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  $900  Other $___________

Please make checks payable to “The NYSPCC” and send to:


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!

Is My Child Being Bullied? Action Steps for Parents

By Mary L. Pulido, Ph.D.

Most adults can recall a time when they, or someone they know, were bullied. It usually was a very humiliating experience. The “school yard bully” was avoided at all costs; rarely did adults get involved. Well, the times have changed. My career has been devoted to protecting children—but usually due to abuse or neglect at the hands of an adult. Unfortunately, children also need to be protected from other children. To set the record straight, bullying is not teasing or the occasional name calling or arguments that happen between friends. Bullying is behavior that crosses the line, and, as we’ve recently seen in tragic cases, can drive children to commit suicide.

Bullying can be characterized as:

- Intentional. The bully means to hurt your child; it is not an accident.
- Harmful. Bullying can cause physical and/or emotional harm.
- Repetitive. Not usually a one-time occurrence; children are often targeted due to the fact that the bully thinks they won’t take action against them.
- Imbalance of Power. The bully usually has a source of power over the child they choose to bully. It can be age, size, strength or social status.

Parents should be aware that there are different types of bullying. The most common are:

- Physical threats such as hitting, shoving, spitting or punching.
- Verbal bullying such as name calling, threats, spreading rumors or lies.
- Social exclusion, purposely leaving the child out of activities, team sports, birthday parties.
- Cyber-bullying, threats or slurs that are conveyed through the cell phone or internet.

Bullying hurts. Recognize the warning signs. Your child may not want to tell you about it. Parents who are in tune with their child may notice the following:

- Grades slipping.
- Depression, or more moody or anxious than usual.
- Grades slipping.
- Suddenly has fewer friends.
- Not wanting to go to school or participate in after school activities.
- Changes in sleeping and eating habits.
- Appears upset after phone calls, texts or using the computer.
- Loses books, electronics, clothing or jewelry.
- Unexplained injuries.
- Expresses suicidal thoughts.

As a parent, there are steps you can take to help your child with bullying. They include:

1. Expresses suicidal thoughts.
2. Unexplained injuries.
3. Expresses suicidal thoughts.
4. As a parent, there are steps you can take to help your child with bullying. They include:

   - Help your child understand bullying. Use a story in the media as a teachable moment to discuss this issue with your child. Reinforce that it is never your child’s fault if they are bullied. It is not a reflection of anything wrong with them. The bully chose to use mean behavior—they are the ones who need help.
Dear Friends:

Welcome to spring! April is especially significant to The NYSPCC as National Child Abuse Prevention Month. The recent news reports of child sexual abuse in New York City’s schools highlight how important it is for everyone to understand and recognize the signs and symptoms of child abuse or neglect. The NYSPCC’s Safe Touches child sexual abuse prevention program, aimed at educating both children and adults about this sensitive topic, works to address this issue. If you are interested in hosting a Safe Touches seminar for the parents at your child’s school, please contact Steve Forrester, the Director of The NYSPCC Training Institute at 212.233.5500 ext. 219 or sforrester@nyspcc.org.

To learn more about the Safe Touches program, please see Page 4. These issues demand our attention and our call to action, whether we’re parents, caregivers, or child advocates at heart.

We look forward to seeing many of you throughout the coming year at one or more of our upcoming events:

• Thursday, April 12: Inaugural Spring Luncheon featuring keynote speaker Sapphire, author of Push, the novel that inspired the Academy Award®-winning film Precious. This afternoon will focus on educating New Yorkers about issues related to child sexual abuse prevention.
• Thursday, May 24: Junior Committee Cocktail Party to kick-off summer
• Tuesday, November 13: 2012 Annual Gala: Protecting Kids First! Please see Page 3 for photos from the 2011 Gala.

We are thrilled to report that Sophie B. Hawkins, a past Gala entertainer, donated a portion of the proceeds from her concerts at The Iridium on March 11th. Sophie’s dedication to raising awareness about child abuse and neglect is inspiring—thank you!

You are a vital part of The NYSPCC’s efforts to keep children safe. Our programs provide hope and healing to vulnerable children, and your support of our mission makes that possible. Thank you.

Warm regards,

Mary L. Pulido, Ph.D.
Executive Director

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**Letter from the Executive Director**

Save the Date
The NYSPCC’s Annual Gala
Protecting Kids First!
Tuesday, November 13, 2012
The Plaza Hotel
For reservations and more information:
212.233.5500 x.221 or info@nyspcc.org

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**Program Spotlight:**
NIH Grant for Safe Touches research

The NYSPCC’s child sexual abuse prevention program, Safe Touches: Personal Safety Training for Children, is the only one in New York City designed to reach children ages 5-8 in the public school system. To help determine whether children retain the knowledge and self-protective skills taught in the workshop, The NYSPCC has been awarded a grant from the National Institutes of Health (NIH) to conduct a rigorous evaluation of Safe Touches. Partnering with the NIH will enable The NYSPCC to 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. We are honored to work with such a prestigious organization.

