

lookin' up



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summer 2002

Dear Friends:

Since the beginning of this year, the country has been swept by a flurry of reports of child sexual abuse, many of them alleged to have been perpetrated by priests within the U.S. Catholic Church. In these pages, you'll read about the efforts undertaken by Prevent Child Abuse America to offer assistance on this issue.

Not since child sexual abuse first generated widespread public awareness in the mid-1980s can



I remember such attention being paid to the issue. And the attention is long overdue. While the U.S. Department of Health and Human Services confirmed approximately 90,000 reports of child sexual abuse in 2000, the true scope of the problem is not known.

In the past 20 years, the science of child sexual abuse prevention has changed dramatically. Early prevention efforts focused almost exclusively on modifying the behavior of children to protect themselves from sexual abuse. More recently, "good touch/bad touch" programs have been modified to focus instead on keeping an open channel of communication with children on the subject of touching, so that they know that no touching should be kept secret. And an increasing number of prevention programs have targeted potential sexual abuse perpetrators before abuse has taken place.

The results of these efforts speak for themselves. In the state of Vermont, for example, a concerted effort by the state government and an alliance of prevention organizations, including Prevent Child Abuse Vermont, has resulted in a 49 percent decline in sexual abuse in the past 10 years. This includes a 70 percent decline for children ages 0-6, and an 84 percent decline for children ages 0-3.

As we continue to focus our attention on child sexual abuse prevention, such progress gives us hope that things are, indeed, *lookin' up*.

Best Wishes,



A. Sidney Johnson III
President and CEO

To our donors

W. Clement Stone: Celebrating 100 Years

This year, on May 4, entrepreneur, businessman and philanthropist W. Clement Stone celebrated his 100th birthday. He has touched the lives of thousands over the last 100 years. But closest to our hearts are the lives of countless children and families Stone has helped through his generous support, personally, and through the W. Clement and Jessie V. Stone Foundation.

Philanthropy, religion, civic responsibility and a strong sense of family have always played important roles in Stone's life. His stated mission in life: "All I want to do is change the world and make it a better place for this and future generations."

Recognizing how far-reaching their philanthropy was, W. Clement Stone and his wife Jessie founded the W. Clement and Jessie V. Foundation on his birthday in 1958. In 1970, daughter Donna became president of the Foundation. Over the years, the Foundation has distributed more than \$170 million to numerous organizations representing education, youth and youth development, mental health and religion. Some of the organizations the Foundation has supported include the Boys & Girls Clubs of Chicago and America, Lambs Farm in Libertyville, IL, and Interlochen Arts Academy in Michigan.

It was through the W. Clement and Jessie V. Foundation that Donna founded PCA America (formerly the National Committee to Prevent Child Abuse) in 1972. Together with Dr. Karl Menninger, a member of the Foundation's Board of Directors, and Dr. C. Henry Kempe, a pioneer in the field of child abuse, Donna created the first national organization dedicated to the prevention of child abuse and neglect.

Over the years, the Stones have been invaluable supporters of PCA America. Not only have they donated charitable dollars to PCA America, but they have also given 30 years of their time and energy to

preventing child abuse and neglect. They supported PCA America's first public service advertising campaign with the Ad Council. W. Clement Stone also served as a member of our National Board of Directors, and is currently director emeritus. The Stone family is actively represented on our board by grandson Steven Stone.

W. Clement Stone is an extraordinarily successful businessman in addition to his philanthropic endeavors. In 1922, with just \$100, Stone started his own insurance company, Combined Insurance Company of America. Over the years, the company grew to be one of the most successful of its kind in the nation. In 1987, Combined International Corporation, as it was then known, took the name Aon Corporation.

At a young age, Stone knew that a positive mental attitude would get him far in life. Stone developed his Positive Mental Attitude (PMA) philosophy, defined as "the right mental attitude in any given situation," most often characterized by faith, integrity, courage, generosity and kindness. Stone shared his PMA philosophy through his books *Success Through a Positive Mental Attitude*, co-authored with Napoleon Hill, *The Success System that Never Fails* and his magazine *Success Unlimited*.

An active member of the Republican Party, Stone served on various committees under Presidents Nixon, Ford, Reagan and George H.W. Bush. His tireless dedication and efforts to help those in need were recognized with a nomination for the 1981 Nobel Peace Prize, supported by President Ford, Dr. Henry Kissinger and others.

