



lookin' up

\$1.25 million raised for HFA campaign page 3

Backing up parents from the start page 8

Chapter updates/Partner news/New resources/Coming events

winter 1999

Dear Reader:

On behalf of all of us at Prevent Child Abuse America, I am very pleased to welcome you to the first issue of our newsletter, *Lookin' Up*.

The purpose of this newsletter is really very simple... to let you know a little bit about who we are, what we're doing, and how the progress we're



making is advancing on our mission to prevent child abuse in all its forms.

You're an important part of this effort. Whether you're working for one of our chapters

or volunteering at one of our Healthy Families America sites... whether you're supporting our efforts with a contribution of your time, energy or money. So, in some ways, this newsletter is about you and about the results you're helping us achieve in the prevention of child abuse and neglect.

Since we were founded 27 years ago by Donna J. Stone, we've made tremendous progress in this effort. But we have a long way to go. Three children a day are dying from abuse and neglect. And more than three million children are reported as abused or neglected each year.

With your continuing help and support, we will continue our work to prevent child abuse in all its forms, so that one day we can talk about child abuse and honestly say that things truly are... *Lookin' Up*.

Best wishes,

A. Sidney Johnson III
President

To our donors

Prevent Child Abuse America gratefully acknowledges the following individuals and corporations, which generously supported the Healthy Families America Awards Dinner this past September:

\$100,000+
Norwest Mortgage, Inc.
Goldman, Sachs & Co.

\$50,000+
Bear Stearns & Co., Inc.
BlackRock, Inc.
Freddie Mac
Merrill Lynch & Co., Inc.

\$20,000+
Blaylock & Partners, LP
Cadwalader, Wickersham & Taft
Cendant Mortgage
The Chase Manhattan Bank
Countrywide Home Loans
Credit Suisse First Boston
Deutsche Banc Securities, Inc.
Fannie Mae
Laurence D. Fink
First Union Capital Markets
Garvin GuyButler, LLC
GE Capital Mortgage Corporation
Michael and Susan Goldberg
Lehman Brothers
Morgan Stanley Dean Witter
PaineWebber
Seix Investment Advisors, Inc.
SSB Citi Asset Management Group

\$10,000+
Arthur Anderson LLP
Banc of America Securities LLC
Barclays Capital
Brown & Wood, LLP
Cleary, Gottlieb, Steen & Hamilton
Donaldson, Lufkin & Jenrette
Robert and Maura Dughi
Euro Brokers, Inc.
Greenwich Capital Markets, Inc.
Jewish Communal Fund
 c/o John M. Shapiro
 and Shonni J. Silverberg
J.P. Morgan Securities Inc.
Kramer Spellman, L.P.
McKinsey & Co., Inc.
New York Life Asset Management
Nomura Securities International, Inc.
Gregory Parseghian
Prudential Securities
Warren J. Spector
W. Clement Stone
Wachtell, Lipton, Rosen and Katz
The Walnut Group
WEST*GROUP
Lawrence Zicklin

Child abuse prevention efforts right on Target!

Over the years, Target Stores has been extraordinarily supportive of Prevent Child Abuse America and Healthy Families America, but never more so than during 1999.

The year started with Target's selection of Prevent Child Abuse America as one of five nationwide charitable organizations to participate in its "Million Hearts Campaign." The campaign allowed Target's customers to select one of five organizations to receive a portion of a \$1 million donation, which was then split between the organizations depending on the percentage of "votes" received.

We were thrilled that Prevent Child Abuse America came in second (only 19 votes behind the American Red Cross) and received \$235,000, which was split between the national organization and our state chapters.

Thanks to Vic Anderson, a member of our Board of Directors and a Target Store manager, we also received a donation of \$75,000 from Target to underwrite our community outreach in advance of Child Abuse Prevention Month 2000, to take place next April.

And as if that weren't enough, Target Stores has also been an annual supporter of Healthy Families Chicago through cash donations, as well as books, toys and household items for families enrolled in the program. These donations have approached \$20,000 since 1995.

Right on Target / CONTINUED ON PAGE 9



Sid Johnson (second from left) receives a \$235,000 check from Vic Anderson, Ginger Chase and Myle Turpen of Target Stores.

