

# The New York Society for the Prevention of Cruelty to Children



ANNUAL REPORT 2011



*Founded in 1875 – The First Child Protection Agency in the World*

FOUNDED IN 1875, The New York Society for the Prevention of Cruelty to Children (The NYSPCC) is the first child protection agency in the world. Throughout its 136 year history, The NYSPCC has met the urgent needs of New York City's most vulnerable children through the development of new and innovative programs. It is with this same spirit of innovation, concern and compassion for the City's children that The NYSPCC seeks to meet the challenges that lie ahead. ●

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# Our Mission

AS THE WORLD'S FIRST child protection agency, The NYSPCC responds to the complex needs of abused and neglected children, and those involved in their care, by providing best practice counseling, legal, and educational services. Through research, communications and training initiatives, we work to expand these programs to prevent abuse and help more children heal.



## HOW WE PREVENT THE ABUSE AND NEGLECT OF CHILDREN:

### *Mental Health Services*

- Provide court-ordered supervised visitation services to children and their families in a safe and supportive setting.
- Counsel children who have endured the trauma of child abuse or neglect.
- Provide sexual abuse prevention workshops to children in New York City schools.
- Provide crisis debriefing services to child welfare agencies to help staff during times of stress, grief and loss.



### *Legal Services*

- Advocate for legislative and judicial action that protects children and strengthens families.
- Provide training programs for parents as an alternative to criminal conviction and/or incarceration for leaving their children alone and unattended.



### *Education*

- Promote healthy parenting through counseling and education.
- Educate professionals about child abuse and neglect identification and reporting.
- Train professionals on The NYSPCC's best practice models.

## WHAT MAKES THE NYSPCC UNIQUE:

- **The first** child protection agency in the world—over 136 years of **trailblazing** in child protection and abuse prevention services.
- Excellent ongoing **relationships** with social service providers and the court systems in New York City.
- **Flexibility**—as an independent non-profit—to develop and implement enhanced levels of service to children and families.
- **Warm, caring and dedicated** professionals.



Dear Friends,

IT IS MY PLEASURE TO SHARE some of The NYSPCC's significant achievements over the past year. In 2011, The NYSPCC's dedicated staff, with the support of a remarkable Board of Directors, reached over 5,000 children, families, caregivers, and professionals, providing services aimed at preventing child abuse and neglect, and responding to the complex needs of children who have endured abuse.

OUR 2011 ANNUAL GALA WAS PARTICULARLY MEANINGFUL, taking place only days after the Penn State child sexual abuse scandal became public. Everyone in the room that evening felt especially connected to The NYSPCC's mission and the vital importance of our work protecting children. It was our great privilege to honor Mark S. Weiss, Vice Chairman of Newmark Knight Frank, and New York Knicks legend and his wife, Allan and Tamara Houston, of the Allan Houston Legacy Foundation, for their commitment to safeguarding children and strengthening families.

MEANWHILE, The NYSPCC's young philanthropists in our active Junior Committee set a record with their seventh annual spring benefit, *Empire State of Mind*, raising over \$34,000 for the agency's direct-service programs. It is encouraging to know that our legacy at The NYSPCC is being stewarded by a committed and energetic next generation of supporters.

ON BEHALF OF THE BOARD OF DIRECTORS, I want to thank our staff and our remarkable family of donors for their ongoing support and belief in our work. It is because of you that we are able to offer the greatest level of care for children and families in need.

Sincerely yours,

A handwritten signature in black ink that reads "David R. Stack". The signature is written in a cursive style with a horizontal line extending to the right.

David R. Stack  
*President*



Dear Friends,

2011 BROUGHT ABOUT MANY CHANGES FOR The NYSPCC. While we continued to focus on our mission to provide New York City's vulnerable children and families with the services they need to thrive, we also focused on opportunities that allowed us to reach out to other communities throughout the country, ensuring that all children have the opportunity to live happy, healthy lives.

THE NYSPCC FORMALLY EXPANDED ITS REACH BEYOND THE FIVE BOROUGHES of New York City by establishing The NYSPCC Training Institute. Since its founding in 1875, The NYSPCC has been at the forefront in developing strategies and best practices to keep children safe and supported in strong, nurturing families. After many years of requests to teach and train others throughout the country, we are pleased to have made this process official. Through presentations at local and national conferences, The Training Institute reached 900 child welfare professionals in 2011.

IN NEW YORK CITY, The NYSPCC's programs flourished. Our Crisis Debriefing program grew beyond our partnership with the New York City Administration for Children's Services to include providing self-care workshops to workers in schools, youth shelters, and domestic violence agencies, and we taught the Crisis Debriefing model to other service providers throughout the United States. Our child sexual abuse prevention program, *Safe Touches: Personal Safety Training for Children*, now includes a series of parent workshops.

WE ARE CONTINUALLY WORKING to increase our presence both in NYC and nationally, and to raise awareness among parents about critical child safety issues. Through blogs, interviews with the press, strategically communicating online, and reinvigorating our Facebook page, we aim to provide vital information for families to properly care for their loved ones.

ON BEHALF OF EVERYONE AT The NYSPCC, thank you for your support! Your kindness and generosity have helped thousands of children lead happier, safer lives.

Warm regards,

A handwritten signature in black ink that reads "Mary L. Pulido". The signature is written in a cursive, flowing style.

