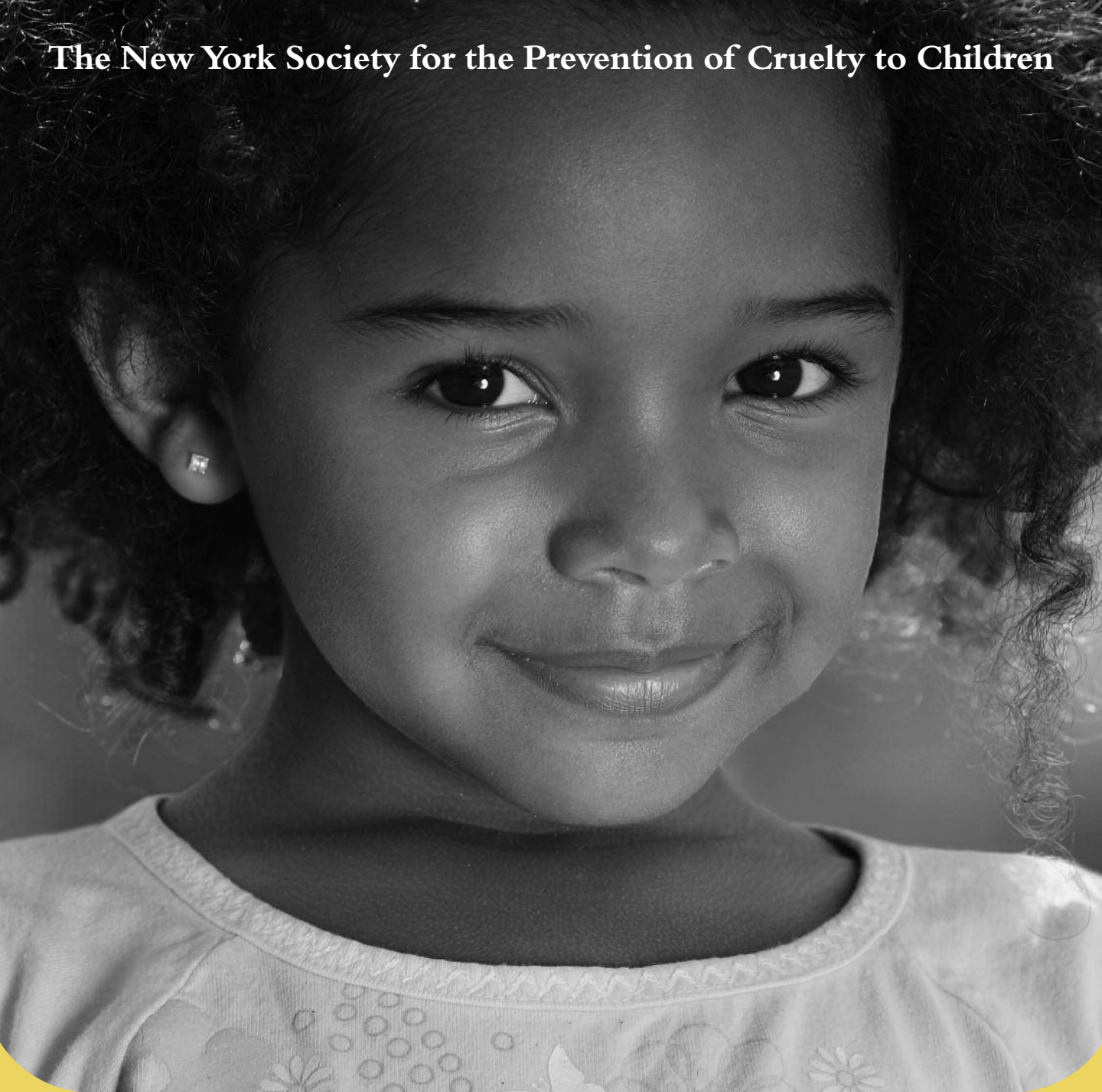


# The New York Society for the Prevention of Cruelty to Children



ANNUAL REPORT 2013



*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 138 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.



### *Educational Services*

- 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 138 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 with you some of The NYSPCC's many achievements of 2013. Our remarkable staff, along with the support of the dedicated Board of Directors, reached more than 5,600 children, families, caregivers, and professionals as we worked to prevent child abuse and neglect and respond to the complex needs of children who have endured abuse.

THROUGH SUCCESSFUL EVENTS, we helped raise awareness and much-needed funds for the Society. The NYSPCC had its inaugural **Wine Dinner** where our circle of friends and supporters enjoyed a wonderful dinner menu designed by renowned **Chef Jonathan Waxman of Barbuto** in the West Village. The dinner was paired with exquisite wines donated by **Napa Valley vineyard Tournesol**. It was a wonderful success and such a privilege to have our most steadfast supporters in the room celebrating our great work.

IN APRIL, The NYSPCC held its second annual **Spring Luncheon**. The afternoon featured a keynote address by child advocate Elizabeth Smart. The abduction of Elizabeth Smart was one of the most followed child abuse cases of our time. This traumatic experience led her to become an influential voice for child safety. It was a compelling and informative luncheon that raised crucial funds for our Trauma Recovery Program.

