

## Out and About...Connecting with Community



NJ CAP Advisory Board members and County Coordinators at the semi-annual meeting



Dr. Juanita Johnson-Brooks (l.) receives the 2018 Crime Victims' Rights Week Award from the Office of the Attorney General.

prestigious Crime Victim Rights Week Award from the State Attorney General's Office at an awards ceremony held at the Hughes Justice Complex.



Youth in our summer program work to create the Makers' Lounge at Rivera Middle School.

On July 25, the youth in PEI Kids' Juvenile Intervention summer program worked on building a Makers Lounge at Rivera Middle School. The project is being coordinated with volunteers from Educational Testing Service (ETS) who will help assemble the space, install hardware and software, and create a room that will serve as a resource where students can work on STEM, artistic, and creative projects and academic endeavors.

**Support Us...Dine at Bonefish Grill on Sept. 13th**

Bonefish Grill will sponsor a PEI Kids community fundraiser on Thursday, September 13th. Just stop in for lunch or dinner and tell the server that you're "there to support PEI Kids," and 20% of your check will be donated to us! Thank you Bonefish Grill for the wonderful support. We'll see you there!

**BONEFISH GRILL™**

3371 Brunswick Pike, Lawrenceville, NJ

## PEI Kids, Hopewell Valley Partner to Prevent Bullying

With funding support from the New Jersey Child Assault Prevention (CAP) project, PEI Kids partnered with Hopewell Valley Regional School District to deliver a district-wide bullying-prevention program for the 2017-18 school year.

The CAP Bullying-Prevention Program (CBPP) uses a comprehensive curriculum with a whole-school implementation approach which involves faculty, staff, parents, students, and the entire school community. The program gathers information to identify areas and times when students feel most vulnerable to potential bullying; gauges student and teacher perceptions; provides strategies for bullying victims, perpetrators, and witnesses; and provides administration with specific recommendations for responding to bullying incidents and creating a safer school climate.



According to PEI Kids' Executive Director, Roz Dashiell, "This was one of the most comprehensive district efforts we've seen and I applaud the District and Superintendent Thomas A. Smith, PhD for such a commitment to this very important issue." To effectively address an issue like bullying, it is critical to give all stakeholders a voice – teachers, parents, students, even the perpetrators themselves. There are often underlying factors which lead to counter-productive behaviors like bullying -- factors which can be identified and addressed to create an environment most conducive to learning, achievement, and healthy socialization.

Research indicates that bullying behavior typically emerges between grades two and three, and peaks in middle school. The bullying-prevention program was implemented in all four of Hopewell Valley's elementary schools as a preventative measure to minimize the likelihood of bullying behavior taking root or becoming a pervasive problem. Program implementation began with adult workshops to teach parents, teachers, and staff how to reinforce anti-bullying strategies and messaging, and respond appropriately to bullying incidents should they occur. The workshop raised awareness and encouraged addressing and discussing bullying behavior in a productive, solution-oriented way.

Prevention Director, Erika Hillman explains, "Our prevention workshops aim to empower participants. The Bullying-Prevention Program, like all CAP curricula, is based on an empowerment philosophy which teaches children that they have rights and provides strategies for exercising their rights to be *safe, strong, and free.*"

PEI Kids provides over 500 bullying- and child-assault-prevention workshops in 65 Mercer County public, private, and charter schools each year. To learn more about the agency's prevention programs and services, visit [www.peikids.org](http://www.peikids.org).

**PEI Kids**  
Safe Kids. Sound Futures.

**231 Lawrence Road  
Lawrenceville, NJ 08648  
609-695-3739**  
[www.peikids.org](http://www.peikids.org)

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## NetSmartz Launch Reduces Students' Online Vulnerability

For the 2017-18 school year, PEI Kids introduced new workshops from the NetSmartz series which is designed to help students stay safe online and reduce their vulnerability to online predation and victimization. NetSmartz is an interactive, educational program produced by the National Center for Missing & Exploited Children. It provides age-appropriate resources to help teach children how to be safer on-and offline. The program is designed for children ages 5 to 17, parents and guardians, educators, and law enforcement.

PEI Kids introduced the NetSmartz workshops in response to school and district requests to provide solutions and best practices for students navigating the internet, especially given the proliferation of social media options and platforms available to them. PNC Foundation provided a grant which enabled PEI Kids to launch NetSmartz by providing classroom-based workshops to all fifth-grade students in the Trenton Public School District during the 2017-

18 school year. For the upcoming school year, the program will be expanded to include Trenton's third-grade students, and the workshops will be made available to other interested school districts in Mercer County.