Mary L. Pulido, Ph.D.  
*Executive Director*

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# THE NYSPCC IN THE NEWS

In 2011, The NYSPCC was featured in numerous local and national publications, websites and television programs:

- Dr. Pulido and Janine M. Lacina, Manager of Research and Evaluation, co-authored “Supporting Child Protective Services (CPS) Staff Following a Child Fatality and Other Critical Incidents” for the American Professional Society on the Abuse of Children (APSAC), distributed electronically as an *APSAC Alert* in February 2011. This publication is free to professionals engaged in working with and for maltreated children and the adults who care for and influence their lives.
- Dr. Pulido was interviewed by *Woman’s Day* magazine for a March 2011 article designed to help parents determine when their child is old enough to serve as a babysitter.
- “Raising the Bar: Why Supervised Visitation Providers Should Be Required to Meet Standards for Service Provision” was published in the April 2011 *Family Court Review*, an interdisciplinary journal of the Association of Family and Conciliation Courts. The article was co-authored by Dr. Pulido, Stephen P. Forrester, Esq., Assistant Executive Director, and Ms. Lacina.
- Dr. Pulido was asked to contribute to the book, *Behavioral Health Response to Disasters*, coordinated by the College of Social Work at Florida State University, with a publication date of April 2012. Her chapter, “Helping the Helpers: Ameliorating Secondary Trauma in Disaster Workers,” was co-authored with April Naturale, Ph.D.
- Surrounding the 10th anniversary of the 9/11 terrorist attacks, Dr. Pulido was interviewed and featured on many websites and publications, including
  - ABCNews.com Healthy Living in a web video: “Talking to Your Kids About 9/11”
  - Westchester.Parenthood.com in the article: “How To Talk to Your Kids About 9/11”
  - The Westchester Family Newsletter in the article “How To Talk to Your Kids About 9/11”
  - Babble.com in the article: “9/11: What To Tell The Kids”
  - WomansDay.com in the article “How To Talk to Your Kids About 9/11”
- In September 2011, after a child died of starvation when his parents fed him a so-called “vegan” diet, Dr. Pulido was interviewed by CBSNews.com in a web video to discuss “Are vegan diets healthy for children?”
- Dr. Pulido was interviewed on television in November 2011 by NY1’s Parenting Correspondent Shelley Goldberg on the topic of “Help Protect Children from Sexual Abuse.” The interview ran multiple times.
- Following the November 2011 child sex abuse scandal surrounding Syracuse University basketball coaches, Dr. Pulido was quoted in an article on ESPN.com entitled “Time Gap Key Factor in Sex Abuse Cases.”
- Dr. Pulido began blogging regularly on the HuffingtonPost.com Parents section on a variety of topics related to child care. The 2011 posts included:
  - 9/11 Anniversary Reactions—What Should I Expect?
  - Protecting Kids First! A Safe Halloween—Five Tips That Parents Should Know
  - Infant Sleep Safety—What Parents Need to Know ●

Dr. Mary Pulido blogs regularly for the Huffington Post on topics of interest to parents. To read more of her posts, please visit [www.huffingtonpost.com/mary-l-pulido-phd](http://www.huffingtonpost.com/mary-l-pulido-phd).

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# HUFFPOST PARENTS

THE INTERNET NEWSPAPER: NEWS, BLOGS, VIDEO, COMMUNITY

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## Mary L. Pulido, Ph.D.

Executive Director,  
The New York Society for the Prevention  
of Cruelty to Children

## Talking to Your Child About 9/11: What Do You Need to Know?

Posted: 08/17/2011 06:12 PM ET

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As the tenth anniversary approaches, parents may worry about how to have a conversation with their child about this sad event. I recommend that you frame it in such a way that you're not producing unnecessary anxiety for your child, but providing them with enough detail to satisfy their curiosity or concerns. After the terrorist attacks of 9/11, I was a provider of crisis counseling services to children, teachers and parents under a Project Liberty grant to my agency, The New York Society for the Prevention of Cruelty to Children (NYSPCC).

### Here are my suggestions.

- Let them know you are there to listen to their questions and concerns. Some children will talk and some won't. Both of these reactions are okay. What children need is reassurance that you are available to answer their questions when they are ready to discuss 9/11.
- When they do raise it, you can ask "What do you want to know about 9/11?" Or, "Why do you think we are remembering the anniversary of 9/11?" Keep your conversation age-appropriate.
- Find out what frightens them and address it. Most children will want to know the bottom line—Will I be okay, will you be okay and is this going to happen again? Their emotions will vary based on their age, personality, religious background and their connection to the attacks. Also, keep in mind that trauma is cumulative in nature. So, if your child has experienced other traumas in their life, the 9/11 anniversary may put them at risk for higher distress.
- Stick to the facts. Children may have heard many different and possibly conflicting stories that could cause confusion for them. Be concrete. You can say "On 9/11 there were some people who did not like the United States. They wanted to hurt us, so they flew a plane into a building to try to scare all the people in NYC and around the country. Many people died that day. It was very sad for all of us."
- Your child may then raise issues about death and what happens afterwards. Depending on your beliefs, you should answer these questions as best you can.
- Monitor the TV and the Internet. If they want to watch the memorial service or news-casts, watch them with your child. Be an active participant in monitoring the type of information they receive. Most children under the age of 8 should probably not be

*(continued on page 6)*



*(continued from page 5)*

exposed to the media images of the day, as developmentally, they may still not be able to distinguish fact from fiction. I recommend that parents diligently monitor the TV, computer, newspapers, etc. to make sure that children are not exposed to the graphic, violent repeats. You can't "unsee" something.

- There were many heroes that day and the days beyond. Talk about the amazing efforts of the police, firemen, and other first responders, medical providers on that day. It's also good to let them know how everyone in their community banded together to support each other and that the sense of caring for others and patriotism was at an all time high. The anniversary is also a day to recognize those people. It's also provides an opportunity to discuss how important it is to treat others with respect and dignity—even if we do not agree with their views or they seem different from you. Emphasize kindness and hope.

