

lookin' up



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winter 2003

Dear Friends:

Looking back on the year 2002, it's hard to believe how quickly it went. After the emotionally draining closing months of 2001, we had entered the new year mindful of the challenges we were facing, particularly given the difficulties our economy was facing and the implications for our corporate, foundation and private funders.

The sudden shift from projections of federal and state budget surpluses to warnings of dramatic cuts to come



was sobering, particularly for our chapters and prevention program networks, which were confronting the difficult challenge of meeting increasing demand with fewer resources.

And yet, the work carried out during 2002 by our national organization, our state chapters and our prevention program networks was truly remarkable. There were far too many successes to list here, although you'll read about some of them in the following pages.

In these challenging times, we are especially indebted to those who continue to make our important work possible, particularly to our funders, donors, members, staff and volunteers.

Sadly, we closed the year 2002 with the passing of Diana Jemison, who had devoted more than two decades of service to PCA America. Her long, gallant struggle against cancer was an inspiration to all who knew her, and her passing has left us all deeply saddened. But her moving memorial service, attended by most of our staff, reminded us all that Diana will continue to inspire us with her dedication, good humor and courage ... qualities so desperately needed in our daily work.

As we continue to dedicate ourselves to the prevention of child abuse and neglect, I know that I will always remember the lesson I learned from Diana ... the best way to keep moving forward is by ... *lookin' up*.

Best Wishes,

*A. Sidney Johnson III
President and CEO*

To our donors

Over \$1 million raised for Healthy Families America

On November 19, PCA America held its annual **Healthy Families America® (HFA) Awards Dinner** as part of the Campaign for Healthy Families, a major fundraising effort to support the growth and quality of HFA nationwide. Held at the Essex House in New York, the Awards Dinner raised over \$1 million while honoring two strong supporters of our nation's children: **Thomas W. Jones**, chairman and CEO for Global Investment Management of Citigroup, and award-winning author **Jonathan Kozol**. More than 300 leaders from New York's financial and corporate communities attended the event, which was a huge success thanks to the efforts of Event Chair **Leland C. Brendsel**, Freddie Mac chairman and CEO, and PCA America staff including **Scott Tomhave, Kim Clement** and **Babette Nyka**.

Thanks to the generous support of numerous individuals, foundations and corporations, HFA continues to help families raise children who feel loved, secure, and ready to learn. A voluntary home visitation program, HFA promotes positive parenting, encourages child health and development, and prevents child abuse and neglect. Last year alone, HFA programs reached more than 80,000 families in over 450 communities nationwide. Our goal is to see that number grow so that one day all new parents can have access to the services offered by HFA.



(Left to right) Thomas W. Jones, Jonathan Kozol and Sid Johnson

PCA America gratefully acknowledges the following individuals and corporations for their generous support of the HFA Awards Dinner.

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for making a difference in the lives
of children and families nationwide.**

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Working with pediatricians to prevent child abuse

The field of pediatrics has always considered the concept of prevention a cornerstone of its work. Its focus on child safety and disease prevention has, through the years, broadened to include the prevention of numerous social ills such as smoking, drug use and gun violence.

The issue of child maltreatment, however, often still invokes among pediatricians concerns about mandatory reporting and child protective services – in other words, the concept of intervention. Additionally, PCA America’s research with pediatricians and pediatric nurse practitioners has revealed that they perceive their training in child abuse and neglect prevention as inadequate. To the extent they have been exposed to child abuse and neglect as an issue, pediatrician education and training has largely focused on the identification of abuse and neglect, and the various reporting and treatment options available to them.

Pediatricians and primary prevention

However, Pediatricians can and do play a unique and powerful role in the primary, or universal, prevention of child abuse. The pediatric health care setting is one of two systems (the other being the school system) in which all children have contact at some time if only to be immunized for school. This nearly universal access to families provides pediatricians opportunities to educate parents on the kinds of topics most likely to cause stress and uncertainty – and too often maltreatment.

In addition to this unique access, pediatricians enjoy a high level of trust by parents. A 1987 study, for example, found that doctors were second only to a parent’s own mother in terms of personal sources for advice on childrearing.

