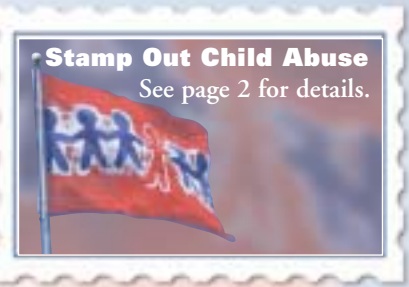


Flagging Child Abuse



A PUBLICATION OF THE **Child Welfare League of America** | www.cwla.org | June 20, 2005 | **FREE**

inside

Family Law Society Benefits CWLA 2
Student organization rallies for flag initiative.

Baja Fresh a Hot Tamale 2
Popular food chain supports CWLA.

New Jersey Resources Unfurls the Children's Memorial Flag 3
Leaders are committed to improving the lives of children and families.



PROUD PARTNER: Artist Xavier Cortada unveils a message mural on April 22 at the Washington DC-based IDEA Public Charter School.

Hundreds Add Their Voices to National Message Mural

Washington, DC | Cuban American artist Xavier Cortada unveiled an original mural to support CWLA's National Children's Memorial Flag initiative on April 22, 2005, at the IDEA Public Charter School in Washington, DC.

The mural includes poems and messages from IDEA students, CWLA members and staff, and concerned citizens nationwide about the issues of child abuse and violence prevention. "The mural will serve as a powerful, visible reminder of how the IDEA students overcame their struggles and fears, and through artistic expression and civic engagement created a masterpiece for their fellow and future students to enjoy for years to come," said Col. William T. Dexter, the school's principal.

Several local officials, including Washington, DC, Fire and Emergency Medical Services Chief Adrian Thompson; Brenda Belton, Executive Director of Charter Schools for the District of Columbia Board of Education; and Captain Deidre Porter from the Office of the Chief of Police, participated in the Children's Memorial Flag Day ceremony.

CWLA initiated a partnership with the IDEA School after two fires were deliberately set at the school in December 2004. To help the school community heal, CWLA introduced an innovative poetry curriculum to the 11th and 12th grade humanities students. Through the poetry writing exercises, students have been able to express their feelings about the fire and its aftermath.

Communities Support CWLA Flag Initiative

Charleston, West Virginia | Janet Craig vividly remembers the first time she learned about CWLA's Children's Memorial Flag initiative. Craig, Director of Training and Consultation for the Children's Home Society of West Virginia, was participating in CWLA's annual National Conference when then CWLA Executive Director David Liederman asked all conference attendees to look under their seats where they'd find a brochure about

"I trust the flag will become a symbol to every man, woman, and child that we are all responsible to protect one another."

the Children's Memorial Flag. He asked them to take a minute, read the brochure closely, and consider organizing events in their hometowns to promote the flag and raise awareness of child abuse.

"I picked it up and became quite enamored by the idea," Craig says. "Then it just took on a life of its own."

Over the past several years, Craig has helped pull together a steering committee of state and local leaders to promote flying the Children's Memorial Flag on the fourth Friday in April. This year, all 55 West Virginia counties were expected to

See Flag Raises Awareness, page 3

off THE CHARTS

During 2003, approximately 906,000 children were victims of abuse and neglect.

Fortunately, the rate of victimization has dropped. We must remember, though, that even one abused child is too many.



Source: *Child Maltreatment 2003*, HHS Children's Bureau website at www.acf.hhs.gov/programs/cb/publications/cmreports.htm

1998

On April 24, CWLA launched the National Children's Memorial Flag initiative to direct attention to the continuing problem of

violence against children. The next Children's Memorial Flag Day is Friday, April 28, 2006. Email flag@cwla.org to get involved.

Flagging Child Abuse

FLAGGING CHILD ABUSE

HELP WANTED

America's leading child welfare organization seeks dedicated and passionate individuals from all walks of life willing to commit themselves to eliminating the abuse and neglect of children.