"With resources such as videos, games, activity cards, and presentations, NetSmartz entertains while it educates," says Erika Hillman, Prevention Director. "Facilitators are also available to answer individual questions for the students after each workshop," she added. NetSmartz goals are to educate children on how to recognize potential internet risks, engage children and adults in a two-way conversation about on- and off-line risks, and empower children to help prevent themselves from being exploited and to report victimization to a trusted adult.

For information on NetSmartz and how to bring NetSmartz workshops to your school or youth group, please contact Prevention Director, Erika Hillman, at [ehillman@peikids.org](mailto:ehillman@peikids.org) or call PEI Kids at 609.695.3739.

**Last Call!**

In the interest of conserving resources and aligning with industry best practices, this will be the final printed edition of PEI Kids' POSTINGS newsletter. To continue receiving the e-version of our newsletter by email, go to our homepage at [www.peikids.org](http://www.peikids.org), and look for the box on the right-hand side that says "Join Our Mailing List."

Simply provide your name and email address to sign up. It's that easy!

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## MISSION STATEMENT

PEI Kids is dedicated to promoting and maintaining a safe environment for all children. PEI Kids works with the child, family, and caregiver to provide prevention, intervention, and advocacy programs relating to personal safety, sexual abuse, and the overall well-being of the child.

## VISIT OUR WEBSITE!



Scan the QR code  
image above or visit  
[www.peikids.org](http://www.peikids.org)

# POSTINGS

Summer 2018 Newsletter

## A Message from PEI Kids' Executive Director

This year, two issues were in the news a lot, and not in a good way. Sexual abuse was in the news due to Hollywood celebrities, elected officials, and the thousands of women (and even some men) telling their own stories through the hashtag #MeToo. Then, there have been the distressing images and headlines decrying violence in schools in communities across the country suffering the shock of school shootings.

These issues illustrate the reasons that PEI Kids has been, and continues to be, a voice for the most vulnerable in our community...our children. The work of PEI Kids' mission is more relevant today than ever; and I think it's important, at a time like this, to very simply discuss the hope that our mission's work brings for this and future generations. For 33 years, PEI Kids has focused on preventing child assault and sexual abuse from ever occurring. Through our school-based Child Assault Prevention (CAP) program, we train over 10,000 children each year in 65 Mercer County schools using an empowerment-based philosophy. These prevention education workshops teach children that they have rights, how to assert their rights, how to recognize dangerous situations and respond safely, and how to seek the help of trusted adults.

PEI Kids begins teaching these principles and precepts to our children in pre-K and right up through middle school, making the content and conversation age-appropriate as our children grow. By middle school, our kids are prepared to discuss healthy relationships and dating violence, the difference between sexual harassment and flirting, the importance of consent, and other nuanced issues that today's social environment warrants. Through this prevention education, it is our expectation that today's young people will be more prepared to address



Roslyn E. Dashiell  
Executive Director

these subjects in a mature, respectful manner.

Through our community-based workshops, we teach adults – parents, community-members and youth-serving professionals – how to create a safe environment for all children, and how to respond appropriately to child sexual abuse, physical abuse, and bullying. We also provide professional crisis counseling for child victims of sexual abuse to help them recover and resume normal, healthy, productive lives.

As any nonprofit leader will tell you, it is agonizingly difficult to rally excitement and support around prevention programs and the work they cover – but times like these make the most compelling case for investing in prevention. We can see what happens without it...for some, their base instincts take over, and others who've learned no countervailing strategies can easily become victims. However, through effective prevention, we can teach, from a young age, how to identify and disrupt these patterns.

The truth is we hope the terrible acts making national headlines never occur in our community, but when they do, PEI Kids stands ready to help children heal and recover from these traumas. In the meantime, through effective prevention education, we can continue working to reduce the vulnerability of children and youth to violence, physical and sexual abuse. This is not just the work of PEI Kids, it is the work of our entire community; and we are honored to be in a position to lead the effort.

With deep gratitude,

## Thank you to the following organizations, sponsors and donors that have provided recent funding\* for our programs and operations!

