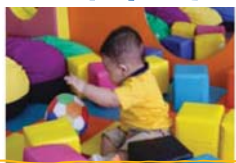




2010-11

# ANNUAL REPORT

## Early Care & Education



## Family Economic Security



# PCCY

Public Citizens for Children and Youth

Celebrating 30 Years Of  
Advocacy With Impact

## Education



## Health Care



# IMPROVING THE LIVES AND LIFE CHANCES OF THE REGION'S CHILDREN

## IN RECOGNITION OF PCCY AND ITS EXECUTIVE DIRECTOR

Public Citizens for Children and Youth and its Executive Director have received numerous awards and recognition over the years for our work and commitment to the children and youth of Southeastern Pennsylvania. Among these awards are:

*Community IMPACT Award* – Presented by GlaxoSmithKline, 2010

*Friends of the Free Library Award* – Presented by the Friends of the Free Library, 2010

*Clara Barton Humanitarian Award* – Presented by the Southeastern Pennsylvania Chapter of the American Red Cross, 2009

*Women Making A Difference Award* – Sponsored by Philadelphia City Councilwoman Blondell Reynolds-Brown, 2006

*Executive Director of the Year Award* – Presented to Shelly Yanoff by the United Way of Southeastern Pennsylvania, 2006

*Fleurette Angel Child Advocate Award* – Presented by Voices for America's Children, 2004

*Community IMPACT Award* – Presented by GlaxoSmithKline, 2003

*Child Advocate of the Year Award* – Presented by the Center on Families and Relationships, 2003

*Medicaid Outreach Award* – Presented by the PA Department of Public Welfare, 2001

*CHIP Outreach Award* – Presented by the PA Department of Insurance, 2000

*Great Friend to Kids Community Service Award* – Presented by the Please Touch Museum, 1999

*The Gimbel Philadelphia Award* – Presented by the Gimbel Philadelphia Award Committee, 1997

*The Edward Espen Humanitarian Award* – Presented by Woodrock, Inc., 1997

*Humanitarian Award* – Presented by B'Nai Brith Educators Unit, 1997

*John B. Patterson Award for Excellence in Education* – Presented by Citizens Committee for Public Education, 1996

*Take the Lead Award* – Presented by the Girl Scouts of Southeastern Pennsylvania, 1994

*Human Rights Award* – Presented by the Philadelphia Human Relations Commission, 1993



# THE BOARD AND STAFF OF PUBLIC CITIZENS FOR CHILDREN AND YOUTH

Dear Friends,

As in every year, we began with hopes for the more than one million children on whose behalf we work, to keep them in mind as we plan and as we act. The goals we seek are for all children – both those who need our help directly as well as those whose lives are enriched by being in a community that gives all kids opportunity and hope. Thus, as we work to provide children with health care through CHIP or Medical Assistance, we recognize how much better off all children are when all children have health care.

As we work to expand quality, accessible and affordable early care and education, we think of the importance to all children of beginning school ready to learn. And as we work to improve the likelihood that the schools the children and youth in this region attend are able to teach them well, we remember that all our children need to become competent and caring adults. We know that all of us are better off when our children are hopeful, well nourished and live in a community that values, supports and protects them and their families.

In this last year, we provided briefing papers to the legislative and gubernatorial candidates, sponsored forums, and campaigned for budgets that would help provide children with early education and good early childhood care, that would support their and their older siblings' education, that would keep our promise to provide all children health care and education. Together, with many colleagues, we increased public awareness and action – to protect the future of all our children.