### **Here are a few scenarios to think about.**

- If your child becomes upset after reading the newspaper or watching TV, encourage them to discuss their feelings. Normalize and validate them. Don't try to "correct" them. There is no right or wrong feelings and each child's will be different.
- Children older than 12 may have memories of the event and be very moody, depressed, anxious, possibly even cry. Acknowledge that this anniversary makes many people very sad. It's completely understandable. Praise your child for being able to express their feelings. Then talk about what might make them feel better, for younger children, diverting them with play is helpful. For older children, it may be watching a comedy or uplifting movie.
- If your child asks "What is a terrorist?" you can tell them that a terrorist is someone who tries to hurt and scare people. They are trying to make people afraid. Terror is another word for being very scared. I would then add that there are not many terrorists in the world, but there are many good people in the world working hard to keep them safe.
- If your child asks "Why did they do that to NYC?" you can say "The men who flew the planes into the buildings were terrorists. They did not like America and were very angry. They did this to scare people and to cause much harm and damage to the people who live here. Most people do not feel this way about America."
- Stay away from going into detail about Al Queda and other terrorist groups if possible. Your child needs reassurance that he/she is safe and not in danger. 9/11 was unprecedented and nothing of this magnitude has happened since in the United States.
- If your child asks "Will it happen again?" you can tell them that "from the president of the U.S. to our local police and firemen, many steps have been taken over the past 10 years to keep us safe. And, not just from terrorism but from other threats too like fires, floods, and crime."

### **Create a Family Emergency Plan**

- Reassure your child by creating an emergency plan. Calmly explain to your child you are ready for an emergency and have a plan that will keep them safe.

#### **The components that you should cover are:**

- Contact person(s) in case of an emergency. What will happen if they are in school or you are in work or separated from them. Who is the "go to" at that time?
- The meeting location if family members are separated.
- How to call 911 if an emergency happens in the home.
- Emergency supplies that you keep at home, medicine, money and a cell phone, canned food, water, flashlight, battery operated radio, first aid kit, etc.

Review the plan with your child when it is NOT an emergency so they can digest it and ask questions that may come up before an emergency arises.

*For more information about keeping your child safe visit The NYSPCC's website [www.nyspcc.org](http://www.nyspcc.org) ●*



# THE TRAUMA RECOVERY PROGRAM

ESTABLISHED IN RESPONSE TO THE TERRORIST ATTACKS ON SEPTEMBER 11TH, the Trauma Recovery Program initially provided crisis counseling, education and support services to children, parents and teachers of lower Manhattan in the communities most directly impacted by the attacks. Over time, our services have evolved to focus on the mental health care needs of children involved in New York City's child protective, preventive and foster care systems. In 2004, The NYSPCC launched a special trauma-focused therapeutic program for children who have experienced physical or sexual abuse, traumatic grief or loss, or have witnessed family violence.



IN ORDER TO BEGIN THE HEALING PROCESS, a safe, supportive and nurturing place must be available to help children recover from these traumatic experiences. Through individualized, child-friendly and focused counseling sessions, our clinicians help children to more effectively understand and manage their emotions. Most children in our program have never received trauma-focused mental health counseling to help them develop coping skills and recover.



SINCE A CHILD IS NOT AN ISOLATED PERSON but part of a family, clinicians include family members in individual counseling sessions. Many times, the reasons for a child's unhealthy behavior are rooted in a family/household problem. By conducting both individual counseling sessions with the child and then bringing in family members, clinicians are better able to identify the problem and help the family cope and work toward rectifying unhealthy behaviors. Ensuring that a child with mental health problems has a secure support system at home is essential to recovery and healthy development.



AS AN ADDITIONAL SUPPORT for the children receiving services at The NYSPCC, group therapy was added as a treatment modality to the Trauma Recovery Program. Group therapy provides a forum for children to be exposed to peers who have had similar experiences, and provides an opportunity for these experiences to be shared and the children's reactions validated.

IN 2011, THE TRAUMA RECOVERY PROGRAM PROVIDED counseling to 80 children during 748 individual therapy sessions. Fifty parents/caregivers and 87 family members (aunts, uncles, grandparents, siblings) and professionals (teachers, social workers, guidance counselors and foster care caseworkers) participated in family therapy sessions or collateral meetings. Two hundred-sixty family therapy sessions were held and The NYSPCC clinicians also conducted 507 collateral meetings. One 10-session group therapy workshop, entitled "Managing My Emotions," served six children. ●

# Miranda

Miranda\* an eight year-old girl, has endured too many traumatic experiences in her young life. She was removed from her parents' care by the New York City Administration for Children's Services (ACS) following multiple reports from her teacher that she was unkempt and showing signs of mood disturbances and impulsive behavior in the classroom. Miranda stole food from the school cafeteria and disclosed that her father would "lock her up" and not feed her. Upon entering the family's home, ACS found locks on the family's kitchen cabinets and the refrigerator. Miranda was removed from the home, and placed with a foster mother, Layla. ACS moved forward with terminating the parental rights of Miranda's parents.

When Miranda was referred to the Trauma Recovery Program, she was one year behind at school due to her inability to stay focused, difficulty interacting with her peers, and constant disruptive behavior. Her parents' severe neglect of her basic needs led her to mistrust adults, and she had volatile mood swings and anxious responses to new experiences. Treatment goals initially focused on enhancing Miranda's capacity to verbalize her thoughts and feelings, using relaxation skills to focus her breath, and increasing her ability to respect boundaries put in place by adults. After three months of consistent meetings with the Trauma Recovery clinician, including sessions with her foster mother Layla, Miranda began to exhibit positive changes both at school and at home.

To further the progress Miranda was making in individual therapy, her Trauma Recovery clinician felt she would also benefit from participating in The NYSPCC's Grief and Loss art therapy group. Children in the group shared the experience of having a significant relationship disrupted, through death, incarceration or, in Miranda's case, removal from the home. Initially, Miranda had some trouble integrating into a group. She was disruptive and needed constant attention, but, using coping strategies she learned in her individual therapy sessions, she was able to calm down.

