

# lookin' up



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# summer 2001

Dear Friends:

I've been thinking a lot lately about our founder, Donna Stone, the daughter of Chicago philanthropist W. Clement Stone. I never had the pleasure of meeting Donna Stone personally, although the stories I have heard about her from those who knew her well have struck a deep chord in me.

Late last year, in presenting our annual "Donna J. Stone Award," SuEllen Fried of our Board of Directors, reminisced about her dear friend. She spoke wistfully about the days when a meeting of our chapter network could take place around Donna's dining room table.

This year, it took a hotel ballroom in Providence, Rhode Island, to host our network of nearly 40 state chapters. We've come a long way.

Our own director of Finance and Administration, Gloria Varona-Williams, is the only person remaining on staff to have known and worked alongside Donna Stone. Today – and always – Gloria remains our link to the heart and soul of our founder and a living reminder of her commitment to the prevention of child abuse and neglect.

Donna has been gone now for many years. Yet, her legacy continues in the work we do everyday. Next year, Prevent Child Abuse America will celebrate its thirtieth anniversary. Quite a milestone.

In the meantime, every time I enter or leave my office I walk past a bust of Donna Stone. And although her bust sits on a low pedestal, whenever I glance at her I can't help feeling that I'm . . . *Lookin' up*.

Best Wishes,



A. Sidney Johnson III  
President and CEO

To our donors

### Bear Stearns supports growth and success of Healthy Families America

PCA America's voluntary home visitation program, Healthy Families America® (HFA), has experienced tremendous growth over the past several years, thanks in part to the generous support of **Bear, Stearns & Co.** and its Executive Vice President **Warren J. Spector**. Headquartered in New York City, Bear, Stearns & Co. ranks among the world's largest securities brokerage and investment banking organizations. With \$26 billion in total capital and 11,000 employees, Bear, Stearns & Co. serves governments, corporations, institutions and individuals worldwide. But the company's contributions don't end there. Senior executives at Bear, Stearns & Co. are renowned for their individual commitment to their favored philanthropic causes.

For the past four years, Spector has included Healthy Families America and PCA America among his chief philanthropic pursuits. His passion and dedication to strengthening families and preventing child abuse has been evident throughout his support of HFA. Spector has become a leading member of the Campaign for Healthy Families, a major fundraising effort to support the growth and quality of HFA nationwide.

"Child abuse deprives the children it touches of their hopes. It robs children of their potential," said Spector. "I'm honored to support Prevent Child Abuse America and its program, Healthy Families America. Their efforts help to ensure that children retain the right to fulfill their dreams."

Spector has devoted his entire professional career to Bear, Stearns & Co. He currently serves on its Executive Committee and Management Compensation Committee, and sits on the Board of the parent company, The Bear Stearns Companies, Inc. Last September at the annual HFA Awards Dinner, Spector was honored for his outstanding achievements in improving the lives of children and families.

Our thanks to Bear, Stearns & Co. and Warren Spector for their extraordinary support.

### Johnson & Johnson, strengthening families and children worldwide

For nearly 20 years, **Johnson & Johnson** has been a generous supporter of PCA America's child abuse prevention efforts. Over the years, Johnson & Johnson's support has taken many forms, from funding the development of our New Jersey chapter, PCA New Jersey, to supporting our various prevention programs and efforts.

Headquartered in New Brunswick, NJ, Johnson & Johnson is the world's most comprehensive manufacturer of health care products, including Johnson's Baby Products, Band-Aid Brand Adhesive Bandages and Tylenol. Its products serve the consumer, pharmaceutical, diagnostic and professional markets, with worldwide annual sales of \$29.1 billion.

Johnson & Johnson is dedicated to improving the health and welfare of children worldwide. This commitment is evident through its extensive Corporate Contributions program, which supports community initiatives that assist mothers and children, as well as the fields of health, family, education, employment, the environment, culture and the arts. In 2000 alone, Johnson & Johnson contributed a total of \$217.6 million in cash and product donations.

"We feel that we have a special responsibility to children, women and families everywhere," said **Chris Kjeldsen**, vice president of community and workplace programs for Johnson & Johnson. "Supporting the prevention of child abuse and neglect is of paramount importance to Johnson & Johnson as an organization. The number of cases of child abuse calls for ongoing support of Prevent Child Abuse America."