In spite of a difficult economic environment we worked with advocacy partners to form new coalitions and we were successful in

- increasing school breakfasts in the schools that serve the neediest children
- defending against some of the most severe proposed state budget cuts to education
- saving full-day kindergarten in Philadelphia and many of the surrounding school districts
- saving most of the accelerated high schools that gave young people second chances at graduation
- saving many public school arts teachers and increasing understanding of the value of the arts in our schools
- helping save afterschool programs in the city's libraries
- assuring school transportation to youth who lived too far to walk to school
- testifying about school funding, school climate, accountability and transparency
- helping shape Pennsylvania's child health care reform
- testifying in support of a zoning code that would assist child care facilities in becoming safer
- urging that all levels of government support young children
- building support for libraries in the city and state as well as afterschool and family support programs
- helping draft and testifying in support of lead poisoning prevention
- organizing coalitions in support of improved behavioral health care for children
- advocating against zero tolerance in our schools and
- supporting ways to proactively deal with safety in schools and communities
- advocating for improved child nutrition policies

*And as we pursued important changes in policy, we continued*

- training hundreds of school nurses in helping children secure health care
- supporting ten arts programs in schools and hosting several arts forums
- issuing newsletters, being regularly cited in the print and electronic media, and producing a monthly television program on education



***There is much more to do. We and our children need you as never before.***



# ADVOCACY WITH IMPACT



A youngster gets fitted for new glasses at PCCY's 2010 'Give Kids Sight Day.'



There were smiles all around at PCCY's 7th annual 'Give Kids A Smile Day.'



PCCY staffers hand out insurance information at a back-to-school day.

- As we advocated for better lives for the region's children, we are proud of our critical role in increasing children's health care and providing children with much needed health insurance through CHIP and Medical Assistance.
- As we worked with leadership throughout the region to save CHIP and Medicaid, we directly secured health insurance for more than 900 children.
- We've played a critical role in advocating for significantly increased support for public education through a variety of coalitions and were instrumental in successfully advocating for full-day kindergarten, smaller class size, more school counselors, Positive Behavior Intervention and Supports, free student transportation to and from school, and more arts and music teaching and learning in our schools.
- We were instrumental in successfully advocating for increased quality, accessible and affordable child care, and for quality pre-k and Head Start, so that nearly twice as many children benefit from publicly-funded early learning opportunities today than ten years ago.

## *Over the last decade*

- we secured commitments of \$9 million from the City of Philadelphia to improve the health and safety of child care facilities.
- we successfully advocated for improved nutrition for our children in their schools, their homes and their communities.
- we had a critical role in developing a \$20 million program to support Philadelphia youth in the non-school hours, helped shape a better child welfare funding policy and helped save the public libraries and the programs that support children after school.
- 17,500 Philadelphia public school children have enjoyed arts education projects provided through our Picasso Project.
- we've been successful in always reminding people of our joint and individual responsibilities to make the world better for all our children.

## PCCY BY THE NUMBERS

# 500

RECEIVED FREE DENTAL  
APPOINTMENTS

WE ENGAGED IN AN EXTENSIVE NON-PARTISAN VOTER  
EDUCATION EFFORT, PROVIDING  
PARENTS IN SOUTHEASTERN PA

# 50,000

WITH INFORMATION ABOUT WHAT WAS AT STAKE  
FOR YOUNG CHILDREN IN THE GENERAL ELECTION  
AND ENCOURAGING THEM TO VOTE.

# 1,400

RECEIVED FREE VISION SCREENINGS

# 600

FITTED FOR FREE EYEGLASSES

MORE THAN **16,000** EMAILS SENT AND  
**100** MEETINGS WITH STATE AND LOCAL  
OFFICIALS ON ISSUES AFFECTING  
CHILDREN AND YOUTH.

WE COLLECTED OVER

# 1,000

SIGNED POSTCARDS THAT  
ADVOCATED FOR SPECIFIC  
PRIORITIES IN PHILADELPHIA  
PUBLIC SCHOOLS: FULL-DAY  
KINDERGARTEN, SMALL CLASS SIZE,  
TRANSPORTATION TO SCHOOL AND  
KEEPING ACCELERATED SCHOOLS.

WE TRAINED

# 85

INTERVENTION  
PRACTITIONERS  
IN HOW TO ACCESS  
BEHAVIORAL HEALTH  
SERVICES FOR  
YOUNG CHILDREN.