We at PCA America will be forever grateful for W. Clement Stone's leadership, inspiration and dedication to helping children and families nationwide. Our many thanks for his support over the years. Happy 100th birthday!

Prevent Child Abuse America *Children's Wall*

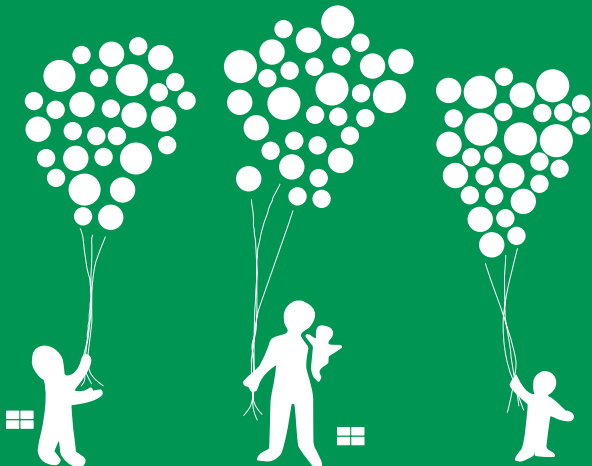
If you're looking for a unique way to recognize a special occasion or a formal way to memorialize a loved one, please consider making a contribution to **PCA America's Children's Wall**. Displayed prominently in our lobby, the Children's Wall supports our vital work of preventing child abuse and neglect.

For contributions of \$250 to \$1,000 you can create a permanent legacy of love. Tributes might include graduations, weddings, Mother's and Father's Day, birthdays or anniversaries.

All gifts are tax deductible as provided by current law. Gifts are used to fund the many programs of PCA America including outreach programs and services, legislative advocacy, research, and public awareness and education campaigns.

- \$250 buys a 2" block with 10-word inscription
- \$500 buys a 3" balloon with 13-word inscription
- \$1,000 buys a 4" balloon with 20-word inscription

Please see the reverse side of this flap for details.



I would like to make a gift in support of Prevent Child Abuse America's Children's Wall.

Inscription:

Please send notification of gift to:

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Please charge \$ _____ to my:

Visa MasterCard

American Express Discover

Card Number: _____

Expiration: _____

Signature: _____

Enclosed is my check in the amount of \$ _____

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Please mail this form to:

Children's Wall
Prevent Child Abuse America
200 South Michigan Avenue
17th Fl.

Keeping our children safe from sexual abuse

For most people, the sexual abuse of children is a forbidden topic in everyday conversation, often surrounded by secrecy. But as the rash of headlines involving clergy, coaches and family members sweeps the nation, our awareness of this tragic issue increases. We now find ourselves talking about sexual abuse and asking, “What can we do about it?” “How can we keep our schools, churches and playgrounds safe from sexual abuse?”

There are many ways we can keep our children safe, but we must first understand what sexual abuse is, what to look for, and how to talk about it with children and other adults. Sexual abuse thrives in an environment of secrecy and ignorance. Breaking the silence and educating ourselves is the first step to preventing child sexual abuse.

According to national statistics, 500,000 children are reported sexually abused each year. It is estimated that one in five girls and one in seven boys will be sexually abused. Child sexual abuse is defined as sexual activity with a child by an adult, an adolescent, or an older child that includes both touching and non-touching behaviors. Sexual abusers are likely to be people we know, and in many cases people we care about. They can be neighbors, family members, clergy, coaches, teachers or anyone else who has close contact with children. In fact, 90 percent of child sexual abuse cases involve someone the child knows and trusts, while 50 percent involve adolescents or another child.

So how do we protect our children from sexual abuse? One of the best ways we can do this is to know what to look for when other people are caring for children. Educate yourself and other adults that interact with children on a daily basis – for example at churches, schools or daycare centers – about the warning signs of questionable behavior. Warning signs might include the following behavior by an adult or older child:

- Insisting on hugging, touching, kissing, wrestling or holding a child even when the child is actively resisting the behavior.
- Someone who is overly interested in the sexuality of a particular child or teenager.
- Refusing to allow children to set their own limits.
- Spending excessive time with children instead of with someone their own age.



- Someone who gets or insists on uninterrupted time alone with a child.