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**Special Events**

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On November 10, 2011, The NYSPCC honored Mark S. Weiss, Vice Chairman of Newmark Knight Frank, and Knicks legend and his wife, Allan and Tamara Houston of the Allan Houston Legacy Foundation. They received the Strenght of our Society Award at our Annual Gala. Protecting Kids First! Emmy-award winning journalist and Inside Edition host Deborah Norville served as the emcee for the evening and guests were treated to a sparkling performance by “Wonder Woman,” Lynda Carter. Thank you to all of our friends and supporters who made this memorable evening for The NYSPCC!

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**Special Thanks!**

We are grateful to the following supporters who have made Annual Fund gifts of $500 or more since November 1, 2011. To help support our work with NYC’s children:

• Rebecca Bredin
• The Buganim Foundation
• William StampsJoel Fund
• Abby and Lloyd Gerry
• C. Amy Gerry
• Elbridge T. Gerry, Jr.
• Gerry-Gorbet Foundation
• Peter G. Gerry
• Gladys and Roland Hartman Foundation
• Hedge Funds Care
• The Hyde and Watson Foundation
• Jim & Diane Kinney
• Jeremy Kremer and Dorothy Davies
• Marjorie Magner Charitable Trust
• Me and Mrs. Peter L. Malkin, in honor of Elbridge T. Gerry, Jr.
• Meinger-Price Fund
• Samantha P. Miller, Ph.D.
• Estate of Bertha K. Moser
• Stavros Niarchos Foundation
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• The Peking Fund
• Dr. Robert C. and Tina Sohn Foundation
• Frank E. Sommerfield
• The Thanksgiving Foundation
• Unuled Way of New York City

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**Helpful websites include:**
ParentsInTheHuddle.com, StoppingBullyingNow.com, Cyberangels.org and Cartoonnetwork.com. For more information about keeping kids safe, visit us at www.nyspcc.org.

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**Action Steps for Parents**

Continued from cover:

• Keep tabs on your child. Check in about their school day, worries or concerns. Find out with whom they ate their lunch, and with whom they sat on the bus.
• Teach your child how to say “no” to bullying behaviors. Struggle with them about what they would do if they are confronted by a bully. Practice their responses. This should build their self-confidence.
• Tell them to immediately tell an adult about bullying. Children should avoid fighting, and immediately get an adult to intervene. If there is no adult present, they should report the instance after the fact.
• Be informed. Learn about your school’s policy towards bullying. New York State has the “Dignity for All Students Act” (2012) that protects children from harassment on school property or at a school function. Find out who you can speak to if your child is bullied. It’s also helpful to write down the details regarding the incident(s) as this record can be helpful to school administrators or the police. If it’s cyber-bullying, keep copies of all messages or postings.
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Kick-off Memorial Day Weekend with The NYSPCC
2012 Junior Committee Cocktail Party
Thursday, May 24, 2012
Dream Hotel Downtown @ The Beach
Tickets $500 in advance, $550 at the door
Click here to purchase.

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Lynda Carter and Blaine Trump

Carolyn Niewczyk, Lincoln Frank, Penny Grant M.D.

Pandita Washington

Mark Weiss, Allan and Tamara Houston, Deborah Norville and Karl Wellner; Mary L. Pulido, Ph.D., David Slack

Lyndsay Davis with Honorees Tamara and Allan Houston

Special Thanks!

We are grateful to the following donors and volunteers who helped make our 2011 Children’s Holiday Party such a special occasion for the children in our programs! To see photos from the party, please visit www.facebook.com/nyspcc.

• Colgate-Palmolive Company
• Diane’s Catering
• Downtown Conference Center
• Tom and Tammy Eagan and Family
• Deepena and Vincent Ferentinos and Friends
• Linda Forestier
• Evelyn Galaham
• Stephanie Karlis and Friends
• LaVon Kellner
• LaxmiBalveen
• Marcel Children’s Foundation
• Milly
• Montessori School of Manhattan
• Employees of Regan Heating and Air Conditioning
• Faculd of Melissa Regan
• The New York Yankees
• The Ochsner Company
• Pace University
• Rosella’s Restaurant & Pizzeria
• Somme & Tades, Imagination Playhouse
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- Help your child understand bullying. Use a story in the media as a teachable moment.
- Keep an open line of communication with your child. Talk about your child’s school day.
- Look out for bullying signs. Help your child understand bullying.
- Use the power of the internet. Many bullying incidents can be found on social media.
- Seek help. If you have concerns about bullying, contact your school or a local organization.

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

Continued on page 2.