



Oodles and Noodles of Fun!

by Billie Lueder

More than 180 PCAH supporters, young and old alike, enjoyed a Sunday family outing at the Spaghetti Factory at Prevent Child Abuse Hawaii's 1st Annual Oodles & Noodles of Fun on August 9! Families enjoyed musical entertainment by 20 Degrees North, over a meal of 'ono spaghetti, fresh garden salad, and vanilla ice cream. Kids were treated to minicarnival games, clowns, roaming magicians, face painters and costume characters. Each child also received a goody



Elmo pays a visit to Randie and Randy Lueder

bag of crayons, stickers and other items. "With the stresses of everyday life, especially during these tough economic times, child abuse and neglect occur regularly, and it is the mission of Prevent Child Abuse Hawaii to provide the necessary education and public awareness so that people are able to recognize and successfully handle these situations," shares Tracy Nakashima, Board President for Prevent Child Abuse Hawaii. "Events like these help us carry forward our mission."

The event was such a hit that Prevent Child Abuse Hawaii has plans to make this an annual affair. A special mahalo goes out to co-chairs Pat Hashimoto and Bonnie Parsons for their vision and leadership that made this event a success.

Tigger, Tweety, Minnie and friends



Twinkles the Clown

Prevent Child Abuse Hawaii would like to give a warm mahalo to all the families that attended, and to the generous sponsors and donors for their contribution: AIG Hawaii Insurance Company, Inc., Container Storage of Hawaii, Aloha Pono Lions Club, C & S Service, Anthony Mizuno, Elroy Hamada, Akimi Mitake, and Karen Tessier.

Funds raised from the event will help Prevent Child Abuse Hawaii provide services to increase public awareness about child abuse prevention and give parents information and tools they need to make good parenting choices.

Prevent Child Abuse Hawaii is committed to prevent child abuse through education, public awareness and advocacy, which promote positive parenting and healthy families where children are valued and loved.

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Calendar of Events

October is Children & Youth Month!

2009

Saturday, October 3 "LIVE ENERGY LITE"

10:00 a.m. - 3:00 p.m.

Fun for the whole family. Free.

Pearlridge Uptown Center Court

Sponsored by HECO, DBEDT, Malama Hawaii and Pearlridge Center

For more info call 543-7511



October 9 - 11

21st ANNUAL TALK STORY FESTIVAL

Three days of Hawai'i's best storytellers. Free.

McCoy Pavillion, Ala Moana Park

Sponsored by the City & County Parks Dept.

Friday, 10/9, SPOOKIES, 6:00- 9:00 p.m.

Saturday, 10/10, REAL LIFE TALES, 6:00- 9:00 p.m.

Sunday, 10/11, REVELATIONS, 6:00 - 8:30 p.m.

Sunday, 10/11, STORY WORKSHOP, 2:00 - 5:00 p.m.

For more info contact Jeff Gere at jgere@honolulu.gov or visit www.honoluluparks.com

Monday and Tuesday, October 12-13 and Friday and Saturday, October 23-24 UNITED NATIONS DAY CELEBRATIONS

Hosted by UN Association (UNA) - Hawaii Division

Oct. 12 - Time (tba) - 10th Anniversary Rededication of Millennium Peace Garden at Diamond Head

Oct. 13 - 4:00 p.m. - World Cafe Discussion on MDG (Millennium Development Goals) (tba)

Oct. 23 - 10:00 a.m. - Noon Waiiau Elementary School on the MDG "Sustainability"

Oct. 23 - 1:00 p.m - 3:00 p.m UN Day "College World Quest" at UH with PAAC

Oct. 24 - 10:00 a.m - Noon UN Day Celebration (tba). Free. For more information, contact Joanne Tachibana , President at 387-7271 or visit

www.unausahawaii.org



Sunday, October 18 HAWAII PACIFIC HEALTH KIDS FEST

10:00 a.m. - 2:00 p.m.