\$1.25 million raised for HFA campaign



Freddie Mac Chairman and CEO Leland C. Brendsel (left) and PCA America Honorary Chairman Michael Bolton

The extraordinary advances made by Healthy Families America® (HFA) over the past seven years were obvious to one and all at a recent awards dinner and fundraiser held as part of the Campaign for Healthy Families, a major fundraising effort to support the HFA initiative. The event, held in New York City on September 7, raised approximately \$1.25 million toward the campaign's \$15 million goal while simultaneously paying tribute to the campaign's leader, Freddie Mac Chairman and CEO Leland C. Brendsel, and the honorary chairman of Prevent Child Abuse America, Michael Bolton.

More than 400 leaders of the country's financial community attended the event, held at the Pierre Hotel in New York City. First Lady Hillary Rodham Clinton served as honorary chair of the event, which was hosted by NBC Anchorman Tom Brokaw. Noted brain development expert Bruce D. Perry, M.D., Ph.D., the chief of psychiatry at Texas Children's Hospital, gave the keynote address at the dinner. Laurence D. Fink, chairman and CEO of BlackRock, Inc., chaired the awards dinner. A complete list of all the individuals and corporations that generously supported the event is shown on page 2.

As chairman of the board of the Freddie Mac Foundation, Leland Brendsel is the guiding force behind the Foundation's efforts to brighten the future for children and their families. He also is a leading advocate for Healthy Families America.

"Freddie Mac wants the homes we finance to be loving places where children thrive, dreams are fostered and cherished memories are made. We think that makes for a better future for us

all," said Brendsel, in accepting the award. "That's why we support Healthy Families America. It's a program that works."

For his part, world-renowned musical recording artist Michael Bolton has served as the honorary chairman of Prevent Child Abuse America since 1992. In that capacity, and as the founder of his own charitable organization, Bolton has provided strong and continued support to Healthy Families America.

Great strides made by HFA

One of the highlights of the event was the premiere of a new videotape describing Healthy Families America and featuring interviews with program participants and experts in the field of child and family development.



“Be a Hero to a Child” campaign wins rave reviews in Rhode Island. This year’s observance of Child Abuse Prevention Month in Rhode Island began on March 26 with a kickoff event led by Governor Lincoln Almond and Honorary Chairman Drew Bledsoe, quarterback for the New England Patriots. More than 130 people gathered to hear plans for the “Be a Hero to a Child” campaign, which includes an elementary school program encouraging children across the state to pay tribute to their role models through various mediums, such as essay writing, art and music.

Another primary initiative of the month was the creation of more than 1,000 “Hero Kits,” featuring everything from toys (including Beanie Babies!) and parenting tips, which were distributed to mothers in shelters for battered and homeless women.

Child Abuse Prevention Month culminated with a “Night of Heroes” at the central library in Woonsocket, Rhode Island, when more than 100 children shared their artistic tributes to their heroes.
Prevent Child Abuse Rhode Island

Child abuse prevention reaching new heights in Wisconsin. Prevent Child Abuse Wisconsin has added a new board member that everybody looks up to...and not just because of his 6’10” height! He is Ronald C. Dunlap, principal of Lincoln Elementary School in Appleton, Wisconsin. Mr. Dunlap played professional basketball for the Chicago Bulls and other teams in the 1960s and 1970s. He took the job in Appleton as the first African-American principal because of his devotion to small children. “They are like little flowers—like seeds, little seeds,” he said. “It’s important that they leave here with some sense of knowing who they are.”

Married with two daughters of his own, Mr. Dunlap identifies his own parents as his personal heroes. Azalea and Curtis Dunlap were active volunteers during the civil rights movement, spending hours at the settlement house at Chicago’s Marcy Center and teaching their son the value of supporting families. Prevent Child Abuse Wisconsin is looking forward to the impact Ronald Dunlap is sure to have on its agency and its mission. *Prevent Child Abuse Wisconsin*

Lighting a candle instead of cursing the darkness. Prevent Child Abuse North Carolina held its Fourth Annual Vigil for Children on September 25 for 26 hours—one hour for each child in North Carolina who died as a result of abuse or neglect in the preceding year. Last year’s 36-hour observance was held in 12 locations across the state with support from more than 20 community groups. The vigils are continuous, with supporters present around the clock until all of the child fatalities from the previous year have been honored. The moving vigil concept has been replicated in a number of other states across the country.

The primary purpose of the event is to educate the public about child abuse homicides and what each person can do to help stop violence against children. The public is invited to participate in the vigil by lighting candles, writing letters to lawmakers, learning about volunteer opportunities or by making donations to needy families. *Prevent Child Abuse North Carolina*

Prevent Child Abuse America chapters and Healthy Families America chapters—

Please share information about your plans, projects and successes by writing to: Phyllis Medrano, Prevent Child Abuse America, 200 South Michigan Avenue, 17th Floor, Chicago IL 60604.2404. Or e-mail her at pmedrano@preventchildabuse.org.

