and requiring a two-thirds vote to pass.

#### Some tools for child abuse prevention advocates:

**The Prevention Advocate** – Our biweekly e-newsletter, provides information on prevention legislation and advocacy efforts and provides opportunities to take action on key legislation. To subscribe, contact *Hume An* at [han@preventchildabuse.org](mailto:han@preventchildabuse.org).

**Prevention Works Site Visits** – Bringing a member of Congress, the state legislature or city council to a prevention program site is an excellent opportunity to show legislators firsthand what a program does.

**PCA America One Percent to Prevent™ campaign** – Campaign materials for the *One Percent to Prevent* initiative, a campaign to raise public awareness of child abuse and neglect, are available for customization. For more information on arranging a site visit or the *One Percent to Prevent* campaign contact *Susan Kelsey* at [skelsey@preventchildabuse.org](mailto:skelsey@preventchildabuse.org).

# Putting Prevention First: Advocating for America's Children

"In the area of child abuse, we usually intervene after something has happened to bring it to our attention. I am very pleased we are looking at the ways we can prevent child abuse and neglect before it becomes a problem.

"[Child abuse and neglect] occurs in all levels of our society ... across all families. Over 3 million children observe family violence in their homes every year. We have 3 children dying every day as a result of abuse. Every 13 seconds in America a child is abused.

"What do we do when we begin to look at the causes of what happened? We look at the family history of violence. We have to look at the social stresses going on in families. We have to look at the communication skills, whether they're able to discuss it and talk about it.

"So, what's our role? What can we do? First of all we've got to focus on prevention – focus on preventing problems before they happen. For the "P" in prevention we have got to focus on programs and policies that focus on prevention. We must be about supporting families, preventing poverty and strengthening families. We've each got to reach out and be responsible. Decide you're going to be responsible even if you are the only voice out there, because if you keep going somebody will eventually join you. We have got to take a few risks sometimes in order to bring about change and make things happen.

"We have to educate, educate, educate. Educate ourselves. Educate our communities. Educate our schools. Our teachers have got to learn to recognize when there are problems. Our communities have to learn to recognize that there are problems. You know what we do now, we think something is going on, but we say, 'well I'm not going to say anything.' Our silence has been deafening. We have got to make sure we begin to get everybody on board. We have got to build strong community coalitions against child abuse and neglect. Every community has to have these kinds of coalitions to begin to make a real difference.

"You have to be the voice and the vision for the poor and the powerless. For those powerless children out there are in need of powerful friends. They're dependent on you.

"You have to be empowered. Empower yourself. Empower your community. Empower your friends. Empower families so they can help themselves. Look at the needs of the community and make sure we do not have any children who are neglected. We've got to have prevention efforts. We've got to have child protective services. Every area has to be covered.

"You have to use the tools of commitment. The tools of commitment are to give of your time, give of your talents and, yes, you have to get down in your pockets and give of your treasures.

"We have to be involved. All of us are involved because any time we don't take care of the children we're already throwing away our future. Children are only 20 percent of the population, but they are 100 percent of our future.



"We have to take every opportunity to get involved and make a real difference to bring about change. You know change is the most difficult 'C' word in the English language. Every time you want to change something you hear all kinds of things, like the time is not right, the place is not right, the money is not right, people are not right. You have to still go ahead and fight about the things you believe in, in order to bring about change. To bring about change we have to recognize we've got a crisis. And I feel that we have a crisis in the area of child maltreatment.

"I'm thrilled it's going in the right direction, but it's going much, much too slow. We have to accelerate this change; otherwise we're going to have another generation of the same thing over and over again. We've got to have solutions that work and the leadership to make it happen.

"We need to make sure that we do the right thing and do what we need to do for children. As I've always said, we can't wait. We've got to do it now. We have to take every opportunity we get. Opportunities are like a single strand of hair on a bald-headed man. It only goes around once and we have to grab it when it's there.

"So always remember that a society grows great when old men and old women plant trees under whose shade they know they'll never sit. I feel you are planting trees for the bright young people of the future to sit under. And that's about preventing this problem so we won't be faced with another generation of what we already have."

## Top Five Ways to Prevent Child Abuse and Neglect

*At one time or another, we have all witnessed child abuse and neglect, whether in our neighborhoods, schools or grocery stores. We've seen the desperation on the face of a struggling parent or the sadness in the eyes of an abused or neglected child. We've seen it and felt helpless to do anything about it. Fortunately, there is something we can do. Following are the top five ways you can help prevent child abuse and neglect.*

### 1. Reach out.

Anything you do to support kids and parents can help reduce the stress that often leads to abuse and neglect. For example:

- Offer to baby-sit or run errands for a stressed out parent.
- Give your used clothing, furniture or toys for use by another family.
- Support local parenting programs.