MEANWHILE, The NYSPCC's next generation of leaders in our active Junior Committee set a record with their 9th annual **Spring Benefit**, "Savor the City." The event raised more than \$47,000 for the agency's direct-service programs. We are honored to have such a committed and passionate group of young philanthropists leading the future of The NYSPCC.

LAST BUT NOT LEAST, we also welcomed four new Board members: Joan Granlund, Valesca Guerrand-Hermès, Holly M. Kelly, and Carolyn C. Reece. We are pleased that they have decided to lend their leadership and passion to our work.

ON BEHALF OF THE BOARD OF DIRECTORS, I want to thank our remarkable circle of supporters for their continuing support and deep belief in our important work. It is because of your generosity that we are able to provide the highest quality care to children and families in need.

Sincerely yours,

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

David R. Stack  
*President*  
*Board of Directors*



Dear Friends of The NYSPCC,

THIS WAS A GREAT YEAR full of significant achievements. We continue to expand the scope of our work through key initiatives and programs, allowing us to reach out to our NYC community as well as throughout the country.

THROUGH A PARTNERSHIP WITH THE HORACE MANN SCHOOL and other supporters, The NYSPCC launched an initiative to provide our *Safe Touches* child sexual abuse prevention program to all children in kindergarten through the third grade throughout the Bronx public school system. This is a four-year project. Almost 1,500 students were reached in the first four months of the program alone.

IN 2013, we also launched a special pilot project with the NYC Administration for Children's Services to provide therapeutic supervised visitation services to the agency's most vulnerable families. Our highly-skilled clinicians teach the parents effective parenting skills and coach them on how to interact with their children during the visits to restore and repair their relationships.

I'M ALSO THRILLED TO LET YOU KNOW that The NYSPCC placed first in a highly competitive, national grant process conducted by the Avon Foundation for Women. Through our "Stand Up, Don't Stand By" campaign, we will be training the public how to recognize domestic violence and its impact on children and, more importantly, how to take steps to prevent it.

WE ALSO CONTINUED TO EDUCATE THE PUBLIC through our blogs on Huffington Post, articles in many newspapers, and lectures through our Training Institute. As a member of the Child Fatality Review Advisory Team for NYC, we published a summary on leading causes of preventable injury death of children and recommendations for parents to prevent these tragedies.

Keeping our children safe from harm is of vital importance to our city and communities. We are very grateful for your support and belief in our lifesaving work.

Warm regards,

A handwritten signature in cursive script that reads "Mary L. Pulido".

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

## BOARD OF DIRECTORS

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# THE NYSPCC IN THE NEWS

THE NYSPCC CONTINUES TO EXPAND ITS VISIBILITY, and its message that child abuse is preventable, through media appearances throughout the year, but particularly during National Child Abuse Prevention Month in April. The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., is regularly contacted as an expert on the prevention of child abuse and neglect and domestic violence, as well as on issues related to child safety. Dr. Pulido has conducted interviews on television and radio, and has been interviewed or written articles for various print and online publications. The following are local and national media highlights of 2013:

## *Online*

- Dr. Pulido is a featured blogger on [www.HuffingtonPost.com](http://www.HuffingtonPost.com), contributing the following posts in 2013:
  - Helping Your Child If They Bully: Action Steps for Parents;
  - Child Pornography: Basic Facts About a Horrific Crime;
  - Home Alone After School: Is Your Child Ready?;
  - Back to School: Policies and Procedures Parents Should Ask About;
  - Talking to Your Child About Sexual Abuse: When Do You Do It and What Do You Say?;
  - Parent Alert: Tips for Keeping Your Children Safe this Summer;
  - Social Media Gone Awry: Tips for Teens to Stay Safe;
  - Gun Violence, Car Accidents and Fires: Leading Causes of Injury Deaths Among NYC Children;
  - Supporting First Responders to Children's Trauma.
- The NYSPCC was mentioned in an article on [NorthJersey.com](http://NorthJersey.com) about a teenager who volunteered creating an art therapy room for the agency.
- Dr. Pulido was featured in a [NYMetroParents.com](http://NYMetroParents.com) article about how to talk to your children about safe and unsafe touches.
- Dr. Pulido was featured in a [Care.com](http://Care.com) story about hiring an after-school sitter.
- Dr. Pulido was interviewed for multiple Brooklyn [Patch.com](http://Patch.com) sites about summer safety in NYC.



## *Television*

- Dr. Pulido was interviewed twice by Shelley Goldberg, Parenting reporter for news channel **NY1**, to discuss issues related to teen social media safety and Halloween safety tips for parents. All interviews ran multiple times.

## *Radio*

- Dr. Pulido was interviewed twice by Dr. Jonathan Whiteson for his "Doctor Radio" program on **Sirius XM Radio-Channel 81** to discuss Halloween safety, internet predators, and bullying.