Johnson & Johnson has also made significant contributions through its special editions of Newsweek magazine. Last fall, Johnson & Johnson published its second special issue dedicated entirely to early child development taking an in-depth look at relevant topics, such as the latest research on the social and emotional development of children ages 0 to 3, health and safety, and some of the issues parents face today. Johnson & Johnson generously donated over 12,000 copies to the PCA America network.

We extend our gratitude to Johnson & Johnson for its continued support and dedication to families and children.

thanks

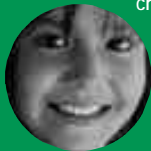
# Welcome Members

## Founding members

We would like to thank the following individuals for their generous support in becoming founding members\* of PCA America as of December 6, 2000. (This list includes founding members not previously acknowledged in the winter 2001 issue of *Lookin' Up*.)

PCA America is valuing children, strengthening families and engaging communities to create a world without child abuse, and you have become a part of it.

As a member you will help make a difference in the lives of children and families nationwide. Your support will allow our many special programs and services to continue, and to grow. Thank you!



### \$500 Members

Elizabeth K. Adler

Lisa A. Baraszu

Dorothy V. Harris

Peter M. Linsworth

Frank Metzger

Howard Pearlman

### \$250 Member

Yolanda Lewis

### \$100 Members

G.G. Campbell

Eric Cloud

Matt Feldman

Neal C. Hansen

Judy M. Judd

John J. Kondon

Margaret B. Matthias

Beverly E. McRoberts

Shelia A. Morgenstern

I.J. Turshen

### \$50 Members

Kathleen Buetow

Nina Charnoff

Joan B. Dible

Patrick F. Hayes

Brigid D. McIntosh

Helen R. Mehler

Mauro J. Paolini

Charles A. Welch

### \$35 Members

Jennifer Blevins

William Blitz

Brian Bond

Maxine Denniston

Cynthia Dozois

Jerry Fank

Cathy Johnson

Anne McDonald-Culp

Geoffrey Shepherd

Stuart Tave

Saranna Thornton

\* Founding members are those who joined prior to January 1, 2001.

**Join today!** Help us create a world without child abuse by becoming a member of PCA America. Become a member by mailing in the attached form or visiting our web site at [www.preventchildabuse.org](http://www.preventchildabuse.org). **For more information, call our hotline at 1.800.555.3748 ext. 190.**

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

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

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

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

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

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



Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Yes**, I would like to become a 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](http://www.preventchildabuse.org)*

# Promoting the public's health by preventing child abuse and neglect

*While the history of medicine may date back to the beginning of time, the concept of “public health” is relatively new, having emerged late in the 19th Century and building in momentum in the years after the First World War. During the 20th Century, we came to accept that our collective society benefited from the promotion of individual good health and our protection from anything harmful to our physical or mental health.*

Over time, the concept of prevention has become inextricably linked to our public health orientation for one very simple reason: instead of trying to treat disease and other negative health outcomes, we ought to try to prevent them from occurring in the first place.

This logic has resulted in fundamental changes in our approach to the nation's public health. We fluoridate water to reduce the likelihood of tooth decay. We immunize children to reduce their risk of succumbing to a wide range of illnesses. We enact smoking regulations in recognition of the dangers posed by exposure to second-hand smoke, and we promote condom usage to minimize unwanted pregnancy and the spread of disease.

Each of these is an example of how a prevention orientation has been adopted to lessen the likelihood of negative health outcomes for the general public. This public health orientation has also introduced and reinforced positive behaviors and health outcomes, such as promoting a balanced diet and regular exercise.

During the 20th Century, the country's support of public health initiatives resulted in an increase of 25 years in the lifespan of the average American. Interestingly, advances in medical technology only added five years to our average lifespan.

Despite this progress, the same prevention orientation has not been widely employed by this country with regard to child abuse and neglect. We have tended to view the issue of child abuse and neglect from a social welfare or law enforcement perspective, investing our efforts in punishing the perpetrators of abuse and treating its victims.

