

# lookin' up



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# summer 2003

Dear Friends:

Eleven years ago, we launched our voluntary home visiting program, Healthy Families America. Since that time, the program has grown beyond anyone's wildest dreams, now comprising a network of more than 400 sites across the United States and Canada.

As a regular reader of this newsletter, you may already know that the program has three equally important goals: to improve parent/child interaction; to promote healthy child development; and to prevent child abuse and neglect before it starts. It has been, and remains, the cornerstone of the

prevention work of PCA America at the national level, administered through a growing number of state systems and two regional centers.

As I write this letter, I have just learned that one of those state systems – Healthy Families Indiana – has completed its **one-millionth home visit**.

The participants in the Healthy Families Indiana program are mostly low-income, single mothers under age 20, who enter the program either just before or shortly after the birth of a child. As is the case in Healthy Families America programs around the country, families enrolled in the program are visited by a trained family support worker on a weekly, biweekly or monthly basis.

As one measure of the effectiveness of the program in accomplishing its objectives, I'm told that statistics from the site in Allen County – the largest site in the Healthy Families Indiana network – show that 99 percent of all families participating in the voluntary program had no substantiated cases of abuse or neglect. That's an amazing figure considering the families in the program have been determined to be at higher risk of domestic problems.

I'm a big believer in celebrating the victories along the way. And, they don't get much bigger than 1 million home visits!

So, on behalf of all of us at PCA America, I'd like to extend our sincere congratulations to everyone involved in Healthy Families Indiana. And I'd also like to recognize all of the people involved in Healthy Families America, including our staff in the national office, who work so hard every day to support the families of this country.

With such a dedicated and experienced team working at both the state and national levels, I can't help but believe that things are ... *lookin' up*.

Best Wishes,



A. Sidney Johnson III  
President and CEO

To our donors

### Target hits bull's-eye with generosity to PCA America

For 11 years, **Target Stores** has been an invaluable supporter of PCA America's efforts to increase society's awareness of child abuse



and neglect, and the importance

of preventing it before it starts. In holding with this mission, Target has given over \$1 million dollars in support of community-based prevention efforts.

This year, Target has continued its support by collaborating with PCA America and **Marvel** to fund the \$80,000 production of a new **Spider-Man™ comic** this summer. PCA America's long-standing relationship with Marvel has produced five custom comics covering the areas of sexual abuse, physical abuse, emotional abuse, violence prevention and fatherhood.

As these comics have proved to be among our most popular publications and exemplary instances of the public education and outreach necessary to prevent child abuse, the new comic will address bullying in the "Ultimate Spider-Man" style. The comic, *Spider-Man on Bullying Prevention*, is expected to launch this summer and will be available on the PCA America web site and in our publication catalogue. We hope the comic will inspire witnesses of bullying—who may typically not report or prevent it for fear that they themselves will become a target—to feel empowered and make a difference. Former PCA America board president and author SuEllen Fried has consulted on the project. SuEllen's latest book, "Bullies, Targets & Witnesses: Helping Children Break the Pain Chain," is available at all good bookstores.

In the past, other projects funded by Target include the "Million Hearts" Valentines Day Program. PCA America, one of five nationwide charities eligible for a \$1 million dollar donation, received \$240,000 which was used to support community projects around the country. Target's generosity also made possible the creation and distribution of our annual Community Resource Packets (2000-2002). These packets consisted of parenting tips and informative prevention brochures, which could be used beyond the annual observance of Child Abuse Prevention Month in April for year-round community education.

We extend our thanks to Target Stores for its support, and look forward to future collaborations as we make the world a safer and happier place for children.

### PCA America would like to thank our recent donors for their generosity and for making a difference in the lives of children and families.

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# Join today!

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

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

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

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

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

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

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

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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)

# Supporting military families: unique challenges for unique circumstances

*Current economic conditions and global affairs can often add to the stress involved in raising a family for any parent. And while all parents can use a little support, military families face particular pressures in trying situations.*

While experts say that parents who are soldiers are no more likely to abuse their children than other parents, they are certainly under unique stress, coping with frequent reassignments and deployments – some of which may be life-threatening. Additionally, families are often isolated from traditional support systems, as military families move an average of once every 2.9 years.