Building on this trust, pediatricians can use the concept of anticipatory guidance to help parents better understand what to expect of their children’s development and how to address difficult issues using nurturing, non-abusive strategies. Anticipatory guidance, the proactive counseling of parents by health providers about developmental changes that will occur in their children in the interval between health visits, is a core concept in pediatric medicine. Doctors have often used the opportunity of well-child visits to talk with parents about what they should be expecting over the next few months of their children’s development and to address their questions and concerns.

However, allocating specific time to this practice can be a challenge. Despite best intentions, the limit placed on the time pediatricians spend with their patients is a major barrier to their engagement in such prevention-related activities. Of the average 15.2 minute office visit, only 1.5 minutes is devoted to education. There are several ways pediatricians can overcome this barrier.

Pediatricians focused on child abuse prevention recommend as one strategy that their colleagues consider spending less time physically examining an obviously healthy child and more time on anticipatory guidance. Encouraging parents to seek out parent education classes and support groups is another strategy that takes little of a physician’s time, but goes a long way toward decreasing parents’ apprehension of using such services and consequently providing them with the information they need to appropriately address their children’s needs. Pediatricians, therefore, need to ensure that they – and their office staff – are familiar with such community-level services.

In addition to parenting and family support services, pediatricians can play a prevention role by familiarizing themselves with the array of community organizations – or one central clearinghouse of such services – available in their area. Linking parents to those working with issues such as substance abuse, domestic violence, mental illness, early childhood education, financial concerns and childcare help families address problems that can trigger child abuse and neglect.

Working with pediatricians to prevent abuse: STAGES

A 1999 study concluded that, with the provision of information, support and appropriate tools, “pediatricians can become agents of change in their communities” and that pediatricians are in a unique position to capitalize on “their status in the community as physicians, their expertise, and their programmatic and political connections to create opportunities to expand and improve health and social services for children.”



STAGES™

Understanding your child's development

Hoping to build on this potential, PCA America in 2001 began conducting extensive formative research with pediatricians regarding their role in child abuse prevention and partnered with the American Academy of Pediatrics (AAP) to discuss strategies to engage pediatric professionals in prevention efforts.

Based on this research and outreach, and the formation of partnerships with key individuals and organizations, PCA America has developed and is piloting the Stages project, which utilizes several strategies that take into account the perceived benefits and barriers to pediatric professionals’ participation in the prevention of child abuse and neglect. We are currently piloting the following strategies:

■ **Direct marketing of materials.** This approach involves mailings of materials created by and for pediatric professionals and parents. With this approach, many pediatric settings can be reached and there is very little demand on pediatricians’ time. We are piloting this approach in Indiana and New York.

Chapters receive CDC grant to implement sexual abuse prevention program. Last fall, the **Centers for Disease Control and Prevention (CDC)** awarded three grants; two to PCA America chapters **PCA Georgia** and the **Massachusetts Citizens for Children**, and the third to **Project Pathfinder, Inc.** in Minnesota to develop sexual abuse prevention programs in their states. All three sites will share information about their projects over the funding period of the grant.

Under the leadership of **Rodney Hammond**, director, Division of Violence Prevention, National Center for Injury Prevention and Control, CDC, this grant program, “Collaborative Efforts to Prevent Child Sexual Abuse,” focuses on adult and community responsibility and response in the prevention of child sexual abuse. The purpose of this program is to create a statewide prevention collaborative that will broaden the public health response to the issue beyond the strategies of previous programs that put the responsibility of preventing sexual abuse on the child.