Of course, this approach has done little to stem the tide of abuse and neglect in this country and has had minimal impact on preventing abuse or neglect from being perpetrated in the first place. And the child protective service and justice systems have clearly become overwhelmed by the magnitude and severity of child abuse and neglect, resulting inevitably in further harm to children.

Thankfully, the tide has definitely turned and a public health orientation to the issue of child abuse and neglect has become widely recognized in recent years. This orientation is supported by innumerable studies demonstrating the long-term negative impact of child abuse and neglect on physical and mental health development. In addition, child abuse and neglect has been linked to a host of negative behaviors, including smoking, drug and alcohol abuse, and abusive and criminal activity.

The public health approach to child abuse and neglect has also increased the relevance of prevention as a critical component of our public policy on this issue.

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# chapter news

**P**CA Virginia races to the finish line. In an effort to increase awareness about the prevention of child abuse, Taylor Motorsports and PCA Virginia teamed up for the NASCAR Busch Series at Richmond International Raceway. The Winston-Salem, NC-based team of race driver Hal Goodson and Taylor Motorsports sponsored a “Blue Ribbon” car in the May 4 race. Taylor Motorsports’ No. 05 Chevrolet Monte Carlo included a blue ribbon logo on the hood of the car and PCA Virginia logos on both rear quarter panels.

While the “Blue Ribbon” car crashed half-way through the race (thankfully with only minor injury to the driver!), it still provided incredible awareness about the issue of child abuse and PCA Virginia’s Blue Ribbon Awareness campaign. PCA Virginia’s campaign speaks about the need to create “blue ribbon families,” “blue ribbon parents” and “blue ribbon communities.” Being a “blue ribbon parent” means trying your best for your children. A “blue ribbon community” is one in which the citizens are sensitive to the needs of families.

Everyone has a role to play when it comes to the welfare of children. And, thanks to this generous donation from Taylor Motorsports, PCA Virginia was able to spread the message of prevention, reaching millions of NASCAR fans nationwide. Thanks also to National Board of Directors member Peggy Eagen for bringing this opportunity to the attention of the Virginia chapter. *Prevent Child Abuse Virginia*



**M**assachusetts issues nation’s first State Call to Action to end child abuse and neglect. In April, our Massachusetts chapter, the Massachusetts Citizens for Children (MCC), released the country’s first comprehensive State Call to Action, urging the commonwealth and its citizens to support a broad-scale effort to end child maltreatment in the state. This effort follows the lead of over 30 national organizations, including PCA America, that have joined the National Call to Action to push for federal policies aimed at ending child abuse and neglect in the U.S.

The State Call to Action was developed over a two-year period under the leadership of MCC Executive Director Jetta Bernier. It builds the case for an unprecedented state commitment to address the staggering human and fiscal costs associated with child abuse and neglect. The Call to Action details a three-point strategy of “Protecting, Preventing and Healing” to improve state child protective systems, expand local family support and child abuse efforts, and to heal child victims through effective intervention and treatment. For more information visit [www.masskids.org](http://www.masskids.org). *Massachusetts Citizens for Children*

**M**ichiganders show their love for children. In an effort to support child abuse and neglect programs statewide, the Michigan Children’s Trust Fund launched the “Just Love ‘Em” Children’s License Plate program April 2. The “Just Love ‘Em” program replaces the Michigan State Income Tax Form Check-Off as the major individual donation program for PCA America’s Michigan chapter. The license plates cost \$35. For each plate sold, \$25 goes directly to the Michigan Children’s Trust Fund, to support local child abuse and neglect prevention councils and community-based, direct-service programs. For more information about the Children’s License Plate program call 517.373.4320 or visit the Michigan Secretary of State’s web site [www.sos.state.mi.us](http://www.sos.state.mi.us) *Michigan Children’s Trust Fund*



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# prevention

**PCA America National Conference focuses on prevention.** PCA America is pleased to announce the first national conference in the field of child maltreatment to focus exclusively on prevention. Partnering with PCA Texas, PCA America will hold this unique conference at the Adam's Mark Hotel in Dallas, TX, March 2-5, 2002. Those of you who joined us in Atlanta for the Healthy Families America conference last summer will notice a change in the scope and size of this new event. This conference has evolved from our previous network events, such as the Chapter Leadership Conference, the HFA National Conference and the HFA State Leaders Meeting, into a single event emphasizing the wide scope of prevention efforts across the country.

