

Together, we're building great childhoods.



OUR MISSION

Prevent Child Abuse-New Jersey (PCA-NJ) was founded in 1979 as a statewide nonprofit organization dedicated to the prevention of child abuse and neglect in all forms for all New Jersey children.

Annually PCA-NJ serves tens of thousands of children and families throughout New Jersey. PCA-NJ is the New Jersey Chapter of Prevent Child Abuse America, a network of chapters in all 50 states.

OUR VISION

We envision a world where every child has a safe, happy and healthy childhood—free of abuse and neglect.





DEAR FRIENDS:

For the past 35 years, PCA-NJ has been the champion of efforts to PREVENT any child from experiencing any type of abuse or neglect. With rigorous research, we can show that our efforts are effective in building great childhoods by teaching healthy and positive parenting and confronting those situations that can lead to child abuse.

We know raising children can be stressful for every parent, and sometimes that stress can be overwhelming. We know alcohol use can cause parents to act in ways they never would otherwise... and children may suffer. We know many families experience depression or other mental health issues, leading to situations where children may be harmed. We know trying to survive with inadequate income can create overwhelming stress in families—which can lead to a child being abused or neglected. Finally, we continue to read about cases of child sexual abuse in every community. Research shows as many as 1 out of every 10 children has experienced child sexual abuse. These are difficult issues to talk about, but we cannot shy away from our responsibility to protect our children... and to prevent trauma and tragedies from ever occurring.

In 2014, PCA-NJ continued to be the state's strongest organization solely dedicated to prevention and ensuring a great childhood for all children.

We are on the cutting edge nationally confronting the issues of substance use, mental health and domestic violence and their link to abuse. Our home visitation team has been recognized for outstanding quality by the establishment of the first Regional Technical Assistance Hub for the Parents as Teachers Program and by serving on a number of national advisory panels. With creativity and determination, we have expanded the number of hospitals educating parents about the stress caused by a crying baby, reaching more than 20,000 parents each year. The state has recognized the value of our work with teen parents by expanding our program to six new high schools. Our efforts to prevent human trafficking represent one of the strongest in the U.S. to prevent girls and boys from being caught up in the life associated with sex trafficking. And we provided training to more than 200 youth-serving agencies about six simple steps they can take to prevent child sexual abuse from happening in their facilities or programs.

These are just a few of the many accomplishments of our exceptional team of dedicated professionals who lead efforts to prevent child abuse and to build a great childhood for all children in New Jersey. We welcome your support and interest.

Many thanks,

Rush Russell, Executive Director

HEALTHY FAMILIES AMERICA & PARENTS AS TEACHERS:

HOME VISITING PROGRAMS THAT TEACH HEALTHY AND POSITIVE PARENTING

Twenty-five years of research has shown that evidence-based home visitation programs are the most effective strategy known to prevent child abuse and to improve a broad array of child health and development outcomes.

With services available in every county, PCA-NJ's Home Visiting programs helped nearly 5,000 NJ families this past year. Our efforts ensured that these programs provided families with regular, personalized home visits that support expectant parents and parents with young children. More than 58,000 home visits addressed critical issues such as healthy births, attachment, breastfeeding, sleep, parenting behaviors, child development and parents' and families' well-being.

By the end of the program year, 97% of children had health insurance and 96% of children had access to medical services. Home visitors help NJ families build trusting relationships with doctors, leading to improved access to preventive care.

Our efforts this year also included advocating for the future of these crucial services. Our leadership united businesses, faith-based organizations, health care systems, grassroots organizations, preschools, families and leaders to petition for continued federal support of Home Visiting. In August 2014, PCA-NJ staff members took part in an event introducing Senator Cory Booker to home visitors and families in Passaic County. In May 2015, we joined Congressman Frank Pallone as he observed a home visit in Middlesex County. Our efforts resulted in 10 other members of NJ's congressional delegation joining Senator Booker and Congressman Pallone in voting to reauthorize Maternal Infant and Early Childhoods Home Visitation (MIECHV) funding for the next two years. This continued support recognizes the important role that Home Visiting programs play in the lives of families and the strong bipartisan support in the U.S. Congress for these services.