Recipients were chosen because of their proven ability to create a statewide sexual abuse prevention collaborative that will be involved in the selection, development and implementation of this prevention project. Congratulations PCA Georgia and the Massachusetts Citizens for Children! *Prevent Child Abuse Georgia and Massachusetts Citizens for Children*

PCA America hosts annual Executive Directors Meeting. PCA America staff and chapter executive directors gathered in Norfolk, Virginia, for the **2002 Executive Directors Meeting**, held October 27-30. Thirty-five chapters and our two provisional chapters, Team for WV Children and the Nebraska Children & Families Foundation, were present. Session topics included creating statewide advocacy agendas, PCA America’s position statements, communicating our prevention message, and engaging our communities. We were also pleased to have STOP IT NOW! Founder and President Fran Henry speak to us about sexual abuse prevention. PCA America and the chapter network would like to thank **Steve Jurentkuff**, executive director of **PCA Virginia**, for hosting the 2002 meeting, and all those who helped make it such a success. *Prevent Child Abuse America*



PCA Illinois and PCA Missouri team up with the St. Louis Cardinals to help prevent child abuse and neglect. On September 27, 2002, **Jason Isringhausen** and the **St. Louis Cardinals** dedicated their game to child abuse prevention. **PCA Illinois’ 3rd Annual Safe at Home Day**, co-hosted by **PCA Missouri**, was held at Busch Stadium as the Cardinals opened their last regular season home game of the year. During Safe at Home Day, blue ribbons – the national symbol of child abuse prevention – were distributed to fans, followed by an on-field presentation, a ceremonial first pitch and child abuse prevention messages shown on the scoreboard. *Prevent Child Abuse Illinois and Prevent Child Abuse Missouri*

TANF grant supports Best Dads Program in Louisiana. Last fall, **PCA Louisiana** was awarded a \$320,000 Temporary Assistance for Needy Families (TANF) grant to introduce a nurturing program for fathers in the state. The **Best Dads Program** is a 13-session course on becoming the “Best dad one can be!” Authored by Mark Perlman of Sarasota, Florida, the fathers’ nurturing program is currently used in 40 states and is endorsed by the National Fatherhood Initiative, the National Head Start Association and the Florida Commission on Responsible Fatherhood. The program is scheduled to launch in February. For more information contact *Yvonne Kemp* at 225.925.9520. *Prevent Child Abuse Louisiana*

Taking a stand: PCA America overhauls position statements

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 each of our position statements, ensuring that each reflect our mission and address contemporary issues. These position statements 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.

In addition to revising each statement, we have designed a new structure for the statements, allowing for easy reference and quick responses to emerging issues and events. The new structure allows for five core position statements outlining our basic beliefs on child abuse, neglect and prevention. The core statements address physical abuse, sexual abuse, emotional abuse, neglect and parenting.

Under these core statements will reside an array of resolutions that outline policy recommendations on specific issues. In November, the PCA America Board of Directors approved resolutions pertaining to the following issues:

Child Care

PCA America supports making high-quality child care affordable and accessible to all families. We also support offering educational training curricula and paying child care workers livable wages in order to build a more qualified, stable and better-paid workforce.

Corporal Punishment

PCA America supports banning, in every state, the use of corporal punishment against children in all schools and institutions. We also advocate for providing initial and ongoing training to all teachers and staff on alternative means of discipline.

Domestic Violence

PCA America supports the development of comprehensive, community-based prevention and intervention programs that seek to prevent family violence and support parents in providing a nurturing, safe, and stable home environment for healthy child development. We also support advocacy efforts that increase funding and support cross training and collaboration among child protection, domestic violence and social service agencies, juvenile, family and criminal court systems.

Early Hospital Discharge of Mothers and Newborns

PCA America supports allowing parents and their doctors to determine the length of stay and postpartum visits, based on the health and stability of the baby and other as well as the parent's confidence and ability to care for the child. We discourage insurers from offering financial disincentives to any attending provider who orders care consistent with the above recommendations. We encourage health professionals to provide parents an opportunity to receive parent support services such as home visiting programs, to reach out to new parents to promote positive parenting, to encourage child health and development, and to prevent child abuse and neglect.

Gun Safety

PCA America supports using safety devices on guns, educating parents and children about the risks of having guns in the home as well as the importance of gun safety measures and encouraging parents to inquire about the presence of firearms in homes their children visit.

Home Visiting

We support making home visiting available on a voluntary basis to expectant parents and families with newborns and young children to promote positive parenting skills and healthy child development, and to prevent child abuse and neglect.

