

lookin' up



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winter 2002

Dear Friends:

I write this issue's letter with very mixed emotions.

On the one hand, I feel a sense of renewal. The holidays were peaceful and joyous, surrounded by family and friends. Reconnecting with our loved ones seemed even more important this year, and the joy of sharing the holidays with children (and grandchildren!) makes the experience richer with each passing year.



As an organization, we have now entered our fourth decade, having been founded by Donna J. Stone in 1972. And the excitement of preparation for our annual conference in March in Dallas continues to grow.

And, yet, the after-effects of September 11th still linger.

The economic effects of the terrible tragedies and the war on terrorism that has been undertaken as a result have given us pause to consider our future in a new light. It's been a time for re-grouping. For reaffirming our personal bonds and reducing our organizational vulnerabilities. Our mission to prevent the abuse and neglect of our nation's children is too important, and our progress too significant, to risk stumbling now.

The experts tell us that we shouldn't be surprised to feel more tentative, less secure. While a certain degree of caution is appropriate and prudent, I can't help looking forward to the day when we can realign our sights once again. After all, the danger in constantly looking down to carefully measure your steps is that you lose sight of where you're going. The only way to make sure you're actually headed in the right direction is, of course, by *lookin' up*.

Best Wishes,

A. Sidney Johnson III
President and CEO

To our donors

Thomas W. Jones supports healthy families nationwide

Since 1997, **Thomas W. Jones**, chairman and CEO of the Global Investment Management and Private Banking Group of **Citigroup**, has been dedicated to supporting the efforts of PCA America's voluntary home visitation program, **Healthy Families America**® (HFA).

Serving on the Board of Directors for Freddie Mac, Jones is committed to helping Freddie Mac Chairman and CEO **Leland C. Brendsel** support the Campaign for Healthy Families, a major fundraising effort to support the growth and quality of HFA nationwide. This campaign has a goal of raising \$15 million in corporate funding to ensure the long-term success of Healthy Families America, and to make its services available to all new and expectant parents nationwide.

"I am blessed with a healthy family, a strong marriage of 27 years, and four wonderful children whose minds are clear, whose hearts are loving, and whose spirits desire to soar and excel and be in harmony with God. My wife, Addie, and I support Healthy Families America in order to help other families know these same blessings," said Jones.

In addition to his impressive career and his involvement with Healthy Families America, Jones also serves on the Board of Directors for Pepsi Bottling Group and Fox Entertainment Group. He also is a trustee for the Educational Broadcasting Corporation and Cornell University. Other philanthropic activities include the St. Aloysius School in Harlem, the King & Low-Heywood Thomas School in Stamford, CT, and the Alvin Ailey American Dance Theatre.

Jones holds an MS from Cornell University and an MBA from Boston University. He has also been awarded honorary doctoral degrees by Pepperdine University and the College of New Rochelle.

We extend our gratitude to Jones for his outstanding achievements in improving the lives of children and families.

United Recycling Industries, dedicated to preventing child abuse and neglect

For the past two years, **United Recycling Industries** has been an invaluable supporter of PCA America's efforts to prevent the abuse and neglect of our nation's children. Thanks to the leadership of Chairman and CEO **Robert Glavin** and his wife **Linda Post**, United Recycling Industries has shown its support by being a major sponsor of our annual Gold & Silver Ball. Hosted by the PCA America Chicago Board and WGN-TV Children's Charities, the Gold & Silver Ball is one of our premier fundraising events.

"United Recycling Industries has seen wonderful growth due to the combined efforts of our family; as we have been incredibly blessed with talents and opportunities," said Glavin. "We are pleased to support the efforts of an organization like Prevent Child Abuse America that protects and nurtures children and families."

United Recycling Industries is an innovative leader in the environmentally sound reuse and recycling of high-tech electronic equipment and precious metals. Founded in 1950, the company has evolved from a single-faceted metal processor to a high-capacity, environmentally conscious recycling company. United Recycling Industries' environmentally responsible recycling efforts divert millions of pounds of used technology from landfills. The company's efforts also result in the processing of approximately 2 million pounds of obsolete electronics per month.