Alabama:
Alabama Council on Child Abuse
334.271.5105

Alaska:
Anchorage Center For Families,
907.276.4994
(Fairbanks chapter):
Resource Center for Parents & Children,
907.456.2866

Arizona:
Child Abuse Prevention Arizona
602.285.9068

California:
Prevent Child Abuse California
916.244.1900*

Connecticut:
Prevent Child Abuse Connecticut
860.793.3844*

Delaware:
Prevent Child Abuse Delaware
302.996.5444*

District of Columbia:
Prevent Child Abuse Metro Washington
202.223.0020

Florida:
The Family Source
850.488.5437

Georgia:
Georgia Council on Child Abuse
404.870.6565*

Hawaii:
Prevent Child Abuse Hawaii
808.951.0200

Illinois:
Prevent Child Abuse Illinois
217.522.1129

Indiana:
Prevent Child Abuse Indiana
317.634.9282*

Iowa:
Prevent Child Abuse Iowa
515.244.2200*

Kansas:
KCSL—Prevent Child Abuse Kansas
316.942.4261

Kentucky:
Prevent Child Abuse Kentucky
606.225.8879*

Louisiana:
Prevent Child Abuse Louisiana
225.925.9520*

Maine:
Prevent Child Abuse Maine
207.874.1175

Maryland:
Prevent Child Abuse Maryland
410.841.6599*

Massachusetts:
Prevent Child Abuse Massachusetts
617.742.8555*

Michigan:
Prevent Child Abuse Michigan
517.373.4320

Minnesota:
Prevent Child Abuse Minnesota
615.523.0099*

Mississippi contact:
Exchange Club Parent/Child Center
601.366.0025

Missouri:
Prevent Child Abuse Missouri
573.634.5223*

Montana:
Montana Council for Families
406.728.9449

Nevada:
We Can, Inc.
702.368.1533

New Hampshire:
Prevent Child Abuse New Hampshire
603.225.5441

New Jersey:
Prevent Child Abuse New Jersey
732.246.8060*

New York:
Prevent Child Abuse New York
518.445.1273*

North Carolina:
Prevent Child Abuse North Carolina
919.829.8009*

North Dakota:
Prevent Child Abuse North Dakota
701.223.9052

Ohio:
Prevent Child Abuse Ohio
614.722.6800*

Oklahoma:
Prevent Child Abuse Oklahoma
405.525.0688*

Pennsylvania contact:
Prevent Child Abuse Pennsylvania
215.561.5640

Rhode Island:
Prevent Child Abuse Rhode Island
401.728.7920

South Carolina:
Prevent Child Abuse South Carolina
803.733.5430

Tennessee:
Prevent Child Abuse Tennessee
615.868.4468

Texas:
Prevent Child Abuse Texas
512.250.8438*

Utah:
Prevent Child Abuse Utah
801.532.3404*

Vermont:
Prevent Child Abuse Vermont
802.229.5724*

Virginia:
Prevent Child Abuse Virginia
804.359.6166*

Washington contact:
Children's Trust Foundation
206.343.5911

West Virginia contact:
TEAM for WV Children
304.523.9587

Wisconsin:
Prevent Child Abuse Wisconsin
608.256.3374*

Wyoming:
Prevent Child Abuse Wyoming
307.637.8622*

* These chapters can also be contacted by phone at 1.800.CHILDREN.

How to stop child abuse in a public place:

- ▶ **Start** a conversation with the adult to direct attention away from the child. For example: “Children can wear you out, can’t they? Is there anything I can do to help?”
- ▶ **Divert** the child’s attention (if misbehaving) by talking to the child.
- ▶ **Look** for an opportunity to praise the parent or child.
- ▶ **Offer** assistance if the child is in danger. For example, if the child is left unattended in a grocery cart, stand by the child until the parent returns.
- ▶ **Avoid** negative remarks or looks, which are likely to increase the parent’s anger and could make matters worse.

New publications and resource materials

April is Child Abuse Prevention Month!

This year’s effort—*Teaming Up to Keep Kids...SAFE AT HOME™*—captures the spirit of community teamwork that we believe is essential to the prevention of child abuse and neglect. It also conveys Prevent Child Abuse America’s commitment to the protection of children. The SAFE AT HOME packets are designed to encourage participation in child abuse prevention activities and contain materials and ideas for reaching out to organizations, agencies and individuals in your community. Packets are available by calling 1-800-CHILDREN or by accessing the website, www.preventchildabuse.org.