Judicial Proceedings

PCA America supports adapting courtroom procedures to make them less intimidating for the child, such as allowing the child's testimony to be videotaped, reducing the size of the audience, using hearsay evidence in preliminary hearings and/or asking the defendant to leave the room during a child's testimony. We also support fostering multidisciplinary collaborations, such as child advocacy centers, which offer legal, medical and mental health services to children who are victims of maltreatment in one centralized, child-friendly location.

Therapeutic Care for Victims of Abuse

In order to break the cycle of child abuse, we support efforts to offer diagnostic, therapeutic, and remedial services to abuse victims and their families. We also support research and evaluation projects that determine the effectiveness of various therapeutic approaches for victims of different ages, cultural backgrounds and circumstances.

Use of Addictive Substances During Pregnancy

We support educating expectant parents about the risks of drug, alcohol and tobacco use during pregnancy as well as collaboration among child abuse advocates and substance abuse experts in order to address the issue of pregnancy and addiction with a multifaceted approach.

Violence in the Media

PCA America supports reducing the amount of violence depicted in all multimedia forums, including but not limited to television, feature films, computer and video games, and music lyrics and videos, while also promoting the development of non-violent entertainment. We also encourage ongoing collaboration among parents, educators, advocacy groups, broadcasters and government in order to create more hours of programming depicting positive, nonviolent themes in media.

Bullying

PCA America supports encouraging all schools to create and implement an anti-bullying policy to promote a safe learning environment for all children.

PCA America will continue to create and approve resolutions throughout the overhaul process as well as in response to current issues, the needs of our networks, and as a proactive measure in policy work and media outreach.

For more information on PCA America's advocacy efforts and how you can become involved, visit www.preventchildabuse.org.

people

CHICAGO — PCA America welcomes six new members to its National Board of Directors: **Milagros Batista**, social worker and consultant, Department of Pediatrics, Columbia University; **Ali Dickson**, co-founder of the Mark McGwire Foundation for Children; **Leslie Sacks Gross**, acting assistant section chief, Office of Corporation Counsel Abuse and Neglect Section — Washington, D.C.; **James Hmurovich**, management consultant, Indiana Department of Corrections; **David Owen**, attorney and president of PCA Kentucky's Board of Directors; and **Tracey Ragsdale**, former president of PCA Virginia's Board of Directors.

These new board members bring with them diverse backgrounds and a wealth of knowledge. We look forward to the contributions they will make to the prevention of child abuse and neglect.



USA — Congratulations to **Thomas W. Jones** (pictured left) and **Jonathan Kozol**, (pictured below) who were honored at the annual HFA Awards Dinner for their unwavering support of children and families.

Since 1997, Jones, the 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, 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.



Kozol is an author and education reformer who first came into the public spotlight when fired as a Boston schoolteacher in the 1960s for reading a Langston Hughes poem to his students. Based on those early teaching experiences he wrote his first book *Death at an Early Age*, which received the National Book Award in 1968. In his explorations of school finance, racial segregation, homelessness, and social and medical injustices of the poor, Kozol has ventured where few Americans care to look and offered an unflinching portrait. Kozol is also an active member of PCA America's Honorary Board of Directors.

MASSACHUSETTS — At PCA America's annual Executive Directors Meeting in October, we



were honored to have **Fran Henry**, founder and president of STOP IT NOW!, as the keynote speaker. A survivor of child sexual abuse, Henry founded STOP IT NOW! in 1992 to create a pathway for preventing child sexual abuse, using the powerful tools of public health to prevent abuse before it happens. Under her leadership the organization uses public health strategies to prevent child sexual abuse, reaching abusers and those who know them through media and community action campaigns. The organization has shown tremendous success through its public education, research and advocacy programs.

Program briefs

prevention

Leadership Conference to be held in March

PCA America's **2003 Leadership Conference, "Prevention Leadership in Times of Change"** will be held March 2-4, 2003, at the Adam's Mark Hotel in Jacksonville, Florida. The event will bring together leaders from the chapter network, HFA state leaders advisory council and the National Family Support Roundtable.