In addition to its involvement with PCA America, the company has been instrumental in helping to bridge the "digital divide" with qualified organizations. In 2000, United Recycling became involved with the People's Resource Center in Wheaton, IL. Since then, United Recycling has provided computer education and has donated PCs, monitor and other computer hardware to support the People's Resource Center's many programs.

Our thanks to United Recycling Industries, Robert Glavin and Linda Post for their generous support.

Welcome

Members

Recent events have changed how we view the world around us in some profound ways. Community, family, and home are now more significant than ever.

During these trying times, it is essential that our children—locally and throughout the nation—grow up in a loving and safe environment.

**That's why we at PCA America
invite you to help us
create a world
without child abuse.**



We can change the world, but we need you to take the first step. We need you to become a member today and help us make a difference—for our neighborhoods, our community and our children.

With your help, we can do more than just imagine a world without child abuse...

...we can create it!

Right here.

Right now.

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. 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

\$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

Life in the non-profit sector after September 11

The events of September 11 have presented our mission and our prevention networks with challenges that none of us could have imagined on September 10. How do we talk about one single issue when so many loom around us now? How do we address the tragedy without appearing to exploit it? With the coinciding economic downturn, how will we continue to support our programs and services? What exactly will be the impact of these terrible events?

At this point, most who have tried to answer the last question agree that it's just too soon to tell – and too difficult to predict considering that none of us has lived through anything like this before. However, a few experts are willing to try. Following is an overview of what we know so far, and some educated guesses about what to expect.

It is helpful first to note that there are two separate, but related, issues at hand. First: the recession. Second: September 11. While the events of the 11th certainly exacerbated existing poor economic conditions, the economy had been heading for a downturn for over a year prior to the attacks. September 11, then, is much more about the scars left on the national psyche than it is about our economic woes. Moreover, the bottom line is that we aren't dealing with just a recession, or just a crisis, but both.

For the non-profit sector, these two phenomena have intersected in a potentially troubling manner in that, while growth in individual and corporate giving is likely to slow with the economy, the crisis created a large new fund to which a record number of dollars has been diverted. This has been an issue of concern for many in the philanthropic community, but fundraising experts are quick to calm.

First, they note that all of the money raised for disaster relief totals less than one percent of the over \$200 billion Americans donated to charities last year. Additionally, a study commissioned by the Independent Sector in October indicates that the generosity leading to the record \$1 billion in contributions to disaster relief will not conclude with September 11 aid. It found that 58 percent of Americans made a financial contribution to disaster-relief funds and 73 percent of this number said that they would continue to give as much or more than they usually give to other charities.

Tom Watson, president and CEO of *Changingourworld.com*, noted another positive phenomenon: many people gave for the first time after September 11, potentially resulting in a wider base of future philanthropic donors for all causes. He was also encouraged by the prevalence of online giving, from which many people may have learned how easy donating can be. He credited the online outpouring with providing fundraisers with valuable new knowledge about that medium, urging them to further explore online opportunities.

Some Challenges

It all comes back around to the economy, however, as 50 percent of those questioned in the Independent Sector poll also believed that an economic slowdown will reduce giving. And they're probably right. According to the Center on Philanthropy at Indiana University, human services may experience a particularly painful blow, as that field has historically seen its growth rate of giving slow in years of both crisis and recession. However, while charitable giving does *slow* during times of recession, giving has actually *increased* every year except 1987.

While a poor economy does seem to be the central challenge, the fact is that the national mood has changed as well, as John O'Neil pointed out in his November 12 article for *The New York Times*. He noted that fund appeals have to be implemented delicately right now. No one wants to appear to exploit the tragedy. And extravagant galas may seem inappropriate as well. Finding the right balance between appropriate restraint and the bold tactics often necessary to bring in dollars is a new and difficult challenge.