USA—If you're looking for a new book on parenting, check out our website, www.preventchildabuse.org for information about a book by Paul D. Tieger and Barbara Barron-Tieger, *Nurture By Nature*. The book is a one-of-a-kind parenting guide, and each purchase through our website will result in a \$3.00 donation to PCA America. *Nurture By Nature* helps parents understand, appreciate and connect with their child. The Tiegiers have done three books in the past, including *Do What You Are*, which sold half a million copies.

BATON ROUGE—If you encounter this public service announcement while flipping through the channels, don't touch that remote! It's one of the best PSAs in the nation! The spot, "Stop Child Abuse Before It Grows Up," was produced with cooperation from Prevent Child Abuse Louisiana and it won a coveted national ADDY award from the American Advertising

Federation, as well as a bronze medal in the 20th annual Telly Awards. The ADDY award was presented Saturday, June 19, in ceremonies in Washington, D.C. John Maginis, vice president of Corporate Communications for Blue Cross and Blue Shield of Louisiana, accepted the award. The PSA spot, produced by Blue Cross and Blue Shield of Louisiana, features prisoners incarcerated at the Louisiana State Penitentiary at Angola speaking about how they were abused as children.



MASSACHUSETTS—Congratulations to April Thibeault who was chosen as Miss Massachusetts 1999. During her year of service she will be promoting ways to prevent child abuse across the state. She began working with abused children four years ago as a child-care provider with Parents Anonymous. She has been



awarded the Parents Anonymous' 1999 Turner/Wheeler Award for "Best Volunteer." April is currently a volunteer for the Massachusetts Committee for Children and Youth, a chapter of PCA America.

CHICAGO—Visitors to Chicago this summer may have been surprised by the city's latest public art exhibit, *Cows on Parade*. Chicago's cow project began as an idea borrowed from a similar show last year in Switzerland. The 300 cows were on display through October and were auctioned off in early November. Thanks to our Board of Directors' member Bill Piet, Wm. Wrigley Jr. Company is donating the nearly \$100,000 raised from the sales of *Udder Romance*, *DoubleMoo*, *Juicy Jammer* and *Winter Wondercow* (cows named after Wrigley's four famous chewing gum flavors) to PCA America.

ATLANTA—Sandra Wood, executive director of the Georgia Council on Child Abuse, was elected president of the American Professional Society on the Abuse of Children (APSAC). APSAC is a multidisciplinary professional membership society founded to promote support among professionals who work with the victims of child abuse. The Georgia Council on Child Abuse is a chapter of PCA America. Sandra's presence on APSAC will contribute enormously to the needed focus on child abuse prevention. Congratulations to Sandra!

CHICAGO—Two new department directors have joined the national office staff of Prevent Child Abuse America. Both have extensive experience in the field of child abuse prevention and long years of history with our organization. Barbara Rawn is now director of Programs and John Holton has joined PCA America as director of the National Center on Child Abuse Prevention Research.

> page 6

Advocacy briefs

CAPTA: Our national commitment to preventing child abuse and neglect

In 1974, under the leadership of then-Senator Walter F. Mondale, Congress passed the landmark Child Abuse Prevention and Treatment Act (CAPTA) aimed at the prevention, identification and treatment of child abuse. Since then, however, CAPTA funding has steadily decreased, and prevention programs and evaluation efforts funded through CAPTA have been at risk of elimination.

CAPTA is critical because it represents our national commitment to the prevention of child abuse and neglect. Among other things, this bill establishes grant programs to help states and local communities develop, operate and enhance a network of community-based, prevention-focused programs, such as self-help support groups, respite and crisis nursery care, home visiting, and resource and referral services for children and families. Evaluation efforts to measure the effectiveness of these prevention efforts are supported as well.

CAPTA also established the National Clearinghouse for Child Abuse and Neglect (1-800-FYI-3366, <http://www.calib.com/nccanch>), which provides information on child maltreatment statistics, promising prevention programs, and critical research findings to the professional field and the general public.

Despite the high number of children reported abused and

neglected each year, funding for these programs has failed to keep pace with the scope of the problem. In fact, CAPTA's grant programs have never been funded at their fully authorized levels. For instance, although CAPTA allows for as much as \$70 million for basic grants to states, funding is as low as \$21 million.

CAPTA will continue to be at risk for cuts or possible elimination if we do not demonstrate greater support for these critical programs. We need your help to make the case for fully authorized funding for programs that support innovation in state child protective services, community-based prevention and program evaluation.

