



## Progress Made, Lessons Learned, More to be Done

*Rebecca Ruffner, Executive Director  
Prevent Child Abuse Arizona*

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[www.pcaaz.org](http://www.pcaaz.org)

Some good news was released recently about child abuse in our country. The Fourth National Incidence Study of Child Abuse and Neglect documents a significant decrease in rates of child sexual abuse, physical abuse, and emotional abuse between 1993 and 2005.

That is good news indeed, and can be attributed to massive state and federal investments in proven prevention strategies such as home visiting and parent education and support.

The bad news is that during the same period little or no change was seen in the rate of child neglect, which makes up over 60% of reported child maltreatment cases. Neglect can mean a young child going without food and water, as well as vital nurturing and interaction to help with critical early learning.

Given the state of our national and local economies, this news simply adds to our concerns about the welfare of children. Historically, child maltreatment rates closely mirror economic trends, which makes sense when one thinks of abuse and neglect as closely related to intolerable levels of family stress.

We must realize that today in Arizona our community safety nets and prevention resources have all but been dismantled by unprecedented budget cuts. The most successful prevention effort our state has ever had, Healthy Families Arizona home visiting program was cut a drastic 75% on March 1, 2009.

With a slow economic recovery and continued economic stress on young families, the gains made in the late 1990's might well be reversed.

The good news is we have learned a valuable lesson: Prevention does work, but sustained investments are necessary to protect children from harm and promote strong families who succeed in raising healthy children.

Join PCA Arizona in our efforts to learn from our past and make the future better for children and families.



## Arizona Child Abuse Prevention Month Kick-Off



**April 6, 2010**

Governor Jan Brewer addresses law enforcement and child advocates at the state capital where she proclaimed April as *Child Abuse Prevention Month*.

The empty chairs represent the 51 children who died from abuse in Arizona in 2008. Seventy Six percent of these children had not reached their 4<sup>th</sup> birthday.

**Never Shake A Baby** display:

**Left to Right:** Marcia Stanton, Phoenix Children's Hospital - Mary Warren, Prevent Child Abuse Arizona - Becky Ruffner, Prevent Child Abuse Arizona

Twenty-Five Arizona birthing hospitals implement the Never Shake A Baby parent education program, and eight additional hospitals have received the initial program training.



One of the ways PCA Arizona is preventing child abuse is through the Never Shake A Baby program. Hospital nurses are talking to almost 30,000 new parents this year before parents go home with their newborns. Funded by the Arizona Child Abuse Prevention License Plate program, Never Shake A Baby informs parents that babies cry, sometimes a lot, and although crying won't hurt the baby, shaking can cause brain damage and even death. Parents are provided with tips on responding to infant crying and asked to let their caregivers know never to shake a baby.

## WHAT TO DO WHEN A BABY IS CRYING

By Mary G. Warren, Ph.D., IMH-E®(IV)

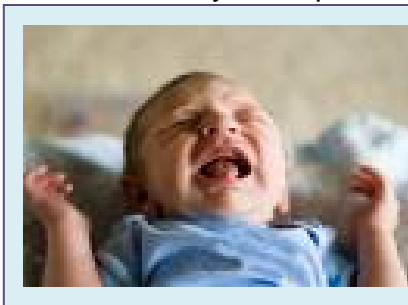
Crying is how babies tell us what they need, but deciphering these cries is not always easy. Inconsolable crying can be frustrating and worrisome to parents, who often have to be detectives to figure out what the baby wants. Soothing the baby is just part of the challenge; caregivers also must develop strategies for handling their own frustration when nothing seems to stop the crying.



Babies cry for a number of reasons, some related to physical needs and some related to environmental triggers. Here are some common causes and solutions:

HUNGRY? .....	<i>Feed the baby</i>
NEED TO BURP? .....	<i>Gently pat the baby's back or tummy</i>
WET, DIRTY DIAPER? .....	<i>Change it</i>
TOO HOT, TOO COLD? .....	<i>Change the baby's clothes and/or blankets</i>
TIRED? .....	<i>Cuddle, hold your baby</i>
SICK (Earache, Stomachache)? .....	<i>Call your doctor or nurse</i>
TOO LOUD? .....	<i>Reduce the noise</i>
TOO BRIGHT? .....	<i>Lower the lights or move the baby to a shady spot</i>
BORED? .....	<i>Change the baby's position - Wear the baby in a sling or baby carrier - Read a book - Dance or sing with the baby - Take a walk outside</i>
FEELING INSECURE, UNSAFE? .....	<i>Swaddle the baby - Remove the baby from violent situations</i>

Pediatrician Harvey Karp, M.D., author of *The Happiest Baby on the Block*, describes the three to four months after birth as the “fourth trimester”, a time when babies are trying to acclimate to life outside that warm, cozy, safe place they just were in the previous nine months.



