

THE BSCC NEWSLETTER

Issue 01 • December 2022



Barbara Sinatra
CHILDREN'S CENTER

AWE-INSPIRING STATS

FROM OUR GLOBAL PREVENTION PROGRAM

- Over 700,000,000 impressions on YouTube
- Nearly 60,000,000 single views of videos
- Award winning short film “Are you okay?” with over 8.5 million views.

Click here to watch:

<https://www.youtube.com/watch?v=tJsGGsPNakw>



**Teachers/School Counselors
download material nearly
100 times every day, with
Kindergarten and Grade 1 material
having the most downloads.**

*New York City has the most views within
the U.S., while the most foreign views
come from Bangalore, India.*



SOME COMMENTS FROM OUR VIEWERS:

“Honestly, the “Are you ok” can literally make a person's day. Everyone has problems, so noticing others is the best. I am left alone in school, and nobody tells me if I'm ok or not”.

“Please don't be afraid to immediately tell an adult about these situations if it's happening”

“I'm glad you guys included guys in this, not all abuse victims are women and not all predators are men”

“I'm surprised the characters actually mention events from other episodes. Not gonna lie, it's more entertaining that way. Feels like it's more of a show that way while still teaching something important”.



BSCC CASE STUDY

The client is a 12 year old, Hispanic Caucasian, female.

She was referred to the clinical department after receiving a forensic exam. The client was brought in by her natural mother.

Over the last six months the client had been sexually abused by her stepfather. While the mother worked in the evening, the stepfather would force himself on her. The client experienced him as threatening and she felt fear and intimidation. She told no one of the abuse believing he would hurt her.

During the last incident of sexual abuse, the step father choked her. In an effort to save her life, she decided that night to tell her mother. The young girl stayed up and waited for her mother to come home. The mother came home, the stepfather was asleep on the sofa. The girl went to her mother's bedroom and disclosed the abuse. The mother immediately made a plan to escape with the girl and drive to the local sheriff's office. During the planning, the stepfather noticed the locked door and conversation in the bedroom and became angry, demanding to be let in. The mother and client ran to the car and got inside. The stepfather followed and physically fought to prevent the mother from getting in the car. The mother states she used all of her strength and was able to shut the car door. They left and drove to the sheriff department.



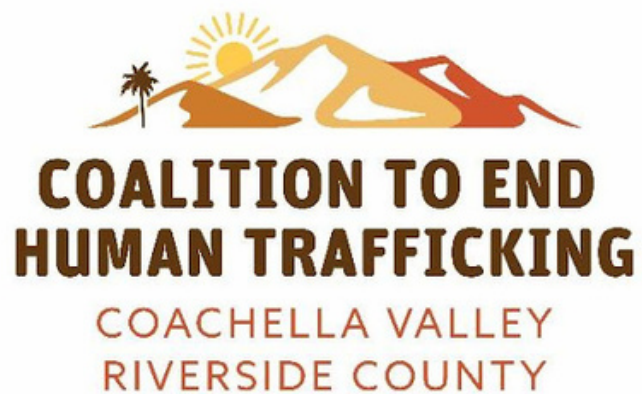
Treatment started immediately. Children and their families are always met with great support, compassion, and interventions to instill hope. Care is provided at each step through the treatment. A thorough intake evaluation was provided which included trauma scales to ascertain a baseline score. The scores reflected significant severity. The young girl presented with nightmares, difficulty falling asleep, poor appetite, hypervigilance, intrusive thoughts, crying spells, and beliefs that the abuse was her fault. Additionally, she felt responsible for “causing” the mother’s relationship with the stepfather to end.

All clinicians at BSCC are certified in Trauma Focused Cognitive Behavioral Therapy (TF CBT). The initial stages of treatment provided psychological education about trauma which include normal reactions to events. The client learned breathing and relaxation exercises and was enrolled in a mindfulness group at the Center. Age appropriate interventions to address cognitions and unhelpful thoughts were provided to work through faulty beliefs about responsibility regarding the abuse. The mother received her own therapy and attended a parenting class to learn best ways to parent, support her child, and address the abuse. The child constructed a trauma narrative through writing about the abuse and created a painting on canvas in the art therapy room.

