



ACT IN ACTION

F A L L 2 0 0 3

Hello!

WE ARE PROUD of the progress we have made so far in 2003 with the ACT Against Violence through both its components—the media campaign and the training program. Thanks to support, commitment, and hard work on the part of many people, including you, the ACT National Training program has already reached more than 500 professionals and thousands of parents and teachers of young children in communities all over the country.

We hope you enjoy learning more about the program and those who make it a reality, and that you continue to be energized and motivated to act.

Please continue to contact us with your requests, questions, ideas, and good news!

ACT Community Coordinators

SINCE WE STARTED the national training program in October 2001, we have already held three successful workshops at the APA headquarters in Washington, D.C., and trained 69 ACT Community Coordinators, who are actively engaged in their communities disseminating the program messages and materials.

Highlights From our ACT Community Coordinators in...

California

Caroline Carney, the child development department chair at the Monterey Peninsula College, got support from the college to organize the first ever ACT work-

shop in December 2000 for 31 professionals in three counties in the area. In March 2003, she conducted the second workshop for 24 professionals, a summit for the community on early violence prevention in April, and a follow-up meeting June for the March workshop participants. A college course is also in her plans for 2004. She is also working with community groups to conduct a violent toy trade-in next year. This will be a kick-off for community awareness for the role of prevention, and there will be parent workshops in each area of the county. Caroline Carney is one of the two Senior Instructors for the ACT National Training Program.

Margaret Austin, a psychologist in San Diego, is our representative to the International Family Violence Conference Planning Committee; she has conducted well-attended workshops for professionals at the conference in 2002 and 2003. In addition, she conducted a 4-week ACT training course for parents using the four family modules. The training was conducted in collaboration with the Salvation Army and San Diego Community College. In July, she presented a 2-hour ACT training course for psychologists through the San Diego Psychological Association. Continuing education credits were offered for this course. She is also working with the San Diego Psychological Association to get funds to conduct ACT workshops for psychologists in the area.

Rocio Gonzalez, a senior psychologist with the Los Angeles County Department of Mental Health, has made formal presentations to 38 professionals and paraprofessionals in the Claremont



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Unified School District. She also made a formal presentation to 21 professional and paraprofessional staff in the Harbor-UCLA Psychiatry Department. In addition, she has made several informal presentations to staff members who work with the Infant and Family Mental Health Program.

Elisa Velasquez, a psychologist professor at Sonoma State University, is working with the Consortium for Latino Families and Children to implement ACT and has made presentations for Latino parents.

Kelly Hogrefe, school readiness coordinator at the Costa Mesa County Department of Education, has shared ACT information with several community leaders and professionals in her area; conducted a 2-day workshop for 30 professionals in early childhood educations, schools, community colleges, and a mental health agency; conducted a presentation for 40 school readiness coordinators from Orange County school districts; conducted two workshops with Mimi Gavigan at the National Center on Family Literacy annual conference in March 2003. She has also conducted half-day workshops for school faculties in Orange County.

Francis Abueg, a psychologist in Sunnyvale, participated twice in a radio talk show "Family Talk": on August 5, Francis participated in a 1-hour show webcast nationally and aired live on radio stations in four Western states and talked about trauma prevention through early fatherhood education, about the ACT program and the modules on prevention such as positive discipline and anger management. He was back on September 7 at a 1-hour call-in program aired live in the San Francisco Bay area and discussed his DaddyDay camp for fathers, the integration of ACT into workshop offerings, violence in the media and posttraumatic stress disorder symptoms. Francis is now planning a 4-hour 'Early Dads workshop' on December 5 when he will be using the ACT modules on positive discipline and anger management.

Sheryl Wilson, a psychologist in Pomona, has conducted workshops for teen mothers using the four family modules. She has been using pre- and post-test to evaluate changes before and after exposure to each of the family modules.

Joyce Brown, with the organization Youth Educated for Success, has conducted two 6-hour workshops for 14 professionals on the organizations' board and for social workers working with United Parents in Ventura; she also has conducted four 1 1/2 hour seminars on the four family modules planned for families sponsored by the South Bay Youth project in Redondo Beach.