The theme, "Imagine a Nation Without Child Abuse: Combining our Strengths for Prevention," encourages a broad focus on the range of prevention efforts implemented nationwide. Providing exceptional networking opportunities, the PCA America conference will bring together our state chapters, the Healthy Families America and research networks, and the National Family Support Roundtable.

The call for proposals for workshops was mailed out in June and is available on the PCA America web site. For more information about this event, please contact Conference Manager *Ann Johnson* or Conference Services Coordinator *Holly Seymour*, at 312.663.3520.

## Home visiting programs meet to discuss prevalent issues.

On February 28, 2001, PCA America hosted a unique meeting with a variety of professionals in the field of home visiting focusing on the issues of training and quality assurance. Participants included representatives from the Chapin Hall Center for Children, the Head Start Bureau, Healthy Families America, HIPPIY-USA, MELD, Parents as Teachers National Center and Zero to Three. Using this broad range of experience and background, the group discussed the challenges of providing training for diverse programs, and strategies for providing quality assurance. Participants agreed that future meetings would be beneficial, focusing on topics such as program outcomes, staff turnover, curriculum development, collaborating opportunities, state systems and training evaluation. For more information, contact *Cynthia Stringfellow* at 312.663.3520 ext. 165.



## Healthy Families America sites featured.

In Chicago, WGN-TV recognized Child Abuse Prevention Month in April with a story on the Howard Area Community Center HFA program. Featuring HFA participant Cruz Guzman and her Family Support Worker, Nina Amos, the story focused on the strength-based approach Healthy Families America uses to encourage and support parents, while contrasting this positive message with the larger issue of child abuse.

In Virginia, HFA participant Betty Michel (see Guest Forum page 7) received recognition in *The Washington Post* for her participation in the Healthy Families Alexandria program. In a column by Marc Fisher, Michel's story was outlined as a contrast to the shocking cases of abuse the public normally faces in the news. Fisher described the help Michel received from Healthy Families Alexandria as "loving, intensive care and friendship that could stop abuse before it happens."

If you would like to share media coverage your Healthy Families America site or parent support program has received, please contact *Julie Rowe* at 312.663.3520 ext. 141.

## Mutual self-help parent support project.

Last fall, PCA America received a grant from the Office on Child Abuse and Neglect (OCAN) to collaborate with the National Family

Support Roundtable to administer and expand a national network of mutual self-help parent support programs. The mutual self-help program model recognizes and embraces families who are working together to support each other in healthy parenting and personal growth.

The first year of the project is focusing on implementing strategies to establish partnerships with various constituencies that will facilitate the growth of programs in under-served communities. Four teams are in operation to support the project's goals and objectives: capacity building, infrastructure, parent leadership, and training and technical assistance. In June, the full National Family Support Roundtable met to review the project's progress and discuss next steps. For more information about this project, contact *Cynthia Savage* at 312.663.3520 ext. 128.

# people

**GEORGIA** – Congratulations to **Mary Edna Helfer**, of PCA America's Board of Directors, who is the 2001 recipient of the Administration on Children, Youth and Families "Commissioner's Award" for Colorado. Helfer joins those who have made outstanding contributions toward the prevention, intervention and treatment of child abuse and neglect. This award was presented at the 13th National Conference on Child Abuse and Neglect in April.

Helfer has been at the forefront of child abuse and neglect prevention efforts for many years. She is the senior editor of *The Battered Child Syndrome*, a renowned publication now in its fifth edition. In addition to being an active member of PCA America's Board of Directors, Helfer has also been involved with the Board of the Colorado Children's Trust Fund and the Kempe Center, a clinically-based resource for the field of child

abuse. She is an inspiration to all working for the prevention of child abuse and neglect.

**MONTANA** – In April, Montana Governor **Judy Martz** spoke at our Montana chapter's annual fundraiser, the Celebration of Children Breakfast.