As the recent Operation Iraqi Freedom still detains many soldiers abroad, the stress on their spouses and children could be a substantial challenge to parenting. According to 2001 studies, for instance, soldiers deployed to the Persian Gulf, Somalia and Bosnia had significantly higher amounts of general psychological distress compared to non-deployed soldiers. It can be expected, then, that these rates are significantly higher than the civilian population, as well. Although the Army Community Service reports the rates of child abuse in the Army have declined in recent years, there were still about 2,300 substantiated cases of abuse in 2002.

The Army itself has recognized the special stresses faced by its employees and their families and has worked to provide appropriate resources with some success. Research shows that the use of various family support services was high during and after the Gulf War in 1991, and that the evaluated services were helpful. In the fall of 2001, the Department of Defense worked to create a new “Social Compact” with military employees that addressed the challenges faced by military families and the responsibility the government holds as their employer. Consequently, the various branches worked to develop and strengthen various family-friendly policies and programs.

Several Army-specific programs now recognize the importance of supporting Army families in their unique circumstances, including the Family Advocacy Program, sparked by the “Strong Families, Strong Soldiers” campaign. This program specifically centers on educating Army parents in hopes of preventing child abuse through the provision of a wide variety of information for Army parents such as alternative discipline techniques, team-building and problem solving workshops, and anger management programs.

## **Working in conjunction with existing programs**

For those in the family support field, working with Army families offers its own set of challenges. In addition to the higher level of transience experienced by many families, life on a military base can also separate them from community services. There are also fewer opportunities to take part in regular community life.



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Last year, national leaders from Circle of Parents™ and Parents Anonymous Inc.® met in conjunction with groups such as the Army Community and Family Support Center, Family Programs Directorate, the Family Advocacy and the Department of Justice to determine how best to provide extra support to Army families. The Office on Juvenile Justice and Delinquency Prevention, from which both programs receive funding, coordinated the project.

While the Army neither endorses nor promotes external programs, the organizations agreed to make available to military families listings of parent support groups available in communities near Army bases. Consequently, Circle of Parents™ and Parents Anonymous® are promoting over 100 support groups to families on more than 40 installations in 23 states and Washington, DC. To become involved, all families of active duty soldiers, as well as active army reserve and guard families, can contact the Family Advocacy Program Manager at their local Army Community Service Center.

## **Added prevention and support**

Circle of Parents™ and Parents Anonymous® offer free, weekly and confidential meetings around the country to anyone in a parenting role. The parents themselves conduct the meetings, with the help of a trained facilitator. The goal is for participating

**P**CA America chapter services department receives \$50,000 grant from the Freddie Mac Foundation. In May, PCA America was pleased to be awarded a \$50,000 grant to implement the **PCA America Chapter Leadership Development Initiative**. This yearlong pilot project will offer six leadership teams (pairing chapter executive directors with a member of their board) the opportunity to learn special skills for dealing with challenge, uncertainty and change.

This project calls for a unique combination of assessment, executive coaching, a two-day leadership institute and ongoing training. The chapter services team will be tracking outcomes and developing case studies to enhance the ways they deliver focused leadership skill building to all chapters. We look forward to sharing the findings with all of our networks.

*Prevent Child Abuse America*



PCA America President & CEO Sid Johnson and Montana Council for Families CEO Sara Lipscomb

**M**ontana passes new definition of child abuse and neglect. Montana recently passed the most restrictive state law including the distribution, manufacturing or operation of a clandestine lab of Class I-IV drugs (including marijuana) in the residence where a child resides in the definition of child abuse and neglect. Written by **Sara Lipscomb**, CEO of our Montana chapter, the **Montana Council for Families**, the bill passed the Senate 49-1 and the House 99-0 in May. A special thank you goes to Montana's governor, Republican **Judy Martz**, Attorney General **Mike McGrath** and sponsor of the bill democrat Senator **Mike Cooney**.

Montana raids a meth-amphetamine lab approximately once every three days, including a recent raid on a lab located in a home that was also operating a childcare facility. According to testimony by the Department of Health and Human Services, approximately 80 percent of Montana's substantiated cases of child abuse and neglect are linked to meth-amphetamine use.

