

Children First

Our mission is to respond 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.



BOARD OF DIRECTORS

President

David R. Stack

Vice Presidents

Elizabeth E. Bartlett
Karl G. Wellner

Treasurer

Lincoln E. Frank

Secretary

Federico G. M. Mennella

Directors

Peter W. Espy
Neil Friedman
Abigail F. Gerry
C. Amy Gerry
Elbridge T. Gerry, Jr.
Hon. Joseph M. Lauria (Ret.)
Elizabeth Mayhew
Caroline Niemczyk
Tatiana G. P. Perkin
M. David Sherrill
Frank E. Sommerfield
Abigail Vietor Sullivan

Honorary Directors

E. William Davis, Jr.
Nelson Doubleday

Executive Director

Mary L. Pulido, Ph.D.

The New York Society for the Prevention of Cruelty to Children

161 William Street, 9th Floor
New York, NY 10038-2607

For more information on reporting child abuse and neglect, please visit our website: www.nyspcc.org

Safe Sleep for Your Baby

By Mary L. Pulido, Ph.D.

Infant sleep safety recommendations have certainly changed since I was a parent of a newborn! Bumpers—out, stuffed animals—out, fluffy blankets —out! I'm referring to "out of the crib." These items, once regularly seen in a crib, should not be near a newborn. As a member of the NYC Child Fatality Review Team, (CFRT) I spent the last year reviewing the data on infant injury death. Then, the CFRT developed recommendations for preventing sleep-related injury deaths among infants under the age of one.

Sleep-related infant deaths are caused by both injury (unintentional suffocation in bed and undetermined causes) and by Sudden Infant Death Syndrome (SIDS). Between 2004 and 2008 there were 325 injury-related deaths among NYC infants. Of these, 252 were related to unsafe sleeping conditions and environments. It's a leading cause of death among NYC infants. There are ways to prevent this tragedy from occurring.

Here are some of the CFRT 2011 recommendations for Safe Sleep for Infants.

- Positioning—Always place the baby on their back to sleep, not their stomach or side. The side sleep position is not recommended as they can roll over onto their stomachs, which increases the risk of suffocation. The baby should sleep alone, in a crib or a bassinet, on a firm mattress. Most deaths occurred when an infant was sharing a bed.
- The Crib—Please make sure it is safety-approved. The railings should not drop down as they can come apart and injure the baby. The mattress should fit snug against the rails. As a measure, you should not be able to fit more than two fingers between the mattress and the sides of the crib. A can of soda should not fit between the rails.
- Babies should NOT sleep under fluffy bedding. Use warm pajamas instead of blankets. If a light blanket is needed, tuck it firmly under the bottom half of the crib mattress and below the baby's arms. Pillows, comforters, quilts and crib-bumpers are examples of unsafe bedding. The crib should also be free of stuffed animals. Keep all objects away from the baby's face so they don't suffocate.
- Although tempting, don't bring the baby to bed with you. It's dangerous, particularly if you're exhausted, have been drinking or are using a medication that causes drowsiness. Many deaths occurred because the adult "rolled over" on the infant and suffocated them. If you bring your baby to bed to breast-feed, put them back in the crib after the feeding. Keep the crib or bassinet next to your bed if it makes it easier.
- Babysitters, friends and family members should also be aware of these safety rules. Make sure that anyone that takes care of your baby follows them.
- Please know that if the stresses of parenthood are overwhelming, there is help available. Call the Parent Helpline at 1-800-Children (1-800-244-5373.)

To read the entire CFRT 2011 report or to learn more about keeping your child safe at home, visit The NYSPPCC's website, www.nyspcc.org.



Dear Friends,

As the end of 2011 draws near, I am pleased to share with you all of the good work of The NYSPCC. Thanks to our dedicated supporters, our programs continue to flourish—providing hope and healing to New York City’s most vulnerable children and families. We are also proud to announce the expansion of our Crisis Debriefing Services to Safe Horizon, the largest provider of services for survivors of domestic violence in the United States. Please see Page 2 for more information about this program that brings “care to the caregivers.”

Raising public awareness about our work with NYC’s children continues with enthusiasm. Two events helped us meet many new friends. In the spring, our Junior Committee’s cocktail party, *Empire State of Mind*, brought together over 200 of New York City’s young philanthropists to make this our most successful Junior event to date. While this issue was in press, we celebrated our Annual Gala, *Protecting Kids First!*, a special evening for us, honoring Allan and Tamara Houston and Mark S. Weiss for their outstanding commitment to bettering the welfare of children. Gala guests were treated to a sparkling cabaret performance by the amazing *Wonder Woman* star, Lynda Carter.