The ideal candidate is enthusiastic, energetic, and committed to securing brighter futures for children.

Compensation: Immediate satisfaction that you are helping vulnerable children and families.

Pension: A lifetime of fulfillment.

Browse www.cwla.org for ways you can help.



BEJEWELED: University of Florida student Tamara Washington sports a CWLA flag pin.

Law Society Benefits CWLA

The Family Law Society, a student organization at the University of Florida College of Law, set up a table on campus last December and sold several hundred dollars worth of CWLA bumper stickers, magnets, and lapel pins to fellow students to raise money for the Children's Memorial Flag fund.

"We received a fantastic response from the student body," says Family Law Society member Corinne Stashuk. "In addition to raising money for the Memorial Flag project, it also raised awareness about CWLA, the Memorial Flag, and child abuse in general."



I can see your future: you join a national movement spearheaded by CWLA. It ignites your passion to improve the lives of more than 9 million vulnerable children and families. Your future is good if you choose to believe in it. Taurus is taking the bull by the horns, and Libra's done the balancing act. Don't worry about your sign; just get involved and protect our children.

Stamp Out Child Abuse

To further increase public awareness of the tragedy of violence against children, CWLA and Alameda County, California, are submitting a proposal for the Children's Memorial Flag to be commemorated on a U.S. postal stamp. To add your name to our growing list of supporters, email flag@cwla.org.

Baja Fresh a Hot Tamale Popular Food Chain Supports CWLA

Washington, DC | Two Baja Fresh franchises stepped up to the plate by donating 15% of their net proceeds to CWLA on Children's Memorial Flag Day 2005. Hungry supporters flocked to Baja Fresh on April 22 to scarf burritos, team with CWLA, and celebrate the culmination of a successful Children's Memorial Flag Campaign.

Happy Trails To You

Walking through the woods,
From Georgia to Maine,
Taking steps to help kids,
Steps to lessen their pain.
We can each make a difference,
We must all do our part,
To keep our kids smiling,
And close to our hearts.

Liz Kleinberg and Mike Kanarick
("Moo and 42")

2003 Appalachian Trail Hike for Kids
Birmingham, Alabama



Baby, Baby... Building on their commitment to children, Moo and 42 welcomed boy/girl twins in December 2004. The dynamic duo hiked the Appalachian Trail in 2003 to raise awareness and funds for CWLA.

FLAGGING CHILD ABUSE

COMMENT

“Children are indeed our most precious resource... Sadly, at times, many of them are forgotten and ignored. Worse, some of them are victims of abuse and violence. During Child Abuse Prevention Month, CWLA invites all of us to reflect on what we do personally and societally to ensure that our children have a brighter future. Through the Children's Memorial Flag Campaign, CWLA encourages us to become more involved and more responsible.

Artist **Xavier Cortada**
Miami, Florida

We must realize that violence against children is not an isolated issue, but one that requires the same level of awareness, commitment to prevention, and treatment the nation demonstrates for other types of crimes.

Shay Bilchik
President and CEO
Child Welfare League of America

Over the past five years, we have had more children die from homicides in Shelby County than children who died from pneumonia, asthma, and leukemia combined. As a pediatrician, I have come to recognize that child abuse and violence are the most critical threats to our children's health today, but also the most preventable.”

Dr. **Karen Lakin**
quoted in the *Memphis Commercial Appeal*

Flagging Child Abuse

Flag Raises Awareness

Continued from page 1

honor the Children's Memorial Flag through flag raising ceremonies, memorial services, candlelight vigils, information fairs, lunches, receptions, and even a statewide school essay contest.

West Virginia isn't alone in its efforts. Since CWLA launched the Children's Memorial Flag initiative in 1998, all 50 states and the District of Columbia have come on board to support the campaign. Nearly 300 organizations and 100 cities nationwide have flown the flag atop county courthouses, in the middle of town squares, and on the front lawns of child advocacy agencies.