Bishop Museum

Free. This is a health education program promoting healthy and active lifestyles through interactive games and workshops focused on injury prevention, nutrition, exercise, drug awareness, and more.

Organized by the Straub Clinic & Hospital, Kapiolani Medical Center for Women & Children, and Kapiolani Medical Center at Pali Momi, affiliates of Hawaii Pacific Health. For more information, contact HPH Conference Services at 522-3469.



Sunday, October 4 CHILDREN & YOUTH DAY

10:00 a.m. - 3:30 p.m.

Fun for the whole family. Free.

Various locations: State Capitol, Frank F. Fasi Civic Center, Kalanimoku Bldg.Grounds, Hawaii State Art

Museum, Washington Place, Iolani Palace,

Punchbowl Street, Dept. of Health parking lot and the King Kamehameha V Judiciary History Center

Sponsored by the Hawaii Children's Trust Fund and McDonald's

For more info call 586-6130

Sunday, October 11 HAWAII FISHING AND SEAFOOD FESTIVAL

Pier 38

9:00 a.m. - 4:00 p.m.

Free admission and free parking and shuttle service from Honolulu Community College.

For more information, please call 265-4962.

Sponsored by the Pacific Island Fisheries Group.

Tuesday, October 13 CHILDREN AND YOUTH SUMMIT

8:30 a.m. - 1:30 p.m.

State Capitol Auditorium

Free. A conference geared toward defining issues and developing priority actions important to children (0-12 years old) and youth (12-24 years old).

For more information, contact 586-6130.

Saturday, October 17 SOUTH MAUI CHILDREN & YOUTH DAY

3:00 p.m. - 8:00 p.m.

Kenolio Recreation Complex (N. Kihei)

131 S. Kihei Road, Kihei, Maui, HI 96753

Free. Children and Youth Day comes to Maui for fun activities and entertainment for the whole family. For further information, please call Kihei Youth Center at 879-8698.

Saturday, October 31 SAFETY TRICK OR TREAT

5:00 p.m. - 7:00 p.m.

Windward Mall

Free. Safe trick-or-treating for the whole family and other fun activities. For more information, contact Janna Herrington at 235-1143 or visit www.windwardmall.com

Saturday, October 31 22nd ANNUAL BISHOP MUSEUM TREAT STREET

5:30 p.m. - 8:00 p.m.

Bishop Museum

Free. Safe trick-or-treating and fun activities for children and their families. For more information, contact Courtney Chow at 848-4187 or visit www.bishopmuseum.org



Give Aloha Annual Program

Prevent Child Abuse Hawaii is participating in the Give Aloha, Foodland's Annual Gift Matching Program through the month of September. The program honors Foodland's founder, Maurice J. "Sully" Sullivan, and continues his legacy of giving back to the community.

From September 1-30 customers are invited to make donations of up to a cumulative total of \$249 per person, per organization to participating Hawaii non-profit organizations like PCAH at checkout. Donations made without a Maika'i Card will not be matched. Individuals must use their Maika'i Card to make a donation. Foodland and Western Union Foundation will match a portion of each donation.*

More Funds this Year!

The Western Union Foundation has generously donated \$75,000 to add to Foodland's gift of \$250,000 to non-profit organizations participating in Give Aloha this year. Therefore, the total gift that will be given to all participating non-profit organizations combined is \$325,000!

How to Donate

At checkout, present your Maika'i Card and inform the cashier that you would like to make a donation to our organization. If you do not have a Maika'i Card you may request one. Our five digit registration code is **77259**. Your donation will be added to your grocery purchase total. You may give up to \$249 per organization (donations exceeding \$249 will not be matched). The amount you have donated to PCAH will appear on your receipt. Any donation must be made payable to Foodland or Sack N Save. Donor names will not be released to our organization, so if you would like us to know of your gift, please contact us directly at 808.951.0200 so that we may properly acknowledge your gift.

Are These Contributions Tax Deductible?