Keynote speakers will include **Dr. David L. Chadwick**, speaking on ending child abuse; **Rodney Hammond**, and **Corinne Graffunder** of the Division of Violence Prevention at the Centers for Disease Control and Prevention, who will provide an overview of prevention trends nationwide and an in-depth look at the CDC's current project on child sexual abuse prevention; and **Linda Cirulli-Burton**, a public relations director, teacher and motivator who will provide guidance on thriving in the face of change.

Topics to be addressed in the workshops, work summits and prevention showcase include board development, securing funding from federal, state and private sources, interdisciplinary prevention programming, strategic information technology planning, innovative prevention initiatives, advocacy strategies, parent leadership, and linkages with the child welfare system.

The conference registration fee will be \$150 and includes attendance at all conference events, conference materials, three continental breakfasts, and the leadership luncheon on Tuesday, March 4. PCA America has negotiated a special conference room rate at the Adam's Mark Jacksonville of \$135 per night.

Registration materials may be downloaded from www.preventchildabuse.org. On-line conference registration is available if paying with a credit card.

For more information, please contact **Ann Johnson**, conference manager, at 312.663.3520 ext. 145 or ajohnson@preventchildabuse.org.

Guest forum an interview with Dr. Howard King, a pediatrician at the Children's Medical Center and Newton-Wellesley Hospital. Committed to strengthening the partnership between doctors and their patients, Dr. King has coordinated various educational programs for Blue Cross Blue Shield of Massachusetts. He is also on the faculty of Harvard Medical School and serves on the committee for continuing education at the Harvard School of Public Health.

The role of pediatricians in preventing child abuse and neglect



What role can pediatricians play in preventing child abuse and neglect?

“Pediatricians have a unique opportunity to do much in the way of preventing child abuse and neglect. We have advantages we can make use of in doing this kind of work. They include knowing families over time, acquiring their trust in the course of managing physical illness, and being present in times of transition as well as in times of crisis. We can take advantage of such opportunities to facilitate the child’s emotional development, if we are willing to spend the time to do so.

“Our goal is to help parents discover that a child’s problems actually represent opportunities to help not only the child, but also themselves. Most families have ‘secrets’ embedded in their histories, many of which are contributing factors to child abuse and neglect, such as substance abuse or mental illness. Parents will share these secrets if they believe their pediatrician can be trusted and that we respect them for their courage and resilience. Parents are always teaching me something new in the course of sharing their stories.

“Finally, physicians need to keep in mind that there is an art to making timely referrals. If we are skillful in helping parents share their concerns with us, they will be more ready to do constructive work if a subsequent referral is needed.”

For many pediatricians, not having enough time with patients is a major barrier in their participation in child abuse and neglect prevention. How do you overcome this barrier in your own practice?

“I am committed to spending the time required to do this type of work. When I began pediatric practice, I made the decision to schedule well child visits at 30-minute intervals, rather than the usual four to five per hour.

“Most pediatricians view the child as their designated patient. For me, the real patient is the family system. When parents express concern about their child, I ask myself, ‘Could something else be going on with the child’s family?’ That’s why I choose to spend the time that I do.

“The other way I make time is that I don’t hesitate to encourage parents to return for a follow-up visit to better understand the child’s problem. I meet with them, often just once, for a visit that may take 60 to 90 minutes. During these meetings, the parents and I review the family history, which may involve going back one or two generations in time. Subsequent meetings are usually not needed.

“The objective of this approach is to become aware of problems early. By means of such interventions, we may prevent more serious problems and the need to spend much more time later.”

What are some ways community organizations and pediatricians can work together towards preventing child abuse and neglect?

“Cooperation between the pediatrician and community agencies is very apparent in regard to the management of domestic violence and child abuse. No pediatrician, however well-meaning, can be successful without the support of community organizations, especially those that deal with domestic violence, substance abuse, and child abuse and neglect.