(Left to right) Sara Lipscomb, Montana Council for Families; Gov. Judy Martz; and Mary Gilluly, Montana Council for Families

Over 300 people attended the Montana Council for Families' breakfast to honor those dedicated to prevent-

ing child abuse and neglect, and strengthening families. Governor Martz applauded many people and organizations, including the Montana Council for Families, for their efforts in "making society more compassionate for all children."

In 2001, the Montana Legislature allocated \$500,000 to the Montana Children's Trust Fund for community-based, effective child abuse prevention efforts. Kudos to Governor Martz and our chapter's executive director, **Sara Lipscomb**.

**MASSACHUSETTS** – **Jetta Bernier**, executive director of our Massachusetts chapter, the Massachusetts Citizens for Children (MCC), is a "hero among us." On April 11, Bernier was honored by the Boston Celtics with their annual "Heroes Among Us" award, recognizing individuals who have made an overwhelming impact on their community, positively affecting the lives of others. For nearly 25 years, Bernier has made the prevention of child abuse and neglect her life's work. She is the creator of the Campaign for Children, a state wide effort to recruit, educate and mobilize thousands of local citizens for children. Her dedication has also led to numerous changes in legislation.



**LOUISIANA** – Renowned motivational speaker **Milton Creagh** spoke at PCA Louisiana's 15th Annual "Kids Are

Worth It" Conference on Child Abuse and Neglect in early March. Creagh was a keynote speaker and held a workshop, "Setting Kids Up for Success." The workshop showed participants how adults can help kids live up to their potential despite limitations and help them avoid self-doubt.

Creagh is a consultant, trainer and motivational speaker with more than 15 years of experience in the areas of teamwork, diversity, personal development, parenting and substance abuse prevention. He is the former host of the popular PBS series, "Parenting Works!," designed to help parents handle the real-life challenges of parenting.

## Advocacy briefs

# issues

## Protecting prevention funding in Congress

In May, the Subcommittee on Human Resources of the House Ways and Means Committee convened reauthorization hearings on Promoting Safe and Stable Families, a critical component of prevention funding at the community level. In his budget for FY 2002, President George W. Bush proposed an increase of \$200 million for this program, but also proposed eliminating all spending requirements, including that 20 percent of its funds be used for prevention programs. The president also recommended an \$18 million decrease in funds for the Child Abuse Prevention and Treatment Act (CAPTA).

In response to these recommendations, PCA America submitted written testimony urging the subcommittee to reauthorize Promoting Safe and Stable Families, maintain its spending requirements, and target a portion of President Bush's proposed increase for CAPTA prevention efforts.

Maintaining current spending requirements for Promoting Safe and Stable Families is important because prevention efforts rely on their current share. Eliminating requirements could result in programs receiving a much lower percentage of the available funds.

Additionally, reallocating \$50 million of the administration's \$200 million proposed increase in Promoting Safe and Stable Families to CAPTA, the only source of federal funding dedicated exclusively to primary prevention, would also help to ensure prevention programs receive adequate levels of funding. While some of the Promoting Safe and Stable Families program funds can be used for primary prevention, most of the funding is used to prevent the reoccurrence of abuse and to find alternatives to foster care placements.

For information on how to contact your U.S. representative on this issue, visit [www.preventchildabuse.org](http://www.preventchildabuse.org).

*Guest forum* remarks by Betty Michel, of Alexandria, VA, at a Capitol Hill reception in March 2001. Michel was honored for her outstanding participation and success in Healthy Families America.

## A light at the end of the tunnel

“As a toddler, I can vividly remember my father physically abusing my mother and me. I grew up to be a very angry and violent child doomed to follow my father’s ways.

“After my son was born, one of my biggest fears was I, too, would abuse my son. I was so afraid of this that I actually considered giving up my son for adoption. Thankfully, Healthy Families (Alexandria) came into my life. There was a light at the end of the tunnel.

“Since I’ve been in the program, I have learned many things. For example, I’ve learned, through my Family Support Worker Mary Bowles, alternative ways of disciplining other than spanking and yelling. I was also taught baby massage and the importance of touch. Although my son is two-and-a-half years old, he still receives a massage every evening after his bath.

“When I had difficulty with breast-feeding, my Family Support Worker brought a breast-feeding counselor to my home to help me. I continue to breast-feed my son to this day. My success has even inspired me to become a breast-feeding counselor. Now I am helping moms in the same position I was in.