*Left-Right: Jessica Nugent,
Congressman Pallone
and Eva Szmuto*



*Left-Right: PCA-NJ Executive Director Rush Russell
with Senator Cory Booker*

HOME VISITING OUTCOMES

4,876

*number of NJ families in
2014-15 who received regular,
personalized home visits
through Healthy Families
and Parents as Teachers*

91%

*of mothers had a
primary care provider*

97%

*of children had
health insurance*

96%

*of children had a
primary care provider*

53

*children were referred
to early intervention
for a possible
developmental delay*



PROVIDING SUPPORT TO NEIGHBORING STATES:

PARENTS AS TEACHERS TECHNICAL ASSISTANCE HUB

In 2012, PCA-NJ was named the first Parents as Teachers Regional Technical Assistance Hub. This honor was bestowed on PCA-NJ because of our long-time partnership and record of excellent work with Parents as Teachers programs in New Jersey and with the national office in Missouri. The establishment of the Hub is part of the Parents as Teachers strategic plan to better support programs, using its evidence-based model in Massachusetts, New York and Washington DC. Our center conducted in-person site visits to 11 PAT programs across these states and provided almost 100 technical assistance sessions to improve the quality and effectiveness of this home visitation model.

“ Our site visit this year was extremely helpful and facilitated a stronger connection with local programs and the National Center.”

“The biggest strength of the Regional TA Hub is the ability to share what we are doing locally. It helps us connect to a larger national entity, and it helps to know a small program is ‘heard’ and ‘seen’. Great information and stronger sense of support by the national center.”





ADDRESSING THE “BIG 3” RISKS FOR CHILD ABUSE: SUBSTANCE ABUSE, MENTAL HEALTH AND DOMESTIC VIOLENCE

HOME VISITING ENHANCING LINKAGES (HELP) PROJECT

Studies show that three risk factors – substance abuse, mental health and domestic violence issues – significantly increase the risk of child maltreatment. The NJ HELP project focuses on helping home visitors identify these risk factors sooner and more effectively so families can access treatment and counseling more quickly.

Through May 2015, four NJ pilot sites enrolled 133 families into this project and screened 128 of these families to identify potential risks. Our research partners at the National Center on Addiction and Substance Abuse at Columbia University are working to analyze the data. Together, we are exploring the following areas:

- Effectiveness and administration of screening tools
- Home visitor perceptions of behavioral health risks
- Behavioral health risks and critical incident reporting
- Connecting with DCP&P and other local service providers

Early identification and accessing treatment for these issues are strategies that are recognized nationally to reduce child abuse and neglect. With the HELP protocol, home visitors were given the tools to work with families coping with personal and sensitive challenges. Excerpts from client interviews conducted as part of the project illustrate the importance of developing a trusting relationship, providing ongoing support and the challenges that families face:

“She didn’t judge me at all, which was kinda cool because I’m so used to being judged, it’s not even funny.”

“The home visitor is always asking me if I’m going to my meetings or if I went to my sessions. She’s always checking up to make sure I’m doing what I need to do. She is very supportive with all that.”

IMPROVING THE QUALITY OF EDUCATION IN NJ PRESCHOOLS:

FAMILY OUTREACH PROGRAM/GROW NJ KIDS PILOT

PCA-NJ has helped improve child care programs and preschools in NJ for the past 15 years through the Family Outreach Program. PCA-NJ played an integral role in reaching more than 38,000 families in low-income preschools and helping parents become more involved.

Research shows that a child's academic success is stronger when parents are involved meaningfully in their children's schools. There is a greater push across the board for parents to be involved not just as attendees at school events but as key players and decision makers in their children's education. We encouraged programs to actively involve families in their children's schools through educational workshops, parent groups, social and culturally diverse activities and school connections with home visitation.

Building upon this foundation, New Jersey has initiated a new program called Grow NJ Kids to improve the quality of all child care centers and preschools statewide by developing a quality rating system. This past year, PCA-NJ was chosen to be part of the Grow NJ Kids pilot for 41 preschool and child care centers in Middlesex, Somerset and Morris Counties. The feedback from Center directors was amazing:

“You have helped our program become better in so many ways by encouraging us to really look at our classroom environment and help us ensure our employees receive the highest quality of trainings to work with our children. Thank you.”

In July 2015, PCA-NJ was named the Technical Assistance Center in two of New Jersey's four regions to help preschools and child care centers improve quality.

Imagine being able to know with confidence that a child care center has been reviewed and rated “excellent” when it comes to qualified staff, a safe learning environment and a curriculum proven to help children succeed? Parents will be able to make more informed decisions about where to send their children. PCA-NJ is at the forefront of this exciting movement to help all children in New Jersey thrive.