“One of the most common complaints of pediatricians is that there aren’t sufficient child psychiatrists available for the number of troubled children. In that regard, I don’t think we take sufficient advantage of trained social workers, psychotherapists, and parent educators who either work alone or in agency settings.

“If pediatricians were willing to work with these professionals, earlier in the child’s and the family’s development, more serious problems might be averted, including child abuse and neglect. It would be to everyone’s advantage to collaborate earlier with such individuals and agencies, either by referral outside the practice or by welcoming their presence in the pediatric setting on a part-time basis.

“Finally, parents, themselves, may be able to reach out to others with similar problems, ranging from victims of domestic abuse to those who have experienced a profound loss.”

For more information visit Dr. King’s web site at www.drkingsoffice.com.

2002 Gold & Silver Ball raises over \$250,000

Hosted by the PCA America Chicago Board, the **2002 Gold & Silver "30th Anniversary Crystal Ball"** raised over \$250,000 for the prevention of child abuse and neglect. More than 250 guests enjoyed this gala evening, which was held on November 16 at the Ritz-Carlton Hotel in Chicago. The festivities included dinner, dancing, awards, and a silent and live auction with auctioneer Bruce Sayre of Sheldon Good & Company. Live auction items included four international trips for two with airfare donated by American Airlines, Salvador Dali Lithographs, an aquamarine shearling coat from Hana K, and original artwork by Brazilian artist Florindo Rozante.

Chicago Board members **Anthony Rossi**, and **Laura Rossi Murray** were this year's ball chairs. Sponsors included **Angel and Paul Harvey, American Airlines, United Recycling Industries** and the **Wm. Wrigley Jr. Company**.

Angel Harvey was the recipient of the 2002 "Angel Award," presented to those who have furthered PCA America's mission of preventing the abuse and neglect of our nation's children. Both Angel and her husband Paul Harvey have underwritten the Gold & Silver Ball in the past and were major sponsors of this year's event. Angel Harvey has served as the honorary ball chair in previous years and was a co-founder of the Chicago Board.

This year, PCA America honored United Recycling Industries, Inc. with the 2002 "Special Friend Award" for its generous support of PCA America. Chairman and CEO **Robert Glavin** and his wife **Linda Post** accepted the award on behalf of United Recycling Industries, Inc. Under Glavin's leadership, United Recycling Industries has been a significant contributor of the Gold & Silver Ball in the past and was a major sponsor of this year's event. United Recycling Industries is an innovative leader in the environmentally sound reuse and recycling of high tech electronic equipment and precious metals.

Next year's Gold & Silver Ball will be held on October 25, 2003. For more information or to receive an invitation please call 312.663.3520 ext. 164.

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

For the second year in a row, PCA America was named one of the 100 best charities in America by *Worth* magazine in the December/January 2003 issue. We shared this prestigious ranking with organizations like the American Cancer Society, American Red Cross, Child Welfare League of America, March of Dimes and Ronald McDonald House Charities. 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.



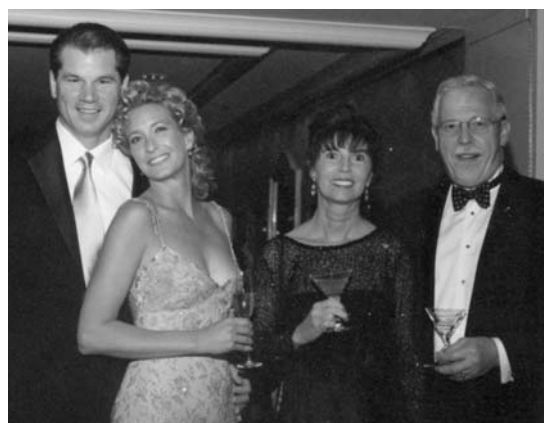
Paul and Angel Harvey



(Left to right) Robert Glavin, Linda Post and PCA America Chair Michael Axelrod



Ball Co-Chairs Laura Rossi Murray and Anthony Rossi



(Left to right) Scott Zettek; Kathleen Myalls, President, PCA America Chicago Board; Mercedes Mann (Mrs. William Piet); and William M. Piet, VP Corporate Affairs, Wm. Wrigley Jr. Co. and Treasurer, PCA America