“I have grown so much as a person in these last three-and-a-half years. I have set goals for myself, and I am in the process of achieving every one of them. I attend classes at NOVA and aspire to become a midwife and certified lactation consultant.



Betty Michel with her son Rene

“If you could have seen me three-and-a-half years ago you would never believe what I have grown into. I am a great mom, a strong woman capable of anything. I am a good student and I have a lot to offer society. I am very happy to be a part of Healthy Families of Alexandria, Virginia.”

*Betty Michel, 24, has been a participant in the Healthy Families Alexandria program, an affiliate of Healthy Families America,*

*for two-and-a-half years. She entered the program when she was pregnant with her son, Rene. Michel credits her Family Support Worker Mary Bowles and the Healthy Families Alexandria*



Betty Michel (left) and her Family Support worker Mary Bowles

*program with helping her to believe in herself, to understand her baby’s needs, and to learn that help is there for her when she asks for it. Michel is now employed at a local health provider as a breast feeding peer counselor. She is currently studying to be a midwife while interning as a lactation consultant at a hospital.*

*Healthy Families America is a program of PCA America designed to promote positive parenting, encourage child health and development and to prevent child abuse and neglect. The program provides voluntary home visiting services to new parents and serves nearly 55,000 families each year.*

*In March, PCA America and the National Association of Counties honored Michel and three other families for the remarkable strides they have made in Healthy Families America. Other families honored include Sarai Romero-Arana and Luis Arana of Sterling, VA; Yoyoi Koizumi of Washington, DC; and Tiffany Yearwood of Germantown, MD.*

**NBA stars Grant Hill and Dee Brown of the Orlando Magic help tip-off Child Abuse Prevention Month.**

On April 2, PCA America and the National Basketball Association (NBA) held a press conference and reception to launch April's annual observance of Child Abuse Prevention Month. **Grant** and **Tamia Hill**, members of PCA America's Honorary Board, spoke at the press conference via satellite, due to Grant's recent surgery, from NBA City in Orlando. We are very grateful to the Hills for their generous donation of \$50,000 from the Tamia and Grant Hill Foundation, which was presented at the press conference.

Other speakers included **Dee** and **Tammy Brown**, founders of The Tammy & Dee Brown Foundation, which supports and develops educational programs and initiatives for strengthening bonds between parents and children. We are very grateful to the NBA and to NBA Community Relations Director **Eve Barth** for their continued partnership and support of our important cause.

**PCA America to host annual Healthy Families America Awards Dinner.**

On September 11, leaders from New York's financial and corporate communities will come together for the annual **HFA Awards Dinner** at the Pierre Hotel in New York City. This event is held as part of the Campaign for Healthy Families, a major fundraising effort to support the growth and quality of HFA nationwide. Freddie Mac Chairman and CEO **Leland C. Brendsel** is leading the effort to raise \$15 million in corporate funding to ensure the long-term success of HFA's voluntary home visitation services to new and expectant parents. For ticket information please call **Kenda Eisenga** at 312.663.3520 ext. 135.

**The Champions Tour is a "win-win" match for child abuse prevention.**

This summer, the **Nuveen Champions Tennis Tournament** is teaming up with PCA America during its stop in Chicago. The Champions Tour is the only professional tennis tour for players no longer active on the Association of Tennis Professionals (ATP) tour. The Champions Tour will take place in Chicago's Grant Park July 25-29. Come see **John McEnroe** defend his 2000 title against the likes of **Henri Leconte**, **Yannick Noah**, **Mats Wilander** and many more. PCA America will receive proceeds from a silent and live auction, poster sales, and 50 percent of ticket sales referencing PCA America. To purchase tickets call 1.866.7.TENNIS, but be sure to reference PCA America.



(Left to right) Maura Somers Dughi, chair, PCA America; Nate "Tiny" Archibald, NBA legend; Dee Brown; Tammy Brown; Kathy Behrens, vice president of community relations, NBA; Sid Johnson, president and CEO, PCA America



Grant and Tamia Hill present the check for \$50,000 at NBA City.