WE CONDUCTED

# 12

TRAINING SESSIONS  
ON CHILDREN'S HEALTH  
INSURANCE FOR PEDIATRICIANS,  
HOSPITAL SOCIAL WORKERS,  
GUIDANCE COUNSELORS,  
SCHOOL NURSES, EARLY  
INTERVENTION STAFF,  
SPECIAL EDUCATION  
TEACHERS, CHILD CARE  
WORKERS AND FAITH-BASED  
SERVICE PROVIDERS.

# 125

THE NUMBER OF TIMES PCCY  
APPEARED IN THE MEDIA THROUGHOUT  
OUR REGION.

WE DISTRIBUTED BEHAVIORAL HEALTH  
RESOURCE GUIDES FOR YOUNG CHILDREN

# 600

IN ENGLISH

# 2,000

IN VIETNAMESE

# PCCY BY THE NUMBERS

## WE PRINTED AND DISTRIBUTED

# 5,000

COPIES OF OUR UPDATED CHILD HEALTHWATCH HEALTH INSURANCE ELIGIBILITY CHART TO SCHOOL NURSES IN ALL FIVE COUNTIES IN SOUTHEASTERN PA AS A USER-FRIENDLY REFERENCE TO IDENTIFY WHETHER A CHILD WAS ELIGIBLE FOR MEDICAL ASSISTANCE OR CHIP.

## WE PUBLISHED

# 25

OPINION PIECES IN NEWS MEDIA THROUGHOUT THE REGION AND WERE CITED IN NEWS STORIES ABOUT TWICE A WEEK ON AVERAGE.