*Montana Council for Families*

**P**CA America visits chapters in Montana and Wyoming. This spring, President and CEO **Sid Johnson** and Vice President of Chapter Services **Susan Meier** were invited to travel to the western frontier to visit the states of two of our chapters, the **Montana Council for Families** and **PCA Wyoming**. This trip offered PCA America an incredible opportunity to learn about the different cultures and communities our chapters are serving so we can develop best practices for preventing child abuse and neglect in rural and frontier areas.

One of the unique challenges chapters like Montana and Wyoming face is the isolated location of the families they serve. Frontier is defined as less than one person per square mile. So in states like Montana and Wyoming, chapters are dealing not only with issues of isolation, but also of limited resources, climate challenges, unique cultural differences and substance abuse.

Traveling 1,700 miles in three days, Johnson and Meier visited a number of cities and program sites. What was most apparent from their travels was the variety of strategies used to strengthen families and prevent child abuse in these areas. For example, in Riverton, WY, where the state prison is located, family members have moved to the community to be with those in prison. This unfortunately creates a sense of isolation for families who do not know anybody in the area. A Circle of Parents program is able to reach out to these families and provide them with the support and resources needed to deal with their unique circumstances. Another example is the Developmental Educational Assistance Program (DEAP) located in Miles City, MT. This agency tries to meet the challenges of its location by serving 17 counties with seven different programs, such as home visitation, parent support and volunteer services for the elderly. By offering a range of services, and by coordinating the services under one umbrella agency, the program can better meet all the needs of the families it serves.

While chapters in rural and frontier areas do face unique challenges, it is perhaps these very challenges that lead to such a strong commitment to preventing child abuse. The people and programs visited all shared a proud sense of community, a positive outlook and a strong desire to serve the families in their states. Learning how rural and isolated communities work to prevent child abuse and neglect is integral to the work we do at the national level and to our networks nationwide.

We are delighted to have had this opportunity to learn how our chapters can best meet the needs of the families they serve. A special thank you goes to the generous hospitality of **Sara Lipscomb**, CEO of the Montana Council for Families, and **Rose Kor**, executive director of PCA Wyoming.

*Montana Council for Families and PCA Wyoming*

## PCA America adds six resolutions

In 2002, PCA America and its Board of Directors, under the leadership of **Maura Somers Dughi** and the **Advocacy Committee**, committed to an extensive two-year process to systematically review and revise our position statements and resolutions, ensuring that they reflect our mission and address contemporary issues. These documents formalize our viewpoint on public policies and issues that pertain to the prevention of child abuse and neglect, providing a framework for responding to legislation, engaging the media, forming policy recommendations, and participating in public activities or events.

As part of this ongoing process, PCA America recently adopted six new resolutions on the following subjects.

### Early Childhood Development

PCA America supports directing significant resources to children ages 0-5, the period most critical to human development. We support implementing and evaluating programs and services that start at birth, such as voluntary home visitation, parent support and early childhood education programs.

### Family Economic Stability and Its Link to Child Welfare

PCA America supports providing services aimed at reducing poverty and fostering economic stability. Such services include education and vocational training, substance abuse rehabilitation, housing services, health insurance, domestic violence counseling, and child welfare services, among others to help bring low-income families to self-sufficiency. We also support adding poverty reduction as one of the purposes of Temporary Assistance for Needy Families (TANF) and broadening the set of activities that fulfill TANF work requirements to include mental health and substance abuse treatment, parent support groups, and home-visiting programs and related family support programs.

### Parent Mutual Self-Help Support Groups

PCA America supports implementing and evaluating mutual self-help support groups that are free, confidential, anonymous, non-judgmental, and promote positive, non-abusive parenting and parent leadership. We support building public awareness of the benefits of parent support groups – such as Circle of Parents – in preventing child abuse and neglect.

### Pediatric and Primary Care Professionals and their Role in Preventing Child Abuse and Neglect.

PCA America supports an on-going relationship between primary care professionals and parents, whereby pediatricians can monitor and guide developmental progress, address parental concerns, and support parental care, capacities and needs. We also support the implementation and evaluation of programs, such as STAGES, which help pediatricians and primary care professionals learn how to communicate better with parents and work with community-based prevention programs to learn about resources available to families.