It is more critical than ever for those of us in the prevention field to address these fundraising challenges, though. The constant paradox is that an unhealthy economy results in more people needing the services we provide, but fewer resources with which to provide them. Parent self-help support groups and home visiting services, among other programs, provide much-needed support to families under stress. *The Dallas Morning News* noted in November that, while no rise in family violence had been detected at that time, experts were worried that the stress created and exacerbated by the terrorist attacks combined with an economic downturn could exact a violent toll on our nation's children. It is important to remember that the



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Southeast chapters come together to network and develop leadership skills. In November, nine PCA America chapters held their annual Southeast Quadrant Meeting in Atlanta, GA. Staff and executive directors from **PCA Alabama, The Family Source in Florida, PCA Georgia, PCA Kentucky, PCA Louisiana, PCA North Carolina, PCA South Carolina, PCA Tennessee and PCA Virginia** came

together for two days to focus on leadership development. Participants enjoyed networking sessions, team building and leadership training. There were also sessions on strategic advocacy efforts, managing state conferences and PCA America's new public service advertising campaign.

Prevent Child Abuse America

Alcoa awards a \$50,000 grant for chapter development. **Alcoa**, a long time friend of PCA America and financial supporter of our conferences, has awarded us with a \$50,000 planning grant for new chapter development. This grant will focus on three key strategies, including planning, outreach and engagement, and will target states where chapters currently do not exist. For additional information, please contact **Ben Tanzer**, senior chapter associate, at 312.663.3520 ext. 123.

Prevent Child Abuse America

Indiana journalist produces documentary on child abuse and neglect. In 1998, **Karen Grau**, president and executive producer of **Calamari Productions**, was granted unprecedented access to the Indiana Supreme Court's child abuse and neglect hearings (called CHINS cases – Children in Need of Services). The documentary, ***In a Child's Best Interest***, sheds light on how child welfare cases in Indiana are handled and takes a look inside what ultimately happens to the kids involved. Stories included cases such as a nine-year-old boy, sexually abused as an infant, who is charged as a sexual offender; a mother who gives her ten-year-old daughter to the state, saying she can no longer deal with the child's mental health needs; and a four-day-old baby girl who is born cocaine positive.

Throughout the production of this documentary, Grau has worked closely with **Andie Marshall**, executive director of **PCA Indiana**, to gather relevant research and statistics about child abuse and neglect, as well as background about the issue. The documentary first aired on PBS in Indiana a few years ago. The current version will air nationally on "Dateline NBC" in March 2002. Marshall said that PCA Indiana is thrilled to have been involved with this project. She is hopeful that the documentary will be instrumental in increasing awareness about child maltreatment and the importance of prevention.

Prevent Child Abuse Indiana

PCA Rhode Island receives March of Dimes grant for Shaken Baby Syndrome Prevention Campaign. As part of a three-year Shaken Baby Syndrome Prevention Campaign, **PCA Rhode Island** has been awarded a **March of Dimes Rhode Island Chapter Local Community Grant** in the amount of \$19,000. This grant will support a parent education model designed specifically to inform parents about the dangers of shaking an infant or small child. The parent education model will also provide parents and others with resource information and ways to cope with a crying baby.

In addition, this project will include a wonderful reminder for parents and caretakers about the dangers of shaking an infant – a receiving blanket imprinted with a "don't shake" message and the organizational logos for both PCA Rhode Island and the March of Dimes. The blanket is a visual reminder to a stressed parent and caretaker to take a deep breath and to never shake a baby.

Prevent Child Abuse Rhode Island

New project addresses challenges of current economic landscape

In response to the economic downturn and the threat of continued governmental budget cuts, PCA America is launching a message development and advocacy initiative that will help us to make the case for sustaining and increasing funding for child abuse and neglect prevention programs. This prevention funding project, funded by the **Freddie Mac Foundation**, includes research, message development and education components.

