

Network News



A newsletter for friends and colleagues of Prevent Child Abuse New York



Walk for Children to be Held Sept. 23 in Albany

Step Up to Show Your Support for New York's Children and Families

Capital Region individuals, families, businesses and organizations will step up to prevent child abuse on September 23, by taking part in the 2006 *Walk for Children*. We hope you'll join us for a three-mile walk to support safe and happy childhoods for all of New York's children. The walk will kick off at 10 a.m. at Albany's Washington Park Lake House, wind through the park, and end at the Lake House for a celebration of food and prizes.

You can walk individually. You can walk with family, friends, co-workers and, most importantly, you can walk with children! Consider becoming a Team Leader and recruiting a team of people to walk with you. We're happy to send you our Team Leader Handbook,



which offers ideas and step-by-step instructions for recruiting walkers and raising money. All teams will be rewarded with a team photo.

Every step you take and every dollar you raise helps to fund child abuse prevention programs in your community. Every walker who raises \$50 or more will receive a 2006 *Walk for Children* T-shirt.

How do you participate in the 2006 *Walk for Children*? The first step is to register. Call 1-800-CHILDREN or e-mail walk@preventchildabuseny.org to request registration brochures. You can also register online at <https://preventchildabuseny.org/walkregistration.shtml>. If you register as a Team Leader, we'll send you a Team Leader Handbook. If you'd like some ideas about organizing a team right away, you can download the handbook. Visit www.preventchildabuseny.org/2006walkforchildren.shtml and click on Team Leader Handbook.

The next step is to get sponsors. Tell your sponsors that their donations will help fund child abuse prevention programs throughout the state. After that, all you have left to do is walk! Check in at the Lake House at 9 a.m. on September 23. The walk will begin at 10 a.m., rain or shine.

We hope you'll join us for food, entertainment, prizes and celebration at the 2006 *Walk for Children*.

Special thanks to our 2006 *Walk for Children* corporate sponsors: Pepsi Bottling Group, Key Bank, Bollam, Sheedy, Torani & Co., Bast Hatfield, Stewart's Shops, Matrazzo Florist, and Lamar Media Group.

Price Chopper Pin-Up Campaign to Prevent Child Abuse a Great Success

>> We extend our very deep thanks to Golub Corporation and the store associates and customers at all Price Chopper stores in New York. Their April pin-up campaign resulted in a donation of \$23,533 to Prevent Child Abuse New York. We also are pleased that this year the campaign was extended to the Prevent Child Abuse America chapters in Vermont, Massachusetts, Connecticut, and Rhode Island.

We also express sincere thanks to Applebee's International and The Chocolate Gecko for their support of the Price Chopper campaign.

Niagara Falls Walk for Children Raises \$5,000 for Prevent Child Abuse New York

>> Very special thanks to Mary Sanders for her tremendous fundraising efforts at the second annual Niagara Falls Walk for Children. More than 130 walkers gathered at the Niagara Gorge Discovery Center to show their support for New York's children and families. The Niagara Falls business community also took a big step in preventing child abuse, with more than 40 area businesses donating goods and services to the walk.

We are so impressed with and touched by Mary's dedication to preventing child abuse. We look forward to helping her create an even more successful 2007 Niagara Falls Walk for Children.

Dear Friends of Children,

Prevent Child Abuse New York is involved with several state and national initiatives that reflect a promising new direction for our field. After more than 25 years implementing programs that we think are effective, there is a concerted nationwide effort to take a closer look at what we know (and don't know) about how to prevent child abuse and neglect, and to apply that knowledge to our work so we can better assure children's health, development, nurture, and safety.

Increasingly, child abuse prevention is shifting to the public health sector and applying public health principles. At risk of oversimplifying, a public health approach includes: Working "upstream" to prevent the problem before it occurs; responding to four ecological levels – the individual, relationships, communities, and society; and paying attention to the evidence in designing and implementing interventions, evaluating their effectiveness, and making decisions about a particular program or strategy.