### Prenatal Care

PCA America supports funding and research for programs that promote early prenatal care, prenatal bonding activities, maternal stress reduction techniques, and parent education, including voluntary home visiting services that provide support to pregnant women and their families throughout pregnancy and beyond. We also support offering accessible and affordable classes through hospitals, clinics, and other medical establishments that educate pregnant women and expectant fathers on how best to care for expectant mothers.

### Sexual Solicitation of Youth on the Internet

PCA America supports educating parents and children about the risks associated with online communication, and teaching parents how to protect their children from the covert techniques used by sexual solicitors on the Internet. We also support educating the public on how and where to report cases of sexual solicitation and providing mental health services, medical attention and tools to help avoid future victimization to those who have suffered mentally and/or physically from sexual solicitation.

## Child Abuse Prevention and Treatment Act Conference agreement passed

At long last, reauthorization of the Child Abuse Prevention and Treatment Act (CAPTA) has been completed. A conference agreement on the Keeping Children and Families Safe Act in which CAPTA is included, was passed by the House of Representatives on June 17, followed by Senate passage on June 19. The conference report:

- Reauthorizes CAPTA programs through 2008;
- Increases authorized funding from \$166 to \$200 million;
- Emphasizes collaboration between child protective services and health, mental health, education, and judicial agencies;
- Changes the name and focus of CAPTA's Title II, formerly known as Community-Based Family Resource and Support (CBFRS), to Community-Based Grants for the Prevention of Child Abuse and Neglect; and
- Requires states to have procedures in place (including appropriate referrals by hospitals to CPS), which address the needs of substance-exposed infants.

For more information, please visit our web site at [www.preventchildabuse.org](http://www.preventchildabuse.org).

USA – PCA America welcomes two new members to its Honorary Board: NBC and HBO broadcaster **Bob Costas** and Women's National Basketball Association's (WNBA) star **Nikki McCray**.



Costas and McCray join many other celebrities who currently serve on the Honorary Board, including Michael Bolton (Honorary Chair), Grant and Tamia Hill, Bill Cosby, Paul Newman, Joanne Woodward and best-selling author Jonathan Kozol. Many thanks to our Honorary Board members for their help in raising awareness of, and funding for, PCA America and child abuse prevention.

Since joining NBC Sports in 1979, Costas, a 15-time Emmy winner, has covered every major sport, but is perhaps most identified with the Olympics and Major League Baseball. He anchored NBC's primetime coverage of the last three summer Olympics – Barcelona

1992, Atlanta 1996 and Sydney 2000, and most recently hosted the 2002 Winter Games in Salt Lake City. He can currently be seen on HBO hosting his program, "On the Record with Bob Costas." Outside of his broadcasting career, Costas has a long and generous history of supporting children's causes, highlighted by the Bob Costas Cancer Center at Cardinal Glennon Children's Hospital in St. Louis.

McCray is a three-time WNBA All-Star who currently plays for the Indiana Fever. In addition to her WNBA accolades, she was named the American Basketball League's most valuable player in 1996-1997 and has won the Olympic gold medal twice as part of the U.S. Women's Team (1996 and 2000). During her four years playing for the University of Tennessee Lady Vols, her teams compiled an astonishing record of 122-11 and she was twice named the Southeastern Conference Player of the Year. McCray also cares deeply for the well-being of our nation's children, as evidenced by the day care center she operates in Louisville, TN, during the off-season.

## NEW HAMPSHIRE –

In September, PCA New Hampshire will launch a public service advertising campaign featuring top country female vocalist **Martina McBride's** song "Concrete Angel." It tells the story of a young girl being mistreated by her mother. The CMT (Country Music Television) 2003 "Flameworthy Female Video of the Year," this song and video has touched millions, including victims of abuse and those dedicated to preventing it.

"Concrete Angel" is consistently one of the most requested songs each week and reigns at the #5 spot on Billboard and R & R charts. McBride's success is just as noteworthy. She is the Academy of Country Music's "Top Female Vocalist" for the second year in a row and is the Country Music Association's reigning Female Vocalist of the year.

PCA New Hampshire is thrilled for this opportunity and thanks McBride for generating awareness about this important issue.