A fundamental goal of this new initiative is to ensure that all key leaders within our networks can use this information to educate policymakers and opinion leaders at the national, state and local levels about the importance of sustaining and enhancing funding for prevention services.

The timing of the project will help prevention advocates address vital funding streams, for our programs including the Child Abuse Prevention and Treatment Act (CAPTA), Promoting Safe and Stable Families, and Temporary Assistance for Needy Families (TANF).



Congress clears final HHS funding bill

Before adjourning for the year, Congress finished work on all remaining appropriations bills, including the final budget for the Department of Health and Human Services (HHS) with passage of the FY02 Labor-HHS-Education Appropriations Bill on December 20, 2001. The funding measure includes slight increases for the Child Abuse Prevention and Treatment Act (CAPTA) programs and for other child welfare services.

The Promoting Safe and Stable Families Program (PSSF) was reauthorized and received a \$70 million increase in discretionary funding, not the mandatory funds at \$200 million, which President Bush had proposed. Below are the final 2002 appropriations compared with 2001 funding levels:

CAPTA

State grants: 2001 - \$21.026 million; 2002 - \$22.013 million
R&D grants: 2001- \$33.717 million; 2002 - \$26.178 million
Community-based family resource grants: 2001- \$32.834 million; 2002 - \$33.417 million

Child Welfare Services: Title IV-B(1)
 2001 - \$291.986 million; 2002 - \$291.986 million

Promoting Safe and Stable Families: Title IV-B(2)
 2001 - \$305 million; 2002 - \$375 million

Title XX Social Services Block Grant
 2001 - \$1.725 billion; 2002 - \$1.7 billion

Abandoned Infants Assistance
 2001 - \$12.182 million; 2002 - \$12.205 million

One Percent to Prevent initiative goes local

In 1999, PCA America launched the *One Percent to Prevent*, initiative, which calls for greater investment in prevention funding through educating policy-makers and other key stakeholders about child abuse and neglect and the need to strengthen families. Thanks to a grant from **WGN-TV Children's Charities**, a fund of the Robert R. McCormick Tribune Foundation, PCA America is able to pilot this initiative in Chicagoland throughout 2002.

Activities of the One Percent to Prevent pilot program include:

- Asking candidates in the March 2002 primary and the November 2002 general election for their support on prevention issues;
- Holding a legislative breakfast;
- Implementing a direct mail campaign to candidates;
- Participating in community festivals and fairs; and
- Holding a special fall educational event.

Educational materials are being developed using prevention research and data that demonstrates the cost-benefit of preventing child abuse in Illinois, which will be similar to PCA America's recent national study finding that child abuse and neglect costs the country \$258 million each day.

people



Police Department, where she led the way for the diverse and

OHIO — PCA America extends a special thank-you to **Renee Frankel** (pictured below), director of the Wise Center Day Camp in Cincinnati, OH, and the 250 kids who attended summer camp. Every summer Renee has the children of her day camp contribute money to a children's charity. She says she likes the kids to learn about the importance of giving, which helps remind the campers that while they are having a great summer there are other kids who may not be able to go to camp.



This year, the kids, ranging in age from 3-12, raised \$709.50 (in pennies, nickels and quarters) and donated it to PCA America. Renee's daughter, **Susan Frankel**, is the manager of HFA State Systems support for PCA America and accepted this special donation during a small ceremony held at the end of July.

CHICAGO — We are pleased to welcome four new members to PCA America's National Board of Directors: **Julie Johnson**, national president of Kappa Delta Sorority;

Rodney Hammond, director of the Division of Violence Prevention for the CDC; **Steve Stone**, attorney and nephew of our founder Donna Stone; and

Representative **Kip Tokuda**, Washington State House of Representatives. All four members bring with them diverse backgrounds and a wealth of knowledge beneficial to the prevention of child abuse and neglect.

PCA America would also like to welcome **Michael Axelrod** as the new chairman of the board. He has been an invaluable member of our board since the fall of 1998 and was the secretary before becoming the

board chairman this fall. We look forward to the many contributions these new board members and our new chairman will make to our prevention efforts.