## *Print*

- Dr. Pulido was featured in two articles in the **METRO New York** newspaper about summer camp safety.
- Dr. Pulido was featured in an article in **El Diario** newspaper about walking alone to school.
- Board member Valesca Guerrand-Hermès wrote a story about her involvement in The NYSPCC in **Manhattan Magazine**.
- The NYSPCC and the agency's history was featured in an article in **New York** magazine called "400 Years of Kids in the News," about famous news stories involving children.
- The NYSPCC was mentioned in a **New York Times** article about Horace Mann's sex abuse case. ●

# THE TRAUMA RECOVERY PROGRAM

THE NYSPCC'S TRAUMA RECOVERY PROGRAM provides critical mental health services to help children recover from experiences of physical and/or sexual abuse, family violence, traumatic grief, or serious neglect. Established in response to the September 11th terrorist attacks, the program initially provided crisis counseling and support services to the children, parents, teachers, and child protective services workers of lower

Manhattan. In 2004, after the pressing needs lessened, the program shifted its focus to the often unaddressed mental health care needs of children in New York City's child protective, preventive, and foster care systems.

MANY OF THESE CHILDREN GROW UP LIVING IN TRANSITIONAL HOUSING, witnessing family struggles, and enduring physical and/or sexual abuse, family violence, loss of family members or friends, parental substance abuse and/or mental illness. Without the appropriate and necessary treatment, they are at significant risk for delinquency, substance abuse, school dropout, difficulties in forming and maintaining healthy relationships, and other social, behavioral, and emotional problems.

THROUGH CHILD-FRIENDLY AND INDIVIDUALIZED COUNSELING SESSIONS, The NYSPCC's experienced clinicians employ various therapeutic techniques to help these children better manage their stress, anxiety, and depression; improve their baseline symptoms; and reach their individual therapeutic goals. Since a child is not an isolated person but a member of a family, clinicians also engage parents and caregivers in special family therapy sessions to ensure that the child has continued support for their recovery at home and in the future.

THE NYSPCC OFFERS SERVICES SEVEN DAYS AND THREE EVENINGS PER WEEK, in English and Spanish, to accommodate the varying needs of working families and school-aged children. On average, children attend the program for 8-12 months, although The NYSPCC will continue to provide treatment for as long as children and families need. The NYSPCC does not charge a fee for services, and no family in need is ever turned away due to financial hardship.

IN 2013, The NYSPCC provided trauma recovery counseling to 70 children through 791 individual therapy sessions. In addition, 325 family therapy sessions and 349 collateral meetings were held with 20 parents/caregivers and 22 family members and other involved adults (teachers, social workers, foster care case workers, etc.). ●

## OUTCOMES:

In 2013, the following program outcomes were achieved for children who were enrolled for a minimum of 3 months:

1. 98% of children demonstrated an improvement in at least one of their baseline symptoms.
2. 98% of children increased their use of adaptive coping skills.
3. 62% of parents and/or caregivers increased their level of attunement to their child's emotional needs.

*\*Outcomes are based on a subsample of clients with treatment goals in each domain.*



# Malia

Eleven-year old Malia\* was removed from the custody of her biological mother, Alaysia, and placed in foster care after she showed up at school with a black eye. She reported that her mother had hit her and left her in the middle of the street saying, “I hope you get hit by a car.”

Malia began counseling in the Trauma Recovery Program at The NYSPCC in August 2013. During intake, her foster mother reported various concerning behaviors. Malia talked to herself and to the TV, banged her head on objects, “zoned out” frequently, and injured pets in the house. Initially, Malia presented as withdrawn and mistrustful toward her clinician. She denied that her mother had hit her, claiming instead, that she had accidentally banged into her with a box.

In order to develop a therapeutic relationship, the clinician engaged Malia in making dolls during art therapy. Because Malia appeared to be more concerned about what she “should” say instead of what she was truly feeling, the clinician focused a lot of their work on feeling-identification. As Malia’s level of trust increased, she began sharing family information that she previously withheld. The clinician also worked on developing body-awareness and relaxation techniques to help address Malia’s injurious behaviors toward herself and others.

The clinician worked with both the foster mother and Alaysia in separate therapy sessions. The foster mother, very interested in supporting Malia’s well-being, was receptive to education regarding Malia’s trauma responses and dissociation. While Alaysia initially presented as angry and defensive, in time, the clinician was able to help her examine why Malia was removed and placed in foster care and work towards healing her relationship with her daughter.

Through art therapy and somatic experiencing techniques, Malia has become increasingly able to talk about her feelings and is no longer demonstrating violent behavior. She is participating in a gifted program in school and recently joined the cheerleading team. Alaysia also made considerable progress in therapy, and was able to meet her other parenting goals to the satisfaction of the courts. Malia and Alaysia have been reunited. They remain actively involved in individual and family therapy sessions at The NYSPCC. ●

## CLIENT SATISFACTION SURVEY COMMENTS

- *I was treated with respect and to me the worker was very fair. She was always there when I needed her to be.*
- *NYSPCC is such a warm, friendly place. My children felt safe, comfortable and were able to enjoy themselves. Thanks.*
- *I just started this program but my family has already felt the benefit of attending and will continue to do so. We are very happy with our worker. She is the BEST.*

\*All names in the case vignettes have been changed.