Once we know what to watch out for there are many ways we can make our environments safer for children. Be an advocate for sexual abuse education in your community. In an environment in which everyone is educated about and committed to preventing sexual abuse, children are much safer. Make sure that any place with programs for children, such as camps, schools, churches and daycare centers, have policies and procedures to deal with the issue of sexual abuse. Insist that staff use a “buddy” system when interacting with children. Finally, encourage your community to do background checks on all staff working with children, and be aware of how your state handles community notification of sexual molesters.

The next important step in preventing sexual abuse is to learn how to talk to children about the issue. It’s up to adults to provide an open, safe line of communication with the children in their lives. Practice talking about the issue with other adults so that you are comfortable talking with children. We need to become “askable” adults. Children need to know that they can talk to the adults or parents in their lives and get answers to their questions. For older children you might start by talking with them about tough issues to get them in the habit of talking with you.

CONTINUES ON PAGE 9

National PSA campaign billboard on display in Wisconsin. Patti Herman, executive director of our Wisconsin chapter, recently spotted two of PCA America's national public service advertising (PSA) campaign billboards on Wisconsin highways. The closet spot was seen on Highway 51 and the stove spot was seen on Highway 16 between Watertown and Columbus. The PSA campaign, **"A Child is Helpless – You are Not,"** launched in April. For more information on the campaign please visit our web site at www.preventchildabuse.org.
Prevent Child Abuse Wisconsin



PCA Illinois launches *Dads are Terrific Sweepstakes*. In April, PCA Illinois launched its newest fundraising and public awareness project, **Dads are Terrific**. This campaign celebrated the important role dads play in the lives of their children. There were eight sweepstakes prizes, including a Colorado vacation, Chicago Bulls and White Sox packages, and a man's golf club set. The sweepstakes ended with the Dads are Terrific Night held at Boulder Creek Fun Park on June 12, complete with miniature golf, batting cages and a driving range. The Dads are Terrific Sweepstakes helped PCA Illinois expand its reach to both individuals and businesses – many for the first time. Thanks to the success of the sweepstakes, PCA Illinois acquired 92 new donors and over 40 new corporate partners. Most importantly, it raised \$5,000 to support PCA Illinois' statewide child abuse and neglect prevention efforts.
Prevent Child Abuse Illinois



PCA America welcomes new CLAC members. In June, PCA America's chapter network welcomed six newly elected members to its Chapter Liaison Advisory Committee (CLAC): **Karen DeRasmo**, executive director of PCA Delaware; **Roy Harley**, executive director of PCA Illinois; **Charlie Swinton**, board president of PCA Oklahoma; **Jennifer Tolle Whiteside**, executive director of PCA North Carolina; **Steve Jurentkuff**, executive director of PCA Virginia; and **Denise Barker**, a PCA South Carolina board member. Members of CLAC represent PCA America's chapter network, serving in an advisory capacity to the PCA America Board of Directors.

PCA America also gratefully acknowledges and thanks all of its outgoing CLAC members for their dedication and contributions made during their term: **Marketa Gautreau**, president and CEO of PCA Louisiana; **Tom Barnes**, president of The Family Source of Florida Board of Directors; and **Rose Kor**, executive director of PCA Wyoming.
Prevent Child Abuse America

Family Support Network is the Children's Charity of Choice. During Child Abuse Prevention Month, our Minnesota chapter, the **Family Support Network**, was chosen by Sidney's Restaurant as its **"Children's Charity of Choice."** Sidney's Restaurants has five Twin Cities locations. In each restaurant, Sidney's included information about the Family Support Network in all menus. And at the front desk, each restaurant had a display with a place to make donations. This was an incredible opportunity for The Family Support Network to generate awareness and educate the public about preventing child abuse, while raising money at the same time.
Family Support Network

Mandatory reporting resolution adopted

In May, the PCA America Board of Directors approved a resolution calling for all states to list clergy in mandatory reporting laws, respecting the exemption of clergy/penitent communications. Currently, 12 states include clergy specifically in such laws, while 18 states list every adult as a mandatory reporter of suspected child abuse and neglect. In the wake of the recent sex abuse allegations in the Catholic Church, the Board felt that state law must outline the responsibilities of clergy in terms of reporting in order to ensure that all suspected cases of abuse are handled by the appropriate authorities.

PCA America also released a statement in response to the U.S. Conference of Catholic Bishops' proposed sexual abuse policy, applauding its plan to require church personnel to report to civil authorities any allegations of child abuse. However, while the bishops addressed policies pertaining to disciplining priests found guilty of sexual abuse, and reached out to survivors, prevention programs received little attention. To address this deficit, PCA America offered its assistance in designing and implementing an appropriate prevention plan.