One particular project that resonated with Miranda was the "creature" activity, designed to help children talk about loss and employ coping strategies to manage their grief. Each child created their own creature who had a unique story of loss, and each creature dealt with their loss differently. Using her creature as a tool, Miranda was able to more freely participate in group discussions about the difficult, and sometimes conflicting, feelings related to being removed from her parents. As the group progressed over the course of the 12 weeks, Miranda became increasingly confident and eager to share experiences, and began to model behavior that was helpful to other children.

Miranda is now thriving. Layla was also offered support through the Trauma Recovery Program and developed such a strong bond that she moved forward with adopting Miranda. Though Miranda will continue to mourn the loss of her biological parents, she now has the coping skills and family stability to help her navigate challenging life stressors. ●

# SAFE TOUCHES: PERSONAL SAFETY TRAINING FOR CHILDREN

IN FEBRUARY 2007, The NYSPCC launched a child sexual abuse prevention workshop, *Safe Touches: Personal Safety Training for Children*. *Safe Touches* is the only program in New York City public schools specifically designed to reach young children aged five to nine who are in kindergarten through the third grade. The NYSPCC is also equipped to provide trauma recovery counseling services should a child disclose abuse.

USING COLORFUL PUPPETS, The NYSPCC's specially trained clinicians use role-play scenarios to help children recognize safe and unsafe touches, teach body safety and help children identify whom to tell if they have experienced an unsafe touch. Children play an active role during the workshop by giving suggestions to the puppets on what they can do to keep their bodies safe, and who they can go to for help if they have been in an unsafe situation. Children are also encouraged to ask questions and voice concerns. The workshop emphasizes that if a child has been touched inappropriately, it is never the child's fault. To reinforce the messages from the workshop, each child is given a copy of *Keeping my Body Safe!* or *Your Body Belongs to You!* activity and coloring books to be used with their parents. Workbooks are available in both English and Spanish.

THE NYSPCC'S *SAFE TOUCHES* WORKSHOP has received overwhelmingly positive feedback. In 2011, The NYSPCC provided 68 workshops serving 1,354 children. Fifteen collateral sessions were held with school personnel to discuss issues related to disclosures or statements by children that warranted additional follow-up.

IN 2011, THE NYSPCC BEGAN OFFERING *SAFE TOUCHES* WORKSHOPS for parents and caregivers. These workshops serve to provide essential information to parents about child sexual abuse and how to prevent it. Parents armed with this information are better equipped to support their child's learning about safety strategies and how to respond if their child reports receiving an unsafe touch. During the year, The NYSPCC conducted two workshops serving 28 parents, and two workshops reaching 45 school personnel. ●



# KEEPING CHILDREN SAFE FROM SEXUAL ABUSE

THE FOLLOWING SCRIPT EXCERPT from the *Safe Touches: Personal Safety for Training for Children* program offers a glimpse into this 40-minute workshop.

**Facilitator:** *We are here to talk about safe touches and not safe touches and how to keep yourself safe if someone touches the private parts of your body and it makes you feel not safe, funny, or confused inside. There are two different kinds of touches:*

**Safe Touches:** *Touches that make you feel warm, safe and happy inside. Like a hug from mommy after you made a good grade, a hug from daddy after you fell and skinned your leg, or hugs and high fives from your teammates after you scored a goal.*

**Not-Safe Touches:** *If someone tries to touch your private parts, it can make you feel angry, scared, or funny and confused inside. Examples of Not-Safe touches would be if someone asks you to take your clothes off and to keep it a secret; if someone asks you to touch or look at his or her private parts; if someone asks you to do anything with your body that makes you feel strange and confused inside.*

## **\*\*Facilitator Introduces the Puppets\*\***

### **Role Play #1: Mother (Eunice) hugging Toby when he is sad after being teased at school by friends.**

(Toby enters the rooms looking sad and crying. Toby puppet uses hand as if wiping away tears from his eye.)

**Mom:** *Hi Toby. (Sounding concerned) Why do you look so sad?*

**Toby:** *Some kids at school were teasing me. They called me stupid when I didn't catch a ball during recess.*

**Mom:** *It's doesn't feel so good when kids tease you, huh? (Toby shakes his head "no.")*

**Mom:** *Would you like a hug? It might make you feel better.*

**Toby:** *Yes. (Mom gives Toby a hug.)*

**Toby:** *Thanks Mom.*

**Facilitator asks:** *Was that a safe touch or a not safe touch? Why? [Group Discussion]*

### **Role Play #2: Uncle Herbert asking Toby to sit on his lap; nice talking and safe touches move to not safe touches.**

**Herbert:** *Toby, what's up?*

**Toby:** *Hi Uncle Herbert!*

**Herbert:** *Hey Toby, (Herbert puts his arm around Toby's shoulders.) you know, you're my favorite nephew and it's okay that I put my arm around you right?*

**Toby:** *Yes, I guess so.*

**Herbert:** *What if we played a game where I touch you here between your legs?*


**Toby:** *(Looks shocked and uncertain) uhhh...*

**Facilitator asks:** *Was that a safe touch or a not safe touch? Why? [Group Discussion]*

*It is important to know what to do when someone tries to touch you on your private parts, or asks you to touch them. It is also important to know that not-safe touches could happen in a lot of different ways...IT IS NEVER THE CHILD'S FAULT. The reason why is that it is an adult's job to keep a child safe and to take care of children.*


**\*\*end of abbreviated excerpt\*\* ●**

# CRISIS DEBRIEFING SERVICES



SINCE 2006, THE NYSPCC HAS PROVIDED CRISIS DEBRIEFING SERVICES to the New York City Administration for Children's Services (ACS) child protective service workers following traumatic events such as child fatalities, violence in the field or handling horrific cases of child physical and sexual abuse. As first responders to child abuse and neglect cases, these workers need resources that enable them to strengthen their personal coping skills and ability to manage the excessive stress they feel as a result of their demanding and difficult profession. The *Restoring Resiliency Response* protocol, developed by The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., is utilized in these sessions. Providing a safe space for everyone to voice feelings about loss is important for team-building and setting up needed support systems instrumental in returning staff to previous levels of functioning.