LINKING EXPECTANT PARENTS TO NEEDED SUPPORTS:

ESSEX PREGNANCY AND PARENTING CONNECTION

Our Essex Pregnancy and Parenting Connection program has linked thousands of families to essential health and community supports since 2010. Under a new grant called Project Launch, we expanded our services to families with children up to age eight. We saw a dramatic increase in the number of parents seeking services – more than 2,500 this year – as well as in the number of partnering agencies. We have simplified the process for expectant parents and those with young children to find and connect them with services such as prenatal care, childbirth education, home visiting, parent support groups and family success centers. Additionally, we helped link families to recreational activities for enjoying time with their children and to opportunities for developing their skills as parent leaders and advocates.

Building on the success of our first Parenting Palooza, our second annual event provided Essex families with free, fun and interactive education and resources to support healthy pregnancies and positive parenting. With the help of sponsors and volunteers, the event offered six workshops, hands-on activity stations, lunch and prizes for a group of over 100 mothers, fathers, children and community partners.

We also offered Music Together®, a 10-session series that uses music and movement to engage parents with their young children. This program highlights the important connection to healthy social-emotional development, a key focus of Project Launch.

We were also one of the first programs in the county to host a community screening of the groundbreaking documentary *Raising of America*. Following the film presentation, a panel of community leaders discussed the film and early childhood policies in New Jersey.



WORKING WITH TEEN PARENTS TO PREVENT CHILD ABUSE:

PARENT LINKING PROGRAM

Envision a room filled to capacity with more than 150 teenagers fully engaged at a conference designed to empower them as parents. This was the scene at our Parent Linking Program 2015 Annual Teen Conference held at The Imperia in Somerset, NJ. Dr. Allison Blake, Commissioner of the NJ Department of Children and Families, joined PCA-NJ in welcoming students from throughout the state.

The highlight of the day was the inspiring keynote address by Cole Williams, founder of Son to a Father and motivational speaker. Mr. Williams shared his heartfelt experiences as a single teenage parent. In a conference evaluation, one student commented, “The speaker was the best I’ve heard. He was very informative and had everyone’s attention. Bravo on the choice!”

At our conference, five deserving high school seniors were awarded partial college scholarships. Five additional students were recognized for their original artwork submissions for the T-shirt contest.

This is just one way PCA-NJ supports teen parents in New Jersey. PLP works in ten high schools across the state, offering group sessions to help with the challenges of being a young parent. In addition, the students receive free child care to ensure they are able to complete their high school education. Evaluations of the program show it nearly doubles the chance that a student graduates from high school and postpones a subsequent pregnancy – outcomes that dramatically transform the lives of teen parents.



EXPANDED WORK WITH TEEN PARENTS:

PROJECT TEACH

In this new initiative, PCA-NJ staff provide group workshops focused on healthy and positive parenting for pregnant and parenting teens at Department of Children and Families Regional Schools. Our groups enhance positive parenting practices and life skills, positively influence student attitudes and behaviors and help prevent child abuse.

In the beginning, we anticipated that these groups would have a positive influence on young parents. However, we didn't foresee the incredible strengthening of peer support and powerful community building that has developed. Through the sharing of personal stories among the teen parents, the students appreciate being able to guide the group discussions and finally feel they have a safe, nonjudgmental place to grow and develop as both a teenager and a parent.

REFLECTION ON GROUP SERIES FROM SCHOOL LEADERS AND TEACHERS:

“The girls in the program LOVED the topics and interacted willingly during the conversations.”

“My experience could not have been better. The facilitator listened to what the girls had to say and led them to a deeper understanding about their self-worth. The pace was perfect.”

“I am a seasoned teacher, but I learned a lot from our group facilitator about how to manage a group of teenagers without asserting ‘authority’. I was so impressed with the way she built a strong feeling of comfort and security among the students. The activities were relevant, and students enjoyed them. They looked forward to Tuesday morning groups and were sorry to see the sessions come to an end. That speaks volumes! Great job.”

ACKNOWLEDGMENTS

Our success is due to the hard work and dedication of many people including the families we serve, our employees and Board of Directors, as well as many friends and supporters.