What you can do. Call or write your U.S. representatives and senators to let them know that you do not want to see further cuts in CAPTA. They can be contacted through the U.S. Capitol switchboard at 202.225.3121. Tell him/her about these important programs that enable community-level efforts to help prevent abuse and neglect of our nation's children.

To learn more about CAPTA, how it is helping your community or what you can do, contact your Prevent Child Abuse America state chapter (see list on page 5) or Michelle Rieff at the Prevent Child Abuse America national office 312.663.3520.

HFA site update. New data from a survey earlier this year shows that there are now 380 HFA sites in 39 states, the District of Columbia and Canada. More than 33,000 families are participating. More than 50 HFA sites have been credentialed across the country and a multi-site credentialing tool is now being pilot-tested in Indiana and Arizona.

States continue to award money for HFA program activities. Healthy Families Florida, for example, has a budget of \$24 million obtained from tobacco settlement dollars and Temporary Assistance for Needy Families (TANF). In Indiana, out of a total allocation of \$35 million, the state is providing \$28 million in TANF funding for fiscal year 2000 for HFA pro-



grams. Maine recently approved home visiting legislation and is making Medicaid funds available for reimbursement of home visiting services. Maine also is planning to use \$2.9 million in 2001 from the tobacco set-

tlement to fund home visiting programs. And a \$100,000 grant has been awarded in Fargo, North Dakota, to develop a Healthy Families program, making it the first in that state.

HFA continues to partner with other organizations in the spirit of collaboration. Two partnerships are currently being explored with Minnesota Early Learning Design (MELD) and Early Head Start. These partnerships will help improve services to families by providing individual and group-based education, sharing of materials, and by assisting with training, recruitment and funding.

HFA takes the lead in Ohio's home visiting training program. Ohio's Department of Human Services and Office of Prevention, Protection and Self-Sufficiency has contracted with Prevent Child Abuse America to develop and implement a home visiting training program for Ohio's Early Start program. This program constitutes the state's investment in prevention and early intervention to provide comprehensive services to support families with children under the age of three. By the time the project is finished, 15 to 17 Early Start state trainers will have been certified and more than 900 home visitors will have taken part in the training program.

"For my baby, if this program didn't exist, I wouldn't have as much insight as to what I'm supposed to be doing at certain stages in her life and what to expect," said one HFA participant in the videotape. "I'd probably be a lot more nervous about when she cries, because I wouldn't know that she's supposed to cry. I'm still trying to get to know her, because she's just this new little person."



Front row: Tom Brokaw, Anchor, NBC News; Leland C. Brendsel, Chairman and CEO, Freddie Mac. Back row: Sid Johnson, President, Prevent Child Abuse America; Laurence D. Fink, Chairman and CEO, BlackRock, Inc.; Maura Somers Dughi, Chair, Prevent Child Abuse America; Michael Bolton, Honorary Chair, Prevent Child Abuse America.

In February 1999, nearly 1,200 people attended the Fifth National HFA Conference, entitled "Moving Toward the Next Millennium." A total of 50 workshops took place during the three-day conference, with financial support in the form of in-kind donations from Marshall Field's, Quill Office Supplies and Pepsi-Cola. Visionary Leadership Awards were given to HHS Secretary Donna Shalala and Indiana Governor Frank O'Bannon.

As of this writing, there are 380 HFA sites in 39 states, the District of Columbia and Canada. More than 50 of these sites successfully participated in a rigorous quality assurance process to become credentialed and many more sites are following suit.

Across the country, state legislators and governors have supported HFA financially by providing funding through a variety of sources, including general revenue, Temporary Assistance for Needy Families (TANF), Medicaid and tobacco settlement funds. Among the states providing substantial funding for HFA are Indiana (\$35 million), Texas (\$3.1 million), Illinois (\$8 million), South Carolina (\$5 million) and Florida (\$24 million).

Under the leadership of our new Director of Programs Barbara Rawn, we look forward to even greater advances from Healthy Families America in the years ahead.

Thank you to our Event Chair, Laurence D. Fink, for a tremendous PCA Awards Dinner. And for making this event a total success, we extend our gratitude to the Event Co-Chairs: Dennis J. Block, Terence W. Edwards, Richard S. Fuld, Jr., David W. Glenn, Michael B. Goldberg, Thomas W. Jones, Peter F. Karches, David H. Komansky, Orin Kramer, Stanford L. Kurland, James B. Lee, Thomas, H. Mann, Michael P. Mortara, Mark C. Oman, Franklin D. Raines, Ralph L. Schlosstein, Christina Seix, Warren J. Spector and Allen D. Wheat.