THE NYSPCC HAS RECENTLY EXPANDED ITS CRISIS DEBRIEFING PROGRAM to include working with domestic violence agencies, youth shelters and school personnel.



IN 2011, THE NYSPCC PROVIDED 48 CRISIS DEBRIEFING SESSIONS to 248 ACS staff members and two crisis debriefing sessions to three domestic violence agency staff members. One community-based organization requested a crisis debriefing session for two staff members.

THE NYSPCC ALSO PROVIDES A WORKSHOP ENTITLED, "Building Resilience: Managing Secondary Traumatic Stress," to educate front-line workers, supervisors and managers about trauma and secondary traumatic stress and to build resiliency among those who work in the child welfare arena. The goals of these workshops are to reduce the stress levels that are heightened for child welfare workers, accelerate the recovery processes and develop coping skills to improve overall resilience. One video conference, reaching 100 practitioners, was offered in 2011. ●

# POSITIVE PARENTING PLUS (PP+)

THE POSITIVE PARENTING PLUS (PP+) PROGRAM is a therapeutic supervised visitation program designed to help parents who cannot have unsupervised access to their children due to a history of child physical or sexual abuse, domestic violence, substance abuse or mental illness. The NYSPCC has been providing supervised visitation to New York City families since 1992 and accepts referrals from the New York City Family Court when a judge determines that a parent cannot be left unsupervised with a child due to safety concerns, and from ACS to serve children in foster care with high-risk parents who require supervised visitation based on the safety risks posed by parent-child interaction. Rather than eliminating contact between a non-custodial parent and child, supervised visitation provides a one-on-one supportive setting where the relationship can continue while pending legal issues are addressed by the child protective and court systems. The program keeps the children safe while promoting healthy parenting through parent coaching, education and guidance. Supervised visitation services are critical for maintaining any type of contact between a child and visiting parent.

PP+ ALLOWS VISITING PARENTS TO SPEND TIME WITH THEIR CHILDREN in the presence of a licensed Master's-level clinician. Families receive support from skilled clinicians to strengthen or repair their relationships with their children. Supervised visitation is intended to be a temporary remedy with most parents moving toward less restrictive or unsupervised visits with their child whenever possible. When that happens, PP+ provides a neutral place for the safe transfer of children during unsupervised visits when there are restrictions placed on the contact between parents. Clinicians check-in with the parents and child during both the drop-off and pick-up to ensure optimal results for all involved.

OUR SUPERVISED VISITATION SERVICES ARE ENHANCED BY THERAPEUTIC INTERVENTION. The PP+ program includes parenting skills workshops, individual parent coaching sessions for visiting parents during supervised visits with their children and, when needed, mental health counseling for children who have witnessed domestic violence. All families involved in supervised visitation receive these enhanced services. A program with this level of intensive supervised visitation services is unique in New York City. The NYSPCC is also committed to eliminating language and financial barriers to parent-child contact. The NYSPCC is the *only* supervised visitation program in New York City providing bilingual (English/Spanish) services, seven days a week, including three evenings, to accommodate working parents and school-age children.

IN 2011, 126 FAMILIES, INVOLVING 186 AT-RISK CHILDREN, were able to strengthen their relationships through their participation in the PP+ Program. A total of 681 supervised visits were held between non-custodial parents and their children, and The NYSPCC's staff prepared 201 reports for the Family Court regarding parent-child interaction. Clinicians monitored 497 supervised transfers at The NYSPCC, with visits being held in the community. Seventy-four non-custodial parents participated in a total of 185 parent education workshops, with 38 parents receiving their Certificate of Completion. Thirteen full-cycle parenting skills education workshops were held in English, and two in Spanish. An additional 52 non-custodial parents received a one-time education workshop on budgeting and financial planning. In 2011, 839 coaching sessions were held with non-custodial parents and 292 coaching sessions were held with custodial parents. Eighteen children from the PP+ Program were referred for mental health counseling with The NYSPCC's Trauma Recovery Program, with 11 of those children moving forward to receive services. ●

# John & Joey

John★ and Maria's relationship was destroyed due to issues of domestic violence and substance abuse. However, John wanted to develop a strong and healthy relationship with the couple's two-year old son, Joey, whom he had not seen for more than a year. Maria grudgingly acknowledged the importance of John being a part of Joey's life, but wanted to make sure that he would be able to parent Joey effectively and provide a safe environment for him. A Family Court judge ruled that John needed supervision while reengaging with Joey and referred him to The NYSPCC's Positive Parenting Plus (PP+) Program. Supervised visits were scheduled and John began The NYSPCC's parent education classes.

Because of his strong attachment to his mother, and the extremely limited contact he had with his father, Joey was initially reluctant to spend time with John. During his first supervised visit with Joey, the visit supervisor helped John focus on re-engaging with his son and making him feel safe. As the visits progressed, John began to incorporate techniques he learned from our parenting education course, and Joey became more comfortable with his father. Over time, through the guidance of The NYSPCC clinician, John learned to connect with Joey through age-appropriate play and conversation. John, who is a professional musician, also began to teach his son about music and instruments.