The flag's distinctive design depicts the bright blue, doll-like figures of five children standing side-by-side, holding hands against a red backdrop. A sixth child in the center is represented by a thin, white chalk outline, symbolizing a child lost to violence. The flag's design is the creation of a 16-year-old youth from Alameda County, California.

"Flying the flag is only a small part in raising public awareness about the problem of the loss of so many vulnerable children," Craig says. "I trust the flag will become a symbol to every man, woman, and child that we are all responsible to protect one another."

Media Matters

Scores of newspapers, magazines, and broadcast organizations have reported on Children's Memorial Flag Day.

To skim our growing press list, browse www.cwla.org/advocacy/memorialflagpress.htm. To add your local news outlet, email flag@cwla.org.

FLAGGING CHILD ABUSE

CORPORATE COMMITMENTS



From left: Pim Van Hemmen, Executive Vice President of New Jersey's Heart Gallery; James Davy, Commissioner of the New Jersey Department of Human Services; and Laurence Downes.

New Jersey Resources Unfurls 2005 Children's Memorial Flag

Wall, New Jersey | New Jersey Resources (NJR) proudly flew the Children's Memorial Flag throughout April, National Child Abuse Prevention Month. The energy management services company—a 2005 CWLA Corporate Friend of Children—is committed to improving the lives of children and families. In 2004, NJR launched the Safe Child Consortium, a group of

New Jersey business leaders working to advance child welfare reform.

"Our children deserve a bright future, and every day is an opportunity to contribute our time, talent, and resources to make a difference," says NJR's Chair and CEO Laurence M. Downes. "I can't think of anything more worthwhile or important to our future than our children's well-being."

FLAGGING CHILD ABUSE

MARKETPLACE



Sold...to the Highest Bidder

Auction raises funds for CWLA

Washington, DC | The Second Annual Children's Memorial Flag eBay auction raised thousands of dollars for this CWLA initiative. Items on the block included travel packages, gift certificates, and signed sports and celebrity memo-

abilia, including an original 1994 *Seinfeld* script signed by the cast.

A CWLA Adoption Awareness charity auction is slated for November 2005. Email auctions@cwla.org, or call 202/662-4283 to donate items.

"I'm honored to be able to help...by donating jewelry for your auctions."

—Tia Vellani, www.artistbynight.com

Top 5

Ways to Support the Children's Memorial Flag Initiative

- 1 MAKE A DONATION.** Call 202/942-0318 or email flag@cwla.org. All contributions are tax-deductible.
- 2 VOLUNTEER YOUR TIME AND TALENT.** Contact local agencies (www.cwla.org/members) to find out how you can help.
- 3 DISCIPLINE YOUR CHILDREN THOUGHTFULLY.** Use your actions to show children and other adults that conflicts can be settled without hitting or yelling.
- 4 KNOW WHAT CHILD ABUSE IS AND WHAT THE SIGNS ARE.** Report suspected abuse to your state or local child abuse hotline.
- 5 PARTICIPATE IN THE 2006 CHILDREN'S MEMORIAL FLAG CAMPAIGN.** Unfurl the Children's Memorial Flag on April 28, Children's Memorial Flag Day. Participate in ceremonies to memorialize children. Encourage local officials to support legislation that protects our children and improves their lives.



Touching Tribute

Elkhart, Indiana | Child Abuse and Prevention Services (CAPS) unfurled the American flag at a special ceremony to commemorate victims of child abuse on Thursday, March 31, 2005. Fifty-seven T-shirt-draped white crosses represented each Indiana child who died senselessly as a result of abuse or neglect.

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To order Children's Memorial flags, pins, bumper stickers, and magnets, visit www.cwla.org.

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The Child Welfare League of America is the nation's oldest and largest membership-based child welfare organization. We are committed to engaging people everywhere in promoting the well-being of children, youth, and their families, and protecting every child from harm.

Shay Bilchik
President/CEO