The NYSPCC is also growing its online community! “Like” us on Facebook (facebook.com/NYSPCC) to stay informed about our agency’s activities, news, and upcoming events. And find us on HuffingtonPost.com, where I have been blogging about child welfare and safety.

This summer brought the bittersweet departure of our longtime Director of Development, Maryann Lauria. We wish her well in her new adventures closer to home on Staten Island and thank her for her wonderful contributions to The NYSPCC. On September 1, 2011 we welcomed Sabrina Martin to our team as the new Director of Development & Communications. I hope you will all have the chance to meet her in the coming year.

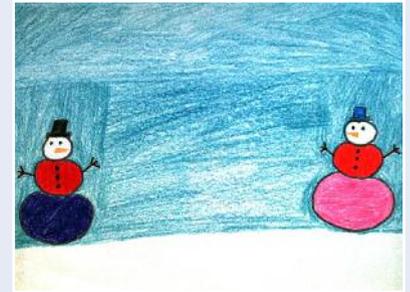
Thank you for your support and generosity. On behalf of everyone at our agency, I wish you and your families a happy and healthy holiday season!

Warm regards,

Mary L. Pulido, Ph.D.
Executive Director



“Like” The NYSPCC on Facebook!
www.facebook.com/NYSPCC



Two Snowmen — Alisha

This season, help support the work of our agency by sending your friends and family holiday cards featuring artwork by children who have been positively impacted by participation in The NYSPCC’s programs.

Each 10-pack of cards is \$20.

Cards available for purchase online at www.nyspcc.org. Or by contacting Sabrina Martin at 212.233.5500 x216 or smartin@nyspcc.org.

Did you know that \$250 provides an art therapy workshop for children to recover from grief and loss? Please make a gift toward this effort today by returning the enclosed envelope.

Program Spotlight: *Crisis Debriefing Services*

As *first responders* to child abuse and neglect cases, child protective service (CPS) workers often deal with traumatic events related to their casework, such as child fatalities, severe child physical and sexual abuse, and violence in the field. In 2010, CPS staff responded to 64,700 child abuse cases involving 90,000 of NYC’s children. CPS 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.

In response to this need, The NYSPCC’s Executive Director, Mary L. Pulido, Ph.D., developed the **Restoring Resiliency Response (RRR)** crisis debriefing protocol. The RRR protocol has since been incorporated into standard CPS procedures at New York City’s Administration for Children’s Services. Over the past four years, The NYSPCC provided 189 crisis debriefing sessions to 1068 CPS staff. These sessions focus on enhancing their coping skills and strengthening the team unit’s resiliency and ability to recover from the stress of critical incidents. NYC is one of the few major urban areas in the nation addressing the unique needs of CPS workers. As the first child protection agency in the world, The NYSPCC is honored to support the current child protective system in its critical work.

The NYSPCC Partners With Safe Horizon to Bring Crisis Debriefing Services

In recognition of its expertise in this area, The NYSPCC was recently awarded a contract from **Safe Horizon** to provide Crisis Debriefing Services for their employees. Safe Horizon’s mission is to provide support, prevent violence, and promote justice for victims of crime and abuse, their families and communities. We are delighted to establish a partnership with such a prestigious and compassionate organization.

Empire State of Mind

On Thursday, May 26, 2011, The NYSPCC's Junior Committee hosted **Empire State of Mind**, their annual Spring Benefit. Held at the Empire Room in the Empire State Building, over 200 young New Yorkers gathered to celebrate with cocktails and dancing. With the help of everyone there that evening and a spectacular silent auction, **Empire State of Mind** was the Junior Committee's most successful Spring Benefit to date, raising over \$34,000! Proceeds from the event support our work providing New York City's vulnerable children with the critical services they need to live happy, healthy lives.

A special thank you to the members of our Junior Committee!