PCA AMERICA RESEARCH AGENDA THINK TANK ACCEPTED FOR 14TH NATIONAL CONFERENCE ON CHILD ABUSE AND NEGLECT – Under the leadership of research staff **John Holton, Kathryn Harding, Nancy Peddle** and **Lori Friedman**, PCA America will present “Formulating a Multidisciplinary Comprehensive Research Agenda for the Prevention of Child Maltreatment,” at the Office of Child Abuse and Neglect’s (OCAN) “14th National Conference on Child Abuse and Neglect” on April 1. This think tank will serve as a first step in developing a collaboration between practitioners, researchers, advocates, the media, funders and parents to incorporate new ideas in formulating a National Child Abuse and Neglect Prevention Research Agenda for the field.

Some of the topics to be covered include synthesizing current research agendas relevant to prevention, identifying gaps in current agendas and models, and formulating and advancing a national prevention research agenda to find answers to preventing child abuse and neglect. Attendees will be encouraged to participate in formulating the prevention research agenda. Presenters will include **John Gaudiosi**, Children’s Bureau, Administration on Children, Youth and Families, OCAN; **Dominique Hensler**, National Call to Action; **John Lutzker**, Centers for Disease Control and Prevention; and **Tom Morton**, Child Welfare Institute and National Center on Child Maltreatment.

The goal of this think tank is to create a more comprehensive index of issues representing a national cross-section of the child abuse and neglect field. In the year following the conference, additional think tanks will be held to create strategies for addressing the agenda developed. To register for the conference or the think tank please call 703.528.0435 or visit 14Conf@pal-tech.com. For more information on the research agenda please

contact *Nancy Peddle* at npeddle@preventchildabuse.org or *Alicia Warren* at awarren@preventchildabuse.org.

STUDIES TAKE CLOSER LOOK AT CHILD FATALITIES – One of the greatest tragedies is the death of a child from abuse and neglect. To further understand the scope of child fatalities and how to prevent them, several studies in addition to PCA America’s Fifty State Survey have been conducted over the past year.

In March 2002, the Centers for Disease Control and Prevention (CDC) released an infant homicide report, which analyzed death certificate data from 1989-1998. Data showed that infants are at greatest risk during the first week of infancy, but the first 24 hours are the most dangerous accounting for nearly 83 percent of deaths during that first week. In fact, the risk for homicide is greater in infancy than in any other year of childhood before age 17. In the U.S., homicide is the 15th leading cause of death during the first year of life. The second highest peak in risk for infant fatalities is during the eighth week of life and may be due to a caregiver’s reaction to an infant’s persistent crying, which usually peaks at six to eight weeks of age.

Most recently, an independent research firm, Child Trends DataBank, took a look at both the infant and teenage homicide rate. Tracking the two homicide rates back to 1970, the study shows that the infant homicide rate is now virtually equal to the murder rate for teenagers ages 15-19. In 2000, the homicide rate for Americans ages 15-19 was 9.6 per 100,000 and for children under the age of one it was 9.1. One explanation for this trend could be better reporting coupled with the drop in teen homicides.

Both of these studies make it clear that there is a need to improve our data collection nationwide.

For more information visit www.cdc.gov/mmwr/preview/mmwrhtml/mm5109a3.htm or www.childtrendsdatabank.org

■ **Academic detailing.** This approach, currently piloted in Rhode Island, involves an office visit by a PCA Rhode Island representative who provides materials, as well as an explanation of the benefits of preventing child abuse.

■ **In-office training.** This is an interactive approach that allows pediatric professionals the opportunity to earn continuing medical units while the entire office staff is trained on child abuse and neglect prevention. Our Georgia chapter is piloting this approach.

Eventually, PCA America would like to expand Stages to work with pediatricians across the country using the most successful and cost-efficient model and involving interested PCA America chapters in developing and fostering relationships with their state chapter of the AAP. Such relationships, it is hoped, will increase the pediatricians’ ability to identify and connect their patients to appropriate preventive services as well as underscore the importance of using anticipatory guidance as a prevention tool.