# THERAPEUTIC SUPERVISED VISITATION PROGRAM

## OUTCOMES:

1. 84% of visiting parents who completed the Parent Education Program voluntary survey reported an increase in knowledge and understanding of the developmental stages of children, an important parent skill.
2. 88% of parents who had at least 12 visits with their children increased their independent use of positive parenting skills in at least one domain: engagement; safety; responding to children's developmental needs/children's expectations; communication; structure/effective discipline; healing/empathy.
3. 71% of parents demonstrated active support and encouragement of their child's relationship with the other parent since their cases have closed at The NYSPCC.

## CLIENT SATISFACTION SURVEY COMMENTS:

- *Very happy with my caseworker. She is beyond accommodating. She helps whenever needed and most importantly makes my daughter feel comfortable.*
- *My worker is wonderful. Very helpful in helping me be more neutral in my questions and sharing my feelings with my son.*
- *I believe (my caseworker) to be a very professional, kind, and welcoming individual...I left feeling pleased and taken care of.*

THE NYSPCC'S THERAPEUTIC SUPERVISED VISITATION PROGRAM works with parents who cannot have unsupervised access to their children due to a history of child neglect, physical or sexual abuse, domestic violence, substance abuse, or mental illness. The NYSPCC has provided supervised visitation services for over 20 years to vulnerable New York City families and accepts referrals of families in disputed custody and visitation cases or families with children in foster care.

CHILDREN DESERVE AND NEED A MEANINGFUL RELATIONSHIP with both of their parents, whenever possible. The constancy of the parent-child relationship is central to a child's sense of security, self-esteem, and healthy development. Sadly, the lack of affordable therapeutic supervised visitation services in New York City is a major obstacle to low-income, high-risk families in need of clinical services to help restore these critical parent-child relationships in a safe and secure environment.

RATHER THAN ELIMINATING CONTACT between a visiting parent and child, the Therapeutic Supervised Visitation Program keeps children safe while restoring healthy and appropriate parent-child relationships through supervised visitation, parenting skills workshops, individual parent coaching sessions, and, when needed, mental health assistance for children with a history of family violence. 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, The NYSPCC provides a neutral place for the safe transfer of children when there are restrictions placed on the contact between parents.

THE NYSPCC PROVIDES the largest therapeutic supervised visitation program in New York City, and the only one with services offered free of charge, in English and Spanish, seven days and three evenings per week. The NYSPCC is frequently requested to train other public and private service providers around the country on its program model, and has published *The NYSPCC Professionals' Handbook—Supervised Visitation Services for High-Risk Families* to promote best practices and facilitate program replication.

IN 2013, 135 families (188 children, 276 parents/caregivers) were able to strengthen their relationships through participation in the Therapeutic Supervised Visitation Program. The NYSPCC supervised a total of 729 visits between visiting parents and their children, and monitored 362 supervised transfers. The NYSPCC provided 1,027 parent coaching sessions with visiting parents, 244 coaching sessions with custodial parents, and 303 individual sessions with children. The NYSPCC also provided 178 group workshops focusing on parent education to 106 visiting parents. ●



## FRED, JESSA, DYLAN, AND LILY

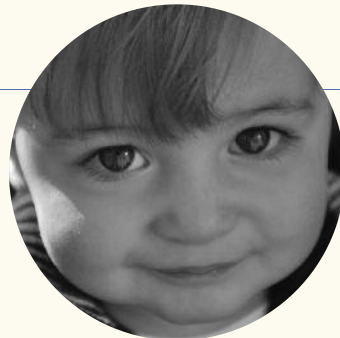
Fred\* had not seen his three children—Jessa, Dylan, and Lily—in over two years. He and their mother had separated after an order of protection had been issued against him due to allegations of sexual abuse involving his five-year old daughter, Lily. Devastated, his substance abuse spiraled out of control and more time slipped away. However, the child abuse report was not substantiated. Fred was now allowed access to the children. He was determined to rebuild his relationship with them and was referred to The NYSPCC’s Therapeutic Supervised Visitation Program. The children currently resided with their mother.

Over the first six weeks, Fred missed many of the weekly parent education classes, a required feature of the program. He also tested positive in a drug screening and was mandated by New York City Family Court to enter a residential drug rehabilitation program. While he received treatment for his substance abuse, he began attending his weekly parent education classes and completed the 12-week course.

Fred worked openly and diligently with The NYSPCC’s Visit Supervisor, actively listening to her feedback and accepting her suggestions for creating a physically and emotionally safe environment for his children during visits. Due to the consistency and predictability of the visits, Jessa, Dylan, and Lily showed signs that they felt comfortable and safe with their father. They spontaneously shared their thoughts and feelings about school and other aspects of daily life, and were quick to engage him in play. Fred was proud of his parenting improvements, including setting appropriate limits; allowing his kids to take the lead in play; and alternating between playing, teaching, disciplining, encouraging, and comforting his children.