# tips

*What a parent can do when everyday pressures build up:*

- ▶ Take a deep breath! And another. Notice how your heart rate slows down. Now talk to your child calmly.
- ▶ Press your lips together and count to 20.
- ▶ Phone a friend.
- ▶ If someone can watch your child, go outside and take a walk.
- ▶ Turn on some music. Maybe even sign along.
- ▶ Splash water on your face.
- ▶ Hug yourself after you cool down ... compliment yourself on being a great parent.

**RESEARCH-PRACTICE COUNCIL MET IN JUNE** – As part of the HFA Consortium project funded by the David and Lucile Packard Foundation and the Gerber Foundation, PCA America held a meeting of the Research-Practice Council (RPC). This meeting took place June 4-5 in Chicago and was the first step in establishing a foundation for gaining answers about the structure and quality of HFA programs nationwide.

The RPC represents a collaboration of researchers and practitioners in 13 states. The meeting allowed these representatives to come together and share information about their programs. Several topics were identified as pressing issues for home visitation programs nationwide, including:

- ▶ The number of home visits families receive;
- ▶ What happens during a home visit;
- ▶ Retaining families in the program;
- ▶ The curriculum used by program staff; and
- ▶ The extent to which we are reaching our target population.

Examining these issues while paying attention to differing target populations, staffing patterns, program structure and community settings, provides valuable insight to the major challenges facing home visitation programs.

The status of the Program Information Management System (PIMS), developed by PCA America, and other management information systems was also discussed. Among the members of the RPC, five are currently using or implementing PIMS. The remaining states and systems use customized data systems to collect family- and program-level data. With the input of MIS/data experts, it appears that many of these custom systems are comparable to PIMS and will allow sufficient analysis of the data. For more information on the RPC meeting, please call *Kathryn Harding* or *Ching Tung-Wang* at 312.663.3520.

**PCA AMERICA RESEARCH COLLOQUIUM A SUCCESS** – In April, PCA America's National Center on Child Abuse Prevention Research hosted its first-ever research colloquium, "Emerging Issues in Child Maltreatment Research: Measurement, Place, and Neglect," in conjunction with the 13th National Conference on Child Abuse and Neglect.

Partially funded by the Edna McConnell Clark Foundation, the colloquium brought together a diverse group of presenters to help build a national research agenda on child abuse and neglect prevention. Colloquium invitees included scientists, prevention practitioners, public and private funders, clinicians and policy makers.

The colloquium successfully discussed emerging issues dealing with the challenges of measuring and defining child maltreatment, determining the roles and contributions of neighborhoods, and unraveling the complexity of physical neglect.

One of the main issues addressed was the challenge of translating research to the general public without losing scientific integrity. In regards to the role of neighborhoods, it was presented that there is a significant correlation between economically deprived neighborhoods and a higher incidence of physical abuse. Finally, when discussing the issue of neglect, presenters shared some of the distinct risk factors associated with neglect, which include the roles of family income and child health care coverage.

In covering these emerging issues, the colloquium made great strides in bringing together a diverse group of individuals who all have an invested interest in child abuse prevention. By sharing and learning from each other, they are helping us all move forward in our efforts to end child abuse and neglect.

Over the years, many of PCA America's state chapters have developed strong relationships with their state and local departments of public health, some conducting prevention seminars for pediatricians and others inviting child protective service workers to participate in voluntary home visits for new parents.

At the national level, we have been building an even closer relationship with the Centers for Disease Control and Prevention (CDC) and with the American Academy of Pediatrics, thanks to a generous two-year grant from the Edna McConnell Clark Foundation. As part of this grant project, we recently completed an analysis of the costs resulting both directly and indirectly from child abuse and neglect. We conservatively estimate these annual costs at \$94 billion, or the equivalent of \$1,460 for every American family per year.

In 2000, we were pleased to join with others in supporting a \$3 million appropriation for the CDC to fund its first-ever research in child abuse and neglect prevention.

While the 20th Century may be remembered for the dramatic strides made in public health in a number of areas including cancer and heart disease, we are hopeful the 21st Century will be marked by equally dramatic progress in the prevention of child abuse and neglect.