We acknowledge and thank the following agencies, funders and organizations for their assistance and support:

Advocates for Children of New Jersey	Kappa Delta	PSE&G
Aetna Foundation	Kohl's	Robert Wood Johnson University Hospital
Alliant Insurance Services	Macy's	Sigma Delta Tau
AtlantiCare Regional Medical Center	Massachusetts Citizens for Kids/Enough Abuse Campaign	St. Barnabas Medical Center
B&N Charitable Trust	Minnesota Vikings	St. Joseph's Regional Medical Center
Bergen Town Center	National Center on Shaken Baby Syndrome	Sudler Foundation
The Bernknopf Group	Navigators Insurance Company	Trinitas Regional Medical Center
Brunswick Square Mall	New Jersey Department of Children and Families	United States Department of Agriculture
CARES Institute	New Jersey Department of Human Services, Division of Family Development	United States Department of Health and Human Services/Substance Abuse and Mental Health Services Administration
Centre Partners Management	New York Society for the Prevention of Cruelty to Children	University of Arizona
Chicago Alliance Against Sexual Exploitation	Nisivoccia LLP	Update Legal
Chiesa, Shahinian & Giantomasi	The Pechter Foundation	US Retirement Partners
Community Medical Center	Pellegrino Construction Services	Vanguard Charitable
Fidelity Charitable	Joe Plumeri Foundation	Verizon Foundation
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HSBC Philanthropic Programs	Prevent Child Abuse America	WCTC Talk Radio 1450 AM
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Janney Montgomery Scott		
Justice Resource Inc/My Life, My Choice		

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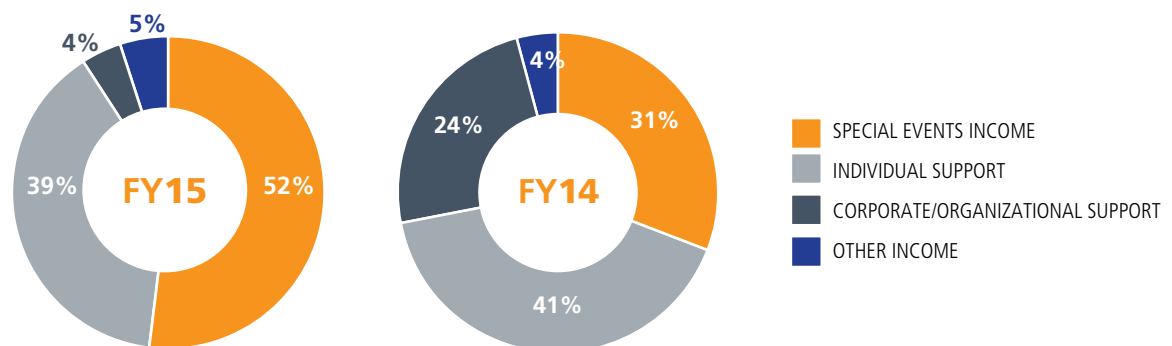
FINANCIAL OVERVIEW

	UNAUDITED Year Ended June 30, 2015	Year Ended June 30, 2014
REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$4,662,480	\$4,194,557
Program Fee Revenue	45,877	55,624
Contributions	148,168	241,878
Other Income	18,414	15,198
In-Kind Donations	16,261	17,145
Special Events Income	192,437	122,260
TOTAL REVENUE	\$5,083,637	\$4,646,662
EXPENSES WERE INCURRED FOR:		
Salaries, wages and Fringe Benefits	\$2,791,048	\$2,421,521
Supplies and Expenses	1,938,586	1,972,705
Facilities Expense	162,911	139,651
Depreciation	16,111	15,478
Total Expenses	\$4,908,656	\$4,549,355
Net Operating Income	\$174,981	\$97,307
Net Operating Margin	3.6%	2.1%

NET ASSET ACTIVITY:

Increase in unrestricted net assets	\$160,949	\$150,183
Change in Restricted Net Assets	14,032	(52,876)
Increase in net assets	174,981	97,307
Net Assets Beginning of Year	426,074	328,767
Net Assets End of Year	\$601,055	\$426,074

DONATIONS



PREVENTING SHAKEN BABY SYNDROME/ ABUSIVE HEAD TRAUMA:

PERIOD OF PURPLE CRYING®

Research shows that crying in normal, healthy babies will increase and then peak between 2 weeks and 4-5 months. It doesn't mean that there is anything wrong with the parent or the baby. The important thing for parents to remember is that this crying will come to an end.