## INDIANA –

Congratulations to **Andie Marshall**, executive director of PCA Indiana, who received a regional award for community service from the Spirit of Women Foundation. Spirit of Women is a national foundation dedicated to advocacy, education, and research in women's health and wellness, that is building a national network of hospitals and healthcare systems committed to improving the health of American women and their families. The foundation recognizes women who make contributions to the health and well-being of their communities. Regional winners are selected in three categories: Healthcare/Medical Professional, Youth and Community. Marshall was selected from 34 nominees and was flown, with her husband, to the 2003 Spirit of Women National Awards Gala in Baltimore, MD.

## Program briefs

### Great Beginnings Start Before Birth Update - Training

Funded by **Ronald McDonald House Charities**, this project is working to develop and provide training on a prenatal curriculum for Healthy Families America® (HFA) home visitors. In 2002, approximately 90 home visitors, assessment workers and supervisors attended a three-day training on implementing the prenatal curriculum, which emphasizes prenatal bonding, engaging fathers and linking participants to healthcare services. Home visitors represented **New York, Ohio** and **Virginia**, the pilot states for the project.

In March 2003, the project conducted an advanced training for 25 HFA certified trainers from 14 states and Alberta, Canada. There are plans to train at least 25 more certified trainers in September and by the end of the year these trainers will be able to deliver this training to home visitors in their states, providing HFA programs with the additional tools needed to effectively support families during the prenatal period.

### Healthy Families America recognized by federal Office on Juvenile Justice and Delinquency Prevention

Healthy Families America has been selected as a model program for inclusion in the Office of **Juvenile Justice and Delinquency Prevention's** upcoming Model Programs Guide and Database. This resource is designed to assist communities in identifying delinquency prevention strategies that fit their needs and enhance their individual efforts. It is part of a larger delinquency prevention strategy in which communities analyze local juvenile justice risks, assets and resources, identify the gaps and select prevention programs that address those gaps. This comprehensive inventory includes one- to two-page descriptions of the model programs and is available at [www.dsgonline.com](http://www.dsgonline.com).

### Grants from Mailman and Priztker

Grants were received from the **A.L. Mailman Foundation** and the **Priztker Child Development Foundation** to support the development of the HFA Regional Resource Centers. Quality assurance efforts are the focus of these grants as PCA America works to assure consistent, comprehensive services to families across the country who are participating in HFA.

# Caring for children nationwide



“As long as there is evil in the world, there will be crimes against children. Children are humanity’s defenseless prey, unable to prevent their own abuse at the hands of adults. Unlike adults, children cannot solve their problems on their own. Children without loving, capable parents, especially need men and women of goodwill to stand up for them, in every aspect of their lives. They will not be safe, secure, well fed or educated without us.

“It is our duty to protect children who are exposed to violent adults, and to limit the access violent and abusive adults have to children. The protection of the innocent is not a political priority: it’s a moral imperative, a cornerstone of civilization, and a test of our culture’s respect for the sanctity of human life.

“Eight years ago, my wife Christine became a Court Appointed Special Advocate (CASA) for foster children, and we have also been foster parents ourselves to several children over the years. In that time, we have seen the damage, pain and despair abused children carry on their backs like crosses. We have seen the toll abuse takes on their education, their ability to trust, and their outlook on the future. The cruel reality of abuse steals from children their greatest gift: childhood itself.

“The worst effects of child abuse are the invisible ones. Victims of abuse often grow into abusers themselves, spawning a new generation of boys and girls stripped of their innocence and hope.

“Abused children are thrust into a foster care system that has become as much a part of the problem as a part of the solution.

“Through our work as foster parents, my wife and I learned that there are three major flaws in the foster care system:

1. Federal financing of foster care is filled with incentives for states to keep children in the system, rather than to get them into permanent homes.
2. Too many foster care placements are temporary, so children – abused by the people who are supposed to love them most – learn through the foster care system that affection and support from adults is always fleeting. The children get bounced from one home to the next, never putting down roots or establishing long-term relationships.
3. Too many teenagers are emancipated from foster care at 18 with no high school diploma, no job skills and no future. Too often, these kids end up in homeless shelters, prison or worse.

“In short, the system is broken, and the lives – the very lives – of hundreds of thousands of children rely on our willingness and courage to fix it. We can not ignore the problem of child abuse in America nor allow ourselves to become desensitized to it. We must act now.