None of these are entirely new ideas. As my father used to say, "That's what we've been talking about all along." The difference is that we're learning more and more *how* to apply those principles, with significant leadership and support from the Center for Disease Control and Prevention (CDC). For example:

Promoting evidence-based parenting education with help from the PREVENT Child Maltreatment Institute.

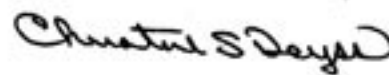
Among the factors that reduce child maltreatment are parents' knowledge of parenting and child development, effective problem solving and communication skills, and social connections. So I am delighted to be involved in a new project to increase the availability and scope of parenting education for the prenatal/early childhood period, as a result of our New York team being selected to take part in the CDC-funded PREVENT Institute. The project reflects one of the objectives of New York's multi-agency Early Childhood Comprehensive Systems (ECCS) plan, and the team includes the ECCS plan facilitators – Department of Health, Council on Children and Families, and the Children and Family Trust Fund. We will be working closely during the coming year with colleagues from NYS Office of Children and Family Services, Schuyler Center for Analysis and Advocacy, NYS Office of Temporary and Disability Assistance, and parenting educators from across the state.

Setting the direction for primary prevention through BECAUSE Kids Count! What are we doing? How are we doing it? And what do we know about our effectiveness? These questions are being addressed by Prevent Child Abuse America, as well as by Parents Anonymous and the National Alliance of Children's Trust Funds, in an ambitious project with CDC to expand our capacity to effectively address child maltreatment, particularly *before* abuse or neglect occur. Based on findings from inventories and assessments of their national networks, the three organizations are developing plans to implement and test national prevention strategies across the country, in collaboration with their chapters, as well as with each other and CDC. By the end of this year, we will have more information about the national strategies. At this time, it appears that Prevent Child Abuse America will focus on a process, rather than a program, strategy: Improving chapters' and the field's capacity to evaluate our work and to use research-based evidence in our decision making.

Home Visiting Discussion Group. Closer to home, the NYS Department of Health (DOH) is playing a major role in moving forward the evidence-based prevention strategy of home visiting. With leadership from Schuyler Center for Analysis and Advocacy, officials from DOH have joined representatives from home visiting programs (e.g., Healthy Families New York, Nurse Family Partnership, Community Health Worker) and other public and private state agencies, to explore avenues to identify and provide services to all families who need extra support during the prenatal/early childhood period. Through a series of thought provoking presentations and discussions, we are moving toward a common understanding of how a system of universal screening and home visiting could be accomplished in our state.

These many exciting developments have invigorated our work on behalf of New York's children and families. I look forward to continued collaboration with my state and national colleagues and to reporting the outcomes of our hard work in future editions of *Network News*.

Yours Sincerely,



Christine S. Deys
Executive Director

Expanding Healthy Families New York

Office of Children and Family Services Expected to Release RFP

This September it is anticipated that the New York State Office of Children and Family Services will be releasing a Request for Proposals (RFP) to expand the Healthy Families New York (HFNY) program to unserved high-need communities. The HFNY model of home visitation services is modeled after Healthy Families America (HFA), a national program of Prevent Child Abuse America, designed to provide support for expectant and new parents.

HFNY offers home-based services prenatally or shortly after the birth of the child. Participants are screened to identify risk factors and stressors. Families who participate in the program are offered long-term in-home services until the child is in school or Head Start. HFNY focuses on the safety of children and supporting families. The services are easily accessible to isolated at-risk families and are respectful of cultural and community diversity. Approximately \$2.3 million will be available in this RFP. Priority for funding will be given to high-need communities.

