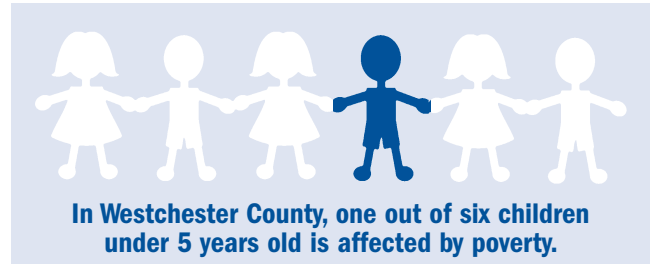


More Westchester Children Are Poor Says US Census

New data from the American Community Survey/US Census Bureau indicate that, while the overall poverty rate for Westchester County increased from 8.4% in 2008 to 9% in 2009, Westchester's youngest children have been hardest hit by the economic crisis. The poverty rate for children under 5 years of age increased from 14.8% in 2008 to 16.7 % in 2009. The increase has been even more dramatic since 2006, with poverty increasing from 9.9% to the current level. A total of 9,774 children under 5, or one out of 6, are now poor in Westchester County. For a family of three, the federal poverty level is \$18,310.

"Child poverty is estimated to cost the Westchester economy more than \$7.5 million over ten years," said financial consultant and WCA Board member Vincent Gianatasio, recently named one of Westchester's Five Star Wealth Managers by Westchester Magazine. "It makes good business sense for government to invest in programs that help children and families rise out of poverty and become self sufficient," he added.

Dr. Adrienne Weiss-Harrison, WCA First Vice President



and Medical Director of the New Rochelle City School District, added "Poverty has dire effects on all aspects of a child's development and wellbeing. Public investments in effective programs yield tremendous benefits to children and to the community at large in the form of lower costs for remedial education, health care, and criminal justice."

Westchester Children's Association has done a preliminary analysis of the new Census data and is calling on County government officials to consider child poverty as they craft the County's 2011 Budget "Many services that receive funding from the County are vital to helping families stay self sufficient," said Cora Greenberg, Executive Director of the organization. "Taxpayers should demand that public money is used wisely for services that improve our communities and save money in the long run." Go to WCA's Westchester Children by the Numbers ■

Moms Share Ideas on Home Visiting

WCA's 2009 report "The Toughest Job" recommended the use of more evidence-based parenting programs in Westchester County, including early childhood home visiting. Last Spring WCA formed the Westchester Home Visiting Workgroup with the goals of documenting existing programs; collecting data to determine need in particular communities and populations; developing integrated systems to screen and refer potential participants; and increasing access to Home Visiting in Westchester. Fourteen of the County's major social/health/human service agencies

have signed a memorandum of understanding which will guide their joint efforts.

A key voice in our research is that of mothers who could potentially benefit from Home Visiting programs. With financial support from the Frog Rock Foundation, Sexauer Foundation, Edith Glick Shoolman Foundation and United Way of Westchester and Putnam, as well as the cooperation of community partners Mt. Vernon Neighborhood Health Center (MVNHC) and Ossining Open Door, WCA held two focus groups on home

Continued on page 2

Do you tweet? WCA is now on Twitter! You can find and follow us at [Twitter.com/wca4kids](https://twitter.com/wca4kids).

“The home visitation program tells me what I should have at home for my child. This is important since this is my first child and I do not know,” says one Mount Vernon mom.

visiting this summer. Our goal was to learn directly from mothers about the supports and services that are needed from before birth through the early childhood years.

On the afternoon of June 17th the lower level conference room of the MVNHC was transformed into a baby shower, with delicious Caribbean food, balloons, gifts and cake. In between the festivities, WCA consultant Daphne Aponte led a bilingual discussion on issues that effect new and young moms. On June 23rd, six Latina women from Port Chester and some of their young children joined us at Port Chester Open Door to have a meal and participate in a home visiting discussion in Spanish led by WCA consultant Catalina Berti. Overall, half the moms were under 28, most did not work outside the home and ‘some high school’ was the most common education level attained. These moms were looking for information from “what to eat to help breast feeding/better milk” to “how to understand the behavior of my child. My child is three now. She acts very differently than before – more rebellious”. One Mt. Vernon mom said, “having a baby can be an emotional crisis. It is good to have someone checking...and calling me to see if I am alright.”



WCA focus group participant and her daughter enjoy a snack and conversation.

