

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.



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Spare the Rod: Save the Child

By Mary L. Pulido, Ph.D.

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

When was the last time that you read an article about the benefits of corporal punishment? My guess is—never. Resorting to corporal punishment means that the adult uses dominance, power and violence to try to control the child. Far from teaching the child how to behave, how to right the wrong that upset the parent in the first place, it leaves the child angry, upset and in pain. Nothing is learned and so much is lost.

Corporal punishment includes hitting children with their hands and objects, being kicked, shaken, forced to maintain uncomfortable positions (think kneeling on rice) and a wide range of degrading and pain-inducing treatment. The adult, often much more powerful than the child, can easily underestimate the force of the blow that they are inflicting. The hitting can easily escalate so that the child is badly harmed. And, if the child should decide to talk back to the parent, more hitting can follow.

The Global Initiative to End All Corporal Punishment of Children published a summary of research with very serious findings about the dangers of corporal punishment.

Here are a few key findings:

- Corporal punishment kills thousands of children a year, injures many more and is the direct cause of many children's impairments.
- Children learn that violence is an appropriate method of getting what you want and copy a parent's behavior.
- It can severely damage the relationship with the parent.

All children misbehave at times. It's a natural part of being a child. The NYSPPCC encourages the use of effective discipline techniques with children. Discipline is more effective when parents know how to set and enforce limits and when they encourage appropriate behaviors based on their child's age and level of development.

To be effective, discipline needs to be consistent, perceived as "fair" by the child, age-appropriate, and should teach the child how to act in the future.

As your children grow, the methods of discipline will change. For example, if a toddler is trying to play with a breakable object, the parent should take it away and exchange it for a safe object, or redirect the child's attention to a more appropriate activity. As children grow, verbal instruction and using logical consequences can be used. If a child was supposed to draw on a paper and draws on the wall, the parent can take the crayons away, give the child a "time-out" and then let the child help with the clean-up to teach accountability.

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Dear Friends,

It is my honor to write to you as we come to the close of another remarkable year at The NYSPCC. I am pleased to share with you some of our accomplishments over the past few months, but also to take a moment to express our gratitude. **Our work would not be possible without your support and generosity.**

In September, we went full swing with our “Stand Up, Don’t Stand By: Protecting Children from Domestic Violence” training. This important program, in partnership with the Avon Foundation for Women and the NO MORE National Campaign, helps people recognize when a child is at-risk due to domestic violence, and how to safely intervene. You can read more in our Program Spotlight.

We are proud to announce that we were awarded “Provider of the Year” by the Supervised Visitation Network. We also hosted our first Supervised Visitation Conference in October. This conference brought together providers from the tri-state region to address issues related to supervised visitation. Therapeutic supervised visitation services are 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. This conference allowed clinicians to come together and to address ways to create a supportive setting where the relationship between the child and parent can safely continue and be strengthened.

I’d also like to extend our heartfelt thanks to the Avon Foundation for Women and Berwald Creative for their incredible help to re-design and re-launch our website this year. Please log on to www.nyspcc.org to see our new look, and check out our new features and resources!

And I hope to see you often in 2015, especially at one of our upcoming events:

- **March 8th: Family Benefit featuring the Broadway production THE LION KING**
- **April 21st: Fourth Annual Spring Luncheon at The Pierre Hotel**

To stay informed of these events, and more, please be sure to “Like” The NYSPCC on Facebook, and join our e-mail list.

From all of us at The NYSPCC, we send our deepest gratitude and warmest wishes for a peaceful holiday season ahead. Thank you for your continued belief in our important mission.

Warm regards,

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

Stand Up, Don’t Stand By

STAND UP, DON’T STAND BY is an education campaign that inspires the public to take action and help protect children from domestic violence. This initiative seeks to build a community of interventionists— people who will stand up for children, speak out against domestic violence, and create a culture of equality and mutual respect. Through the STAND UP, DON’T STAND BY campaign, The NYSPCC seeks to raise awareness, encourage thoughtful dialogue, and provide safe action steps for standing up for children. We offer trainings to corporations, non-profit organizations, and community groups. In addition, we have made an online training to deliver this important message throughout the country.

Below are a few of our intervention tips to give you an idea of the range of ways you can help protect children from domestic violence:

- Raise the issue of the effects of domestic violence on children in community settings, such as at PTA, athletic organizations, scouts, and religious groups.
- Be a role model—show children that violence is not the only way to resolve conflicts or to be heard.
- Provide support—donate your time or money to a domestic violence or child trauma organization.

If your company would like a free one-hour workshop, contact Natalie Wright-Umoh, LMSW at 212.233.5500 x.223 or nwright-umoh@nyspcc.org.

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Spare the Rod: Save the Child

Discipline provides guidance to your child while spelling out the consequences if they do not listen. Here are the steps:

- Clearly, calmly tell or show your children what to do.
- Don’t get trapped in a cycle of arguing. If your child argues with you, simply repeat your calm, firm statement.
- Express strong disapproval if needed, but be careful not to attack with words. Make sure they understand it’s the behavior that you don’t like.
- Give your children a choice, but only one that you can live with. For instance, “You may walk beside me or ride in the shopping cart, you decide.” Let them know, clearly, in advance, what you want them to do.
- Take action if they don’t listen. “Since you are not walking beside me, you must ride in the cart.”
- Try to be consistent in your approach, use it in public and in your home.
- Realize that everyone makes mistakes. If you realize that you have mistreated your child, don’t be afraid to tell them you are sorry, that their feelings are important to you. This also sets a good example for them.