John was then allowed three hours of unsupervised visit time with Joey. The parents transferred the child at The NYSPCC for safety reasons. This allowed The NYSPCC clinicians to check in with Joey and with John, separately, after each visit ended. Following several successful unsupervised visits, John's visit time with Joey was increased to six hours. Joey easily transitioned from supervised to unsupervised visits, and quickly adjusted to spending time with his father in unfamiliar environments outside of The NYSPCC's therapeutic visitation rooms. The NYSPCC successfully closed this case, with John continuing unsupervised visits with his son in the community. ●



# THE NYSPCC TRAINING INSTITUTE

IN RESPONSE TO THE DEMAND FOR TRAINING on The NYSPCC's best practice service models by child welfare agencies and community groups, The NSYPCC formally launched *The NYSPCC Training Institute* in 2011. The NYSPCC provides direct services to New York City's vulnerable children and families, evaluates the outcomes achieved and obstacles encountered, and documents these efforts to serve as a learning source for other providers. The Institute targets three different constituencies: professionals in the child welfare arena, community organizations and parent groups, and corporate entities interested in providing educational seminars for their employees. Lectures are tailored to meet the specific needs of the audience. In 2011, The NYSPCC presented lectures, workshops and trainings to over 900 professionals at the following national and state conferences:

- In January, Mary L. Pulido, Ph.D., Executive Director, presented "*Care for the Caregivers: Preventing and Managing Secondary Traumatic Stress*" for the National Children's Alliance, by video conference, for over 100 participants from 15 sites throughout the United States.
- In April, Katheryn Lotsos, LCSW, Director of Clinical Services, Brenda Tully, LCSW, Assistant Director of Clinical Services, and Janine Lacina, MA, Manager of Research and Evaluation, presented at the annual Prevent Child Abuse New York conference in Albany, NY. Ms. Lotsos and Ms. Tully presented "*Giving Voice to the Voiceless: How to Stay Child-Centered When Making Interventions in Supervised Visitation*" to 23 participants and Ms. Lotsos and Ms. Lacina presented "*Evaluation Made Easy: The Keys to Measuring Success*" to 20 participants.
- Ms. Lotsos, Ms. Tully and Xuan Tran-Walsh, LSCW, Supervised Visitation Program Manager, presented at the Supervised Visitation Network's annual conference in May 2011 in Indianapolis, IN. Ms. Tully and Ms. Tran-Walsh presented "*User-Friendly Parent Education: From the Classroom to the Visit Room*" to 25 participants and Ms. Lotsos and Ms. Tully presented "*Giving Voice to the Voiceless: How to Stay Child-Centered When Making Interventions in Supervised Visitation*" to 36 participants.
- Dr. Pulido was selected as faculty for the American Professional Society on the Abuse of Children's (APSAC) 19th National Colloquium held in Philadelphia, PA in July 2011. Thirty-five practitioners attended her lecture, "*Crisis Debriefing Following Child Fatality: The Restoring Resiliency Response Model*." She also had the opportunity to address 450 conference attendees during her remarks as she accepted the award as APSAC's 2010 "*Outstanding Professional*" in recognition for her work in the child welfare field.
- Ms. Lotsos and Ms. Tully conducted a training seminar for The Staten Island Community Partnership Project. *Managing the Complexities of Supervised Visitation for Children in Foster Care: Understanding Trauma, Strengthening Connections and Moving Toward Permanence* was offered in June 2011 to 7 participants.
- Dr. Pulido presented *Self Care for Clinicians* to an audience of 300 social workers at the Silberman School of Social Work, Hunter College, City University of New York, on September 9, 2011 in New York City.
- Ms. Lotsos presented, "*Trauma-Informed Care: Staying Child-Centered When Supervising Visits*" at the SVN Regional Conference—Seattle, Washington, in October 2011 to 76 participants.
- Ms. Lotsos, Ms. Tully and Ms. Tran-Walsh conducted three trainings of "*Managing the Complexities of Supervised Visitation for Children in Foster Care: Understanding Trauma, Strengthening Connections and Moving Toward Permanence*" at Little Flower Children and Family Services of New York in New York City in October and November 2011 to 28 participants.
- Dr. Pulido presented at The International Society of Traumatic Stress Studies international conference in November 2011. Her abstract, co-authored by Dr. April Naturale was entitled "*Are You Brave Enough: Managing Institutional Secondary Traumatic Stress*" and reached 55 practitioners.
- In December 2011, Ms. Lotsos conducted a webinar entitled, *Giving Voice to the Voiceless: How to Stay Child-Centered When Making Interventions in Supervised Visitation*. It was organized through a partnership between the University of Washington's School of Social Work and the Supervised Visitation Network. Eighty participants logged in to the webinar. ●

## PROFESSIONAL EDUCATION

PROFESSIONALS WHO COME INTO CONTACT WITH CHILDREN in the course of their everyday activities play a vital role in identifying and assisting children who are abused or neglected. The NYSPCC provides a New York State Department of Education approved course, *"Identifying and Reporting Child Abuse and Neglect,"* to mandated reporters, in addition to the general public, on issues surrounding maltreated children. Mandated child abuse and neglect reporters, such as law enforcement officials, teachers, social workers, doctors and nurses, learn to recognize signs and symptoms of maltreatment and how to appropriately report it as well as understand their legal obligations as mandated reporters. To assist in this public education effort, The NYSPCC developed and published *The NYSPCC Professionals' Handbook: Identifying and Reporting Child Abuse and Neglect*.

SINCE THE PROGRAM'S INCEPTION IN 1990, The NYSPCC has trained over 48,000 individuals regarding their legal responsibilities as mandated reporters of child abuse and neglect. In 2011, staff members made 27 presentations to professionals and the public, reaching 583 practitioners and concerned citizens in New York City. In addition to these onsite training sessions, 436 people utilized The NYSPCC's web-based training course and 12 people enrolled in and completed The NYSPCC's correspondence course.