Aware that his past substance abuse had been a major barrier to his ability to engage Jessa, Dylan, and Lily in meaningful relationships, Fred remained committed to staying clean. With guidance from the Visit Supervisor, Fred and the children’s mother began to coordinate their parenting strategies and pooled resources to ensure that their children’s needs were being met. The family was able to complete services at The NYSPCC after six months and transition to supervised visits in the community. ●

*\*All names in the case vignettes have been changed.*



# SAFE TOUCHES: PERSONAL SAFETY TRAINING FOR CHILDREN

THE NYSPCC's *Safe Touches: Personal Safety Training for Children* program is the largest child sexual abuse prevention workshop in New York City's public schools specifically designed for children in kindergarten through third grade. It is also the only program of its kind capable of providing trauma recovery counseling services to any child who might, in the course of the workshop, make comments that lead to the disclosure of abuse.

## OUTCOMES:

The NYSPCC distributed satisfaction surveys to teachers of the classrooms where the *Safe Touches* workshop was presented. Below are the results:

- 97% of teachers found the presenters very effective at facilitating the workshop.
- 93% of teachers are very likely to recommend this workshop to other teachers/administrators.
- 95% of teachers found the workshop very effective at explaining the difference between a “safe touch” and a “not safe touch” in a way the children could understand.

## TEACHER SURVEY COMMENTS

- *The students felt very comfortable speaking openly. The workshop was a safe environment for students to share concerns.*
- *Very nicely done by answering questions in an age-appropriate way. I think the kids really understand this content well.*
- *The puppets were wonderful because it was a different way to present the information. The students were engaged.*

CHILD SEXUAL ABUSE IS A CHRONIC, UNDER-REPORTED TRAGEDY in the United States that occurs in all socioeconomic and educational levels and across all racial and cultural groups. Victims of child sexual abuse experience a myriad of physical and mental health problems that often persist through adulthood. In order to help prevent abuse, young children need to be taught about their bodies and feelings and taught how to distinguish safe from not safe touches.

THE NYSPCC's *Safe Touches* workshop is a 45-minute, interactive workshop presented in school classrooms to children in K-3rd grade. At the start of the workshop, The NYSPCC's specially-trained clinicians use large posters of children wearing bathing suits to help students identify which parts of the body are private. Then, using child-friendly and culturally diverse puppets, the clinicians act out scenarios that teach children to understand the difference between safe and not safe touches. The students play an active role by offering suggestions to the puppets about actions they can take to keep their bodies safe and whom they can go to for help if they have been in a not safe situation.

AT THE END OF THE WORKSHOP, students are given a copy of an educational workbook that they can take home to work on with their parents—available in English and Spanish. The NYSPCC's clinicians answer any questions from students or teachers. In the event that a student makes a statement during the workshop that warrants follow-up, The NYSPCC's clinicians are available to assist the teacher and school guidance counselors in conducting a minimal facts interview.

IN 2013, THE NYSPCC PROVIDED 91 *Safe Touches* workshops that educated a total of 1,739 children. The NYSPCC also provided 20 workshops to 239 parents, teachers, and school administrators about the warning signs of sexual abuse and how to handle disclosures or concerns of abuse. In September 2013, The NYSPCC launched a special four-year initiative to offer free *Safe Touches* workshops to all Bronx public school students in K-3rd grade. The NYSPCC also continued to investigate the effectiveness of the *Safe Touches* workshop with funds from a two-year research grant awarded by the National Institutes of Health (NIH) in 2012. Results from this study will generate robust evidence about *Safe Touches* and will contribute to the child welfare field's knowledge of effective strategies for preventing child sexual abuse. ●

# 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 Executive Director Mary L. Pulido, Ph.D., is utilized in crisis debriefing sessions that include an integration of education, emotional expression, and cognitive restructuring. 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. If needed, The NYSPCC's staff meets individually with child protective services staff members following group debriefing sessions and provides referrals for short- or long-term therapy.

THE NYSPCC WAS ALSO 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.

IN 2013, THE NYSPCC provided a total of 51 crisis debriefing sessions to 211 individuals as follows: 40 crisis debriefing sessions to 143 ACS staff members and 11 crisis debriefing sessions to 68 Safe Horizon staff members. ●

## CLIENT SATISFACTION SURVEY COMMENTS

- *I think that the debriefing was a great idea. It helped me to understand the anger and denial that I have been going through since this tragic death.*
- *At first I was skeptical about attending this session because I feared that what I shared could end up in my personnel file. However, once the session started, I felt very comfortable, relaxed and at ease with discussing my feelings. I do feel better and will utilize the self care suggestions.*
- *I think that this session helped everyone open up and express their feelings. I would participate in another. The facilitator was very informative and helpful. Thank you so much for your time and support!*



# THE NYSPCC TRAINING INSTITUTE

In response to continuous requests for training from other child welfare agencies and community groups, The NYSPCC launched its **Training Institute** in early 2012. The NYSPCC provides direct services to NYC's vulnerable children and families and to child welfare professionals to help them manage the stressors of working in the child protective field. The NYSPCC evaluates program outcomes as well as obstacles, and documents these results which then serve as a learning source for other providers.