NORTH CAROLINA — Congratulations to **Jennifer Tolle Whiteside**, executive director of PCA North Carolina, and **Ted Whiteside**, former director of PCA Rhode Island, on their recent marriage (pictured above). They were married in Durham, NC, during an evening ceremony on November 2, surrounded by close friends and family. After surviving a honeymoon cruise through a hurricane, the couple was glad to come home to Jennifer's four-year-old daughter, Lindsay. We wish them smooth sailing.

OKLAHOMA — PCA America congratulates Major **Lynn Jones** for her induction into the 2001 Oklahoma Women's Hall of Fame. Jones was honored for her long and distinguished career in the Tulsa

Police Department, where she led the way for the diverse and significant roles open to women in law enforcement today. In 1973, she was the first female officer ever assigned to Patrol. Since then, Jones developed and taught the first Officer's Street Survival training course in Oklahoma and created the first volunteer program for Oklahoma police officers. Jones is now the highest-ranking female officer in the Tulsa department.

Jones has also shown an incredible dedication to preventing the abuse and neglect of our nation's children. She volunteers for several community organization related to children's issues, in addition to serving on PCA America's national board and on the advisory board for the Child Abuse Network. And most importantly, throughout her career in law enforcement Jones has been dedicated to solving crimes against children and women.

Program briefs

PCA America National Conference expands scope beyond prevention networks

Imagine a Nation Without Child Abuse: Combining our Strengths for Prevention is breaking new ground in more ways than one. In addition to being the first national conference in memory to amass all of PCA America's networks, this conference will bring together professionals from various fields related to the issue, reaching far outside just our national network. Additional organizations represented at this event will include the American Academy of Pediatrics, the Brady Center to Prevent Gun Violence, Family Support America, and the Shaken Baby Alliance, among others.

This conference is made possible through the support of (as of January 1) **Alcoa**, the **Fannie Mae Foundation**, the **Freddie Mac Foundation**, the **Pajeau Children's Foundation**, **Paul Newman's Own, Inc.**, **Pratt & Miller Engineering & Fabrication, Inc.**, **Ronald McDonald House Charities**, **The Frank P. Smeal Charitable Lead Trust**, and **W. Clement and Jessie V. Stone**.

The conference will be held March 2-5, 2002, at the Adam's Mark Hotel in Dallas, TX. Participants may register for the early bird fee of \$250 from early November through January 15, 2002.

After that time, regular registration will run until February 22, 2002, for \$275. The cost to register on site is \$325. For more information about the conference, please call the conference hotline at 312.663.3520 ext. 221 or visit our web site at www.preventchildabuse.org.

Alabama, Kansas and Wyoming join national network of parent self-help support programs

PCA America and the National Family Support Roundtable welcome Alabama, Kansas and Wyoming to its parent self-help support program network. Thanks to a grant from the Office on Child Abuse and Neglect (OCAN) of the U.S. Department of Health and Human Services, the project was able to provide \$25,000 grants to these states to assist in the creation and development of statewide networks for parent self-help support programs.

The goals of the PCA America/Roundtable project are to increase the number of states participating in the national network, increase the number of mutual self-help groups and to provide groups to underserved populations. The addition of these new states brings the national numbers to 18 statewide networks and two regional alliances.

prevention

Bullying: Children Abusing Children

"It's time we labeled bullying for what it truly is – child abuse. We can no longer claim that bullying is child's play, boys being boys or a youthful rite of passage. Bullying today is a child's terror, boys killing boys and others, and a ritual that must be stopped.

"According to the National Education Association (NEA), 160,000 children stay home from school daily because of fear of intimidation by their peers. A study by researchers Leonore Dron and Rowell Huesman shows that young bullies carry a one-in-four chance of having a criminal record by age 28. The NEA reports that every day 6,250 teachers are threatened with bodily injury, and 260 are physically assaulted by students. Despite these frightening statistics, the public frequently discounts the issue of bullying.