In the worst cases, a parent may shake the baby to stop crying – causing abusive head trauma, or shaken baby syndrome.

PCA-NJ leads a statewide effort to prevent shaken baby syndrome: the Period of PURPLE Crying® program. In just three years, this growing program has reached more than 20,000 families in 10 hospitals. In partnership with hospital nurses and social workers, the program teaches new parents about the normal crying by a baby that causes the most frustration and how to cope.

When a baby is delivered at a participating hospital, the staff members teach parents about the program, show a DVD, and provide a DVD/booklet kit to the family to take home and share with anyone who will be caring for the baby. Community members are involved in the program through our Click for Babies campaign. Volunteer knitters/crocheters make purple newborn baby caps for distribution to PURPLE hospitals. Each baby receives a cap as a reminder to caregivers to keep babies safe.



Most often, a caregiver shakes an infant or child out of frustration or anger. This usually occurs when the baby won't stop crying. Other triggering events include toilet training difficulties and feeding problems.

PREVENTING CHILD SEXUAL ABUSE:

THE ENOUGH ABUSE CAMPAIGN

PCA-NJ continues to be at the forefront of efforts in New Jersey to prevent child sexual abuse, with community partners: Project Self-Sufficiency, PEI Kids, Rutgers University Behavioral Health and the Gloucester County Committee on Missing and Abused Children.

With support from the NJ Department of Children and Families, PCA-NJ hosted a webinar to train agencies serving children and youth on the “Safe Child Standards”. The standards are a set of six basic steps any youth-serving agency can take to prevent child sexual abuse from ever happening in their facilities or programs. In spring 2015, nearly 200 agencies participated in the webinars. A follow-up survey found that **80% of participants had taken new steps** to strengthen their own policies and practices, based on information provided during the webinar.

Two of our community-based partners in the Enough Abuse Campaign, in Gloucester and Middlesex Counties, posted billboards on major highways promoting training and the Enough Abuse Campaign.



Enough Abuse Campaign training attendees - led by Master Trainer Pat Stanislaski - raise their hands, symbolizing their unwillingness to let the problem of child sexual abuse go unchallenged any longer.

PREVENTING NJ TEENS FROM BECOMING VICTIMS OF HUMAN SEX TRAFFICKING

PCA-NJ continues to lead efforts in New Jersey to prevent the sex trafficking of children and teens in our state. Human trafficking is an issue that affects people all over the world, but few realize it is happening right now in our own neighborhoods. Over 100,000 youth are exploited for sex each year in America, with the average age of entry into the sex trade being 12-14 years old. Children and teens in New Jersey are at risk and in need of support.

This past year, we reached more than 650 adolescents who reside in vulnerable settings, such as group homes and foster care, with these programs. PCA-NJ is the statewide leader for two nationally acclaimed prevention programs: My Life, My Choice for girls ages 12-18 and Empowering Young Men for boys ages 14-18.

The My Life, My Choice program provides education in a group format for teen girls on the tactics used by traffickers/pimps, testimonies from survivors, resources in case they need help, and focuses on encouraging healthy self-esteem.

“I wish that there were more programs that informed teenage girls about human trafficking and the dangers of people who look to exploit them.”
—Female teen participant

The Empowering Young Men program provides education to teen boys about the pressures to fit a dangerous societal standard of masculinity. They are taught about the link between the sex industry and child sex trafficking. Throughout the four-session group curriculum, the young men discuss how to become allies to end the sexual exploitation of children.

“From now on, I will stand up for women being used and no longer use degrading terms toward them, and will respect them.”
—Male teen participant



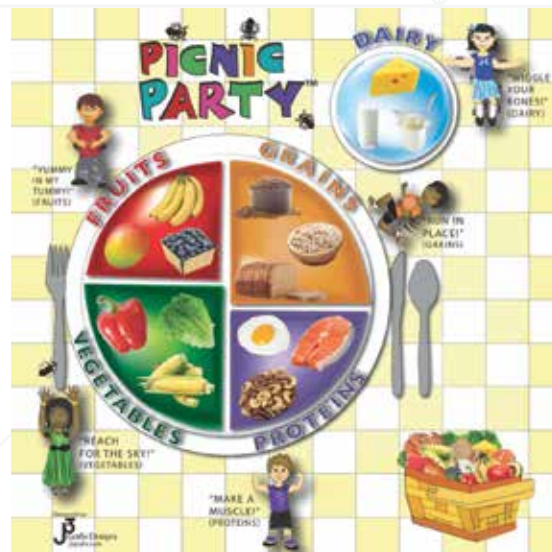
A TOOL TO TEACH HEALTHY NUTRITION: PICNIC PARTY

Picnic Party is an educational game for preschoolers developed by PCA-NJ to educate young children about healthy foods. The game, designed for use in the classroom, includes a physical activity component and tools for the teacher to reinforce healthy concepts.