These contributions are tax deductible to the full extent of the law. Please retain your store receipt for tax purposes since it will be the only record you will have of your donation.

*How Matching Gifts Will Be Calculated

Matching Gifts will be calculated after the end of the program. Organizations will receive 100% of all customer donations given to their organization, plus their % of Foodland's \$325,000 matching gift. The portion of the matching gift that each organization will receive will be based on the total dollar amount of customer donations designated to that organization as a % of all customer donations received for all organizations.

Cell Phones Can Be Dangerously Distracting

Safety often is on parents' minds when they buy their children their first cell phone. The gadgets allow children to stay connected and report their activities and whereabouts.



A new study, however, shows that cell phones pose a dangerous distraction to preadolescent phone users.

Published in the February 2009 issue of Pediatrics, the study examined the behavior of preadolescents in simulated virtual street-crossing scenarios, with and without a cell phone. Results indicated that children with cell phones were more likely to be struck (remember, this was a virtual environment) and slower in their response times to oncoming traffic.

"Not only are we increasing their physical danger, because children are distracted and don't pay attention because they're busy texting and playing games and listening to music on their cell phones, we're also decreasing the time that they can otherwise use to directly interact with their peers...they lose the ability to actually use their social skills with other people," said Regina Milteer, M.D. FAAP, a member of the American Academy of Pediatrics' Council on Communications and Media.

Continued on page 4



Aloha Pono Lions Club member and PCAH Program Director Aileen Deese assisted by fellow Lion, Mahinalani Gomez

Waterfront Plaza Health and Community Fair

Prevent Child Abuse Hawaii participated for the second year in the Health and Community Fair at Restaurant Row at Waterfront Plaza on Friday, August 7. Sponsors Hawaiian 105 KINE, Krater 96, Honolulu Star-Bulletin & Midweek, Mix1, and the presenting sponsor, Pacific Office Properties, have been very generous in contributing to this event and making it possible. Thanks to them, there were radio ads running on Hawaiian 105 KINE & Krater 96 and print ads running in Honolulu Star-Bulletin & Midweek to promote the Health & Community Fair.

Hawaii's health and non-profit community connected to feature massages, blood pressure checks, body fat checks, informational booths and giveaways such as airfare to Kauai on Hawaiian Airlines and other great prizes. The health fair staff had also been heavily promoting their event via their Twitter & Isle Unplugged blog, so there was a great turnout of the general public, employees of Restaurant Row, and employees from the Federal Building and courts across the street from Restaurant Row. What a surprisingly big turnout of people who specifically came to get lots of information on how to improve their health and well-being.



Mahalo to all who helped at the Prevent Child Abuse Hawaii booth including Board member Dr. Kayal Natarajan, Aloha Pono Lions Club members and a special mahalo to our Board member Kim Sato for donating all the prizes for the game at the Prevent Child Abuse Hawaii booth. Information was distributed at the Prevent Child Abuse Hawaii booth on prevention of Shaken Baby Syndrome and other forms of child abuse, what you can do to prevent injuries to children, what to do when you suspect child abuse and "Hey, Coach" materials about positive coaching techniques and appropriate discipline.

Cell Phones (continued from Page 3)

Among the consequences of an increasingly cell phone-dependent young generation are:

- .failure to heed traffic laws and physical surroundings;
- .interruption to schoolwork;
- .less meaningful family time; and
- .uncharacteristic brazenness. Many youths say things via text message that they wouldn't dream of saying in person.

The earliest that children should have cell phones, Dr. Milteer said, is around 11 or 12 years of age.

To minimize an early attachment to cell phone in your child, here are some rules to follow:

- .Cell phones should not be used during the school day, except in emergency situations.

- .Cell phones should never be used when children are in parking lots, crossing the street or driving.
- .Cell phone use should be monitored in the evenings, when children should be engaging in family time or completing schoolwork.

Short of becoming Big Brother, there are effective ways to supervise your child's cell phone use. Barebones, prepaid phones are a good option. They allot only a certain number of minutes, keeping conversations short and sweet: "Practice ends at 7" or "I'm on my way home."