*Chris Lentz and
Tatiana G.P. Perkin*



*Junior Committee President,
Abigail Vietor Sullivan*



*Caren Brooks and
Humaira Mosaver*



Matt and Linette Semino



*Board Members Karl G. Wellner, David R. Stack, and Peter W. Espy,
and Assistant Executive Director Stephen P. Forrester, Esq.*



David and Jessica Maher



*Meredith Niemczyk and
Patrick McDermott*



*Stephen Czeck and
Michael Riebling*

Many recent grants help support our work with NYC's children:

- 42nd Street Development Corporation
- American Express Foundation
- Assurant Foundation
- Lily Auchincloss Foundation, Inc.
- Rose M. Badgley Residuary Charitable Trust
- Colgate-Palmolive Company
- The Dalio Family Foundation
- Ira W. DeCamp Foundation
- The Freed Foundation
- Gladys and Roland Harriman Foundation
- Mary W. Harriman Foundation
- The Heckscher Foundation For Children
- Hedge Funds Care
- Max and Sunny Howard Memorial Foundation
- Marion E. Kenworthy — Sarah H. Swift Foundation
- Charles Henry Leach II Foundation
- MGive
- Network for Good
- New Yorkers For Children
- Martin S. Paine Foundation
- Charles and Mildred Schnurmacher Foundation
- Jeanne S. and Herbert J. Siegel Philanthropic Fund
- Stavros Nicarchos Foundation
- Solon E. Summerfield Foundation, Inc.
- Thanksgiving Foundation
- The Laura B. Vogler Foundation, Inc.
- The Joseph LeRoy and Ann C. Warner Fund, Inc.
- The Wasily Family Foundation
- UBS Matching Gift Program
- Union Pacific Corporation
- United Way of New York City

Also, thank you to our Empire State of Mind Silent Auction donors:

- Best Movies by Farr
- Betel Restaurant
- Salvatore Ferragamo
- Fine Art Children's Photography
- Dr. Dennis Gross Skincare
- HBO
- J.Chew Porcelain
- Quest & Q Magazines
- Ralph Lauren Home
- Sport Time at Randall's Island
- Tribal Societé

And a special thanks to Bill Darnell, for his in-kind donation in support of our 2010 Annual Gala!

Staff News

We are delighted to welcome Sabrina R. Martin, The NYSPCC's new Director of Development & Communications!



Sabrina Martin

Sabrina joins us after seven years with New York City Opera (NYCO), where she was most recently the Director of Special Events, managing three major fundraising events and 50 smaller events annually. She also held positions at NYCO in the major gifts office and working closely with the Board of Directors. Prior to NYCO, Sabrina worked in Development for Glimmerglass Opera in Cooperstown, NY. Sabrina received her dual Bachelor of Arts degrees in Voice Performance and Music Education from Ithaca College in 2002.

We are thrilled to announce that The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., was named the 2010 *Outstanding Professional* by The American Professional Society on the Abuse of Children, a national organization addressing all facets of the professional response to child maltreatment: prevention, assessment, intervention, and treatment. Dr. Pulido currently serves as President-Elect of the New York Professional Society on the Abuse of Children.



Brenda Tully

We are also pleased to announce that Brenda Tully, LCSW, Assistant Director of Clinical Services, received the 2011 *Mid Career Social Work Leader Award* from the National Association of Social Workers — New York City Chapter, and Xuan Tran-Walsh, LMSW, Manager of



Xuan Tran-Walsh

Supervised Visitation Services, received an honorable mention as an *Emerging Social Work Leader*.

Please join us in congratulating Mary, Brenda, and Xuan!

Save the Date

The NYSPCC's Inaugural
Spring Luncheon
Thursday, April 12, 2012

For details, please contact
Sabrina Martin

212.233.5500 x.216 or
smartin@nyspcc.org

Help Keep NYC Children Safe from Sexual Abuse

To ensure the safety of young children in NYC, The NYSPCC provides public schools with a free workshop entitled "**Safe Touches**." This unique presentation, using puppets, teaches children about body safety, the differences between safe and unsafe touches and reinforces the message that abuse is never the child's fault. Most importantly, it teaches children how to seek help if they feel unsafe or confused.

Your gift of \$500 will provide one "Safe Touches" workshop in a NYC public school classroom.

I would like to support The NYSPCC with a tax-deductible gift at the following level:

\$1,000 \$500 \$250 \$100 Other \$ _____

Please make checks payable to "The NYSPCC" and send to: The NYSPCC, attn: Development Office, 161 William St., 9th Floor, New York, NY 10038

To make your gift online, please visit: www.nyspcc.org

To make your gift over the phone, please call 212-233-5500 ext. 216

For more information, please e-mail info@nyspcc.org

Thank you for your support this holiday season!