Colorado

R. Brett Nelson, a school psychologist in Greeley, has made presentations to several school professionals in his area and conducted a workshop for 30 members of the Greeley Alliance Prevention, a coalition on violence prevention.

Connecticut

Lisa Newell, violence prevention program coordinator at Children's Medical Center in Hartford, has two upcoming activities in October: a workshop for 20-25 staff people at a childcare center and a presentation for 10 professionals with the Children's Medical Center Injury Prevention Office.

Florida

Judy Scott, an early childhood educator from St. Petersburg, has involved her staff and made presentations to several professionals. She conducted a 2-day workshop for 30 professionals in November 2002; conducted a 4-hour workshop in June 2003 using the ACT family and teacher modules for 200 childcare providers, mental health professionals, and others; participants received four ACT booklets as well as a children's book dealing with violence. Every three months, she is going to conduct a 2-hour workshop on one of the ACT modules for the community through a program sponsored by her organization in collaboration with the Juvenile Welfare Board.

Lucie Malinski, an early childhood consultant who works with children and families, attended the workshop for professionals in Pinellas County conducted by Judy Scott. She also set up three 4-week series on the ACT modules for child care staff.

Kathi di Polito, training coordinator for R' Club Childcare, which operates before and after child care programs for school age children in Pinellas County, has set up a series of trainings for staff beginning in October. She also attended the training Judy Scott did.

Anne Sullivan, an instructor-in-charge at St. Petersburg College, was trained at a workshop conducted by Judy Scott. She has integrated the ACT manual into one-credit college course titled "Understanding Violence in Young Children's Lives."

Adele Besner, a psychologist in Fort Lauderdale, has presented different forms of training for several parent groups and to the Mental Health Association of Broward County.

Indiana

Dee Love, an extension specialist at Purdue University in West Lafayette, has created an ACT Team at the university and conducted numerous meetings and informal conversations to promote the program and gather support. The team members are working on different projects: pilot workshops for Hispanic immigrant workers in the Texas Migrant Council Head Start centers with families and staff; pilot workshops and an outcome evaluation study; an October presentation for educators; and a statewide training in 2004.

Kansas & Missouri

Lynette Poolman, director of Family Education Program at Heart of America Family Services in Kansas City, under her leadership, her organization has integrated ACT into its program, a local advisory committee involving representatives from local organizations, law enforcement, faith-based organizations, the state university was created to help implement and promote ACT in the community; four 2-day workshops were conducted for 20 professionals each time. She has made numerous presentations about ACT and has met with community leaders to promote the program. She was successful in involving ACT in the Child Abuse Prevention Month activities and events in April. Lynette is one of the two Senior Instructors for the ACT National Training Program.

Nanci Bobrow, a psychologist in St. Louis, Missouri, has shared ACT materials with professional colleagues in early childhood education and at the St. Louis Crisis Nursery. She is conducting a 1 1/2 hour presentation in October at a conference, Family Violence: A Community Approach to Prevention, and a 5-hour workshop in November at the Missouri AEYC Annual Conference, for which she helped raise grant money for attendee scholarships.

Kentucky

Deborah Hall, a human service counselor in Frankfort, trained 10 instructors for her community in March, conducted several meetings for over 125 participants. She held an informational meeting at the state capitol in March for over 30 government officials, youth advocates, and human agency directors statewide. In October, Deborah will be making a presentation at the Kentucky Psychological Association annual convention and will have another train-the-trainers workshop for 40 new ACT professionals from 22 counties. As a result of her work, the Interdisciplinary Family Court team in Frankfort is including the family modules as part of their parental classes for domestic violence offenders and victims, and the schools are offering the family modules as parent/teacher activities. ACT is being disseminated on a regional basis via the Child Care Council of Kentucky's Resource and Referral Training Department and the Child Care Assistance Program field offices. Through the governor's office, the Franklin County Early Childhood Council recently awarded another grant for future trainings and materials for the next 2 years.

New Mexico

Mary Johnson, parent educator for the Parents as Teachers Program, Gallup Public Schools, made a presentation for her Educational Leadership class using the ACT PSA, which made a great impact and generated a great amount of enthusiasm.