For more information about steps taken by the Catholic Church to address alleged cases of sexual abuse, visit the web site for the U.S. Conference of Catholic Bishops at <http://www.nccb.uscc.org>.

PCA America represented at congressional caucus briefing

On June 11, PCA America President and CEO Sid Johnson spoke at "Child Abuse and Neglect: How this Public Health Problem Affects Women and Children," a briefing co-sponsored by Representative Rosa DeLauro (R-CT) and the Congressional Caucus for Women's Issues. Speaking as part of a panel entitled "Bridging from Impact to Prevention," Johnson emphasized the costs of child abuse and neglect, citing the cost analysis we released last year, which estimates that the results of abuse and neglect cost the nation over \$90 billion each year. Johnson joined nine other child abuse prevention advocates to underscore the importance of maintaining and increasing prevention funding, particularly through the Child Abuse Prevention and Treatment Act (CAPTA).



The bipartisan Congressional Caucus for Women's Issues has served as an information clearinghouse on Capitol Hill for over 20 years. The group also develops legislation relating to women's health, economic equity, education, domestic violence, childcare, child support, sexual harassment and international women's issues. For more information on the hearing, contact A National Call to Action at 858.576.1700 ext. 8156.

people

USA – Please join PCA America in welcoming **Kim Clement**, (below) our new vice president for advancement.

She brings with her a high level of energy, enthusiasm and experience. Prior to joining our staff in May, Clement was the vice president of development for the Adler Planetarium and Astronomy Museum in Chicago. Among her accomplishments, Kim planned and implemented “Stellar Evolution,” a successful \$40 million renovation and expansion campaign – the largest in the museum’s history. We look forward to her expertise in helping to continue the expansion of our resource development initiatives.



KANSAS – Congratulations to **Jim Redmon**, executive director of the Kansas Children’s Service League, and his wife **Amanda Reichard** on the birth of their son **William Eric “Will” Redmon**. Born on June 3, Will arrived at 7:52 a.m., weighing 7 lbs., 13 oz.

USA – This spring, PCA America National Board member **Clarice Dibble Walker** (above right) was one of four honorees at the “74th Annual Academy Awards Oscar Night America” in Washington, D.C. This is an official event held simultaneously with the “74th Annual Academy Awards Ceremony” in Los Angeles, benefiting two children’s organizations: First Star and the Congressional Coalition on Adoption Institute. Walker, along with Rosie O’Donnell, Congressman William Delahunt



(D-MA) and Congressman **Jim DeMint** (R-SC) were honored for their passion for improving children’s quality of life and for making a difference. Congratulations Clarice!

USA – **Kim Delaney** of “Philly,” starred in a special public service announcement (PSA) for PCA America in May. Developed by the ABC Network, the PSA ran in rotation with our national campaign. It complemented the message of our current campaign by encouraging people to reach out to parents who might be



struggling, and referenced some of our tips for supporting parents, such as babysitting. 1-800-CHILDREN was also included.

USA – PCA America extends its heartfelt condolences to the family of **Ann Landers**, who passed away Saturday, June 22, at her home in Chicago. For almost 50 years, Landers touched the lives of millions of people with her column. She was an invaluable supporter of PCA America, dedicated to the prevention of child abuse and neglect.

Over the years, she served as a member of PCA America’s National Honorary Board and generously printed our letters regarding the issue of child maltreatment, most recently on May 22. She will be greatly missed.

Program briefs

Results from 2000 HFA site survey now available

The “HFA: 2000 Profile of Program Sites,” designed by our Research and Programs departments, provides a systematic description of Healthy Families America® (HFA) programs statewide. This report builds on the baseline study conducted in 1998 and the second study completed in 1999, providing the most up-to-date picture of the national HFA initiative and its ongoing evolution. The document is available for a suggested donation of \$5 or can be downloaded from the research section of our website at www.preventchildabuse.org. For more information, contact Javier Diaz at 312.663.3520 ext. 108.

HFA transition update

In 2001, PCA America received a two-year, \$560,000 grant from the **Doris Duke Charitable Foundation** to help develop plans for growing the HFA Network and transitioning large parts of our

HFA training and technical assistance responsibilities from PCA America to the HFA state systems. This grant allowed us to work with systems consultants **Jolie and Bob Pillsbury** of **Sherbrooke Consulting** to assess our internal and external capacity to strengthen state systems.