"In the aftermath of school shootings, however, precautions of many kinds are invading the learning landscape. As they have in airports, metal detectors, surveillance cameras, police officers, and other external strategies may become commonplace in our schools in the next century. But how will we put heart detectors in place? How will we identify those students whose pain has turned to rage? How will we apply sanctions and consequences when peer abuse occurs?

"We can start by surveying students as young as eight years old to identify bullies. Researching our book, *Bullies & Victims Helping Your Child Through the Schoolyard Battlefield* (M. Evans & Co., 1996), Paula Fried, my daughter and co-author, discovered an amazing piece of research conducted by Leonard Eron almost 30 years ago.

"Working with nearly 700 third grade students in an upstate New York school district, Eron invited every third grader to review a student roster and check the name of every student they considered to be a bully. Ten years later, when the third graders were high school seniors, they were invited to repeat the assignment. In comparing the lists, Eron discovered a substantial correlation between the bullies identified at age eight and those identified at 18. A second follow-up 10 years later, when the third graders were now 28, showed that one-in-four of the bullies identified 20 years earlier had criminal records. The male bullies were more likely to be abusive to their wives; the female bullies were at greater risk to abuse their children.

"When third grade students can identify their troubled peers for us, why wouldn't we do everything in our power to help those children change their behavior while they are young, when the potential for successful intervention is greater?

"Most bullying situations begin with words. When I talk to students, I tell them, 'Sticks and stones can break your bones, but words can break your heart.' Any student will tell you a broken heart takes a lot longer to heal than does a broken bone.



"Adults and witnesses need to intervene at the verbal level before violence escalates. In my work with more than 50,000 students, kids consistently report that verbal abuse is the most prevalent, insidious form of bullying.

"Children tell me they are taunted for being different – too tall, too short, too heavy, too thin, too smart, too slow, too rich, too poor, too shy or too aggressive. The list is endless.

"But every student fits into at least one of these categories and therefore qualifies as being different, so we cannot blame differentness as the root cause of bullying. Bullying occurs when a student derives pleasure from someone else's pain. Missing from the bullying equation is empathy. Empathy is a precious characteristic of humanity, but very few students have ever even heard the word. It's not in their vocabulary and consequently not in their social repertoire.

"Bullying is child abuse... Despite the many responses in place when adults abuse a child, the incidence of child maltreatment continues to increase. For cases of peer-to-peer abuse, however, we have done little to safeguard children's rights. State and federal laws mandate that the workplace be free of 'hostile environments,' but students are not afforded the same protection in their workplace – the school. Of course, bullying is not confined to schools. Children share painful stories of bullying at camp, in team sports, during after-school activities, on the Internet and at home between siblings.

"We must teach our children not to inflict pain. Pain does not evaporate. It collects and turns to rage... It is imperative that we work together to stop the pain."

2001 Gold & Silver Ball Raises Over \$250,000

The 2001 Gold & Silver “Masked Ball,” hosted by the **PCA America Chicago Board** and **WGN-TV Children’s Charities**, a fund of the Robert R. McCormick Tribune Foundation, raised over \$250,000 for the prevention of child abuse and neglect.

More than 320 guests celebrated the mystery and intrigue of this gala evening on October 27 at the Ritz-Carlton Hotel, Chicago. Guest enjoyed dinner, dancing, awards, and a silent and live auction with auctioneer **Bruce Sayre** of **Sheldon Good & Company**. Live auction items included eight international trips for two with airfare donated by **American Airlines**.

Chicago Board member **Anthony Rossi** was this year’s ball chair. Sponsors included **American Airlines**, **Aon Corporation**, **Sara Lee Corporation**, **United Recycling Industries Inc.** and the **Wm. Wrigley Jr. Company**.