New Jersey

Kathy Ross, executive director of Child and Family Resources in Randolph, under her leadership her organization has engaged a wide cross-section of

community professionals from health and mental health, education, law enforcement, child care, clergy and others to integrate the information and resources of ACT throughout the county. With support from local funding, she has held 12 train-the-trainer sessions for 165 community leaders, with two groups completing training in September. To date, the leaders have conducted 228 activities, which include seminars, workshops, and presentations to 14,925 adults who work directly with children. She has also worked with the media, featuring articles in the local newspapers, interviews on TV and radio stations. Her plan is to “saturate” communities with ACT messages and materials. Expansion efforts are underway for another seven New Jersey counties.

Milton Fuentes, a psychologist college professor at Montclair University, is developing a service-learning course around ACT and will present workshops to four classes. He is also planning to conduct a seminar for various programs on campus.

New York

Elizabeth Meeker, a psychologist with Coordinated Care Services in Rochester, has shared information about ACT with several professionals in her area and is working with a community task force on bullying to integrate ACT as part of its overall strategy. In February 2003, she conducted a 2 1/2-day workshop for 11 professionals—mostly social workers—who work with the youth emergency services system her organization oversees.

Barbara Mowder, a psychologist professor at Pace University in New York City, has shared ACT information with several other psychologists and made a presentation for the New York Association of Early Childhood and Infant Psychologists. She is planning a day-long workshop on October 17, sponsored by the association, to be held at Pace University. Dr. Mowder is supervising two graduate students—Melissa Laracuenta and Micelle Guttman—who are planning to conduct ACT workshops for Hispanic families and non-Hispanic teachers of young children and evaluate cultural differences and knowledge gain after exposure to ACT. The students’ projects will be their dissertation.

Virginia Ryan, a psychologist professor at Sage College, and Matthew Zacharewicz, members of the

Violence Prevention Coalition of the Capital Region in Albany, have trained eight trainers and conducted several workshops for childcare providers on anger management and media violence in collaboration with the Capital District Child Care Coordinating Council. In addition, their activities include a workshop in February 2003 on anger management at a regional conference of childcare workers; a 4-hour workshop in April 2003 on anger management, a 4-hour workshop on social problem solving and a 2 1/2 hour workshop on media violence as part of the “Month Without Violence” initiative, two 2-hour workshops over the summer on anger management at a local housing authority, and a 2 1/2 hour workshop on media violence for childcare workers. They already have workshops scheduled for this fall for parents and childcare workers on media violence.

Ohio

David Hayes, a psychologist from Westerville, has presented the program to 20 members of the Ohio Psychological Association and done in-service training for 85 preschool teachers and directors using the four violence prevention modules.

Michelle Knox, a psychologist professor at the Medical College of Ohio in Toledo, has been very active in promoting ACT in her community. Michelle has done a series of interviews for local TV stations addressing early prevention and the ACT program; she was featured in an article about the ACT program in the Medical College of Ohio Monitor; she conducted a presentation in December 2002 for 15 college interns, externs, residents, and faculty. Returning from maternity leave, Michelle scheduled a presentation on media violence on October 3 for medical personnel and the Toledo community; 400 people attended and a congresswoman and the mayor were invited. In December, she will be doing an anger management seminar for elementary school teachers.

Joy Miller, a member of the Partnership for Violence-Free Families in Lima, has been involved in promoting and raising funds for the ACT program in her community. She has also been working on a plan that includes organization of a 2-day workshop for early childhood educators in the preschool system, a monthly participation in a local radio station show about young children,

and six workshops for 150 professionals in the area in the next 3 years.

Janeece Warfield, a psychologist professor at Wright University in Dayton, she has conducted formal presentations for Head Start staff, community leaders, and to graduate students.

Oklahoma

Lori Beasley, a professor at the University of Central Oklahoma in Edmond, is a member of SECA—Southern Early Childhood Association, and is working to take the ACT program to the 13 state members of the association. In addition, Lori is planning to teach a one-credit course at the university at a two-day workshop in May 2004; she will make a presentation at the Center for Early Childhood Professional Development 3rd annual conference in Oklahoma City. She submitted a proposal to her university to fund preparation, application, and analysis of pre- and post-test with students that participate in the one-credit course.