Dr. Milteer also encourages parents to be the "keepers of the cell phones," collecting them as kids get home from school and reissuing them for appropriate use.

Submitted by Dr. Kayal Natarajan from an article written by Caitlin O. Smith for the American Academy of Pediatrics News.

Free Brochures on Shaken Baby Syndrome Prevention Available to the Public from Prevent Child Abuse Hawaii

Prevent Child Abuse Hawaii working in collaboration with the Department of Health and other health-related agencies is promoting its Never Shake a Keiki - Shaken Baby Syndrome (SBS) Educational Program throughout the state of Hawaii and in local maternity hospitals with the distribution of free educational brochures printed by sponsor First Insurance Company of Hawaii, Ltd.

Shaken Baby Syndrome is a term used to describe the signs and symptoms resulting from the violent shaking of an infant or small child. Most incidents occur when a caregiver gets frustrated with a crying baby and loses control shaking the child to make him or her stop. The primary goal of the Shaken Baby Syndrome Educational Program is to reduce the incidence of Shaken Baby Syndrome in the state of Hawaii through hospital-based education, media and general community-wide awareness. The project team's goal is to garner the participation of all hospitals and agencies in the state of Hawaii so that the family of each and every newborn will receive this valuable education.

"Research has demonstrated that the tragic deaths and disabling injuries that result from the shaking of infants by their parents or caretakers can be dramatically reduced," said Aileen Deese, Program Director of Prevent Child Abuse Hawaii. "I know of no better way to observe October Domestic Violence Awareness Month than to undertake this public education effort to prevent this tragic form of child abuse."

"All citizens of the state of Hawaii should be aware that Shaken Baby Syndrome is an extremely serious form of child abuse that can result in death or serious injury," said Allyson Cordoni, Nurse Practitioner. "Shaken Baby Syndrome remains a misunderstood, underreported, and secretive form of child abuse. Unlike children who arrive in the emergency room bleeding, bruised or with broken limbs, these patients have injuries that are virtually invisible, and thus more easily denied. We believe parent education can reduce these risks and save infants' lives."

Noteworthy facts regarding SBS include:

- SBS is one of the most violent forms of child abuse, accounting for the majority of severe head injuries in children less than one year of age
- Estimates show that there may be as many as 50,000 SBS cases annually within the U.S.
- Roughly 1/3 of SBS cases are missed the first time
- One quarter of SBS victims die- the remaining are often left with brain damage, hearing and/or sight loss, learning difficulties, seizure disorders, cerebral palsy and paralysis
- Fewer than 10-15% of shaken babies are believed to completely recover
- SBS is preventable. Educating parents as well as caregivers about the hazards of SBS can effectively decrease the number of cases seen.

Aside from seeking additional financial and in-kind support for the Never Shake a Keiki program, PCAH is looking for volunteers who can lend assistance to this effort. For more information about the Never Shake a Keiki program or to order free brochures with tips on what to do if the keiki is crying, please contact Prevent Child Abuse Hawaii at 951-0200.

Never Shake a Keiki (Child)

Why Not? Shaking a baby or child can cause lifelong brain damage, blindness or death...

If the Keiki is Crying:

- Make sure the keiki is not hungry, too hot or cold and does not have a dirty diaper.
- Give the keiki a pacifier
- Stop, sit down and take a deep breath, count to 10 slowly
- Put the keiki in a safe place (such as a crib) and leave the room for a few minutes
- Take the keiki for a ride in a stroller or car
- Play calming music
- If you think the keiki may be sick, call your doctor.
- Call for help-call your family, friends, doctor, or 911
- Do not pick the keiki up until you feel calm

Never Throw or Shake a Keiki!

For more information call:
Prevent Child Abuse Hawaii
(808) 951-0200

Printing of flyers sponsored by:
First Insurance Company of
Hawaii, Ltd.