Backing up parents from the start

Why are the early years of a baby's life so important?

Dr. Brazelton: Well, I think it's when the baby lays down all sorts of images of himself and of the world around him. And, there are at least four things that get set up in those first three years that we know of—and they can be made up for later, but at greater expense. One is a sense of *self-esteem*. If a child has enough self-esteem, then maybe he or she can care about other people and have a sense of *altruism*, which is certainly something we've lost in this country. The third thing is a sense of *humor*. Kids don't have a sense of humor if they've been neglected in the first three years. And the fourth is something that all of us care about, the inclination to learn, a sort of hunger for *learning*. All of these get laid down in the first three years.

Why is it important for parents to have support in the early days of their parenthood?

Dr. Brazelton: I think most parents come into parenthood with a passion for wanting to do well by their child with a feeling of "I don't know what I'm doing, nobody educated me for this." And so they need people just to back them up.

How do home visiting programs help foster a child's development?

Dr. Brazelton: Healthy Families America is one of many programs that are starting up all over the country to try and make up for this real gap in what parents need and what they're getting. And, they back up families that are under too much pressure to be able to free up the energy to look at their child and learn how to nurture that child. And by offering support early, they can make this a much more exciting and passionate interchange between the parent and the baby.

I have a concept of freeing the parents to feel good about themselves so they can pass that sense of well-being onto their child. I think it's like taking off the layers of an onion. You take off a few layers of the onion and this passion that most parents bring to a new baby, just bursts in front of your eyes. It's very exciting to see.



How does violence and neglect in early years affect the child?

Dr. Brazelton: I was on the National Commission for Children and Families in 1990 and we went around the country looking at what was happening to families and children. We found that we're the least child- and family-oriented society in the civilized world. And we also saw the price that we're paying: angry, contained, unavailable children who can't learn. These are very costly to our society. So, we're paying a terrible price. And then we see what happens in Arkansas and Colorado as these children burst out with anger.

The antidote to that is so simple: Backing up parents right from the start. Giving them a feeling that they know what they're doing, that they have passion for this child, and that they have the love they can give to each other within the family. It's so simple. This is what tears my heart out, that it wouldn't take much to back people up if we start early enough. If we wait, it gets less and less available over time, and the child gets more and more contained or anger shoved under. So, it costs a lot later on, but it doesn't in the beginning.

Is empowerment an important aspect of the parent/child relationship?

Dr. Brazelton: Well, I think every time you give a parent back a sense of success or empowerment, you're offering it to the baby indirectly. Because every time a parent looks at that baby and says, "oh, you're wonderful," the baby just bursts with feeling good about themselves. And all of that piles up over time. And those kids are going to be successful.



HFA PROGRAM

EVALUATIONS—Twenty-nine evaluations assessing 117 HFA programs are currently in place across the country. Additional comprehensive evaluations are being implemented to assess aggregate impacts of large state or community-wide HFA initiatives in California, Massachusetts, Minnesota and Florida. Collectively, these efforts represent an estimated \$15 million investment in research efforts throughout the HFA system.

KEY OUTCOME FINDINGS—

Early results from HFA program evaluations have focused on the ability of intensive home visitation services to produce a measurable reduction in child abuse and neglect reports and simultaneous improvements in a range of mediating factors. While far from definitive, initial findings suggest that continued program development along the lines of the HFA model offer significant hope for reducing child maltreatment rates and enhancing parental capacity.

Among the findings:

1. The vast majority of HFA participants are securing necessary health care for themselves and their babies. Overall, these early evaluations report 90 percent or more of the children enrolled in HFA services are up-to-date on their immunizations and are keeping appointments for well-baby check-ups. Health outcomes appear particularly strong among participants enrolled pre-natally.

2. Positive changes among HFA participants have been reported in terms of a reduction in their potential for maltreatment and parental stress.

3. A substantial percentage of participants who exhibited difficulties in such areas as education, employment, welfare

dependency and domestic violence at the time they enrolled in HFA services saw improvements over time.

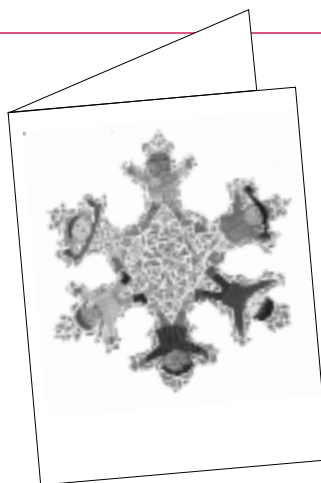
4. In Virginia, 95 percent of participating families indicated that HFA had made them better parents.

