

# Promoting the Prevention of Child Abuse in Newark, NJ

## Prevent Child Abuse New Jersey

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### Home Visitation Services

Assist parents/guardians with:

- Accessing community resources
- Supporting healthy pregnancies
- Promoting parent child attachment
- Breast-feeding support and resources
- Child Development and school readiness activities
- Family Support



### Healthy People 2020:

- Access to Health Services
- Adolescent Health
- Early and Middle Childhood
- Educational and Community-Based Programs
- Injury and Violence Prevention
- Maternal, Infant and Child Health
- Preparedness
- Social Determinants of Health



Prevent Child Abuse  
New Jersey

**The mission of PCA-NJ is to prevent child abuse in all forms for all of New Jersey's children by:**

- Working with families
- Preparing health care professionals
- Supporting Teen Parents
- Building Partnerships with educators
- Training Home Visitors
- Educational seminars

### Our Project Focus:

- Outreach to doctors offices and clinics about the benefit of home visitation services
- Assisted on Dose1, Dose 2 and Dose 3 of Period of PURPLE Crying coordination/training.
- Researched Human Trafficking

The Letters in **PURPLE** Stand for

<b>P</b>	<b>U</b>	<b>R</b>	<b>P</b>	<b>L</b>	<b>E</b>
<b>PEAK OF CRYING</b>	<b>UNEXPECTED</b>	<b>RESISTS SOOTHING</b>	<b>PAIN-LIKE FACE</b>	<b>LONG LASTING</b>	<b>EVENING</b>
Your baby may cry more each week. The most at 2 months, then less at 3-5 months	Crying can come and go and you don't know why	Your baby may not stop crying no matter what you try	A crying baby may look like they are in pain, even when they are not	Crying can last as much as 5 hours a day, or more	Your baby may cry more in the late afternoon and evening

### The Period Of **PURPLE** Crying

The Period of PURPLE crying is the name given to the National Center on Shaken Baby Syndrome's evidence based SBS prevention program. This campaign is done in three doses:

- Dose One - Maternity Services
- Dose Two - Reinforcing the Message through pediatric offices and local childcare providers and
- Dose Three - Public Education.



enough secrets.  
enough shame.  
enough hurt.  
enough confusion.  
enough denial.  
**enough child sexual abuse.**