The focus group participants gave voice to what the research suggests are the benefits of evidenced based home visiting programs. In a few short hours they were able to validate with sincerity and simplicity:

- All moms want the best for their baby
- Some moms need assistance with basic needs: medical coverage, employment, housing, etc.
- Moms need and want more information on childbirth, breast feeding, child development and nutrition
- Home visiting is helpful and a good idea
- Common language, respect and understanding are the most crucial characteristics in a home visitor worker.

For more information on WCA’s work on home visiting please contact Allison Lake alake@wca4kids.org ■



WCA Treasurer Tom Kyle and Child Care Council President Jeff Samuelson confer at advocacy reception.

Board Members Get on Board for Advocacy

On Tuesday, July 27th, a group of non-profit leaders gathered at Vintage Restaurant in White Plains to develop strategies for preserving the safety net of children’s services in the face of looming cuts to the County budget for 2011. Invited by Westchester Children’s Association and the Child Care Council of Westchester, 40 people, including 17 Board members, spent two productive hours reviewing the current state of County support for children/youth services, and brainstorming about how to communicate to a wider audience the serious consequences of failing to invest in young people--the human capital at the heart of our future prosperity.

Numerous suggestions were offered, including: inviting non-profits to pool their resources for a messaging campaign to the general public; asking each non-profit board to form an advocacy committee and actively participate in the coming opportunities to advocate on the 2011 County budget; reaching out to the faith communities; communicating directly with local and County-wide business groups.

In a post-event survey, participants indicated that they would now be more likely to personally advocate for children’s services, attend public hearings on the budget, or ask their organizations to share the cost of a public relations campaign in favor of public investments in children and youth programs. ■



Janet Gutterman, Esq.
WCA Board President

A Conversation Between WCA's Board President and Executive Director

WCA Board President Janet Gutterman, Esq. joined WCA's Board of Directors in 2000, and has just started her first term as President. Ms. Gutterman is an attorney practicing family law, and has been a member of the Attorneys for Children (formerly Law Guardian) panel for twenty five years. She has been a presenter in the PEACE program (Parent Education for Custody and Education) and a member of the Westchester Women's Bar Association.

Executive Director Cora Greenberg, a social worker and educator, joined the Westchester Children's Association in 1994. Ms. Greenberg holds an MSW degree from Hunter College School of Social Work, an MEd in Elementary Education from the University of Wisconsin at Madison, and a BA from SUNY Binghamton.

CORA: What drew you to WCA?

JANET: My work representing children in the Westchester court systems. I have seen the direct result of how WCA's efforts have helped children who need early intervention programs as well as children who are aging out of foster care.

JANET: What has made you stay at WCA for almost 16 years?

CORA: The opportunity to be part of the WCA legacy of effective, independent advocacy for children. Because WCA is unique, we have been able to achieve important improvements in children's lives over the decades. Also, I love working with the Board members, donors and staff who are drawn to WCA. They are an outstanding and inspiring group!

CORA: What do you see as WCA's greatest strength?

JANET: Our ability to study children's needs, explore possible solutions and advocate for changes that will improve children's lives.

JANET: Is there something that WCA has accomplished during your tenure that you feel is the most important victory for children?

CORA: There are several very significant victories that I'm particularly proud of. Our advocacy has established a number of vital services that are now essential parts of the systems serving children. These include child care centers in each of Westchester's Family Courts, which have served thousands of children each year. We've successfully fought for Early Step Forward, an innovative approach to preventing emotional and behavioral problems among very young children. We've also created Children By the Numbers, a unique online data resource about Westchester's children, that is used by policy makers, parents and service providers to understand and respond to children's needs. Finally, we have strengthened voices for children through WCA-led coalitions of organizations and individuals who are mobilized to act together for the benefit of our youngest citizens.

CORA: What do you hope WCA can accomplish in the next 10 years?

JANET: I hope that WCA can broaden its efforts by making more people aware of our work. Our citizens need to know that although Westchester is perceived as a wealthy county, there are significant pockets of need, particularly among children. Through our data book, Children by the Numbers, I hope we will have the ability to track our progress in improving the lives of Westchester's children by demonstrating these gains with hard evidence. ■



Alfred Jensen, is a resident of Peekskill and a recent graduate of Cornell University, where he majored in English. He is working under the direction of Lim Cabrera, Director of Data Analysis, to update and maintain WCA's By the Numbers database and also to create media that effectively uses data. Alfred enjoys reading fiction, finding new music, and figuring out things his computer can do for him. Next Fall, he will be attending Duke Law School.