Anonymous, 100+ Women Who Care, Thomas & Francesca Bartlett, Bloomberg L.P., Borden Perlman Salisbury & Kelly, Bristol-Myers Squibb, Capital Health, Customers Bank, David Mathey Foundation, Delectabell Management (Taco Bell), ETS, Fennelly Associates, Fred C. Rummell Foundation, Horvath & Giacin, P.C., Janssen Pharmaceuticals, Lawrence Township Community Foundation, M&T Bank, Merancas Foundation, Meta A. and William S. Griffith Foundation, NJM Insurance Group, Nottingham Insurance, Panda Express, PNC Bank, PNC Foundation, Princeton Area Community Foundation, (The) Provident Bank Foundation, PSEG, PSEG Foundation, Signature Flight Support, (The) Smith Family Foundation, Szaferman Lakind Blumstein & Blader P.C., Team Toyota of Princeton, The Tuchman Foundation, Dave & Marlene Thompson, Tyler Foundation, Ventura Wealth Management, (The) Wawa Foundation.

\*Contributions over \$1,000 received August 1, 2017 to July 10, 2018.



PEI Kids Welcomes New Board Member



Megan Buzzetta, Board Trustee and President/CEO of Global Planners Inc. and BUZZ Registration

In January, PEI Kids welcomed Megan Buzzetta to its Board of Trustees. Ms. Buzzetta is President and CEO of Global Planners, Inc. (GPI), a corporate event-planning firm based in Hamilton (NJ), and its subsidiary, BUZZ Registration.

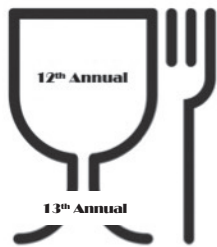
Megan has been a hands-on supporter of PEI Kids since 2015 when she first contacted the agency to discuss donating her event services and her team to produce a summer barbecue party for PEI Kids’ clients and families. Following this successful event, Megan donated a major gift to PEI Kids and purchased over \$1,000 in holiday gifts for the children in our intervention programs.

In 2017, Megan’s staff participated in a special meeting to provide professional advisement on PEI Kids’ fundraising events; and in December, the GPI staff secured donations for the purchase of holiday toys and gifts for children in our programs, and again donated a complete holiday party for PEI Kids’ children and families.

“Megan is a passionate supporter of PEI Kids’ mission and has been thoughtful and generous in her outreach and support for the agency and our clients,” said Loni Hand, Esq., PEI Kids’ Board President. “We are excited to bring Megan’s talent and experience to the depth of talent currently reflected in our board membership. Her professional experience paired with her dedication for the mission of PEI Kids will bring great innovation and support to our efforts,” she added.

Save the Date for Our 12th Annual Wine & Food Tasting

On Friday evening, October 12, 2018, PEI Kids will host its 13th Annual Wine & Food Tasting event at the Signature Flight Support hangar at Trenton-Mercer Airport. Over 400 attended last year’s event to sample fare from over 50 restaurateurs, wine and beverage vendors. Guests also enjoyed the private jet and exotic and luxury cars on display.



Sponsorship, ticket, and vendor information will be available online at [www.peikids.org](http://www.peikids.org). To make your reservation, obtain information, or learn how you can become a member of the Event Committee, please contact Janina Akins at [jakins@peikids.org](mailto:jakins@peikids.org) or 609-695-3739.

Joining Forces to Prevent Community Violence



CJOOS participants learned what happens inside Capital Health’s LifeMobile unit to save lives even before victims arrive at the hospital.

On Saturday, June 16th, Capital Health’s Regional EMS Director, James Boozan, made quite impression on the kids in our CJOOS (Comprehensive Juvenile Offenders Outreach Services) program with informative and sometimes shocking demonstrations of the medical interventions used to save the life of a victim of violence. In addition to demonstrating the medical devices and how these instruments are used, Mr. Boozan brought the hospital’s newest \$1.8 million EMS Life-Mobile unit on-site at the Sam Naples Center for the kids to tour up close. This response vehicle is one of only eight in the country that has the most up-to-date, state-of-the-art medical technology and life-saving equipment, including a mobile stroke unit.

Since 2015, Capital Health and PEI Kids have partnered on a violence-prevention initiative in the City of Trenton to address the street violence that results in scores of traumatized, injured, and murdered youth each year. Realizing many of these victims end up in their trauma center, Capital Health saw a unique opportunity to connect with first- and second-time juvenile offenders in PEI Kids’ CJOOS program to reach youth on the cusp and at-risk of more dangerous involvement in criminal life.