## SAFE (SENTENCING ALTERNATIVES FOR FAMILY EDUCATION)

IN 2007, THE CHIEF OF THE CRIMES AGAINST CHILDREN BUREAU of the Kings County District Attorney's Office approached The NYSPCC to develop and launch a new program, SAFE (Sentencing Alternatives for Family Education), a multi-day training program for parents who are criminally charged with "endangering the welfare of a child" due to leaving their children alone and unattended either at home or in automobiles. SAFE provides an alternative to criminal conviction and/or incarceration. Also collaborating on this program are the New York City Fire Department, the National Center for Missing and Exploited Children, and the New York City Administration for Children's Services. The NYSPCC provides training on general safety issues that affect children (discipline, bathing safety, injury prevention, Shaken Infant Syndrome and the stages of child development) and child welfare and family court legal issues. In 2011, The NYSPCC conducted two SAFE workshops reaching 28 parents.

## PREPARING FUTURE LEADERS

THE NYSPCC PARTNERS WITH COLUMBIA UNIVERSITY SCHOOL OF SOCIAL WORK, New York University, Fordham University and Silberman School of Social Work at Hunter College by providing internship opportunities for students in Master's-level social work programs. Through hands-on experience, and guided by talented and seasoned NYSPCC social workers, students obtain valuable knowledge and experience that will prepare them for future employment in the social welfare field. Educating students about the child abuse protection and prevention field is a part of The NYSPCC's mission and is imperative for the continuation of valuable and highly needed social services. During the 2010-2011 academic year, The NYSPCC trained six MSW interns. ●



# RESEARCH

THE NYSPCC WAS RECENTLY AWARDED A PRESTIGIOUS RESEARCH GRANT from the National Institutes of Health to conduct a rigorous evaluation of its child sexual abuse prevention workshop, *Safe Touches*, to determine whether children retain the knowledge and self-protective skills taught in the workshop. Ultimately, The NYSPCC's evaluation will generate and disseminate robust evidence about the *Safe Touches* program, contribute to the child welfare field's knowledge base of evidence-informed programs, and identify effective strategies that prevent child sexual abuse. The NYSPCC has received Institutional Review Board approval from the New York City Department of Education and the New England Institutional Review Board to conduct this research in the NYC public schools.

THE NYSPCC REGULARLY PUBLISHES research related to its clinical work. In 2011:

- Dr. Pulido and Ms. Lacina co-authored "Supporting Child Protective Services (CPS) Staff Following a Child Fatality and Other Critical Incidents" for the American Professional Society on the Abuse of Children (APSAC), distributed electronically as an *APSAC Alert* in February 2011. This publication is free to professionals engaged in working with and for maltreated children and the adults who care for and influence their lives.
- "Raising the Bar: Why Supervised Visitation Providers Should Be Required to Meet Standards for Service Provision" was published in the April 2011 *Family Court Review*, an interdisciplinary journal of the Association of Family and Conciliation Courts (AFCC). The article was co-authored by Dr. Pulido, Mr. Forrester, and Ms. Lacina.

IN 2006, NEW YORK CITY MAYOR MICHAEL BLOOMBERG appointed Executive Director, Mary L. Pulido, Ph.D., to the New York City Child Fatality Review Team (CFRT). The CFRT was established to review all *preventable deaths* among New York City children ages one to 12 and to make recommendations for expanding the City's child safety efforts. Over the past five years, the CFRT has conducted research and published reports on infant sleep safety, motor vehicle and traffic accidents, residential fires, fatal unintentional injuries sustained in the home and the socio-economic conditions, housing quality, and racial disparities in injury-related child deaths. The findings and recommendations of the CFRT can be viewed on The NYSPCC's website: [www.nyspcc.org](http://www.nyspcc.org). ●

As the first child protection agency in the United States, The NYSPCC maintains the most comprehensive and oldest set of records on child abuse and neglect cases and laws for maltreated children. The George Sim Johnston Archives, named in honor of a long-standing member of The NYSPCC's Board of Directors, contains a wealth of original and compiled material on the origins, history and development of the child protection movement from 1875 to the present day.

The Archival holdings include:

- Digital copies of The NYSPCC cases from the organization's incorporation in 1875 to the present, including more than 650,000 files concerning over 2,000,000 children
- Newspaper clippings of note concerning child protection issues, including 15 bound volumes regarding The NYSPCC's efforts regarding child labor as it pertains to children working in the theater and the Titanic waif rescue and reunification story
- Annual Reports of child protective statistics and case summaries

The NYSPCC has recently focused on digitizing and preserving Archival holdings such as original case files, historic books, documents, and priceless artifacts. When complete, more people will have access to the Archives and materials will be preserved for future generations. In the past decade, Archive photos, records, advice and consultation have been used in several feature length documentaries, short films, dissertations and books dealing with children's rights. The NYSPCC has also participated in three major museum exhibits: The New York Historical Society, The Museum of the City of New York and the Hoboken Historical Society. In each exhibit, The NYSPCC received a prominent position telling the story of The NYSPCC and its founding of the organized

child protection movement. In 2011, The NYSPCC archivist provided assistance to 18 inquiries from private citizens and professional organizations, including the assistant librarian for Special Collections of the Library of the Supreme Court of the United States. ●



*The NYSPCC reunited these two brothers with their mother following the Titanic tragedy in 1912.*

**FINANCIAL CONDITION SUMMARY****ASSETS**

Cash	\$	1,169,599
Investments at fair value		21,366,058
Other assets		407,101
<b><i>Total Assets</i></b>	<b><i>\$</i></b>	<b><i>22,942,758</i></b>

**LIABILITIES**

Accounts payable and accrued expenses	\$	72,022
Accrued pension benefits		1,300,890
Other liabilities		4,040
<b><i>Total Liabilities</i></b>		<b><i>1,376,952</i></b>

**NET ASSETS**

Unrestricted	\$	17,910,201
Temporarily restricted		25,000
Permanently restricted		3,630,605
<b><i>Total Net Assets</i></b>		<b><i>21,565,806</i></b>
<b><i>Total Liabilities and Net Assets</i></b>	<b><i>\$</i></b>	<b><i>22,942,758</i></b>