The NYSPCC's Training Institute serves 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. The NYSPCC's clinical staff are considered experts in the area of child protection and, consequently, are in high demand.

## TRAINING FOR CHILD WELFARE PROFESSIONALS

In 2013, The NYSPCC presented lectures, workshops and trainings to over 400 professionals at the following national and state conferences:

- Mary L. Pulido, Ph.D., Executive Director, presented an overview of *The NYSPCC's Trauma Recovery Program* at The NYSPCC Annual Spring Luncheon
- Katheryn Lotsos, LCSW presented *Working with Difficult Clients, Regulating Emotions* at the Supervised Visitation Network's regional conference in New Orleans, Louisiana.
- Katheryn Lotsos, LCSW presented *Managing Supervised Visitation Staff Members* at the Supervised Visitation Network's regional conference in New Orleans, Louisiana.
- Mary L. Pulido, Ph.D. presented *Managing Institutional Secondary Traumatic Stress* at the International Society for Traumatic Stress Studies conference in Philadelphia, Pennsylvania.
- Mary L. Pulido, Ph.D. presented *Evaluating Crisis Debriefing Following Child Fatality and other Workplace Trauma* at the American Professional Society on the Abuse of Children's national conference in Las Vegas, Nevada.
- Mary L. Pulido, Ph.D. presented *Preliminary Findings: A Rigorous Evaluation of a Child Sexual Abuse Prevention Workshop* at the American Professional Society on the Abuse of Children's national conference in Las Vegas, Nevada.
- Katheryn Lotsos, LCSW and Brenda A. Tully, LCSW presented *Affect and Its Effects: Helping Children and Parents Regulate their Emotions During Supervised Visitation* at Prevent Child Abuse New York's conference in Albany, New York.
- Mary L. Pulido, Ph.D., presented *Managing Secondary Stress- A Special Training for Front-line Responders to Child Abuse* to the National District Attorneys Association's conference in Sterling, Virginia.
- Katheryn Lotsos, LCSW and Brenda A. Tully, LCSW presented *Leading a Team: How to Foster Hope & Build Resilience* to the Supervised Visitation Network's conference in Toronto, Ontario.

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## IDENTIFYING AND REPORTING CHILD ABUSE AND NEGLECT

A crucial component of the Training Institute is to educate professionals who come into contact with children in the course of their everyday activities on how to identify and assist 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 50,000 individuals regarding their legal responsibilities as mandated reporters of child abuse and neglect. In 2013, staff members made 26 presentations to professionals and the public, reaching 659 practitioners and concerned citizens in NYC. In addition to these onsite training sessions, 787 people utilized The NYSPCC’s web-based training course and six people enrolled in and completed The NYSPCC’s correspondence course.

## CHILD SEXUAL ABUSE PREVENTION PROGRAMS FOR SCHOOLS

Recent high-profile cases of child sexual abuse emphasize the need for the education of children, teachers, staff, and parents. In response to the prevalence of this horrific, under-reported crime, The NYSPCC has developed a range of child protection, education, and administrative review services for NYC public, private, and charter schools, including:

- age-appropriate child sexual abuse prevention training for students in grades K-12;
- child abuse identification and reporting procedures training for faculty and staff;
- reviewing schools’ current policies and procedures regarding child protective issues and making recommendations for amendments or additions that would strengthen these services; and
- educational lectures and workshops for parents and caregivers on issues related to child safety.

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*(continued from page 12)*

## **SENTENCING ALTERNATIVES FOR FAMILY EDUCATION**

The NYSPCC, in conjunction with the Kings County District Attorney's Office, also offers "Sentencing Alternatives for Family Education" (SAFE), 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 NYC Fire Department, the National Center for Missing and Exploited Children, and the NYC 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 2013, The NYSPCC conducted one SAFE workshop reaching 16 parents.

## **PREPARING FUTURE LEADERS**

The NYSPCC partners with Columbia University School of Social Work, New York University, Fordham University, the Silberman School of Social Work at Hunter College, and Adelphi 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 clinicians, 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 2012-2013 academic year, The NYSPCC trained five MSW interns. ●



# RESEARCH

THE NYSPCC MAINTAINS AN ACTIVE RESEARCH PROGRAM dedicated to building the evidence base for effective approaches to preventing and treating child abuse and neglect. The research is broadly focused on the evaluation and integration of evidence-informed approaches to prevention and treatment into real-world settings, including community and state agencies and schools.

IN 2013, THE NYSPCC WAS AWARDED ITS SECOND PRESTIGIOUS RESEARCH GRANT from the National Institutes of Health (NIH). This study, conducted in partnership with Prevent Child Abuse New Jersey, is designed to develop and pilot a behavioral health screening and linkage to treatment protocol for use during home visits with at-risk new mothers. The protocol will identify clients who have problems with substance use, mental health, and domestic violence and help connect them with appropriate services. These issues are important risk factors for child maltreatment and are not currently systematically addressed by home visiting programs that are aimed at preventing child abuse and neglect. If effective, this protocol could be used by home visiting programs throughout the United States to improve access to behavioral health services for their clients, ultimately helping them better care for their children.

