



## “Kids are Worth It!” Conference to be held March 4-6

The three-day educational conference, scheduled for March 4-6, offers a wide-variety of prevention workshops. The conference is directed toward social workers, child protection workers, law enforcement officials, day care workers, teachers and other individuals who work with children and have a sincere desire to learn the latest resources available about child abuse and neglect prevention.

The event will consist of several major keynote speakers and workshop presenters. On March 4, there will be a Louisiana Parenting Education Summit with Betty Cooke, Ph.D., at 10:00 A.M. A Breakfast and Plenary Session will take place at 8:30 A.M. and on Thursday, March 5, with Dr. Bob Anda, “The Adverse Childhood Experiences Study.” Thursday at 6:00 P.M. there will be a Networking Café and Reception, with the President of Prevent Child Abuse America, Jim

Hmurovich, “Children Connect Our Communities.” Lastly, the event will culminate with a closing “Champions for Children” Luncheon, on Friday, March 6 at 12:00 P.M., with Phyllis Landrieu delivering the keynote address.

The Champion for Children Award is the highest honor Prevent Child Abuse Louisiana bestows upon individuals or organizations who have made a difference in the lives of children. The award is given in four categories: Policy/Professional, Corporate/Individual, Volunteer Service and Volunteer Leadership. To complete a nomination form or for more information, please contact the Conference Coordinator at 225-925-9520, extension 213.

**Tune in!** Jim Hmurovich, President of Prevent Child Abuse America, will be on the Jim Engster show, 89.3 FM WRKF on March 3, 2009.

## Effective Change for the Future: Our Redesign

Prevent Child Abuse Louisiana has been operating for more than two decades to prevent child abuse and neglect. Ten years ago, the organization launched a major initiative to open six regional offices throughout the state to better serve our stakeholders and partners with immediate, local staff. However, the landscape has dramatically changed. The heart of our Redesign is about focusing on our strengths. Our biggest strength is that we know prevention and we have the history and collaborative spirit to create a stronger culture of commitment and caring for the children of Louisiana.

The two key operational Redesign elements in the organization are: moving from special event fundraising to an annual fund model (Blue Ribbon Society) and moving

from a regional service delivery model to mobile prevention service teams. These two changes will allow room for growth and increased focus on awareness, advocacy and research.

Prevention services will be delivered through mobile, focused teams that will work with others focused on the same program for delivery across the state. Our primary model of service delivery is one of training, technical assistance and resource support. The Redesign will be in full effect by July 2009. For more information on our redesign, please visit our Web site ([www.pcal.org](http://www.pcal.org)).



For more information on  
Prevent Child Abuse  
Louisiana, please visit our  
Web site.

[www.pcal.org](http://www.pcal.org)