“So what can we do? First of all, we can improve our scientific study of the problem, refining our data collection processes to properly gauge the size and scope of child abuse in America. That knowledge will help us better target the billions we spend annually to prevent child abuse, detain abusers and maintain children in foster care. With better information, more money will get to the heart of the solution: actual prevention of abuse. We can – I believe we must – reform the perverse foster care financing structure. We can support the Centers for Disease Control and Prevention’s work to prevent child abuse and neglect, as the House has since I’ve been in its leadership, especially the work of its National Center for Injury Prevention and Control.

“But more than that, federal officials can use the megaphone of their offices to draw public attention to child abuse and neglect and what families and communities can do to erase these sins from our society.

“We can inform people of the organizations at work in their communities that prevent child abuse and neglect and support families. We can promote services that help abused children. We can develop legislation – as Congress did this spring.

“The PROTECT Act established a national AMBER Alert System and stiffened penalties for abusers, and the Keeping Children Safe Act will augment federal assistance to victims of abuse and foster children.

“And, most important of all, we can lead.

“America needs to take the problem head on, in our communities, and in our own lives. The government will continue to do all it can, but the real work has to be done by you and me, our friends and families.

“Hundreds of thousands of kids are relying on us all, and we can’t let them down.”

*Over the years, Majority Leader Tom DeLay (R-TX) of the U.S. House of Representatives has been an invaluable supporter of child abuse prevention. He has made a personal and professional commitment to bring legislative action and federal funds to programs that help prevent child maltreatment and shorten the stays of children in foster care. DeLay has supported several important pieces of legislation integral to the work we do at the national and local levels, including the reauthorization of the Child Abuse Prevention and Treatment Act, the reauthorization of the Safe and Stable Families Act, and the Child Abuse Prevention and Enforcement (CAPE) Act.*

*Most importantly, he led the successful effort to reserve and then increase funding to the CDC for child abuse and neglect prevention research; one of the most important steps to understanding and ultimately stopping abuse from happening in the first place. In April, DeLay and his wife Christine were recognized by the CDC for their extraordinary leadership in child advocacy and their dedication to the prevention of child maltreatment. DeLay was also honored for his role in developing child maltreatment definitions, collecting important data in the National Violent Death Reporting System, and conducting a multi-level parent training effectiveness trial to teach positive parenting strategies.*

*PCA America is grateful for DeLay’s leadership and dedication to preventing the abuse and neglect of our nation’s children.*

## Parenting tips for a stress-free summer

*The summer is a joyous time when loved ones come together. But for many families, the summer can also be a time of stress and frustration, sometimes resulting in an increased risk of child abuse and neglect. One of our chapters, PCA Texas, offers the following tips to help families enjoy the summer while keeping tension to a minimum:*

- 1. Establish a budget for summer spending.** Be realistic about what you can afford to spend on entertainment, special foods, travel, etc.
- 2. Hold a family meeting to discuss summer plans.** Ask for ideas from the children for family activities that would appeal to them.
- 3. Post a calendar of family activities in a place where all family members will see it.**
- 4. Check community calendars and lists of local events to find inexpensive or free activities for children.** Write all possibilities on individual slips of brightly colored paper and put them in a "summer fun jar." When children have been especially cooperative with other family members, allow them to choose a slip of paper from the jar. Then, the family can enjoy an afternoon of fun activity together.
- 5. Have your children make a list of elderly or shut-in neighbors in your area.** Plan to share a meal, some of your time or run errands for these neighbors. Explain to children that helping and sharing is important.
- 6. Find time to relax and reflect on the simple joys of the summer.** When you feel yourself becoming overwhelmed, take a break to get a better perspective on what needs to be done and what can be done.
- 7. If you find that it is becoming difficult to avoid being verbally or physically harsh with your children, STOP.** Don't take out your anger on your kids. Instead, try the following:
  - Take a deep breath and count to 20.
  - Phone a friend.
  - Take a walk outside or use another form of exercise.
  - Laugh. Even a comedy show on television will help relieve stress.
  - Spend one hour doing something you really enjoy.

## Partners for Prevention

### Chicagoans step out against child abuse

On Saturday, April 12, 2003, over 1,400 people from the Chicago area participated in the **6th Annual Wrigley Start Early 5K/10K Run, Walk and Kids Dash**. Sponsored by the **Wm. Wrigley Jr. Company**, proceeds from this event totaling over \$40,000 benefited **PCA America** and **Voices for Illinois Children** and their efforts to prevent child abuse and neglect. The event also featured Bear from

Jim Henson's **"Bear in the Big Blue House"** and took place during Child Abuse Prevention Month.