THE NYSPCC WAS AWARDED A PRESTIGIOUS RESEARCH GRANT from the National Institutes of Health (NIH) 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 New York City public schools.

THROUGH LECTURES, presentations, workshops, and publications, The NYSPCC seeks to share the knowledge gains of its research with other organizations and professionals dedicated to child protection. In 2013, Executive Director Mary L. Pulido, Ph.D., presented *Preliminary Findings: A Rigorous Evaluation of a Child Sexual Abuse Prevention Workshop* to 50 attendees at the American Professional Society on the Abuse of Children's (APSAC) national conference in Las Vegas, Nevada.

IN 2006, Dr. Pulido was appointed by Mayor Bloomberg to serve on the New York City Child Fatality Review Advisory Team (CFRAT). The CFRAT 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 six years, the CFRAT has expanded its scope and conducted research and published reports on injury death among 13-17 year-olds, causes of death among infants under age one, 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 CFRAT from 2007-2013 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's cases from the organization's incorporation in 1875 to present day, 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;
- Historical Records: approximately 15 linear feet of documents in file folders dating from 1875; and
- Photographs (both prints and glass slides) of The NYSPCC's buildings and persons of historical importance to the agency, such as Elbridge T. Gerry, Henry Bergh, Etta Wheeler, and Mary Ellen (before and after her rescue, and later, with her children).

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 2013, the archivist responded to 22 total inquiries, 12 from private citizens and 10 from professional organizations. ●



*Etta Wheeler (left), who helped catalyze the child protection movement through her concern and actions to rescue Mary Ellen (right), a young girl being abused by her adoptive parents in Manhattan's Hells Kitchen neighborhood.*

**FINANCIAL POSITION SUMMARY****ASSETS**

|                            |           |                          |
|----------------------------|-----------|--------------------------|
| Cash                       | \$        | 970,067                  |
| Investments at fair value  |           | 23,747,204               |
| Other assets               |           | 716,616                  |
| <b><i>Total Assets</i></b> | <b>\$</b> | <b><i>25,433,887</i></b> |

**LIABILITIES**

|                                       |    |                       |
|---------------------------------------|----|-----------------------|
| Accounts payable and accrued expenses | \$ | 97,873                |
| Deferred revenue                      |    | 8,100                 |
| Accrued pension benefits              |    | 442,651               |
| <b><i>Total Liabilities</i></b>       |    | <b><i>548,624</i></b> |

**NET ASSETS**

|  |           |                          |
|--|-----------|--------------------------|
| Unrestricted                                   | \$        | 20,723,482               |
| Temporarily restricted                         |           | 252,500                  |
| Permanently restricted                         |           | 3,909,281                |
| <b><i>Total Net Assets</i></b>                 |           | <b><i>24,885,263</i></b> |
| <b><i>Total Liabilities and Net Assets</i></b> | <b>\$</b> | <b><i>25,433,887</i></b> |

## FINANCIAL ACTIVITY SUMMARY

### OPERATING REVENUE

|   |           |                         |
|---|-----------|-------------------------|
| Contributions                           |           |                         |
| Foundations/Corporations                | \$        | 560,903                 |
| Other                                   |           | 81,613                  |
| Government contracts                    |           | 445,709                 |
| Special events                          |           | 545,139                 |
| Investment return – operating           |           | 997,617                 |
| Other support and revenue               |           | 201,384                 |
| <b><i>Total Support and Revenue</i></b> | <b>\$</b> | <b><i>2,832,365</i></b> |

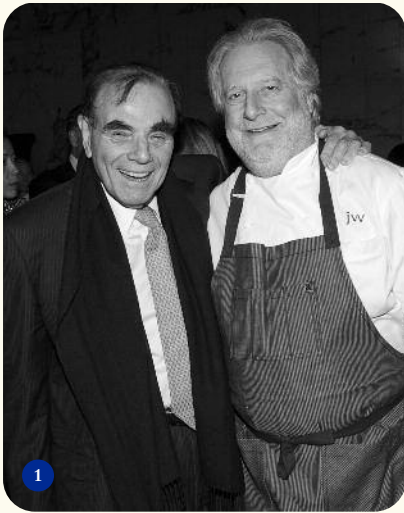
### OPERATING EXPENSES

|  |           |                         |
|--|-----------|-------------------------|
| Supervised Visitation                                      | \$        | 794,283                 |
| Trauma Recovery  |           | 776,569                 |
| Training Institute   |           | 572,075                 |
| Archives   |           | 120,481                 |
| General administration                                     |           | 342,392                 |
| Special events   |           | 142,214                 |
| Fundraising  |           | 370,758                 |
| <b><i>Total Expenses</i></b>                               | <b>\$</b> | <b><i>3,118,772</i></b> |
| <i>Excess of Operating Expenses Over Operating Revenue</i> |           | <i>(286,407)</i>        |
| Investment return – non-operating                          |           | 1,196,956               |
| Adjustment to accrued pension benefits                     |           | 504,257                 |
| Increase in temporarily restricted net assets              |           | 222,500                 |
| Increase in permanently restricted net assets              | \$        | 144,912                 |