The first of the recommendations made by the Pillsburys, in conjunction with PCA America staff, is the development of regional centers for the management and administration of certain HFA functions, beginning with two to four pilot states. The pilot states will be selected this summer. In addition, recommendations called for a continued commitment to raise funds for the initiative and to maintain some administrative functions within the national office.

These recommendations were presented to the PCA America Board of Directors in January and the HFA network in March. For more information, please contact Barbara Rawn at 312.663.3520 ext. 124.

prevention

The role of prenatal care in home visiting

How does prenatal care relate to child abuse prevention?

Dr. Egeland: “Any form of prevention that improves a parent’s childcare knowledge and the mother’s health will eventually improve the parent/child relationship, which decreases the likelihood of maltreatment once the child is born. Anything we can do to improve the parent/child relationship will reduce the likelihood of abuse. So, prenatally is really the best time to begin prevention efforts. One of the best ways to do this is to serve as a cheerleader to the parents to help them feel that this event is important, major and significant, that it is something to be cherished and dealt with with the utmost care.”

How does prenatal care complement home visiting services?

Dr. Egeland: “Beginning home visiting services at this time is an enormous advantage. The home visitor has the opportunity to establish a relationship of trust with the parent before the baby is around to offer distraction. Mothers at this time have a lot of questions; they don’t know what to expect, they may think the whole thing is scary. A good home visitor can use this opportunity to gain trust and establish a rapport with the parent, and to let the parent know that this person will be available to them. Because many parents do not have anyone available for support during the pregnancy, it is important that someone provide support. The biological father may not be present; other family members may be too far away or not available and the mother may end up with no one to rely on.

“While fulfilling this role for the mother, a home visitor can also start to establish the foundation for a relationship with her after the child is born. Because of this continuity, it is extremely important that the prenatal home visitor continue with the mother postnatally: to build on this relationship of trust so that it’s not just a stranger coming in and telling the mother how to care for her baby. Most of these mothers really need the stability that kind of relationship can provide.

“Basically, the prenatal period is just a great window of opportunity. Trying to establish a relationship later is tougher. The mother is focused on the baby. Her life has changed dramatically. We know it is a stressful time, and adding another person can be hard. Building that relationship prenatally can be much easier.”



How can the home visitor best work with parents prenatally?

Dr. Egeland: “In addition to establishing the foundation for a future, trusting relationship with the parents, home visitors can use this time to determine the issues facing the mother that prevent her from providing quality care to the baby, to get a sense of what kind of problems she may face once the baby arrives. It is an opportunity to focus on the mother, without the distraction of the baby. If the mother is not receiving medical care, for instance, it’s a good time to look into why and to try to remove any barriers. In doing this, the home visitors also prove themselves as someone worth trusting, someone who can be asked for help and who will come through. This type of relationship is extremely important to successful home visiting.”

How do fathers fit into a prenatal care component of home visiting?

Dr. Egeland: “Young dads often are not too excited about the possibility of becoming a parent. Or maybe they are excited, but also confused. So, they really need a cheerleader to point out that it is going to be a wonderful experience. It is a great time for them to become more oriented with fatherhood. It is also important to include them whenever possible because their support is probably the most effective that can be offered to a mother. For a father to be available and supportive relates to the mother’s mental health and well being tremendously.”

In 2000, the Ronald McDonald House Charities awarded PCA America a four-year, \$1.2 million grant for the Great Beginnings Start Before Birth project to increase prenatal care to thousands of mothers across the country.

How to talk to children about sexual abuse

Talking about sexual abuse and sexual assault of children is difficult. The subject is surrounded by social taboos and secrecy. Public awareness of this problem has increased, but to truly reduce children's vulnerability parents and adults need to learn how to talk with children about sexuality. Following are some helpful tips from PCA Vermont, PCA Delaware and the Virginia Coalition for Child Abuse Prevention.

■ **Teach children the proper names of body parts.** This knowledge gives children correct language for understanding their bodies, asking questions and telling about sexual abuse. The American Academy of Pediatrics suggests you do this as early as 18 months of age.

■ **Break the silence surrounding the topic of sexuality.** Offenders are relying upon this air of secrecy. If those who abuse know that we, as parents and teachers, are comfortable discussing sexuality appropriately and openly, our children will not make easy targets for them. Protect children from the damaging trap of silence.