Pennsylvania

Mimi Gavigan, a family literacy coordinator in Reading, she has shared ACT information with, and conducted formal presentations to dozens of professionals. She and Kelly Hogrefe, an ACT Community Coordinator in Costa Mesa, CA, conducted two 1-hour workshops in March 2003 at the National Center on Family Literacy annual conference in Long Beach, CA. Mimi trained six family literacy technical assistants (TAs) from across the state. These TAs have been providing training to their family literacy staff, parents, and collaborative boards. They have also presented at regional conferences, such as Title I and early childhood educator trainings. Plans include offering a half- or full-day training in each of the Pennsylvania Department of Education, Bureau of Adult Basic and Literacy Education Professional Development Centers during the current program year. These trainings will reach adult education and family literacy staff as well as their partners in Head Start and other programs.

Saul Fisher, a clinical psychologist in Abington, has trained a group of psychologists and social workers to make ACT presentations at the parent education series at a local hospital. He has also suc-

cessfully worked with the Abington Community Task Force on Violence Prevention to include early prevention in its initiatives and is now raising funds to train early childhood educators.

South Carolina

Jan Rodgers, a violence prevention educator in Beaufort, has already lined up several activities: a 4-day workshop for the Beaufort County First Steps staff who will work with her throughout the Low county part of the state; a presentation at the Voices for Violence-Free Community Conference in February 2004, along with Annie Spiegelman, author of the book "Growing Seasons", as one of the keynote speakers. She has been able to incorporate the ACT modules in various presentations she did for her organization, especially for the Department of Social Services mandated parenting classes. Jan has also been able to work with the child development classes in the local high schools.

Texas

Judy Andrews, a psychologist in Houston, made a presentation in November 2002 for professionals involved in safe schools initiatives at various school districts in Houston and is planning to make presentations at their superintendents meetings in the spring. She is conducting a 1-hour-long presentation on anger management to Catholic school principals and teachers in October 2003.

Gary Kesling, a psychologist, director of prevention and community outreach at the University of Texas Medical Branch in Galveston, has made a presentation in June to a class of graduate psychotherapy students in Houston; facilitated discussion groups of nurses related to primary prevention aspects of ACT; and is collaborating with universities related to potential inclusion of ACT program into standardized curriculum.

Vermont

Larry Karp, a psychologist in Hardwick, has made a presentation for members of the Board of the Vermont Psychological Association, conducted two 3-hour presentations on the ACT modules for Head Start teachers and managers in November 2002; met with community leaders from the school system's

Early Head Start; made a presentation to the board of the Vermont Psychological Association; made a presentation to the Northern Vermont Health Policy group; made several presentations on the modules for Head Start parent groups; led a discussion using the media violence module for a group of childcare providers. He conducted a workshop in January for 25 Head Start teachers and the Early Childhood Coalition. He is making a 3-hour presentation in October for teachers and childcare staff in Northeastern Vermont. Larry is also planning four 3-hour monthly presentations, starting in January 2004, throughout the state for psychologists and mental health providers, sponsored by the Vermont Psychological Association.

Virginia

Ann Schulte, Family Advocacy Program manager with the Army Family Services in Fort Eustis, Hampton Roads area, has been the champion promoting the ACT program in the Hampton Road communities. Under her leadership and with collaboration from different agencies, the ACT-Hampton Roads Advisory Committee (a coalition of leaders and staff of local organizations, including representatives from the Army and Navy) was created and has already organized a 2-day workshop for professionals in the area. The committee has been very active convening meetings and providing support for those trained and keeping them involved with the program.

Gail Horne, a violence prevention advocate in Norfolk and a member of the Hampton Roads Committee for the ACT program. The committee includes representatives from Newport News Healthy Families, Newport News Police Department, Langley Air Force Base, Fort Eustis Army Community Services, Navy New Parent Support, the Barry Robinson Center (Jim Davis), and VA Against Handgun Violence (Gail Horne) and has been very active promoting the ACT program in the Hampton Roads area. Gail Horne along with Jim Davis conducted a 2-day workshop in December for 24 professionals in the area.