Since launching this initiative, experience has shown how effective programming centered around partnership can help communities better understand and take steps to stop pervasive violence that threatens health, well-being and quality of life in our neighborhoods. The program involves trainings and presentations by Capital Health’s medical and allied health professionals which are designed to 1) illustrate the very real impact of violence on the victim, family, and community, 2) help youth understand the serious medical interventions they must undergo if they become a victim of violence, 3) engage youth to think twice before reacting with violence, and 4) expose youth to career opportunities in the health field.

“By working together, there is great potential to develop strategies that keep young people out of harm’s way, and create safer, more productive communities for us all,” says Executive Director, Roz Dashiell.

“DENIM & DIAMONDS AT THE BOATHOUSE” MAKES A SPLASH!



PEI Kids’ Board members on The Boathouse deck

In the warm night air on Friday, May 4th, over 200 guests, friends, supporters, and dignitaries gathered at The Boathouse at Mercer Lake in West Windsor for PEI Kids’ 27th Annual Gala & Auction. The event included a relaxed agenda, passed hors d’oeuvres, buffet dinner with various food stations, and free run of the Boathouse from the ballroom to the outdoor deck. The live and silent auctions were a big success and included exclusive and one-of-a-kind packages like tickets to NY Giants home game with second-row field seating donated by Tom and Fran Bartlett, one-week luxury-condo vacation in Williamsburg, VA from an anonymous donor, St. John original clutch and shoulder tote donated by Nicholas and Michelle Ventura, ground-level box seats for a Philadelphia Phillies home game donated by Mr. & Mrs. David and Marlene Thompson, a classic diamond tennis bracelet donated by Nancy Fennelly, and more.

With the support of over 30 sponsors, this event is PEI Kids’ biggest fundraising effort of the year, and generates an important share of the agency’s operating and program revenue for its child abuse prevention and intervention programs which serve abused children and at-risk youth in Mercer County. “I always look forward to this special event,” said Roz Dashiell, PEI Kids’ Executive Director. “It’s one of the few times during the year that we are able to bring together our PEI Kids family to celebrate our work while supporting the mission.” Consistent with the theme of the event, which was “Denim & Diamonds,”



Denim & Diamonds draws a full house in its first year at The Boathouse at Mercer Lake



Event Committee member Nancy Fennelly with guest, Stuart Dember.



Long-time supporters Michelle Ventura (l.) and Fran Bartlett (r.) at “Denim & Diamonds”

the night included a special drawing for a 1.5 carat diamond tennis bracelet as well as high-end diamond jewelry in the live auction.

This event marked the first year that PEI Kids’ gala was held at The Boathouse at Mercer Lake. Guests enjoyed the new venue and were complimentary of the fantastic food and the new event format which gave guests a more social and interactive experience.

Live auction items donated by community members and local businesses brought in over \$12,000 and included:

- Six box seats with VIP parking to a Philadelphia Phillies home game of your choice donated by David & Marlene Thompson
- VIP Concert Tickets for Elton John’s “Goodbye Yellow Brick Road Tour” at Madison Square Garden + \$300 VISA Gift Card donated by Megan Buzzetta
- Behind-the-scenes tour of the Hopewell Valley Police Department, including a police ride-along, donated by Chief Lance Maloney
- Hand-carved, wooden bear -- a 20-year PEI Kids tradition, donated by Thurman Gates
- Dedication and naming of PEI Kids’ Infant/Toddler Family Visitation room
- Four tickets with box seating to Red Sox v. Yankees at Fenway Park (Boston) plus \$500 AmEx Gift Card donated by Tom and Fran Bartlett.
- Classic 18k Yellow Gold and Diamond Cluster Earrings donated by Hamilton Jewelers

To everyone’s surprise, an auction item was donated on the spot by Mr. Stuart Dember who was so moved by the agency’s work that he donated passes to the New York Yankees’ 2019 spring training in Clearwater, Florida.

We want to extend a special thanks to our corporate volunteers from Bloomberg LP and Molina Medicaid Solutions who were instrumental in making the night a success. We would also like to thank and acknowledge the support of our event sponsors including The Bartlett Family Foundation, Bloomberg L.P., Fennelly Associates, Inc., NJM Insurance Group, Szaferman Lakind Blumstein & Blader, P.C., The Tuchman Foundation, Customers Bank, M&T Bank, Hopewell Township PBA Local 342, Mark Mucciacciaro of Merrill Lynch, Panda Express, Team Toyota, Borden Perlman Salisbury & Kelly, Capital Health, Margaret A. Chipowsky, Esq., Credit Union of New Jersey Foundation, Delectabell Management Inc., Brig. Gen. & Mrs. Robert S.