■ **Teach children that touching is never a secret.** If someone touches their body and asks them to keep it a secret, they need to tell what happened. Tell children, that they have the right to say "no" to touching even from those they love and trust, and that they should not touch someone who says, "no touching." Most importantly, encourage children to ask for help for any kind of touching that makes them uncomfortable or sad.

■ **Practice talking to children and other adults about difficult issues.** This gets children in the habit of talking with you. Show that you will listen to anything a child has to say, even if the child talks about something embarrassing or a mistake he or she has made.

■ **Show how to say "no."** Teach children that their "no" will be respected, whether it's in playing, tickling, hugging or kissing. If a child does not want to give someone a kiss, let the child shake hands instead. Help children understand that they have a choice regarding touching.

■ **Be responsible for the safety of your children.** Parents are ultimately responsible for a child's surroundings. Just as you don't let a child play by a pool alone, you need to be aware of who your children are with and who cares for them.

Shop at Bloomingdales and help prevent child abuse and neglect

PCA America will be one of many Chicagoland charities participating in this year's annual **Bloomingdales Shopping Event**. On August 28, PCA America shoppers can purchase \$10 tickets for a day of discounted shopping (15-20 percent). PCA America will receive all proceeds from ticket sales. To purchase your ticket call *Kenda Eisenga* at 312.663.3520 ext. 135.

HanaK, a partner in prevention.

HanaK, a leading designer of sophisticated outerwear, will donate 10 percent of your purchases to PCA America throughout July and August. To apply the 10 percent donation, please mention PCA America. At HanaK shoppers can select from custom made fur-lined raincoats, gorgeous Italian shearlings or convert old fur coats into an updated look. Call *HanaK* for more details in *Glencoe* at 847.242.1211 or *Chicago* at 312.280.8188.



A special thanks to our contributors in the armed forces, U.S. government and the postal service

PCA America is proud to be accepted as an approved charity for the **Combined Federal Campaign (CFC)**. The CFC is the workplace charity fund drive for members of the Armed Forces, federal employees and postal service employees. If you work for "Uncle Sam" please remember to make a contribution to PCA America in this fall's CFC. For more information contact *Kenda Eisenga* at 312.663.3520 ext. 135.

RESEARCH-PRACTICE COUNCIL UPDATE – The HFA Research-Practice Council (RPC) met in Chicago June 3-4, 2002, for its third bi-annual meeting on HFA quality improvement. The project is funded by the David and Lucile Packard Foundation and the Gerber Foundation.

The RPC represents a collaboration of researchers and practitioners from 13 states. Over the past year, the group has collaboratively identified critical issues in the delivery of home visiting services. Practitioners and researchers have worked together to develop a series of research questions that will be addressed over the next year.

Questions focus on the intensity and duration of home visiting services, the content of home visits, and staff retention and supervision. Most questions involve examining these issues with attention to family, program and community characteristics. For example, the project will provide answers to such questions as, “How long do families participate in HFA services?” and “What are the characteristics of sites with better family retention?” The answers to these questions will provide important benchmarks for HFA quality assurance and help improve quality overall.

States were selected for the RPC in part because they possessed detailed data systems capable of addressing the questions on HFA service characteristics. They represent all geographic regions of the U.S. Most of the participating states already examine site data and provide feed-back to sites for quality assurance purposes.

The main distinction of the current project is in bringing the field together to conduct these analyses in the same way across multiple states. The answers found through this project should be broadly applicable to HFA home visiting programs. In addition, results should help the

field of home visiting in general. For more information on the RPC meeting, please call *Kathryn Harding* at 312.663.3520.

PCA AMERICA HOLDS TECHNICAL ASSISTANCE CALLS ON RESEARCH INNOVATIONS – Early this summer, PCA America held a Technical Assistance (TA) Call series focusing on research innovations in child abuse and neglect prevention. Participants included members of the PCA America chapter network, HFA and the National Family Support Roundtable.

In this era of budget challenges and the ever-growing need for child abuse prevention programs, the call for research is being heard loud and clear. Research in this field must be inclusive and relevant, however resource constraints often don't allow for the appropriate design, understanding and dissemination of child abuse prevention research. This TA series provided our network with the opportunity to hear from leading researchers and practitioners in the field about innovative research approaches, findings and dissemination strategies.

