

Prevent Child Abuse Massachusetts Unveils Bullying Prevention Site

Growing-up, most of us can remember a school yard bully, one who called names or tripped others for no apparent reason. We also grew up believing that bullying, although unpleasant, was just another part of childhood and that it was to be both expected and accepted. Fortunately, this attitude is changing across schools all over the United States as new studies continue to show how pervasive and damaging bullying is to our children.

According to the Journal of the American Medical Association, one-third of US students reported that they had experienced bullying, either as a victim or as a perpetrator. The effects of bullying on victims can range from low-self esteem to suicidal thoughts. Bullying can incite even more extreme types of violence—the United States Secret Service reports that attackers in school shootings often felt bullied prior to the incident. Those characterized as bullies are at high risk for becoming criminal offenders by the age of twenty-four.

The good news is that increased awareness has led to the development of successful bullying prevention programs. Parents and teachers are no longer willing to tolerate bullying and some states have begun to pass anti-bullying legislation.

To help parents, MCC's Prevent Child Abuse Massachusetts initiative has compiled vital information on bullying and bullying prevention programs. Please visit our new website at: http://www.masskids.org/pcama/bullying_1.htm

MA SBS Prevention Center Develops Prevention Curriculum for High School

On April 2nd, MCC's Shaken Baby Syndrome (SBS) Prevention Center, in partnership with the Graduate School of Social Work at Bridgewater State College, the Plymouth County District Attorney's Office and Brockton Public Schools is testing a newly developed SBS prevention curriculum in three Brockton high schools. Additional field-test will be conducted at other schools later spring. The final curriculum will be implemented in the Brockton public school system beginning this fall.

It is expected that the evaluated curriculum will be adopted by the Central Massachusetts SBS Prevention Campaign for use in Worcester County schools.

Central Massachusetts SBS Prevention Campaign Hosts Community Education Luncheon

One year ago, renowned Shaken Baby Syndrome expert Dr. Jacy Showers trained over 35 Worcester County community educators on how to educate the community about SBS prevention. The Campaign is holding a special luncheon for the SBS educators to celebrate the past year's success and to engage new community leaders in the project. Participants will discuss their experiences as trainers, share their successes, and identify training needs in Central Massachusetts. Featured speakers will be Jody Figuerido, Director of Training for the Massachusetts Office of Child Care Services, and Julie Wisniewski, Director of the Worcester Healthy Start Initiative.

Are you a Worcester County interested in learning more about the Campaign's work to prevent Shaken Baby Syndrome? To learn more, please visit: <http://www.sbscentralmass.com/index.html>

English and Spanish SBS Brochures Are Here!

The Massachusetts SBS Prevention Center has just received a large shipment of our popular "Never Shake A Baby!" brochures. Now available in both English AND Spanish, these colorful pamphlets are the perfect tool to teach new parents, family members and child caretakers about the dangers of SBS and how to cope with infant crying. For a free copy or to order in bulk, please visit: http://www.masskids.org/mccstore/store_brochurespubs.html

Limited Time Offer- Receive a Complimentary Pass to the Boston Baby Faire

This year's Boston Baby Faire will be held on April 24th and 25th. MCC will be on-site to educate prospective and new parents about Shaken Baby Syndrome prevention. The Boston Baby Faire is a great place for new and growing families to see, buy and learn about all the products and services they'll need for baby. Lively stage entertainment and children's activity areas make the American Baby Faire experience fun for the entire family. The cost of admission is \$8.00 for adults and free for grandparents and children under twelve. Discount coupons for \$3.00 off are available at area Babies "R" Us locations. Interested in attending the Boston Baby Faire for free? Visit the MCC'S SBS Prevention Center at <http://www.masskids.org/sbs/sbscenter1.htm> to find out how you can receive a complimentary pass.

The US Centers for Disease Control to be present at MCSAPP Media Launch

The US Centers for Disease Control and Prevention (CDC) will be in Boston from April 13 – April 15th for an on-site visit of the Massachusetts Child Sexual Abuse Prevention Partnership (MCSAPP). During the visit, the CDC will be on-hand for the launching of the MCSAPP's new child sexual abuse prevention media campaign. The campaign will bring public awareness to the new child sexual abuse prevention programs and strategies that MCSAPP will begin piloting this fall in Gloucester, Newton and North Quabbin.

The official unveiling of the campaign will take place on April 14th at Newton Mayor David B. Cohen's office. Similar press events will be occurring in pilot site communities, North Quabbin and Gloucester on April 16th. Stay-tuned for a Campaign for Children e-mail announcing the new campaign's website address.

New Resource for Parents of Children with Mental Health Needs

If you have a child with mental health needs, or you're an adolescent seeking help, it can be difficult finding answers to your questions. The Parent/Professional Advocacy League (PAL) has recently created the Parent Resource Network Line (PRN) 1-866-815-8122, a toll-free phone number where you can obtain support and get information on mental health services for children. Staffed by trained and knowledgeable family advocates, the PRN line is the resource parents, adolescents and professionals can turn to for the mental health resources you need.