Jim Davis, an educator and director of prevention services at a nonprofit organization in Norfolk, is also a member of the Hampton Roads Committee for the ACT program and conducted the 2-day workshop with Gail Horne in December. He has

presented the four family modules for 38 elementary school parent liaisons in two workshops. He has integrated ACT into existing programs in his organization, has trained two staff at two Norfolk early childhood centers, is planning a training for 40 instructional specialists, and will include ACT materials at the Children's Hospital of the King's Daughters parenting class series.

Washington

Cherie Valeithian, a psychologist in Kent, conducted a 3 1/2 hour workshop at a retreat for staff within her organization. About 40 to 45 of the 60 child and adolescent services professionals attended. She also incorporated the ACT modules into a parenting group she conducted within her organization.

West Virginia

Susan Mullens, a psychologist with a youth health service in Elkins, made a presentation to staff and managers of her organization and, as a result, ACT is being incorporated into a grant proposal to train area professionals to use the program. She is also scheduled to conduct a 1 1/2 hour presentation on ACT in November at the annual Mountain State Counselors Alliance Fall Workshop for counselors from schools across the state.

ACT National Training Program Evaluation

EVALUATION IS A very important component of the ACT Program; it includes process and outcome evaluation. Up until now, we have developed and conducted process evaluation, created and tested instruments to assess the effectiveness of ACT in disseminating information to adults including the Registration Form, Self-Assessment Form, Workshop Evaluation Form, and questionnaires. Process evaluation has been conducted at local sites by local evaluators and ACT coordinators. Thanks to a contract with the CDC- Centers for Disease Control and Prevention - Division of Violence Prevention, the Battelle Centers for Public Health Research and Evaluation is conducting an evaluation examining the process and short-term effects of implementation of both models—the national program and the Kansas City local program. The

study assesses the effectiveness of the ACT program in disseminating early violence prevention knowledge and skills to professionals and adults in the communities, as well as the short-term effects of the program in the ACT Coordinators' professional lives. It is also designed to briefly assess effects on the professionals' behaviors towards other adults and children. A pilot test was conducted in the fall 2002; interviews and focus groups involving the ACT Community Coordinators trained at the September 2002 national workshop and the Adult Community Members they contacted were conducted in the spring 2003. Interviews and focus group with participants from two workshops held in Kansas City in the fall 2002 will be completed later this year. The results of the evaluation are expected in spring 2004 when APA plans to organize a national meeting with ACT-trained professionals from all over the country and others to discuss the study findings and implications for the program future.

ACT Outcome Evaluation

AN ONGOING CHALLENGE for the ACT Program is to develop and implement outcome evaluation whose purpose would be to assess the program's impact on participants' level of knowledge increase as well as on behavior, attitudes, and beliefs regarding violence, prevention, childrearing strategies and other related issues. APA staff has started to work on the ACT outcome evaluation with ACT-trained professionals Dr. Barbara Mowder at Pace University in New York City and two of her graduate students, Micelle Guttmann and Melissa Laracuenta; Dee Love and Dr. Margaret Keiley at Purdue University; Dr. Sheryl Wilson in Pomona, CA; Dr. Jennifer Green and Dr. Brett Nelson at University of Colorado in Denver. They all have started to plan conducting ACT outcome evaluation to initially assess adults' level of knowledge gain. Each of these groups will work with different adult population and is working on creating or adapting pre- and post-test instruments. APA staff will work with them and will support their work. It is our hope to have the instruments tested, approved, and standardized for trained-professionals to use in the ACT training Program. This is going to be an invaluable contribution to the program and we commend our ACT-trained professionals working on outcome evaluation for their continued commitment to help improve and advance ACT.

The ACT Media Campaign Is Up and Running

LAUNCHED IN APRIL 2001, the ACT media campaign continues to attract people's attention to the messages on early violence prevention.