Smith Family Foundation members Harold Smith (l.) and Shakaar Johnson (r.) with Executive Director, Roz Dashiell

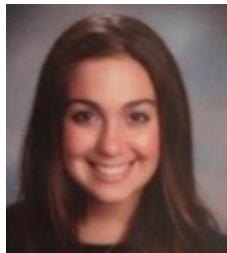


Dr. Brooks with Renee Robeson (Mercer County Prosecutors’ Office) and supporters, Fran and Tom Bartlett

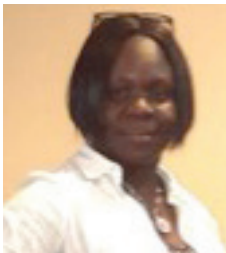
Dutko, Sr., Gaylord Popp LLC, Handmarc LLC, Hopewell Township Police Superior Officers Association, Horvath & Giacini, IEW Construction Group, George C. Meyer, Nottingham Insurance, PSE&G, PNC Bank, Mr. & Mrs. Chris & Denise Pratico, Mr. & Mrs. Ivan & Shelly Punchatz, Mr. & Mrs. David & Marlene Thompson, and Ventura Wealth Management.

To learn about sponsoring or participating in upcoming events, contact Janina Akins at 609-695-3739 or [jakins@peikids.org](mailto:jakins@peikids.org). For event photos, visit our photo album at [facebook.com/peikidsnj](https://facebook.com/peikidsnj).

Interns Making a Difference



Austin Ambrocino  
MSW intern  
Rutgers University



Edith Jallah  
MSW intern  
Temple University



Julie Harris,  
undergraduate intern  
Liberty University

We would like to thank and acknowledge our graduate-student MSW interns – Austin Ambrocino from Rutgers University School of Social Work, and Edith Jallah from Temple University School of Social Work – for their tremendous help in our Crisis Intervention for Child Victims of Sexual Abuse program during the 2017-18 academic year. Austin and Edith contributed to the success of our support groups for young clients and their families, conducted intakes, and provided psycho-education for our counseling clients. We would also like to thank our spring semester undergraduate intern, Julie Harris, from Liberty University, who provided exceptional administrative and program assistance, community outreach, development, and event support for our spring fundraising event. In addition to learning skills to enhance their professional skill sets, interns provide capacity that enables PEI Kids to operate in the most cost-effective manner possible and deliver quality services efficiently. Thank you Edith, Austin, and Julie for your valuable support. We wish you the very best in your future endeavors!

Tom & Fran Bartlett Name PEI Kids Family Room

At our 27th Annual Gala & Auction -- “Denim & Diamonds at The Boathouse” -- PEI Kids provided the opportunity for a lucky bidder to name and dedicate our Family Visitation room for the coming year. PEI Kids’ long-time supporter, Mrs. Francesca Bartlett, placed the winning bid during our live auction; and the Family Room has been dedicated and named The Philip John Sturiale Family Room for the 2018-2019 year in honor of Fran’s father who so loved the mission of PEI Kids.

PEI Kids Family Rooms provide a welcoming, family-friendly space where children in foster care can spend quality time with their biological family members during their out-of-home placement. “We provide a safe, nurturing environment where children can visit with parents and siblings, strengthen family bonds, and share in important family milestones, and we are honored to have this Family Room dedicated on behalf of the Bartlett family who has been such a steadfast supporter of our mission over the years,” says PEI Kids’ Executive Director Roslyn Dashiell.

Since the Bartlett family first dedicated this room in 2015, the space has become even more central to the agency’s work. On Wednesday evenings, the space doubles as the meeting room for the new Teen Peer Support Group, and during busy counseling periods it serves as an overflow counseling room enabling our staff to schedule additional children for therapy sessions.

“My husband, Tom, and I have been involved with the agency for years,” explained Fran Bartlett. “We have a deep appreciation for PEI Kids’ mission and for the work they do in our community, and I couldn’t think of a better opportunity to show our support for the agency and the work being done there,” added Mrs. Bartlett. In 2017, PEI Kids supervised 1,647 family visits for children in foster care and their families. For more information on PEI Kids’ Supervised Visitation program, please visit our website at [www.peikids.org/support-services/](http://www.peikids.org/support-services/).