



council for children

The mission of the Washtenaw Area Council for Children is to prevent child abuse and neglect through educational services and programs to children, parents, community members and youth-serving professional throughout Washtenaw County.

WASHTENAW AREA COUNCIL FOR CHILDREN

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3X More Likely

African American babies face higher infant mortality rates

What happens to our youngest citizens is indictative of the state of our society as a whole. They are the proverbial canaries in the coal mine. When we are faced with a staggering statistic such as the one that says African-American babies are three times more likely to die than babies of other races, it is hard to sit back and not do anything about that. While racial disparity in health related issues is an unhappy fact across the nation, when it hits home and pertains to people in our own community, we have an obligation to address it. WACC has taken leadership of the Washtenaw County Coalition for Infant Mortality Reduction and of a smaller, focused planning group which has been meeting on a regular basis to address this issue of disparity and infant mortality in general.

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The main causes of infant mortality for African-American infants in Washtenaw stem from pre-term birth and very low birthweight. One thing that is unique about our county is that we are noticing deaths of infants born to African-American mothers ages 25-30, often on their fourth pregnancy, and of all socio-economic backgrounds. We determined that it is not enough to help already



We received a REACH Legacy Project grant from Genesee County to launch an awareness and outreach campaign, called the 3X More Likely campaign.

pregnant women maintain a healthy lifestyle while expecting, we must start much earlier and instill in young women the notion of taking care of themselves and being their healthiest, whether or not they are planning to have a baby someday, or before they again become pregnant. We formulated a plan to train community volunteers to act as ambassadors and educators in their community. We received a REACH Legacy Project grant from Genesee County to launch an awareness and outreach campaign, called the 3X More Likely campaign. The grant funded services of a media firm to help us with creating a message and materials for our campaign, including billboards, bus signs, posters, and resource cards. In addition, we provided two all-day trainings for 20 volunteers to be community educators to a target audience of African-American women, ages 18-30, in three zip codes – 48197, 48198, 48108. On October 4, 2010 we held a kick-off event for the campaign. Washtenaw County Administrator Verna McDaniel was the speaker and Ypsilanti mayor Paul Schrieber signed and read a proclamation for the campaign. ■
– Marcia Dykstra

From the Executive Director

As I reflect back on 2010, I am so grateful to all the funders, donors and volunteers who helped sustain and expand our programs. Together, we reached 5,500 students and adults throughout our county with the education and resources needed to keep our children safe and families strong.

Our funding received a wonderful boost in October, thanks to the team of dedicated volunteers, sponsors and donors who made our Annual Chocolate and Wine Tasting event a smashing success. A special thank you goes to the Hi Def Band and our 130 warm and lively guests — it was a fun filled evening to remember!

We begin 2011 with great momentum and are looking forward expanding our impact in several important ways. This year, we're implementing the first phase of a new three year Strategic Plan, continuing with the 3xmorelikely campaign, and expanding the Internet Safety program to reach more middle and elementary school children. We'll also be educating parents about safe sleep practices and abusive head trauma, and providing education and training to the community and professionals on prevention of child abuse, maltreatment and/or neglect. Finally, we're excited to host Glenn Stutzky as presenter at our annual conference in April to address issues surrounding "bullying."

April, of course, also brings the often dreaded tax deadline, but I want to highlight an important opportunity to turn your tax form into a major plus for Michigan's children. By donating to the Children's Trust Fund (CTF) on your 2010 State Income Tax Form 4642, Voluntary Contribution Schedule, you'll protect a critical source of revenue for local communities in preventing child abuse and neglect in our state. The economy has had an enormous impact on our children, and state funding is at risk in all areas, making it especially vital that you add this check mark to your tax form and support this campaign! If you would like additional information on the CTF and the work they do, please visit www.michigan.gov/ctf.

As a designated Council of CTF, it is our mission to prevent child abuse and neglect in Washtenaw County. These children trust us to keep them safe, and your donation will ensure that we sustain that trust. Thank you for making a difference in the life of a child!

In partnership,



Jyoti Gupta

 Join us on Facebook! Become a Fan!