## New publications and resource materials

### "Preparing To Be A Foster Parent"

Between this title's covers lie the essentials of good foster parenting. A range of topics are addressed, including the responsibilities, rewards and challenges of being a foster parent; the basics of effective discipline; ways to child- and adolescent-proof the home; stages of child development and how to help a child thrive; and special issues associated with parenting abused children and dealing with substance abuse.

### "Feeling Better After Giving Birth: Dealing With Postpartum Depression"

This publication was especially created to help new mothers and mothers-to-be avoid postpartum depression and cope in positive ways should they experience "the blues" after their baby is born. Quick-reading format gives readers the basics on recovering from birth, managing discomfort, and incorporating self-care and exercise into their new routine.

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

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.

#### Editorial staff

**Kevin Kirkpatrick**  
Director, Marketing and Communications  
**Melissa Pelletier**  
Editor  
**Julie Rowe**  
Marketing and Communications Specialist  
**Eric Stepien**  
Manager, Graphic Design and Production

**Address inquiries to:**  
Prevent Child Abuse America  
200 South Michigan Avenue, 17th Floor  
Chicago, Illinois 60604.2404  
Phone: 312.663.3520  
Fax: 312.939.8962  
[www.preventchildabuse.org](http://www.preventchildabuse.org)  
[www.healthyfamiliesamerica.org](http://www.healthyfamiliesamerica.org)  
Email: [mailbox@preventchildabuse.org](mailto:mailbox@preventchildabuse.org)

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Printed in the United States of America. Worldwide circulation is 6,000.  
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Prevent Child Abuse America

## JUNE 20-23, 2001

**The American Professional Society on the Abuse of Children (APSAC)** presents its **9th Annual Colloquium**. This colloquium is designed to foster professional excellence in the field of child maltreatment by providing advanced interdisciplinary education. The intensive skill-building seminars combine the best of research and practice, and will address all aspects of child maltreatment. **Omni Shoreham Hotel, Washington, DC**  
Contact: 405.271.8202 or visit [www.apsac.org](http://www.apsac.org)

## JULY 25-29, 2001

PCA America teams up with the **Nuveen Champions Tennis Tournament** during its stop in Chicago. The Champions Tour is the only professional tennis tour for players no longer active on the Association of Tennis Professionals (ATP) tour and will feature competitive singles and doubles matches. PCA America will receive proceeds from a silent and live auction, poster sales, and

50 percent of ticket sales referencing PCA America. **Grant Park, Chicago, IL**  
Contact: 1.866.7.TENNIS to purchase tickets. Please reference PCA America.

## AUGUST 5-7, 2001

**The Council on Accreditation for Children and Family Services** will host its **Second Annual National Conference on Best Practice**. The conference brings together those who share a commitment to ensuring that children and families receive the highest quality services available. This year, the conference will offer a wide array of best practice workshops by some of the finest presenters in the country. **The Waldorf-Astoria, New York, NY**  
Contact: **Diane Swensen**, [dswensen@coanet.org](mailto:dswensen@coanet.org), 212.797.1428 ext. 227

## SEPTEMBER 11, 2001

PCA America will hold its annual **Healthy Families America Awards Dinner** at the **Pierre Hotel** in **New York, NY**.  
Contact: **Kenda Eisenga**, 312.663.3520 ext. 135

## OCTOBER 27, 2001

The PCA America Chicago Board will host the annual **Gold and Silver Ball** at the **Ritz-Carlton Hotel, Chicago, IL**  
Contact: **Kenda Eisenga**, 312.663.3520 ext. 135

## MARCH 2-5, 2002

PCA America announces a call for proposals for its **National Conference, "Imagine a Nation Without Child Abuse: Combining our Strengths for Prevention."** This first-ever national conference will focus on the prevention of child abuse and neglect, and the efforts of PCA America chapters, Healthy Families America program sites, National Family Support Roundtable programs and the research network. **Adam's Mark Hotel, Dallas, TX**  
Contact: **Ann Johnson or Holly Seymour**, 312.663.3520

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visit us at  
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"Child abuse deprives the children it touches of their hopes."

*Warren J. Spector*  
Executive Vice President,  
Bear, Stearns & Co.

Bear, Stearns & Co. is featured on page 2