The techniques he recommends called “The 5 S’s” mimic the conditions of the womb:

- Swaddling (tight quarters)
- Side position (where the calming reflex is)
- Shushing (mimicking the sounds of the blood flow)
- Swinging (slight movement)
- Sucking (some infants find thumb in utero)

For some babies, one of these techniques is enough to make them relax and stop crying. For others, a combination—even all five—may be required. And sometimes none of them work.

Sometimes babies just need to cry to settle themselves. When that's the case, put the baby on his or her back in a safe place, like the crib, and let the baby cry. Check on the baby at least every 10 minutes. Babies shouldn't feel abandoned; they need to learn to trust that adults will provide care and comfort.

It is normal for parents and caregivers to become frustrated when they cannot calm a crying baby. Recognize when your stress level is activated. Your heart rate may increase, palms may sweat, breathing may be shallow, muscles may get tense. Your body's signals are communicated to the baby, making the baby feel less secure and safe, which increases crying.

When your baby-crying detective skills have been exhausted, it is time to put the baby in a safe place to cry.

**Then do something to relax yourself:**

- \* Drink some cool water, or hot tea.
- \* Take 10 deep breaths.
- \* Walk outside for a moment.
- \* Exercise.
- \* Listen to music or watch TV.
- \* Call a friend or relative. Call your doctor, the 24/7 crisis line at 1-800-4A-CHILD or the Birth to Five Helpline at 1-877-705-KIDS.



Do not try to calm your baby when you are uptight. In a moment of anger or frustration, you might shake or hurt your baby. Shaking a baby can cause damage to the brain that may result in death, severe and lifelong injury (like blindness, cerebral palsy or seizures) or, at the very least, learning disabilities and behavioral challenges when your child starts school. It is never okay to shake a baby.

*Mary Warren is the Never Shake A Baby Arizona Coordinator with Prevent Child Abuse Arizona. Contact her at [maryw@pcaaz.org](mailto:maryw@pcaaz.org) for more information or to book a presentation to your parent or practitioner group.*

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## *Parties for Prevention* (HELP CHILDREN WHILE HAVING FUN)



### Evening of Chocolate & Wine

Darrell & Beverly Beach hosted a Chocolate & Wine tasting event on April 10, 2010 presented by the team from Cocoa Y Vino.

The event held in Prescott at *Her Fitness Workout Center* included a silent auction featuring fun and unusual items.

The total contribution resulting from this event was \$2,300.00

## How To Host a Party For Prevention™

1. Decide the type of party you'd like to host.
2. Set a date; plan a menu; choose a theme.
3. Invite friends, neighbors or colleagues. Start with people you know. Think about those who care about children, just like you do.
4. Ask them for a donation (of any amount) payable to Prevent Child Abuse Arizona.
5. Eat, drink, play, and party with a purpose!
6. Take pictures and share your feedback and experience with us via email. Put "Party for Prevention" in the subject line and email your photos to [trish@pcaaz.org](mailto:trish@pcaaz.org).
7. Mail your checks to us at PO Box 26495, Prescott Valley, AZ 86312.

### PARTY IDEAS:

Backyard BBQ	Bowling	Block Party	Bingo Night	Birthday Party
Camp Out	Candle Making	Chili Cook Off	Dance Party	Dessert Night
Dinner Party	Fashion Show	Game Night	Garden Party	Golf Event
Hiking Party	Jewelry Party	Manicure Day	Murder Mystery	Oscar Night
Pajama Party	Pizza Party	Pot Luck Party	Pool Party	Tennis Party
Quilting Party	Scavenger Hunt	Spa Night	Super Bowl	Trail Ride
Truth or Dare	World Series			

*Any hobby or interest you have could turn into a fun filled, exciting event to help strengthen more families simply by having a party with your friends! **100% of proceeds are charitable donations for tax purposes.***

Thank you for helping us prevent abuse and neglect by strengthening families



To donate to PCA Arizona, please  
visit our website: [www.pcaaz.org](http://www.pcaaz.org)

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## About Our Organization:

**Prevent Child Abuse Arizona** is one of 47 state chapters of Prevent Child Abuse America. Our mission is to prevent the abuse and neglect of Arizona's children. That includes all forms of abuse and neglect, whether physical, sexual, educational or emotional. We advocate for public policies that diminish or eliminate risk factors while promoting protective factors including parent education. We believe in a continuum of services in every community to help parents before abuse and neglect occurs. **CONTACT US TO FIND OUT HOW YOU CAN HELP.**

### Our Staff

#### **PREVENT CHILD ABUSE ARIZONA:**

- **Rebecca Ruffner** – Executive Director
- **Tina Vanderpool** – Director of Finance & Operations
- **Trish Gray** – Executive Assistant
- **Juanita Wesley** - Bookkeeper

#### **YAVAPAI FAMILY ADVOCACY CENTER:**

- **Pam Mason** – Director
- **Beth Drown** – Administrative Assistant
- **Laura Garcia** – Victim Advocate
- **Ellen Larson** – Victim Advocate
- **Jeanine Foreman** – Therapist
- **Christine Jensen** – Therapist