### 2. Raise the issue.

By educating yourself, and others, you can help your community prevent child abuse and neglect.

### 3. Remember the risk factors.

Child abuse and neglect occur in all segments of society, but the risks are greater in families with economic hardships, isolation from family or community, and substance abuse problems.

### 4. Recognize the warning signs.

Some of the signs include nervousness around adults, aggression, frequent or unexplained bruises or injuries, and low self-esteem.

### 5. Report suspected abuse or neglect.

Call information or contact your department of social services listed under government agencies in the phone book. If you think a child is in immediate danger, call the police.

## Close to Home documentary takes revealing look at child sexual abuse.

On April 29, at 8 p.m. (EST), **Discovery Health Channel** will air the two-hour premiere of "**Close to Home**," a powerful documentary that details five personal accounts of child sexual abuse. Hosted by David Schwimmer of "Friends," this documentary weaves together in-depth children's interviews and convicted offenders' group therapy sessions to take viewers on a journey into the lives of child sexual abuse survivors and into the minds of convicted sex offenders. An encore presentation of "Close to Home" will air on the Discovery Health Channel on Sunday, May 19, at 8:00 p.m. (EST).

Directed and produced by **Vanessa Roth** and **Alexandra Dickson**, "Close to Home" was recently shown at the Sundance Film Festival. The documentary was made possible by the **Mark McGwire Foundation for Children** and the generosity of **Mark McGwire**.

PCA America is pleased to partner with the Mark McGwire Foundation and Discovery Health Channel in promoting this invaluable documentary. For more information visit [www.discoveryhealth.com](http://www.discoveryhealth.com).

## Indianapolis teen helps raise money for child abuse and neglect prevention.

PCA America extends a special thank you to seventh-grader **Morgan Smith** of Indianapolis, IN, for her commitment to preventing child abuse and neglect nationwide. Last fall, Smith organized a fundraiser with fellow classmates at Rosseau McClellan Indianapolis Public School #91. Her friends and classmates, including **Tia Brady**, **Emma Kempf**, **Peter Hunter**, **Juan Young** and the janitor **Mr. David Brooks** collected and recycled aluminum cans, donating the proceeds to PCA America.

After seeing a segment on Dateline about a child who died from abuse, Smith decided that she wanted



(Left to right) Tia Brady, Emma Kempf, Peter Hunter, Morgan Smith, Mr. David Brooks and Juan Young.

to help prevent tragedies like this from ever happening. She and her mom researched organizations on the Internet and decided on PCA America. Smith said that doing something to prevent child

abuse makes her "feel good, like we're actually doing something for the community."

In her free time, Smith likes to play basketball. She also volunteers her time with other community projects, including visiting nursing home residents and cleaning neighborhood parks.

PCA AMERICA HOSTS RESEARCH RECEPTION – Members from various networks including the HFA Research Network, Research-Practice Council and National Family Support Roundtable attended a reception hosted by the National Center for Child Abuse Prevention Research at our national conference in Dallas on March 4. The intimate gathering enabled researchers and practitioners from states across the country to share information pertaining to their research and evaluation activities.

PCA America's newest member of its National Board, Dr. Rodney Hammond, director of the Division of Violence Prevention for the Centers for Disease Control and Prevention (CDC), was also in attendance. Hammond welcomed everyone to the reception and expressed his enthusiasm at the prospect of future collaborations between PCA America and the CDC.

The Research Center also honored Dr. Cassie Statuto Bevan with the "Research Advancing Policy Award." Bevan, the first recipient of this award, was recognized for her commitment to advocating for children's issues and securing child abuse research funding for the CDC. Bevan was also instrumental in procuring \$2 million for FY 2002 for researching the causes of child abuse, in turn leading to improved policies for America's children, families and communities.

TWO NEW REPORTS SHED LIGHT ON HOME VISITATION PROGRAMS – PCA America's National Conference in March provided a valuable sounding board for recent findings from a pre-release of the Centers for Disease Control and Prevention's (CDC) findings on home visitation, and a report by Abt Associates on the efficacy of family support programs.

Dr. Rodney Hammond, director of the Division of Violence Prevention for the CDC, announced preliminary findings

from a review of published studies looking at early childhood home visitation programs conducted by the Task Force on Community Preventive Services and the CDC. It was found that home visitation programs like HFA are highly effective in reducing child maltreatment, especially among high-risk families. Based on this review, the Task Force issued a strong recommendation "that early childhood home visitation programs be implemented or continued."