Survey results – Since Receiving the Picnic Party Game:

- 87% report feeling more confident teaching their students about nutrition
- 91% report students' knowledge about the food groups has increased
- 94% of teachers agree that Picnic Party is a useful tool to provide education nutrition
- 96% would recommend Picnic Party to other teachers and education professionals

This year, with support from the Aetna Foundation, we developed an electronic app version of Picnic Party that parents can download to phones and other devices. This new technology allowed us to reach parents and children outside of the classroom. The popularity of the Picnic Party app speaks for itself. Within weeks of being released, it was downloaded more than 300 times.



STATEWIDE WORKSHOPS AND COMMUNITY EDUCATION FOR PARENTS AND PROFESSIONALS:

PARENT EDUCATION AND TECHNICAL ASSISTANCE

Parents are a child's first and primary educators. Parents and families often encounter daily stress, lack confidence in their parenting skills, and have limited information about the resources available to them. PCA-NJ provides the necessary support and tools parents need by offering education on positive parenting practices. It is also important that educators and caregiving professionals are equipped with the knowledge and resources that allow them to be partners to parents in raising healthy, happy children. This is what PCA-NJ does daily to make sure both parents and professionals are our partners in child abuse prevention.

“The training opened my eyes to the extent of the child abuse and neglect problem in New Jersey.”

“Learning the different signs of child abuse was most valuable because we aren't always aware of what's going on in a child's life, unless we are aware of the signs.”



PCA-NJ CONDUCTED

3
*on-site
educational
mini conferences*

reaching over

450
professionals

21
*child abuse and
neglect prevention
trainings*

to over

700
community members

11
*local fairs and
conferences*

reaching over

40,000
community members

PHOTO HIGHLIGHTS FROM 2014-15



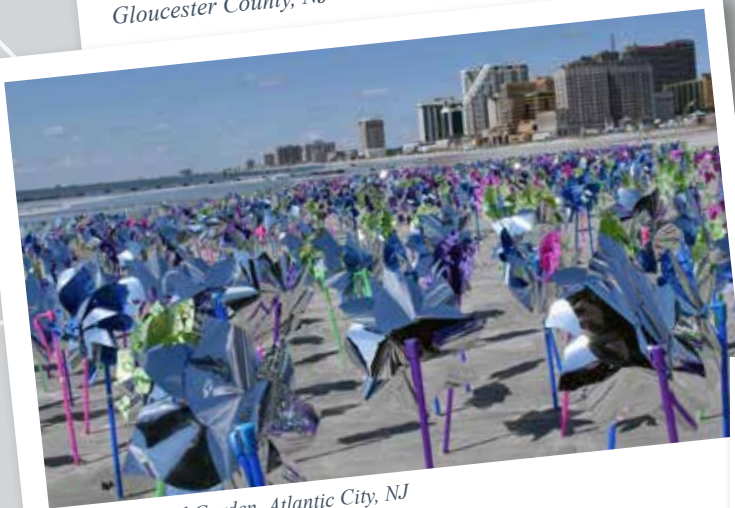
Enough Abuse Campaign billboard, Gloucester County, NJ



Big Pinwheel Garden event, One Atlantic, Atlantic City, NJ



Atlantic County Prosecutor James McClain; DCP&P Assistant Commissioner Charmaine Thomas; Atlantic City Mayor Don Guardian; PCA-NJ Executive Director Rush Russell