Approval, praise and affection are the most powerful motivators for children.

Finally, have an emergency support plan. If you think you are going to “lose it” and find yourself getting angry or frustrated with your child or baby, reach out for help. Ask your spouse, partner, friend or neighbor to take care of them while you regroup. The demands of parenting can be fierce and draining, but they pass. Call the parent helpline at 1-800-CHILDREN (1-800-244-5373).

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SAVE THE DATE

NYSPCC’s Spring Luncheon

Tuesday, April 21, 2015 | The Pierre Hotel

For reservations and more information:

☎ 212.233.5500 ext. 216 | ✉ info@nyspcc.org

Special Events

Spring Luncheon

The NYSPCC hosted its third annual Spring Luncheon on Thursday, April 10, 2014 at The Pierre Hotel in Manhattan. The afternoon program was chaired by Elizabeth Mayhew and Valesca Guerrand-Hermès. The lunch featured Aaron Fisher, nationally known as “Victim 1” in the Jerry Sandusky child abuse case, his mother, Dawn Hennessy, and his psychologist, Michael Gillum. The three have co-authored the book, “Silent No More, Victim 1’s Fight For Justice Against Jerry Sandusky.” Thank you to our Vice-Chairs, the Board of Directors, and everyone who helped to make the afternoon a wonderful success, raising essential funds for the agency.



Karl Wellner, Deborah Norville



Aaron Fisher, Elizabeth Mayhew, Valesca Guerrand-Hermès, Dr. Mary Pulido, Dawn Hennessy, Michael Gillum



Kimberly Guilfoyle, Kelly Rutherford

Junior Event

The NYSPCC’s remarkable Junior Committee hosted their Annual Junior Committee Spring Benefit on May 5th at Asellina in The Gansevoort Park Hotel. Cinco de Mayo was the theme of this year’s benefit. The evening featured signature cocktails and hors d’oeuvres, along with a silent auction. The evening raised close to \$35,000 for the agency. We are deeply grateful for the Committee’s continued enthusiasm and dedication.



Barbara Regna, Dustin Lujan, Victor de Souza



Tatiana Perkin, Thorne Perkin, Darlene Liebman



Bettina Bennett, Matt Semino, Linette Semino, Alexandra Papanicolaou Shaheen

Out and About

On Thursday, October 2nd, Saks Fifth Avenue and fashion label Raoul hosted a private reception and fashion presentation. Event attendees included guests of The NYSPCC and top Saks customers. A generous percentage of all sales from the evening and next day were donated to The NYSPCC. Special thanks to Kathleen Giordano and Dr. Penny Grant for arranging the event. (Photo credits: Billy Farrell Agency.)



Kathleen Giordano, Karen Klopp, Cassandra Seidenfeld, Dr. Penny Grant



Dr. Mary Pulido, David Stack, Karen Katzman, president of Raoul



What **YOU** would do?

Jeremy is visiting his cousin Amanda and her family one evening. During dinner, Amanda's husband Charles makes numerous negative comments towards Amanda. He even tries to get their four-year old daughter to call her "Miss Piggy." After dinner, Charles goes out. As Amanda bends to pick up her daughter, Jeremy notices a large bruise on his cousin's shoulder... **What should Jeremy do?**

Because situations like this are all too common in our society, The NYSPCC is offering the Stand Up, Don't Stand By: *Protect Children from Domestic Violence* program. Through online and live trainings, The NYSPCC will teach people simple steps to respond appropriately when children are endangered by domestic violence.

For more information please visit

▶ www.nyspcc.org.

Special Thanks!

We are grateful to the following supporters who have made Annual Fund gifts of \$500 or more since March 1, 2014 to help support our work with NYC's children:

- Rose M. Badgeley Residuary Charitable Trust
- Colgate-Palmolive Company
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- Help For Children—Prevent and Treat Child Abuse
- Max and Sunny Howard Memorial Foundation
- The Richard & Natalie Jacoff Foundation
- Thomas, Rachel, and Emma Kelly
- Marion E. Kenworthy - Sarah H. Swift Foundation
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- Martin S. Paine Foundation
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- Michael L. Royce
- Charles and Mildred Schnurmacher Foundation
- Solon E. Summerfield Foundation
- Nancy B. Taylor
- TD Bank
- Thanksgiving Foundation
- United Way of New York City
- Satloo B. Van Duuren
- The Wasily Family Foundation

Support our Holiday Toy Drive!

The NYSPCC is working to ensure that every child in our programs receives a new gift this December. You can help The NYSPCC make this holiday season a happy one for all of the children we serve.

We are seeking gifts for approximately 200 children. The NYSPCC serves an equal number of boys and girls, ranging in age from six months to 18 years old. Please call 212-233-5500 x221 or info@nyspcc.org to join this important effort!