HFA's home visitation efforts are seeing promising results, particularly in the areas of parent-child interaction and parental capacity, with participating parents reporting increased ability to care for their children, to access and effectively use health care services, and to resolve personal and familial problems.

Research is less conclusive with regard to enhanced child development or social supports, other goals of HFA. Such changes may require larger research samples or a longer observation period.

PROGRAM INFORMATION MANAGEMENT SYSTEM

(PIMS)—Development of PIMS, an automated data collection, management and reporting system, has been completed. The system, which collects unidentifiable data, was designed by Prevent Child Abuse America for Healthy Families America and other home visitation programs. Nearly 50 sites in Connecticut, Illinois, Ohio, Oklahoma, Virginia, Wisconsin, Maryland and Michigan have been trained on the first fully integrated version of PIMS. Members of the Research Center are already at work on an upgrade to the system, which will include a networked version of PIMS. For more information about PIMS, or to schedule a PIMS demonstration, contact the Research Center at Prevent Child Abuse America at 312.663.3520.



How many shopping days 'til the holidays? If you're looking for holiday greeting cards, we hope you'll look for *Cards for a Cause*. A portion of the proceeds from the sale of *Cards for a Cause* will be donated to Prevent Child Abuse America. The cards feature holiday messages for Christmas

and Chanukah, as well as cards for everyday use. A

packet of 10 cards sells for \$13.95 and they're perfect for teachers or anyone else who works with children. For more information, contact *Mary Samerdyke* at 312.663.3520 ext. 140.



Up, Up and Away! Now you can honor and remember those you care about, while also helping children at risk of abuse or neglect. Thanks to donor *Eileen R. Street and Family*, we've created the *Children First Tribute and Memorial Wall*. The wall is

composed of silhouettes of children holding balloons aloft in bright colors of blue, red, yellow, green and orange, symbolic of the future in which every child is free from abuse and nurtured by a loving family in a caring community. For a donation of \$250 or more, donors can have the name of someone they love inscribed on one of the balloons. For more information, contact *Robert Milstein* at 1.800.555.3748.

Right on Target / CONTINUED FROM PAGE 2

A picnic was held in Chicago's Lincoln Park on September 18 to thank the employees of Target Stores for their generous inclusion of PCA America in February's "Million Hearts Campaign." More than 100 employees and volunteers from Target Stores and their families attended the picnic on a beautiful Saturday afternoon, which included games for the kids and special guest appearances by Target Stores' mascot, Snowden, and the mascot for the Chicago Wolves hockey team, Skates.

All told, Target Stores has given more than \$555,000 to Prevent Child Abuse America since 1992. We couldn't be more grateful to Target, and to its executives and employees, whose corporate policy of providing five percent of pre-tax profits to charity is a model of community support.

Look for the Target logo on our materials for Child Abuse Prevention Month 2000. And, please patronize your local Target Store to show your appreciation for its consistent and meaningful support of our mission.

Plan ahead, all are welcome to attend

events

December 15-18, 1999

The Institute of Psychological and Educational Research (IPER) will host the "Global Conference on Children 2000AD." The major objective of the Conference is to ensure Global Assertion of Child Rights through international networking, which is planned to be achieved through typing up together different programs on Child Rights into one interactive network at the global level. Grand Theatre Auditorium of Science, Calcutta, India

Contact: 91.33.440.4553
or 91.33.248.6604

January 24-28, 2000

The American Professional Society on the Abuse of Children's (APSAC) Advanced Training Institutes will be held in conjunction with the "San Diego Conference on Responding to Child Maltreatment." The Town and Country Hotel, San Diego, CA
Contact: 619.495.4940

July 10-15, 2000

The American Professional Society on the Abuse of Children (APSAC) will sponsor the "Eighth National Colloquium," an intensive, in-depth, interdisciplinary educational seminar for advanced professionals. Chicago Hilton and Towers, Chicago, IL
Contact: 312.554.0166

September 9-12, 2000

Prevent Child Abuse America presents the 2000 National Healthy Families America (HFA) Conference, "Sharing our Strengths." This conference will be hosted in partnership with the Georgia chapter, the Georgia Council on Child Abuse, Inc. "Sharing our Strengths" will celebrate the progress made toward the well being of families and children over the past seven years, enhancing the vision of offering voluntary support services to all new parents. Conference sessions will address such topics as building state capacity for HFA, high-

lighting unique approaches to providing home visiting services, and learning about recent research findings on HFA and home visiting. Atlanta Marriott Marquis.
Atlanta, GA
Conference Hotline: 312.663.3520 ext. 148

The *Lookin' Up* newsletter is published by Prevent Child Abuse America for the friends of Prevent Child Abuse America and Healthy Families America.