PCA America President & CEO Sid Johnson and Wm. Wrigley Jr. Company Vice President of Corporate Affairs Bill Piet

### Why Buy Flowers? Just BeCause

PCA America is proud to announce a new partnership with a cause-related marketing venture called **Flowers BeCause**. We will receive a portion of proceeds from flower orders sent through this new service, which offers the highest quality products at very competitive prices. So any time you need to place an order for flowers for any occasion across town or nationwide, use Flowers BeCause. To place your order, simply visit the PCA America web site [www.preventchildabuse.org](http://www.preventchildabuse.org), the Flowers BeCause site [www.flowersbecause.com](http://www.flowersbecause.com) (select PCA America) or call 1.800.797.8156.

We also encourage you to share this information with friends, family, colleagues or anyone you feel may enjoy helping a good cause while sending beautiful flowers at the same time. Watch for exciting new products and other program extensions in the months ahead.

**REPORT ON NATIONAL PREVENTION RESEARCH AGENDA (NPRA)** – A specific goal of the PCA America strategic plan is finding answers to prevent child abuse and neglect. Accordingly, PCA America's National Research Center is acting as the catalyst to develop, advance, and provide leadership for implementing a national prevention research agenda on child abuse and neglect. This process will involve the application of the participatory action research (PAR) approach, which structures the broadest constituent input and dissemination.

Moving a step forward in formulating a National Child Abuse and Neglect Prevention Research Agenda, staff of the National Center on Child Abuse Prevention Research facilitated a think tank session at the "14th National Conference on Child Abuse and Neglect" on April 1. The think tank reflects PCA America's capability to bring together individual and organizational interests in preventing child maltreatment. Over 200 attendees representing 130 government agencies, universities, PCA America State Chapters and programs, private organizations, donors, and individuals contributed nearly 700 hours in various participatory venues during the daylong think tank.

Plans to further the development of the NPRA underscore the importance of the sustained attention and funding required to bring a coordinated focus to set the agenda. PCA America is committed to providing leadership by convening meetings, using the participatory process and by entering into collaborations with private and public entities, universities and individuals. We anticipate that there will be two phases to the development and implementation of the research agenda. In Phase I, the participatory action research approach will be used to convene representatives from the child abuse and neglect field, media, policymakers, donors and the public to impact policy and public elite, and increase awareness and resources for developing a research agenda that can help find answers to child abuse and neglect. Phase II of the research agenda will consist of advancing and providing leadership for implementing the national agenda.

Among other process and resulting materials, it is anticipated that Phase I will provide the field of child abuse and neglect prevention with a comprehensive, multidisciplinary, and unified research agenda and a blueprint to integrate and formalize the agenda into the operating activities of national efforts such as the National Call to Action. One of several anticipated results of Phase II is improved knowledge on the efficacy of current and future prevention programs. Overall, the end in mind is an agenda that strengthens our current paradigm by including those who are affected by the outcomes of the research and who are responsible for assuring that children are safe every day. For more information on the research agenda, please contact *John Holton* at [jholton@preventchildabuse.org](mailto:jholton@preventchildabuse.org).

#### **NEW RESEARCH CENTER PUBLICATIONS**

Four new publications are now available from the Research Center. These include the *2001 HFA Site Survey*, a descriptive study of HFA sites; *Community Matters*, a report on the reciprocal relationship between HFA programs and the communities served by it. Two other national publications of note include a special issue of *Child Maltreatment*, which includes papers from the Research Center's first colloquium on emerging issues in child abuse – notably new approaches to more accurately measure the problem, understanding the importance of the context (or place) in which maltreatment occurs, and discussing what researchers are learning about neglect. Lastly, a special first issue of *APSAC Advisor* which is guest edited by John K. Holton, Ph.D., vice president of the Research Center and Neil Guterman, Ph.D., professor of social work at Columbia University. This special issue also includes a paper by PCA America President and CEO Sid Johnson, "Preventing the Abuse and Neglect of Our Nation's Children." Notably, the APSAC issue has been requested by members of congress, which reflects admirable recognition at a policy level. For more information on these publications, please contact *Javier Diaz* at [jdiaz@preventchildabuse.org](mailto:jdiaz@preventchildabuse.org) or 312.663.3520 ext. 108

parents to leave meetings with an increased sense of leadership, confidence and a renewed sense of support to help strengthen their families as they grow and change. Programs often include activities for the children whose parents attend the program, allowing them to also gain support and the confidence needed to build healthy relationships with their parents.