SANTA AND FRIENDS JOIN PREVENT CHILD ABUSE HAWAII AT ANNUAL CHRISTMAS EVENT

Prevent Child Abuse Hawaii invites the community to attend Breakfast with Santa and to get into the spirit of giving early this year by becoming sponsors for children from abuse shelters at their 23rd Annual Breakfast with Santa fundraiser on Saturday, December 12, 2009, at the Japanese Cultural Center Manoa Grand Ballroom, 2454 South Beretania Street.

“During these difficult economic times our goal is to raise funds to continue programs and add new programs for the keiki of Hawaii. We have been overwhelmed by the generous support of the community in previous years and we hope the community will come out again to support this popular family event,” explains Pat Hashimoto, Chairperson of the Breakfast with Santa event.

Breakfast takes place from 8:30 a.m. to 10:30 a.m. and lunch is from 12:00 noon to 2:00 p.m. A donation of \$20 per person includes a served meal, photo with Santa, clowns, face-painting, games and crafts, costumed characters, magicians and a Christmas gift. The popular costumed characters joining Santa will include Winnie-the-Pooh, Piglet, Tigger, Mickey Mouse, Minnie Mouse, Elmo, Barley, Baby Bop, BJ, Dalmation, Taz, Bugs Bunny, Tweety and Sylvester. Live stage entertainment features Hawaii’s favorite musical entertainers. Children under two are free and will not have a seat or meal but may participate in the activities. A ticket may be purchased for children under 2 if a seat or meal is desired. Children two and older must have a ticket.

Ticket sales start October 1 and tickets can be ordered online at www.preventchildabusehawaii.org or by calling (808) 951-0200. All seats are assigned on tables of 10 with best seating assigned on a first paid, first served basis. Seating is limited and all seats are assigned. All tickets are non-refundable.

“Come and help raise not only some needed funds but a much needed awareness of child abuse, neglect and maltreatment and how we all can do something to prevent such tragic happenings in our island community. You can feel good about helping an agency with a mission of hope for children that have already been born and those that are yet to come,” states Tracy Nakashima, President of the Board of Directors of Prevent Child Abuse Hawaii.

For more information about Breakfast with Santa or information about child abuse prevention programs and activities throughout the year, contact Prevent Child Abuse Hawaii at (808) 951-0200 or visit www.preventchildabusehawaii.org.



Photo Gallery

Oodles & Noodles of Fun!

August 9, 2009



Above: Fan Fan the Clown has a few tricks up her short sleeves...



Above: Board Member Steve Chow and friends carbo load for activities



Right: Board Member Karen Tessier and family can't get enough fun!



Above: Board Member and event co-chair Bonnie Parsons ties one on for one adorable little girl



Below: Lavender Lolly paints up another pretty face

Partner with us in strengthening families

Prevent Child Abuse Hawaii asks for your support in continuing its efforts to further child abuse prevention. Our programs largely depend on private support. Mahalo!

Enclosed is my donation (tax deductible):

- Benefactor (\$200+) Patron (\$100-199) Supporter (\$50-99) Friend (\$10-49)

Name _____

Address _____

City, State, Zip _____

Telephone _____ Email _____

Credit Card # _____

Exp. Date _____ Signature _____

- Enclosed is a check payable to Prevent Child Abuse Hawaii

in the amount of \$ _____

DETACH HERE



Give to Prevent Child Abuse Hawaii while you shop at some of your favorite sites like Apple Store, Barnes & Noble, iTunes, Nike, Nordstrom, Sephora, Target, and Travelocity, just to name a few.

All you have to do is go to <http://www.goodsearch.com>, select GoodShop and you're ready to select from a list of more than 500 merchants. Each participating merchant donates a percentage of your purchases to the charitable organization you designate. Some restrictions may apply. Purchases must be made by entering the merchant site via GoodShop in order for donation to take place.



Prevent Child Abuse Hawaii
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Prevent Child Abuse Hawaii is a chapter of Prevent Child Abuse America.