Editorial staff

Kevin Kirkpatrick
Director, Marketing and Communications

Melissa Pelletier
Editor

Kenda Eisenga
Information Resources and Inquiry Fulfillment

Address inquiries to:

Prevent Child Abuse America
200 South Michigan Avenue, 17th Floor
Chicago, Illinois 60604.2404
Phone: 312.663.3520
Fax: 312.939.8962
Email: mailbox@preventchildabuse.org

Photo credits:

HFA Awards Dinner photos, pages 3 and 7, © Fred Marcus Photography

Prevent Child Abuse America, Healthy Families America and Safe at Home are trademarks registered to Prevent Child Abuse America.

Printed in the United States of America.
Worldwide circulation is 5,000.

© 1999 Prevent Child Abuse America



Prevent Child Abuse
America

"Welcome...
to the first
issue of our
newsletter,
Lookin' Up."

A. Sidney Johnson III
President, Prevent Child Abuse America

Prevent Child Abuse America

200 South Michigan Avenue
17th Floor
Chicago, Illinois 60604.2404



Non-profit
Organization
U.S. Postage
PAID
Permit #903
Chicago IL

Plan ahead, all are welcome to attend

events

December 15-18, 1999

The Institute of Psychological and Educational Research (IPER) will host the "Global Conference on Children 2000AD." The major objective of the Conference is to ensure Global Assertion of Child Rights through international networking, which is planned to be achieved through typing up together different programs on Child Rights into one interactive network at the global level. Grand Theatre Auditorium of Science, Calcutta, India

Contact: 91.33.440.4553
or 91.33.248.6604

January 24-28, 2000

The American Professional Society on the Abuse of Children's (APSAC) Advanced Training Institutes will be held in conjunction with the "San Diego Conference on Responding to Child Maltreatment." The Town and Country Hotel, San Diego, CA
Contact: 619.495.4940

July 10-15, 2000

The American Professional Society on the Abuse of Children (APSAC) will sponsor the "Eighth National Colloquium," an intensive, in-depth, interdisciplinary educational seminar for advanced professionals. Chicago Hilton and Towers, Chicago, IL
Contact: 312.554.0166

September 9-12, 2000

Prevent Child Abuse America presents the 2000 National Healthy Families America (HFA) Conference, "Sharing our Strengths." This conference will be hosted in partnership with the Georgia chapter, the Georgia Council on Child Abuse, Inc. "Sharing our Strengths" will celebrate the progress made toward the well being of families and children over the past seven years, enhancing the vision of offering voluntary support services to all new parents. Conference sessions will address such topics as building state capacity for HFA, high-

lighting unique approaches to providing home visiting services, and learning about recent research findings on HFA and home visiting. Atlanta Marriott Marquis.
Atlanta, GA
Conference Hotline: 312.663.3520 ext. 148

The *Lookin' Up* newsletter is published by Prevent Child Abuse America for the friends of Prevent Child Abuse America and Healthy Families America.

Editorial staff

Kevin Kirkpatrick
Director, Marketing and Communications

Melissa Pelletier
Editor

Kenda Eisenga
Information Resources and Inquiry Fulfillment

Address inquiries to:

Prevent Child Abuse America
200 South Michigan Avenue, 17th Floor
Chicago, Illinois 60604.2404
Phone: 312.663.3520
Fax: 312.939.8962
Email: mailbox@preventchildabuse.org

Photo credits:

HFA Awards Dinner photos, pages 3 and 7, © Fred Marcus Photography

Prevent Child Abuse America, Healthy Families America and Safe at Home are trademarks registered to Prevent Child Abuse America.

Printed in the United States of America.
Worldwide circulation is 5,000.

© 1999 Prevent Child Abuse America



Prevent Child Abuse
America

Prevent Child Abuse
America

200 South Michigan Avenue
17th Floor
Chicago, Illinois 60604.2404



"Welcome...
to the first
issue of our
newsletter,
Lookin' Up."

A. Sidney Johnson III
President, Prevent Child Abuse America

Non-profit
Organization
U.S. Postage
PAID
Permit #903
Chicago IL