Big Pinwheel Garden, Atlantic City, NJ



1450 WCTC Radiothon benefiting PCA-NJ, Brunswick Square Mall



Music Together session, Essex Pregnancy & Parenting Connection, Newark



Kiwanis Club of Parsippany pinwheel garden, Child Abuse Prevention Month

PCA-NJ 36TH ANNIVERSARY GALA – MAY 28, 2015

Honoring Maura Somers Dughi and Robert Wood Johnson University Hospital



TOP 10 TIPS TO BUILD EARLY LITERACY

- 1. TALK AND SING WITH YOUR CHILD:** Infants learn to talk by hearing individuals talk to them. Communicate with your child through lullabies and nursery rhymes, stories, smiles, and even infant coos and babbles.
- 2. READ TO YOUR CHILD DAILY:** The one-to-one interaction during daily reading time provides a feeling of safety, comfort, and consistency for young children. Reading a variety of materials to a child increases her vocabulary, her listening and speaking skills, and her understanding of the world.
- 3. PROVIDE MATERIALS THAT PREPARE YOUR CHILD FOR WRITING:** By holding simple toys such as rattles, or merely scribbling on paper with crayons, babies begin to develop the hand and finger muscles that they need for writing.
- 4. LIMIT TELEVISION AND WATCH APPROPRIATE SHOWS WITH YOUR CHILD:** As a parent, take control of the TV. Find appropriate programs to watch with your child so that she may ask a question or discuss the program with you.
- 5. PROVIDE OPPORTUNITIES FOR PLAY AND EXPLORATION:** A child learns about his world through play. Provide toys and materials that encourage exploration and experimentation; participate in the fun by playing imaginative games. Use blocks or colored items to create patterns.
- 6. SERVE AS A ROLE MODEL BY DEMONSTRATING YOUR LOVE OF READING:** spend quiet time in which your child observes you reading.
- 7. VISIT THE PUBLIC LIBRARY AND BOOKSTORE TO SPARK YOUR CHILD'S INTEREST IN BOOKS:** Libraries provide excellent children's literature, often sell used books that are inexpensive and in good condition, and arrange special events when authors or storybook characters are a part of the program.
- 8. SELECT A QUALITY CHILDCARE PROVIDER WHO WILL SPEND TIME TALKING AND READING TO YOUR CHILD:** When selecting a childcare provider, consider the activities, books and other materials that are provided for your child throughout the day. Visit the center ahead of time and observe the children.
- 9. INSTILL A LIFE-LONG LOVE OF READING IN CHILDREN BY MAKING LITERACY LEARNING ENJOYABLE:** Foster your child's literacy growth through everyday activities, and make it fun. But do not become frustrated if your child is sometimes uninterested, skips pages, or insists on reading one book or even one page over and over. Children learn best when it is at their own pace.
- 10. GIVE YOUR CHILD A HEALTHY START:** Because the lack of prenatal care can hurt a child's ability to learn to read and write, expectant mothers must be sure to receive adequate health care during pregnancy. After your child is born, get information about children's health and nutrition issues. And of course, make sure your child receives her immunizations.

10 STEPS ANYONE CAN TAKE TO PREVENT CHILD ABUSE

1. BE A NURTURING PARENT.

Children need to know that they are special, loved and capable of following their dreams.

2. HELP A FRIEND, NEIGHBOR OR RELATIVE.

Being a parent isn't easy. Offer a helping hand to take care of the children, so that the parent(s) can rest or spend time together.

3. HELP YOURSELF.

When the big and little problems of everyday life pile up to the point you feel overwhelmed and out of control — take time out. Don't take it out on your kid.

4. IF YOUR BABY CRIES...

It can be frustrating to hear your baby cry. Learn what to do if your baby won't stop crying. Never shake a baby — shaking a child may result in severe injury or death.

5. GET INVOLVED.

Ask your community leaders, clergy, library and schools to develop services to meet the needs of healthy children and families.

6. HELP TO DEVELOP PARENTING RESOURCES AT YOUR LOCAL LIBRARY.

Find out whether your local library has parenting resources and if it does not, offer to help obtain some.

7. PROMOTE PROGRAMS IN SCHOOL.

Teaching children, parents and teachers prevention strategies can help keep children safe.

8. MONITOR YOUR CHILD'S TELEVISION, VIDEO AND INTERNET VIEWING/USAGE.

Watching violent films, TV programs and videos can harm young children.

9. VOLUNTEER AT A LOCAL CHILD ABUSE PREVENTION PROGRAM.

For information about volunteer opportunities, call 1.800.CHILDREN

10. REPORT SUSPECTED ABUSE OR NEGLECT.

If you have reason to believe a child has been or may be harmed, call your local department of children and family services or your local police department.

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