It is part of our responsibility to help create healthy environments for children and families in our community. Our prevention programs and services depend on the generosity of concerned individuals, as well as the support of communities at our annual events. Your tax-deductible contribution will prevent child abuse before it begins. *Show how you can make a difference!*

Gift Amount: \$25 \$50 \$100 \$250 Other \$ _____

Please charge my: Visa Mastercard Card number _____ Expiration Date _____

Name: _____

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e-mail _____

WACC is a 501(c)(3) organization. All contributions are tax deductible to the extent allowed by law.

SAVE THE DATE!

WASHTENAW AREA COUNCIL FOR
CHILDREN'S ANNUAL CONFERENCE

Standing Strong Against Bullies:

Keeping our Children Safe on
the Playground and
in Cyberspace

Presenter:

**Glenn Stutzky, MSW,
Professor of Social Work,
Michigan State University
and nationally-recognized expert
on bullying, cyberbullying
and school violence**

FRIDAY, APRIL 29, 2011

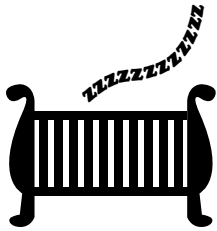
9:00 AM – 12:30 PM

Washtenaw Intermediate School District,
Ann Arbor, MI 48103

For more information contact
Marcia Dykstra, Program Director:
marcia@washtenawchildren.org
or 734-434-4215

News Briefs

Our **Luncheon Lecture Series** WEATHERING INTERNAL STORMS: Helping Families Impacted by Mental Illness will conclude with the following presentation: The Role of Caregiver Mental Illness in Child Maltreatment Wednesday, March 16, 2011 – 12 noon – 2 pm. Bethany Mohr, MD, FAAP and Lisa Markman, MD, FAAP from the U-M Child Protection Team will discuss how a significant risk factor for child abuse may be a caregiver's mental illness. Learning to identify signs of mental illness and gaining insight into how various types of mental illness may place children at risk abuse and neglect is the first step in recognition of high-risk situations and child maltreatment prevention. Cost: \$15 including lunch



It has been an exciting few months in the **Safe Sleep** office! Through the generosity of The March of Dimes we received a grant last spring to do a pilot project called Rock a Bye Your Baby to Safe Sleep. The project piloted two major Obstetrics offices in our "At Risk" zip codes and allowed us to offer exciting gift baskets for pregnant moms & their families if they come to a one hour Safe Baby class. This class consists of all the latest information on keeping their infants sleep environment as safe as possible and Shaken Baby Prevention (now being called Abuse Head Trauma). In this class we focus a little on what Abusive Head Trauma is but spend more of the class discussing what to do with crying infants as this is THE major precipitating factor for people to shake their babies. So far we have given away 24 baskets & educated 32 families who are directly going to be able to use this info!!



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Thank you for supporting the 2010 Autumn Delights.

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AATA	Boyd Cosmetic Surgical Institute	Jolly Pumpkin	Relax Station
Afternoon Delight Café	Burnt Toast Inn	Lewis Jewelers	Redemman Farms Golf Club
Ann Arbor Animal Hospital	Café Zola	Liberty Athletic Club	Rhea Olivacci-Shabazz
Ann Arbor Comedy Showcase	Chateau Chantal	Little Seedling	Sam's
Applebee's	Chilli's	Main Street Ventures	Schokolad
Art Van	Daycroft Montessori	Marriott	Selo Shevel Gallery
Arthur Murray Dance Studio	Detroit Science Center	Meijer	Seva
Ann Arbor Rec & Ed	Detroit Symphony Orchestra	My Favorite Café	Starbucks
Build A Bear Workshop	Detroit Zoo	Nan Carter - Merle Norman	Stonebridge Golf Club
Ann Arbor Hands on Museum	Diane Melms	Oasis Hot Tub Gardens	Terry B's Restaurant
Bd's Mongolian Barbecue	Fran Coy's Salon & Spa	Lisa Oca	The West End Grill
Becky Cunningham	Gillian Rogers	One on One Athletic Club	Toledo Zoo
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		The Quarter Bistro	