Save the Date!



**May 18, 2011
for WCA's Annual
Advocacy Dinner**

**6:00 pm - 9:30 pm,
Tappan Hill Mansion
Celebrating WCA's
Accomplishments!**

Join us for cocktails, silent auction, delicious dinner by Abigail Kirsch, and the company of others who care deeply about children!



WESTCHESTER
CHILDREN'S
ASSOCIATION
works to ensure
that all
children are
*healthy, safe and
prepared for
life's challenges.*



Westchester Children's Association
470 Mamaroneck Avenue, Suite 304
White Plains, NY 10605

Non-Profit Org.
US Postage
PAID
Permit No. 249
White Plains, NY



**Join the WCA
Legacy Society
and Make a
Difference in
the Lives
that Follow!**

Have you considered making a planned gift to Westchester Children's Association? It's easier than you think, and the benefits both to you and to WCA are enormous. A planned gift can reduce your taxes, and make a difference to the children of Westchester's future.

Here are five things you can do today to make a difference for Westchester's children in the future:

1. Prepare a will. Without a will, the state, not you, will decide who receives certain of your assets. With a will, you can give a specific dollar amount, a percentage of your estate, the residual amount of your estate after other beneficiaries receive specified amounts, or a specific asset such as stock or real estate to Westchester Children's Association, which will ensure that our children will be taken care of in the future.
2. Talk with an attorney, estate or financial planner, accountant, banker or insurance agent to learn ways to leave a bequest or gift to Westchester Children's Association.
3. Name WCA as beneficiary of an IRA, 401K, Keogh or pension plan.
4. Name WCA as beneficiary of a life insurance policy.
5. Remember loved ones with a memorial gift to WCA.

Even a small percentage of your estate can make a difference to Westchester's children! Become a member of WCA's Legacy Society by letting us know your plans. For more information about the WCA Legacy Society, please contact Betsy Steward, WCA's Director of Development, at 914-946-7676, ext. 303, or bsteward@wca4kids.org.

Thank you so much for your support. Because of you, WCA continues to be the leading voice for Westchester's children! ■

WCA LEADERSHIP

BOARD OFFICERS

Maris H. Krasnow, EdD, *Chair*
Janet Gutterman, Esq., *President*
Adrienne Weiss-Harrison, MD,
First Vice President
Carey E. Gross, MD, *Vice President*
Ann Umemoto, *Vice President*
Catherine A. Draper, *Secretary*
Thomas Kyle, *Treasurer*

BOARD MEMBERS

Joanne Amorosi, CFP
Julia B. Anello
Ellie B. Becker, LMSW, MA
Sheryl Dicker, JD
Myrna Forney
Vincent P. Gianatasio
Douglas Gould

Jody Greenbaum
Lisa Katz, LMSW
Fredda Kramer
Christopher A. Lee
Jay Lerner, CPA
Katherine S. Lobach, MD
Patrick Maloney, MD

Elizabeth Mark
Dorne E. Massiah
Kenneth A. Schiffer, MD
Deborah E. Seidenberg
Linda F. Seligson

HONORARY BOARD

Louis W. Bookheim, Jr.
Mrs. Shelby Cullom Davis
Hon. Doris Friedman
Louise De Vel Muller
Hon. Ogden R. Reid, Esq.

Cora Greenberg, *Executive Director*

WCA ADVISORY COUNCIL

Elizabeth Alderman, MD
Amy Ansehl, RN, MSW, FNPC
Margery Arsham
Karen Blumenthal
Lyndall Boal

Delores Brathwaite, JD
Deborah Campbell, MD
Georganne Chapin, JD
Rebecca Lowell Edwards
Rachel Grob, PhD
Lottie Harris
Jackie Hilly
Richard Hobish, Esq.

Barbara J. Holland
Cheryl Hunter-Grant, LMSW
Stephen J. Jones
Regina M. Kelly
Ursula G. LaMotte
Danielle Laraque, MD
Richard Lerer, EdD
Penny Liberatos, PhD

Mary E. Loeffler
Andy Pelosi
Libbie Naman Poppick
Marisol Rivera Thurman
Eileen Santiago, EdD
S. Kenneth Schonberg, MD
Sandra Singh
Lynn Sobel

Evelyn M. Stock
Zoila Tazi
Frederick L. Wang, MD
Kate Weingarten
Sheree Wen, PhD
Saul Yanofsky, EdD
Marlene A. Zarfes, Esq.
Lester Zimmerman, MD