“This year we hosted a spectacular and very successful Ball, thanks in large part to WGN-TV Children’s Charities,” said Chicago Board President **Kathleen Myalls**. “Because of this unique partnership, the Robert R. McCormick Tribune Foundation added significant dollars to those raised at this event. We are so grateful to Chicago Honorary Board member **Merri Dee** of WGN-TV for her personal commitment as it relates to child abuse and other children’s issues.”

United Recycling Industries was the recipient of this year’s “Angel Award,” presented to those who have furthered PCA America’s mission of preventing the abuse and neglect of our nation’s children. **Robert Glavin** and his wife **Linda Post** accepted the award on behalf of United Recycling Industries, which was a major sponsor of this year’s event. (See page 2 for a profile on *United Recycling Industries*.)

This year, the 2001 “Voice Award” was presented to Cook County Public Guardian **Patrick Murphy**, for the work he has done on behalf of abused and neglected children. Murphy has been the Public Guardian of Cook County for more than 20 years. The Public Guardian’s office is the largest of its kind in the United States, and acts as the attorney for all abused and neglected children in Cook County, as well as the guardian for elderly, disabled adults. Murphy is the guardian of approximately 400 of these individuals.

Next year’s Gold & Silver Ball will be held on November 16, 2002. For more information or to receive an invitation please call 312.663.3520 ext. 135.

Worth magazine ranks PCA America one of nation’s top 100 charities

PCA America was recently named one of the 100 best charities in America by *Worth* magazine in the December 2001 issue. We shared this prestigious ranking with organizations like the March of Dimes, Ronald McDonald House Charities, YMCA-USA, the Children’s Defense Fund, Habitat for Humanity and the Child Welfare League of America. Charities were chosen based on their direct flow of funds to programs, the success of their mission and whether or not they are making a real impact. For more information visit www.worth.com.



(Left to right) Michael Axelrod, Robert Glavin, Linda Post, Sid Johnson



Anthony Rossi (left) and Merri Dee (right) Director of Community Relations, WGN-TV



Kathleen Myalls (left) and Cook County Public Guardian Patrick Murphy (right)

PCA AMERICA PUBLIC HEALTH PROJECT CONTINUES INTO 2002 – Thanks to a \$100,000 grant from the **Edna McConnell Clark Foundation**, PCA America will continue its multi-year public health project started in 1999. The goal of this project is to prevent child abuse and neglect by strengthening the role of primary care practitioners (PCPs) in promoting positive behaviors in the parents of their patients and referring parents to community-based prevention resources. We are grateful to the Edna McConnell Clark Foundation for funding the first three years of this project.

In the course of the first two years, we learned a great deal about the public health field and its relationship to child abuse and neglect. After extensive research, we decided to focus on developing child abuse and neglect prevention programs for use by PCPs in pediatric offices, hospitals and clinics. While the public health community is extremely diverse from one community to another, the common element in all public health models is the PCP, namely the pediatric doctor or nurse in either a private or clinical setting. In this capacity, PCPs often play a critical role in effecting positive change not only in their patients, but also in their communities.

In addition, PCPs involved in the care and treatment of children also serve a valuable function with parents themselves. A 1987 study, for example, found that doctors were second only to a parent's own mother in terms of valued personal sources for advice on childrearing.

PCA America commissioned Balch Associates to conduct telephone focus groups with pediatricians and nurse practitioners who showed a strong interest in child abuse. The research revealed that

change in parents, pediatricians and pediatric nurse practitioners find their training in child abuse and neglect prevention to be inadequate. The research also showed that the major barrier to practitioners' involvement in child abuse and neglect prevention is time, particularly in the managed-care era of 7- to 15- minute appointments. Some providers don't ask questions that may reveal abuse or risk factors for abuse because they are reluctant to deal with any problems they uncover.

This research will be invaluable as we move into year three of the project, which will focus on program development and implementation. During year three, in partnership with the American Academy of Pediatrics (AAP), we plan to accomplish the following:

- Identify and promote effective education model(s) for PCPs on the subject of child abuse and neglect prevention.
- Increase linkages between PCPs and community-based or state organizations and services related to child abuse and neglect prevention.
- Increase the use of prevention materials and resources by PCPs, including distribution of these materials through PCPs to the parents of their patients.