## PCCY'S CHILD HEALTHWATCH HELPLINE ASSISTED

# 1,445

CALLERS AND WE COMPLETED INSURANCE APPLICATIONS FOR

# 745

CHILDREN AND

## WE DISTRIBUTED BEHAVIORAL HEALTH RESOURCE GUIDES FOR SCHOOL-AGED CHILDREN

# 7,500

IN ENGLISH

# 2,000

IN SPANISH

# 2,000

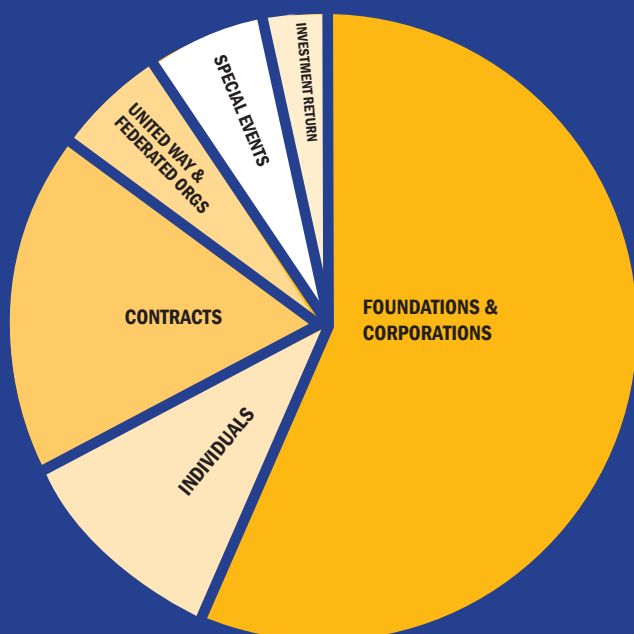
IN VIETNAMESE

## HELPED ANOTHER

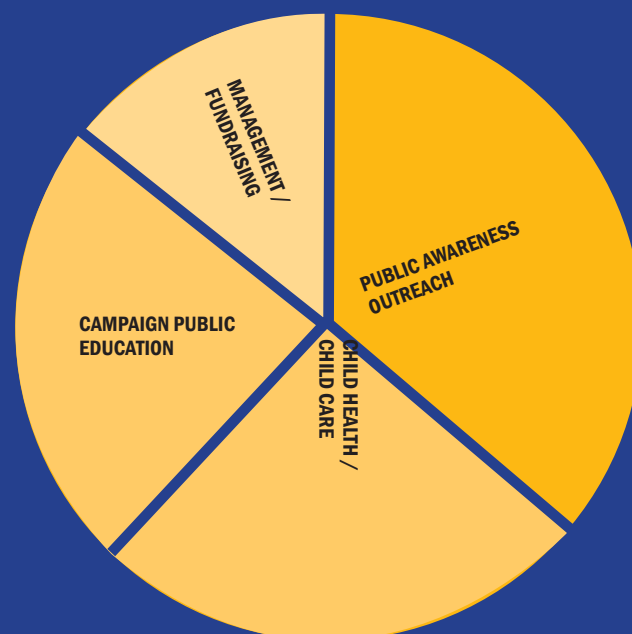
# 382

CHILDREN OBTAIN BEHAVIORAL HEALTH SERVICES.

## 2010 Income



## 2010 Expenditures



# STORIES

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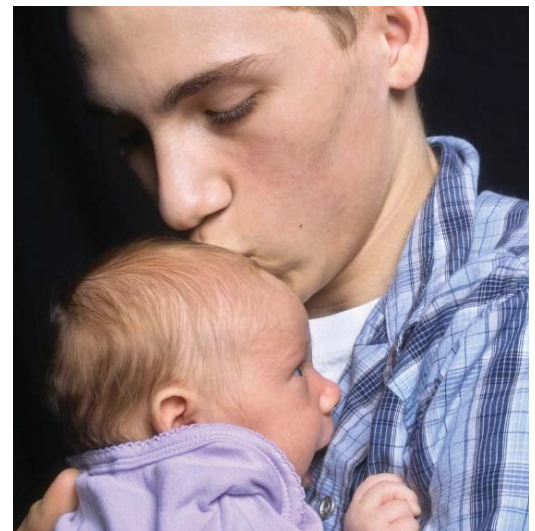
## Our Picasso Project

At the Alexander K. McClure Elementary in Philadelphia, the Kùlú Mèlé African Dance & Drum Ensemble joined with administrators, teachers and students in a project called, 'Many Hearts, Many Hands.' Second grade students were taught traditional dances while Spiral Q Puppet Theater trained and guided third graders in the design and fabrication of larger-than-life puppets. The two residencies focused on such themes as empathy, social responsibility, peaceful conflict resolution, and community engagement, culminating in a schoolyard parade attended by many of the neighborhood residents.



## Child HealthWatch Helpline

We received a call from a single father with two daughters, ages 17 and 15. The father is self-employed, making about \$1,800 a month. His younger daughter has asthma and a heart murmur. Since she has a pre-existing condition and requires asthma medications and heart monitoring, the insurance her father is able to purchase through private networks would not cover her. Luckily, she is eligible for CHIP and we helped her father get her enrolled. Because of the CHIP health insurance she gets the medication and monitoring she needs to maintain her health and prevent complications to her cardiac condition.



## Advocacy With Impact

As children and families struggled with the recession, we worked at the local, state and federal levels to protect and advance the well-being of children and families. From working to save the after-school programs at our libraries; coordinating rallies; testifying and visiting state decision-makers along with families who needed food supports, health care, quality early care and education; to working to assure that children in our schools were not hungry, PCCY spoke up and spoke out for all children and youth in the region. As we pursued better schools and communities, more child care and supports, we helped build advocates for all children.



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---

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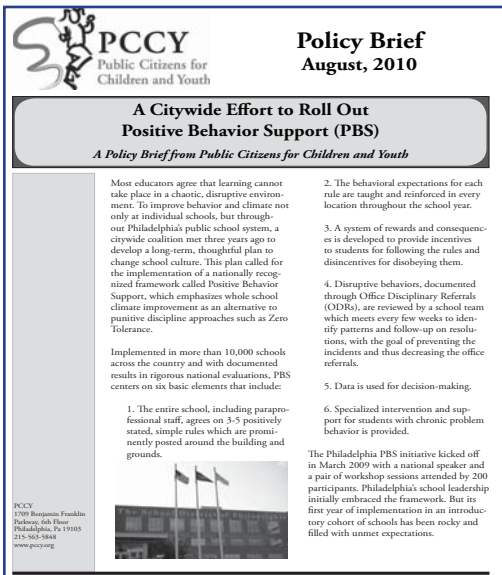
## **Foundations Corporations Organizations**