Both programs are based on the idea that parents can learn from each other's experiences, placing the parents themselves in expert positions, while acknowledging the specific strengths Army parents bring to these groups. As both prevention advocates and Army representatives realize, whenever families experience heightened levels of stress, it can be a comfort for them to know they are not alone.

For more information on this project and parent support groups, please contact *Cynthia Savage* at 312.663.3520 or visit [www.circleofparents.org](http://www.circleofparents.org).

#### *New publications and resource materials*

titles

#### **Your Child's Personal Safety**

This publication is an important new tool for helping parents reduce the risk of abduction for older children (ages 8-12). This booklet avoids scare tactics while presenting such key prevention strategies as teaching children basic personal safety skills, maintaining open communication, and knowing where – and

with whom – children are spending their time. It also provides valuable information on who abducts children, Internet safety tips, how to choose childcare wisely and what children should do when left home alone.

To order, call the *PCA America Fulfillment Center* at 800.835.2671.

## Prevent Child Abuse America

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“We can not ignore  
the problem of  
child abuse in  
America nor allow  
ourselves to become  
desensitized to it.  
We must act now.”



Majority Leader Tom DeLay (R-TX)  
U.S. House of Representatives

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visit our web sites at

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

Plan ahead, all are welcome to attend

# events

## JULY 30-AUGUST 1, 2003

The Child Welfare League of America (CWLA) presents its **Fourth Annual Kinship Care Conference, “Preserving and Strengthening a Family Resource.”** Kinship Care is the full time care, nurturing and protection of children by relatives, members of their tribes or clans, godparents, stepparents or any adult who has a kinship bond with a child. This conference offers informative pre-conference institutes, as well as over 40 sessions that support and promote enhanced kinship care legislation, innovative programming and best practices. **Hyatt Regency Philadelphia at Penn’s Landing, Philadelphia, PA**

Contact: 202.942.0305 or  
202.942.0308, or visit [www.cwla.org](http://www.cwla.org)

## AUGUST 2-5, 2003

The Council on Accreditation hosts the **Third Biennial National Conference, “The Power of Accreditation.”** The Council on Accreditation promotes best-practice

standards; champions quality services for children, individuals and families; and advocates for the value of accreditation. Attendees will have the opportunity to network and enjoy a variety of workshops addressing issues relevant to both accreditation and human services today. Special pre-conference training is also available August 1-2. The conference is also pleased to have keynote speakers Joan E. Ohi, commissioner, Administration for Children, Youth and Families, U.S. Department of Health and Human Services; and renowned author Jonathan Kozol. **Waldorf-Astoria, New York, NY**  
Contact: Visit [www.coanet.org](http://www.coanet.org) or call toll-free at 866.COA.8088

## OCTOBER 25, 2003

**Save the date!** PCA America Chicago Board will host its annual **Blue Ribbon Ball** (formerly the Gold and Silver Ball).  
Contact: Babette Nyka,  
312.663.3520 ext. 164

## MAY 14-19, 2004

**Save the Date!** Start planning now to participate in the **2004 PCA America National Conference, “Spreading the Magic of Prevention.”** It provides a wonderful opportunity for members of the PCA America network and others interested in supporting strong families and safe, healthy children to come together for education, inspiration, motivation and recreation. The 2004 conference will be held at *Disney’s Coronado Springs Resort* at WALT DISNEY WORLD® RESORT in Orlando, Florida. A special conference rate of \$138 per night plus tax will be honored six days before and after the conference dates for all attendees. **Disney’s Coronado Springs Resort, WALT DISNEY WORLD® RESORT, Orlando, FL**  
Contact: Conference Manager Ann Johnson at [ajohnson@preventchildabuse.org](mailto:ajohnson@preventchildabuse.org) or Conference Services Coordinator Rebecca Loden at [rloden@preventchildabuse.org](mailto:rloden@preventchildabuse.org), or call 312.663.3620.

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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