The TA calls began with discussing the approach of Participatory Action Research (PAR), how it has been used with the National Support Roundtable, and how it can be incorporated into our network's research practices. The calls then looked at key research findings regarding family support programs and child abuse prevention programs. Finally, participants heard how the field can package recent research and disseminate it to different audiences.

We also need to teach children the correct names of all body parts and teach them about the different types of touch, including “secret touching.” Secret touching occurs when someone touches the private parts of a child's body and encourages them to keep it a secret. Teach children that there are no secrets about touching and that they should tell an adult immediately if someone asks them to keep a secret about touching. (*See page 8 for more tips on talking to children about sexual abuse.*)

To keep our communities safe we must work together to prevent sexual abuse by raising awareness about the issue and, most importantly, reporting suspected abuse. Eighty-four percent of sexual abusers are never reported. If you suspect sexual abuse or notice questionable behavior, call the police or child protective services. It's up to us to break the silence that sexual abusers rely on.

Most importantly, we must remember that as adults and parents we are ultimately responsible for the safety of the children in our lives. Kids shouldn't have to try to stop sexual abuse all by themselves. By being aware of our children's surroundings and who they are with we can help prevent child sexual abuse.

Together we really can keep our children safe at home, in schools, in churches and at playgrounds.

If you would like more information on preventing sexual abuse call STOP IT NOW at 1-888-PREVENT or visit www.stopitnow.com. Other resources include PCA Vermont at 802.229.5724, the Safer Society Foundation, Inc., at 802.247.3132 and the National Children's Advocacy Center at 256.533.0531.

New publications and resource materials

Referral Directory of Social Services

The Referral Directory, published by PCA of Metropolitan Washington, is the region's most complete listing of government and non-profit programs and community services. It provides users with an up-to-date tool to help direct clients to the most suitable programs and services. *The Referral Directory* contains information on more than

1,200 programs and services in the Metropolitan Washington area. Social services listed in the directory deal with matters such as employment planning, mental health, legal assistance, housing, substance abuse treatment and children's aid. Directories cost \$50 each. *To order, call 202.223.0020.*

events

AUGUST 28, 2002

Shop at Bloomingdales and help support PCA America's prevention efforts. During the **Bloomingdales Shopping Event**, PCA America will receive all proceeds from ticket sales, and shoppers will receive a day of discounted shopping (15-20 percent). Tickets cost \$10. **Old Orchard, Skokie and Michigan Avenue, Chicago**

Contact: *Kenda Eisenga*, 312.663.3520 ext. 135

SEPTEMBER 12-15, 2002

The National Center on Shaken Baby Syndrome presents its **"4th National Conference on Shaken Baby Syndrome."** This conference will educate participants on new research taking place in the field, the challenges investigators and prosecutors face, and what communities are doing to educate and prevent Shaken Baby Syndrome.

Contact: *Teresa Brechlin*, conference coordinator, 801.627.3399 ext. 107 or *tbrechlin@mindspring.com*

SEPTEMBER 16-18, 2002

Prevent Child Abuse Kentucky presents its 6th Annual **"Kids Are Worth It! Conference."** This premiere child abuse and neglect conference offers a variety of workshops for professionals involved in the detection, prevention or treatment of child abuse and neglect. Statewide and national presenters provide training for individuals working with, or for, children and children's issues. This conference will also provide a unique opportunity for professional multidisciplinary cross training. **Marriott Griffin Gate Resort, Lexington, KY**
Contact: *Rashmi Adi-Brown*, 859.225.8879 ext. 228 or

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*

OCTOBER 25-27, 2002

PCA America will hold its annual **Executive Directors Meeting in Norfolk, VA.**

Contact: *Greer Thornton*, 312.663.3520 ext. 117

NOVEMBER 16, 2002

PCA America Chicago Board will host its annual **Gold & Silver Ball. Ritz-Carlton Hotel, Chicago**

Contact: *Babette Nyka*, 312.663.3520 ext. 164

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 6,100.
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 Prevent Child Abuse America



PCA America gratefully acknowledges Ronald McDonald House Charities for partially funding this issue of *Lookin' Up*.

“Anything we can do to improve the parent/child relationship will reduce the likelihood of abuse.”

Dr. Byron Egeland
Great Beginnings Start Before Birth Advisory Board

An interview with Dr. Egeland is featured on page 7.

Prevent Child Abuse America

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visit our web sites at
www.preventchildabuse.org
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