To develop a HFNY program, it is recommended that communities:

- **Convene a planning group before the RFP is released.** One of the goals of HFNY is to screen all expectant and new parents in the geographic target area for risk factors that would make the family eligible for the service. Therefore, agencies that can assist in the screening process must be included in the planning group. With HIPPA requirements, it is critical to have written referral agreements with prenatal health providers, hospitals, private OB-GYN providers, and community-based agencies. It is also important to have support and representation from the local departments of social services and health on the planning group.
- **Define your target area and conduct a needs assessment.** HFNY sites serve specific high-risk geographic areas that rank above the state average on issues such as poverty, teen pregnancy, Medicaid births, infant mortality, maternal mortality, low birth weight, late or no prenatal care, and rate of indicated reports of child abuse and maltreatment. Target areas could be a county, part of a city, certain zip codes or census tracts, etc. It is important to identify a target area that is not too large for a community initiative and one where universal screening is feasible. This is important because sites will want to provide quality home visiting services in their target area and not be overly ambitious. The needs assessment should review the number of births and risk factors in the target area.
- **Begin to identify the referral process.** What agency will take the lead for the project? HFNY lead agencies include many different health and social services agencies. Will there be a centralized intake or will many agencies screen and refer families? It will be important to be able to clearly state the role of all participating agencies and the role of community partners in the collaboration of services. It is also important to develop strategies to engage hard-to-reach families, including women who do not seek prenatal care.
- **Develop a draft work plan and identify key players.** How will your HFNY site coordinate with existing services? How will you build community support and ownership for the program? Does your community or agency have funding to support a HFNY

site? In the past, sites have been required to contribute ten percent of the total cost. How will the program accommodate cultural differences and use cultural and family strengths and resources?

It is important to become familiar with HFNY and with HFA standards. Information on HFNY can be found on the OCFS Web site, www.ocfs.state.ny.us (click on Child Abuse Prevention Services, then on Home Visiting Team), or on the HFNY Web site, www.healthyfamiliesnewyork.org (click on Community Leaders, Funders). Information to assist you in learning about Healthy Families America is available on their Web site www.healthyfamiliesamerica.org.

A Healthy Families America Site Development Guide is available at <http://www.healthyfamiliesamerica.org/publications/download.shtml#site> and gives a wealth of information on getting started, designing the program, budgeting, providing services, and maintaining the program. It is also recommended that interested sites become familiar with the HFA self-assessment guidelines, also available on their Web site.

Finally, HFNY is a very structured program that provides quality home visiting services to families at risk. It is critical that prospective sites bring passion, energy and commitment to providing quality services.



Speak Out! Rochester Offers Survivors a Day of Healing

>> On Saturday, July 29, Prevent Child Abuse New York sponsored the first annual Speak Out! Rochester, an event dedicated to eliminating the secrecy and misconceptions that surround child abuse and domestic violence. Survivors from as far away as Ohio came to share their stories of abuse and recovery through poetry, prose, art, music, dance and testimony. Local agencies that provide services for people affected by abuse and domestic violence were present, as were licensed art therapists to provide survivors with healthy, creative, adult play time.

The event also hosted Rochester's contribution to the Clothesline Project, a national project where survivors of child sexual abuse, domestic violence, rape, and hate crimes based on sexual orientation create T-shirts that tell their stories. The T-shirts are then displayed for the public to see—as a way of airing society's dirty laundry.

The act of telling one's story, especially a story about something as misunderstood and secretive as child abuse and domestic violence, can be very empowering for survivors; the opportunity to go to an event held for that sole purpose, attended by dozens of other survivors, makes for a powerful day of healing. The event actually ran past the scheduled end time, because so many survivors wanted to come forward and talk about their experiences.

Plans are already underway for next year's event, which will hopefully be in the month of April—Child Abuse Prevention Month—and carried out in several cities. If you are interested in hosting a Speak Out! event in your city, call Jennifer at 1-800-CHILDREN.

— Melanie Daniel Blow

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Our Supporters from January, 2006, to Present

Prevent Child Abuse New York thanks the many individuals, companies, and foundations whose generosity makes our work possible.

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