- The TV PSA continues to be aired nationwide and has been shown more than 55,000 times reaching almost 50 million households.
- The first radio PSA has been aired over 115,000 times and ranked 9th among current Ad Council campaigns.
- The value of the broadcasting advertising time used, if we were paying usual rates, is more than \$44 million.
- More than 3,000 billboards were distributed all over the country.
- We continue to distribute brochures through the toll-free number: 1-877-ACT-WISE.

New Radio Spot

THANKS TO A grant from the MetLife Foundation, the Ad Council-assigned advertising agency Flashpoint has created the new radio PSA for the campaign, which was distributed nationwide to radio stations in July and started to be aired in August. This ad, a take-off on the "Little Blue" children's rhyme comes in two lengths—30 and 60 seconds.

Please contact your local radio stations to check if they have it and to encourage them to air the ACT spot!

ACT Will Be Part of the CDCynergy...

CDCYNERGY IS A CDC initiative designed to create interactive CD-ROMs to help professionals and others in the public health field to develop public education campaigns on various issues. The CD-ROM outlines six phases for developing a campaign and lessons learned. The Division of Violence Prevention is creating the CD-ROM on violence prevention that will showcase four media campaigns and the ACT media campaign was selected to be one of them. We are very excited about this opportunity to collaborate with CDC and to share our campaign development, results, and lessons learned. The CD-ROM is expected to be released later this year.

**ACT Web site—
www.actagainstviolence.org—
Almost 10 Million Hits!**

THANKS TO A grant from MetLife Foundation we were able to revamp the ACT web site in the fall 2002 to make it more appealing and informative to professionals and the public at large. Since it started to be operational in March 2001, the response has been very positive and the site has had almost 700,000 unique visitors and almost 9.8 million hits.

**New Features on the ACT Web site
Coming Soon to You!**

APA ACT STAFF is working with APA Internet Services to develop two new projects:

- (1) Create an online literature search database comprised of almost 300 abstracts and summaries of journal articles, book chapters, and other publications that address early violence prevention and related topics selected from the APA PsycINFO records. This database will be accessible to all visiting the ACT web site.
- (2) Develop an online database to track and record activities conducted by the ACT-trained professionals and their ongoing evaluation and suggestions for program improvement. Only professionals trained at the ACT national workshops will have a code to access the database and enter their information twice a year. This is invaluable information to help APA monitor professionals' ACT-related activities, evaluate the program, and to have our funders—current and future—as well as yours informed about progress made.

Please continue to visit the ACT Web site regularly for updates.

Coming Soon... ACTlistserv!

FINALLY, A LONG due project is getting off the ground: we are working with APA Management Information Systems (MIS) Office to develop the ACT listserv. It will include only the professionals trained at the ACT national workshops and the

experts who have provided assistance to the program. The purpose is to provide subscribers with a mechanism to exchange information, ideas, questions, and to support requests related to their ACT activities and others as well as with a forum for discussion of issues. We anticipate that the listserv will be operational in mid-October. We hope that you will enjoy being part of it and will find it useful and helpful to your work.

ACT Training Materials and Publications

THE BOOKLET, *Teach Carefully: How Understanding Child Development Can Help Prevent Violence*, was released in late March and has received a great response becoming one of our big successes. This booklet is primarily for families of young children to help them understand child development and be more realistic on what to expect of a child at the different ages and developmental stages. Child development information is presented through four scenarios illustrating typical and common problem behaviors and how adults can respond to them. It is in our plans to translate the booklet into Spanish.

The flyer, *7 Ways to Put ACT Into ACTION* was released in March and has helped introduce and promote the program to various audiences nationwide.

The ACT Training manual and the Implementation Handbook are available in CD-ROM.

We are currently translating the four family modules—anger management, social problem solving, discipline, and media violence—into Spanish and it should be done by the end of October. We are anticipating a great demand.

New!

We are working to make it possible to order the ACT publications online. So far, people need to print the order form from the Web site, fill it out, and either e-mail, fax, or mail the form to Julia Silva at APA. Soon, it will be possible to do it all online by just clicking the "Submit" button at the end of the operation.

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For update information visit the ACT Web site at www.actagainstviolence.org