Jean Layzer, co-author of the Abt Associates report, presented its findings at a special workshop. Layzer and her colleagues used a statistical analytic technique known as meta-analysis, which is a way of summarizing the results of several different studies by creating a common measure of effect. In this case, 665 studies were looked at, representing some 290 programs. Some of the main conclusions include:

- Family support services produced small but significant effects across a range of outcomes for parents and children.
- There is no single effective program model.
- Family support services are effective in promoting children's cognitive development and school readiness only if they provide services directly to children.
- Family support services were effective with some important and vulnerable populations.

At first glance, these findings might not necessarily align with the CDC's conclusions. But for those of us who believe HFA is an effective prevention strategy, the Abt report should not shake that belief. As the authors wrote, "...few of the programs reviewed for this meta-analysis included child safety as a targeted outcome. The findings from the meta-analysis make it clear that much more work needs to be done to identify effective ways to work with and support parents in their efforts to raise their children."



The campaign provides valuable tips on how people can be part of the solution through simple actions like helping a stressed-out parent by running errands or offering to baby-sit. Other simple actions, like donating secondhand clothes, help alleviate financial pressures that too often lead to abuse or neglect.

One of the campaign's main messages is that anything you do to support children and parents helps to reduce the stress that often leads to abuse. (*Find more tips on page 8.*)

Today, our prevention initiatives are educating even more people that prevention is possible. Together we are keeping Donna Stone's dream alive. And together we will one day create a world without child abuse.

## New publications and resource materials

### You Can Help Prevent Child Abuse

The newest of PCA America's publications, **You Can Help Prevent Child Abuse**, provides a comprehensive overview of child abuse prevention basics. It tells what to do if abuse is known or suspected, and increases readers' ability

to detect abuse by describing forms of abuse, causes, risk factors, short- and long-term effects, and signs of abuse. *To order, call the PCA America Fulfillment Center at 800.835.2671.*

Plan ahead, all are welcome to attend

# events

## APRIL 29, 2002

Watch Discovery Health Channel for the two-hour premiere of "**Close to Home**," a powerful documentary that details five personal accounts of child sex abuse. "Close to Home" was made possible by the Mark McGwire Foundation for Children. The documentary premieres on **Monday, April 29, at 8 p.m. (eastern/pacific).**

Contact: [www.discoveryhealth.com](http://www.discoveryhealth.com)

## MAY 16-17, 2002

PCA America will hold its spring **National Board of Directors Meeting** at the Wyndham Chicago in downtown Chicago.

Contact: Cheryl Turner, 312.663.3520 ext. 122

## May 28-31, 2002

The Department of Health and Human Services and the CDC present the **2002 National Sexual Violence Prevention Conference**,

**"Research and Practice in Sexual Violence Prevention: Enhancing the Dialogue."** The purpose of the conference is to strengthen communication and working relationships among national, state and local representatives in a variety of fields, including health care, public policy, research and evaluation, and education. **Chicago Marriott Downtown, Chicago, IL**  
Contact: To register visit <http://www.cdc.gov/ncipc>.

## JUNE 3-6, 2002

The Southeast Coalition on Child Fatalities presents its **2nd Southeast Conference on Child Fatalities, "Keeping Kids Alive."** Hosted by the Alabama Child Death Review System, this conference will feature experts in the field of child death identification, investigation, prosecution and

prevention. Child fatality prevention efforts will be highlighted throughout the conference. **Wynfrey Hotel, Birmingham, AL**  
Contact: Kathy Fountain Graham, [www.adph.org/CDR](http://www.adph.org/CDR)

## SEPTEMBER 24-28, 2002

The Family Violence and Sexual Assault Institute presents its **"7th International Conference on Family Violence."** All aspects of family violence will be covered, including sexual assault, child maltreatment and prevention. **Town and Country Convention Center & Hotel, San Diego, CA**  
Contact: Charity White, 858.623.2777 ext. 451 or [www.fvsai.org](http://www.fvsai.org)

## OCTOBER 25-27, 2002

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

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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Printed in the United States of America. Worldwide circulation is 5,900.



Prevent Child Abuse America

"Preventing child abuse and neglect doesn't just mean reporting it. It means stopping it before it starts."

Prevent Child Abuse America

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[www.healthyfamiliesamerica.org](http://www.healthyfamiliesamerica.org)

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