For more information about the Stages project, contact *Suzette Fromm*, 312.663.3520 ext. 175 or visit www.preventchildabuse.org.

New publications and resource materials

PCA America Pocket Guides to Parenting

PCA America offers three new publications in its Pocket Guides to Parenting Series: *Bonding With Baby Before Birth*, *Staying Cool When Baby Cries and Potty Time!* These guides provide valuable tips and information for parents to help them with the everyday stresses often involved with parenting and pregnancy.

Bonding With Baby Before Birth offers valuable bonding techniques, such as singing songs and gentle rocking, to help expecting parents connect with their unborn child. *Staying Cool When Baby Cries* provides words of support plus practical advice

on how to comfort a crying baby, how to cope with a colicky baby who can’t be comforted, and how to stay in control. This guide is a valuable tool for reducing the incidence of unintentional injury to infants. *Potty Time!* gives the basics of toilet-training. It provides friendly advice to help reduce anxiety and promotes a low-key, child-focused approach to an age-old parenting challenge.

These guides will be welcomed by new and veteran parents alike. To order, call the PCA America Fulfillment Center at 800.835.2671.

“Pediatricians have a unique opportunity to do much in the way of preventing child abuse and neglect.”

Dr. Howard King

Children's Medical Center and
Newton-Wellesley Hospital

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visit our web sites at

www.preventchildabuse.org
www.healthyfamiliesamerica.org
www.circleofparents.org

Plan ahead, all are welcome to attend

events

MARCH 2-4, 2003

PCA America hosts its **2003 Leadership Conference, "Prevention Leadership in Times of Change."** This conference will bring together members of the PCA America network, including chapters, Healthy Families America state leaders and the National Family Support Roundtable. Conference topics will include board governance and best practice issues, accessing federal funds for prevention and sexual abuse prevention.

Adam's Mark Hotel, Jacksonville, FL
Contact: *Ann Johnson, conference manager, 312.663.3520 ext. 145 or ajohnson@preventchildabuse.org*

MARCH 31-APRIL 5, 2003

The Office on Child Abuse and Neglect, Children's Bureau, Administration on Children, Youth and Families, U.S. Department of Health and Human Services presents the **14th National Conference on Child Abuse and Neglect, "Gateways to Prevention."** Hosted by PCA Missouri, the conference will

examine the past, present and future of prevention. **St. Louis, MO**
Contact: 703.528.0435 or 14Conf@pal-tech.com

APRIL 1-30, 2003

By Presidential Proclamation, April marks the nation's annual observance of **Child Abuse Prevention Month.** This month-long observance helps increase public awareness of the continuing problem of child abuse and neglect, and what individuals and communities can do to prevent this epidemic. This year, PCA America is proud to be teaming up with the National Clearinghouse on Child Abuse and Neglect Information and the Department of Health and Human Services Administration on Children and Families. Together we have developed a community resource packet to be used by individuals and community leaders to mobilize local prevention efforts. The theme this year is "Gateways to Prevention."

Contact: *Carisa Parker, 312.663.3520 ext. 168 or cparker@preventchildabuse.org*

APRIL 12, 2003

PCA America, PCA Illinois and Voices for Illinois Children present the **"6th Annual Wrigley Start Early Run."** Sponsored by the Wm. Wrigley Jr. Company, this event kicks off Chicago's running season. Proceeds will benefit the participating organizations for their efforts in preventing child abuse and neglect.

Chicago, IL
Contact: *Babette Nyka at 312.663.3520 ext. 164*

APRIL 28-29, 2003

The Centers for Disease Control and Prevention (CDC) presents the conference, **"Safety in Numbers: Working Together from Research into Practice."** This conference will address strengthening injury prevention research and practice from a public health model. **Hyatt Regency Atlanta Hotel, Atlanta, GA**
Contact: *To register visit www.cdc.gov/ncipc/conference or call 404.687.5620*

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