1675 Foundation  
 3Sisters Sustainable Investments  
 Abelson Legal Search  
 AFL CIO  
 AFSCME Local 2187  
 Allen Hilles Fund  
 Barra Foundation  
 Beneficial Bank  
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 Brandywine Realty Trust  
 Brookmead Trust  
 Caroline Alexander Buck  
 Foundation  
 Charter Foundation  
 Children's Coalition of  
 Lehigh Valley  
 Children's Dental Health  
 Associates  
 The Children's Hospital of  
 Philadelphia

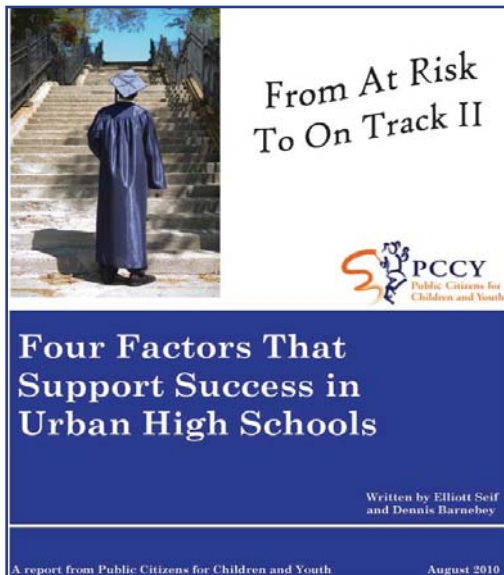
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 Floc-For Love Of Children  
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 Genuardi Family Foundation  
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 Green Tree Community Health  
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 Health Partners of Philadelphia  
 Heavenly Hall Church  
 Henrietta Tower Wurts Memorial  
 Hess Foundation, Inc.  
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 North Penn Community  
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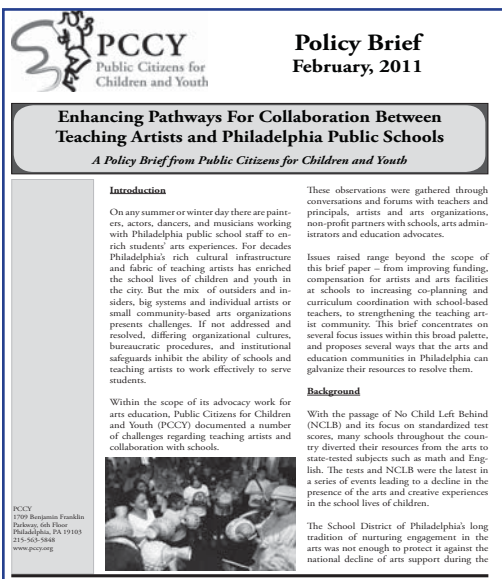
## PUBLICATIONS



- C A Citywide Effort to Roll Out Positive Behavior Support (PBS)** – a policy brief on PBS implementation in Philadelphia public schools. August 2010



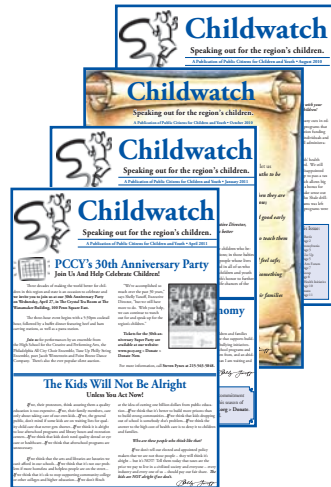
- From At Risk To On Track II** – a report on the four factors that support success in urban high schools. August 2010



- C Enhancing Pathways for Collaboration  
Between Teaching Artists and  
Philadelphia Public Schools** – a policy brief  
on art educators and artists working in schools.  
February 2011



- Behavioral Health Resource Guide**  
– a Vietnamese guide to behavioral health  
resources in Philadelphia. May 2011



***All these publications and more are available at [www.pccy.org/publications](http://www.pccy.org/publications).***

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