## FINANCIAL ACTIVITY SUMMARY

### OPERATING REVENUE

Contributions	
Foundations/Corporations	\$ 666,511
Other	369,784
Government contracts	526,078
Special events	430,358
Investment return	1,099,711
Other support and revenue	32,055
<b><i>Total Support and Revenue</i></b>	<b>\$ 3,124,497</b>

### OPERATING EXPENSES

Supervised Visitation	\$ 766,919
Trauma Recovery	707,681
Family Court Mediation	442,024
Professional Education	240,596
Archives	107,406
General administration	361,407
Special events	231,338
Fundraising	271,939
<b><i>Total Expenses</i></b>	<b>\$ 3,129,310</b>
<i>Excess of Operating Expenses Over Operating Revenue</i>	<i>(4,813)</i>
Investment return – non-operating	(2,074,768)
Adjustment to accrued pension benefits	(981,770)
Increase in temporarily restricted net assets	(345,607)
Decrease in permanently restricted net assets	\$ (222,289)

### NET ASSETS

Decrease for the year	\$ (3,629,247)
Beginning of year	25,195,053
<b><i>End of year</i></b>	<b>\$ 21,565,806</b>

The NYSPCC honored Vice Chairman of Newmark Knight Frank, **Mark S. Weiss**, and New York Knicks legend and his wife, **Allan and Tamara Houston**, of the Allan Houston Legacy Foundation (AHLF), with the *Strength of Our Society Award* at our Annual Gala, held on November 10, 2011 at The Plaza Hotel.

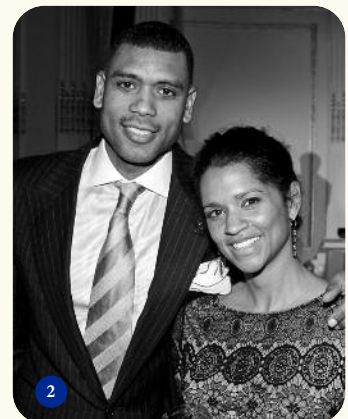


Mr. Weiss's enthusiastic spirit to be an agent of change in our city, and his compassion for protecting children in need made him an ideal honoree. Mr. and Mrs. Houston's work devoted to helping families through the AHLF's "Father Knows Best" program complements The NYSPCC's work in educating parents on how to be loving and present caregivers. Mr. Weiss and Mr. and Mrs. Houston joined the esteemed rank of past honorees who have exhibited a longstanding commitment to advocating for children's rights and enhancing children's lives. The evening was meaningful, raising over \$425,000 for The NYSPCC's programs.

Emmy-award winning journalist and *Inside Edition* host Deborah Norville graciously emceed the Gala, and Amanda and Neil Friedman, Jacquie and Jerry Storch, and Deborah Norville and Karl Wellner served as Gala Chairs. Special thanks to the Gala Planning Committee: Elizabeth E. Bartlett, Peter W. Espy, Abigail F. Gerry, Frank E. Sommerfield, David R. Stack, and Karl G. Wellner.

Guests were treated to a rousing performance of well-loved American standards by Lynda Carter, best known for winning our hearts as Wonder Woman, and now as an accomplished singer.

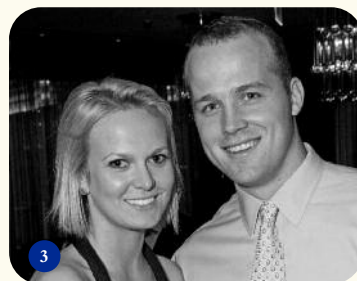
Many thanks to our friends and supporters who made this a wonderful evening! ●





**O**n May 26, 2011, The NYSPCC's Junior Committee hosted *Empire State of Mind*, a cocktail party held at The Empire Room in the Empire State Building. The event raised funds and awareness for our work with New York City's most vulnerable children, and featured an eclectic and unique silent auction. The event was a tremendous success, raising a record-breaking \$34,000 for The NYSPCC's programs. We are deeply grateful to the Junior Committee for their leadership and generosity. ●

**1** JUNIOR COMMITTEE PRESIDENT, ABIGAIL VIETOR SULLIVAN; **2** CHRIS LENTZ AND NYSPCC BOARD MEMBER TATIANA G. P. PERKIN; **3** MEREDITH NIEMCZYK AND PATRICK McDERMOTT



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**Our Thanks** The NYSPPC's ongoing commitment to protecting children and strengthening families would not be possible without the generous support of individuals, foundations, corporations and government agencies that share our mission of ensuring the safety and well-being of New York City's most vulnerable children. Thank you for supporting The NYSPPC's critical, life-saving work.

Margaret Williamson  
Maria Yuleys  
Helen Zanghi  
Ourania and Andonis Zlatis

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## HOW YOU CAN HELP

With the generous support of individuals, foundations and corporations, The NYSPCC will continue its efforts to protect New York City's children and improve the quality of their lives. There are many ways that concerned individuals can help The NYSPCC achieve this goal. Support can come in various forms.

1. "Like" us on Facebook ([www.facebook.com/nyspcc](http://www.facebook.com/nyspcc))
2. Individual donations
3. Employer matching gifts
4. Donation of stocks or bonds
5. Wills or bequests
6. Designate The NYSPCC as a beneficiary of a life insurance policy
7. Organize a toy drive during the holidays
8. Volunteer at The NYSPCC's children's holiday party
9. Attend the Annual Gala and Spring Luncheon
10. Join the Junior Committee and attend the spring benefit
11. Purchase holiday cards designed by children in our Trauma Recovery Program
12. Purchase note cards designed by the artist Caroline Almy Gerry from our website

To discuss the range of opportunities for making gifts to The NYSPCC, please call Sabrina Martin, Director of Development, at (212) 233-5500 ext. 216.

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