And finally, in conjunction with the 2002 PCA America National Conference in Dallas, TX, we will hold a full-day meeting with the AAP. During this meeting we will discuss existing prevention education models and a review of new prevention materials. In addition, we will hold workshops on our unique partnership with the AAP and a panel discussion to solicit input from the field. For more information about this meeting, please contact *Suzette Fromm* at 312.663.3520 ext. 175

prevention mission is timely and significant – and to remind the press, public and donors as well. PCA America's inclusion in the December 2001 issue of *Worth* magazine's top 100 charities underscores our credibility as an organization and a network able to fulfill this mission and truly effect change in the prevention landscape, a fact worth noting to these audiences.

Prevention messages are especially important at the grassroots level now. People searching for a way to offer assistance can be reminded of the need to support others in their community in times of stress. Prevention organizations can offer ideas about how to help, such as to offer to baby-sit for a recently laid-off, job-hunting neighbor or to check in on families under stress.

There is so much we all can do to help. Continuing to educate the public, press and potential donors about that is a critical charge. And while we certainly face a new set of challenges than were present on September 10, we now know more than ever the solemn importance of striving to create a world free from violence and safe for children.

For more resources, please visit www.preventchildabuse.org where we have compiled a list of references concerning fundraising, strategic communications and advocacy post-September 11.

New publications and resource materials

COMMUNITY RESOURCE PACKET

Our new Community Resource packet, sponsored by Target, focuses on the little things you can do to prevent child abuse and neglect. These materials are designed to encourage individual, family and community participation in prevention activities throughout the year, but especially during April's observance of Child Abuse Prevention Month. We hope you find them helpful as you build or strengthen local efforts to prevent the abuse and neglect

of our nation's children. Call 1.800.CHILDREN or visit our web site www.preventchildabuse.org to order your packet. A donation of \$5 per packet is requested.



events

MARCH 2-5, 2002

PCA America hosts its **National Conference, "Imagine a Nation Without Child Abuse: Combining our Strengths for Prevention."** This national conference will focus on the prevention of child abuse and neglect, and the efforts of PCA America chapters, Healthy Families America program sites, members of the parent self-help support program network and the research network.

Adam's Mark Hotel, Dallas, TX
Contact: *Ann Johnson or Holly Seymour, 312.663.3520*

APRIL 1-30, 2002

By Presidential Proclamation, April marks the nation's annual observance of **Child Abuse Prevention Month.** This month-long observance is intended to increase public awareness of the continuing

problem of child abuse and neglect. Various activities will take place in communities nationwide.
Contact: *Carisa Parker 312.663.3520 ext. 168*

APRIL 23-24, 2002

The Minnesota Association for Children's Mental Health presents its **"Children and Adolescent Mental Health Conference."** This statewide conference will feature over 60 workshops designed to provide parents and service providers with a forum to share new information, as well as state-of-the-art techniques and strategies for working with children with mental health needs and their families. **Duluth Entertainment Convention Center, Duluth, MN**
Contact: *651.644.7333 or 1.800.528.4511*

APRIL 25-26, 2002

Broken Boundaries Conference hosts its Fifth Annual Conference, **"Child, Adolescent and Adult Sexual Abuse Victims and Sex Offenders."** Broken Boundaries Conference is a collaborative effort by Harmony Hill School, Kent County Mental Health Center, Sexual Assault & Trauma Resource Center of Rhode Island, Spurwink/RI, and St. Mary's Home for Children. The conference offers the latest in prevention, intervention and treatment for sexual abuse victims and offenders. **Rhode Island Convention Center, Providence, RI**
Contact: *www.brokenboundaries.org*

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“This is a special year for PCA America as we celebrate our 30th anniversary.”

Prevent Child Abuse America

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