### NET ASSETS

|                           |           |                          |
|---------------------------|-----------|--------------------------|
| Increase for the year     | \$        | 1,782,218                |
| Beginning of year         |           | 23,103,045               |
| <b><i>End of year</i></b> | <b>\$</b> | <b><i>24,885,263</i></b> |

The NYSPCC had its inaugural **Wine Dinner** on November 19, 2013 at The Metropolitan Club. It was a special evening celebrating the agency's work and enjoying spectacular food and wine. During cocktails, guests tasted superb wines from various regions. The seasonal dinner menu was designed by renowned **Chef Jonathan Waxman of Barbuto** in the West Village, and



each course was paired with exceptional wines from the **Napa Valley vineyard Tournesol**. The evening raised over \$370,000 for the agency's programs. Neil and Amanda Friedman, Deborah Norville and Karl G. Wellner, M. David and Mary Alice Sherrill, Joan Granlund, Lauren B. Cramer, and Penny Grant, M.D. served as gala co-chairs. Many thanks to our friends and supporters who made this a wonderful evening! ●



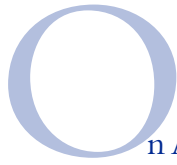
On May 8, 2013, The NYSPCC's Junior Committee hosted *Savor the City*, a cocktail party held at The ONE Group's Asellina in the Gansevoort Park Hotel. The event raised funds and awareness for our work with New York City's most vulnerable children, and featured a wide-ranging and appealing silent auction. The 2013 event was the most successful to date, raising a record-breaking \$47,000 for The NYSPCC's Trauma Recovery Program. We are deeply grateful to the Junior Committee for their meaningful leadership and generosity. ●



**1** CHANI CHURCHILL, ALEXANDRA PAPANICOLAOU, BILL KELLY AND LINDSAY KIERNAN;  
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On April 18, 2013, The NYSPCC held its second annual Spring Luncheon at The Pierre Hotel in Manhattan. The afternoon featured a keynote address by child advocate Elizabeth Smart. The abduction of Elizabeth Smart was one of the most followed child abduction cases of our time. This traumatic experience led her to become an influential advocate for change related to child safety. Elizabeth's story continues to inspire children who have gone through similar experiences and speaks to the amazing ability of children to recover from traumatic events. Thank you to everyone who helped make the afternoon a great success raising almost \$160,000 for the agency's programs. ●



**1** CAROLYN REECE AND ELIZABETH CALLENDER; **2** EXECUTIVE DIRECTOR DR. MARY PULIDO, ELIZABETH SMART, BOARD PRESIDENT DAVID STACK AND BOARD VICE PRESIDENT ELIZABETH MAYHEW; **3** MICHAEL CONLON, DAWNE MARIE GRANNUM, KATHLEEN GIORDANO, JOY MARKS AND VICTOR DE SOUZA; **4** VALESKA GUERRAND-HERMÈS, CORALIE PAUL AND CRISTINA CUOMO; **5** PAULA ZAHN, TANIA HIGGINS, KELLY RUTHERFORD AND NATHALIE KAPLAN; **6** FRANCIS RIVERA, TINA STORPER, GIGI STONE WOODS AND SUSAN SHIN

In March 2013, Saks Fifth Avenue, VOGUE, and the clothing line Escada hosted a private reception and Spring 2013 fashion show for guests of The NYSPCC, Escada VIPs, and top Saks customers. And in October 2013, Saks Fifth Avenue and Marchesa hosted a reception to launch Marchesa's new daytime line, Voyage. A portion of the sales at Saks from both events were donated to The NYSPCC. ●



1 MATT SEMINO, LINETTE SEMINO AND OLIVER VASQUEZ; 2 DR. PENNY GRANT, KATHLEEN GIORDANO, EDWARD CALLAGHAN, DAWNE MARIE GRANNUM AND WENDY NEUSS; 3 KEREN CRAIG, VALESCA GUERRAND-HERMÈS, AND GEORGINA CHAPMAN

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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.



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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. Individual donations
2. Matching Gifts through your employer
3. Donation of stocks or bonds
4. Wills or bequests
5. Designate The NYSPCC as a beneficiary of a life insurance policy
6. Organize a toy drive during the holidays
7. Underwrite costs associated with The NYSPCC's children's holiday party
8. Attend the Annual Gala, Spring Luncheon, or Family Benefit
9. Join the Junior Committee and attend the Spring Benefit
10. "Like" us on Facebook ([www.facebook.com/nyspcc](http://www.facebook.com/nyspcc))
11. Arrange a *Safe Touches* workshop for your child's school, or a group of parents
12. Lead a fundraiser in your community on our behalf
13. Purchase holiday cards featuring artwork by children in our Trauma Recovery Program
14. 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 Cynthia Helton, Director of Development and Communications, at (212) 233-5500 ext. 216.

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Cynthia Helton

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*Director of Clinical Services*

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