She was also referred to a Saturday Art Camp day at the Center, complete with fun activities and more skill building. Family conjoint therapy was provided to address the abuse, grooming, ways this stepfather manipulated family members, and reestablish a safe nurturing relationship between the mother and child.

In the middle stages of therapy, the client appeared to smile with ease, have a bright affect, and reported symptom reduction. The trauma scales were readministered and reflected these positive changes and a return to a typical status for a 12 year old child. The end stages of treatment addressed safety issues for the client and the family. The client was educated about safety skills and a safety plan was created. Education and intervention regarding increased awareness and assertive communication, as well as problem solving skills and social skills were provided.





THE COALITION TO END HUMAN TRAFFICKING COACHELLA VALLEY RIVERSIDE COUNTY, IS A BARBARA SINATRA CHILDREN'S CENTER GROUNDBREAKING PARTNERSHIP WITH VARIOUS COMMUNITY PARTNERS, SUCH AS: THE RIVERSIDE COUNTY SHERIFF'S DEPARTMENT'S ANTI-HUMAN TRAFFICKING TASK FORCE, AND MANY MORE THROUGHOUT THE VALLEY.



Barbara Sinatra Children's Center views the trafficking of minors both sexual and labor as is a form of child abuse; therefore, BSCC understands when providing services to youth who have been trafficked or are highly vulnerable to being trafficked, a holistic response (i.e. forensic interviews, treatment, advocacy, healthcare) is needed – from prevention to aftercare for youth and their families.

Given Barbara Sinatra Children's background and expertise in trauma-focused and multidisciplinary approaches, BSCC is uniquely positioned to provide excellent care and response to minors and young adults affected.

The BSCC case manager promptly connects all agencies and individuals together as a team to facilitate efficient and effective responses; empowers victims to leave their exploiter so they can regain control of their future and life; ensure physical and psychological safety; and, ensure access to resources and services:

- **Medical and mental health care**
- **Substance abuse treatment**
- **Educational opportunities**
- **Job skills training**
- **Mentors/advocates**
- **and more**



COALITION TO END HUMAN TRAFFICKING COACHELLA VALLEY RIVERSIDE COUNTY

MISSION

The Coalition facilitates the collaboration of organizations within the desert communities by constructing a united response to human trafficking within Eastern Riverside County and surrounding cities. The Coalition aims to approach these issues within a multi-disciplinary approach of committed partners to provide consistent best practices in the fight against human trafficking in the greater Coachella Valley. The Coalition will put an emphasis on local and international human trafficking, which includes sexual exploitation, sex slavery, forced labor, and domestic servitude through awareness, education, service, and advocacy efforts.

PURPOSE

Our purpose is to promote public awareness in our community through education of individuals, student organizations, social and philanthropic clubs, faith-based organizations, medical providers, and key industries about the existence, indicators, and reporting of suspected human trafficking within the Coachella Valley and its surrounding cities.



BARBARA SINATRA CHILDREN'S CENTER PREMIERS: “OVERCAME: ART OF THE ABUSED CHILD”



EXHIBIT IN GRAND CENTRAL STATION IN NEW YORK AND PETERSBURG AREA ART LEAGUE MUSEUM IN PETERSBURG, VIRGINIA

A few years ago an exhibit of children's art was displayed at Imago Galleries in Palm Desert, courtesy of BSCC Board Member Leisa Austin. Due to the overwhelming response of those who attended, it was determined that the Children's Center needed the exhibit to be experienced by those beyond the Coachella Valley. Hal Gershowitz, Leisa Austin and John Thoresen then worked with the BSCC agency in New York to lay out a plan and build a program that could travel the United States. Hence, Overcame: Art of the Abused Child was born.

*BSCC Board Member Bill Nicholson, PAAL
Volunteer Bruce Harding; Petersburg, VA*

The exhibit contains Eighty-four (84) pieces of original art, each created by a victim and survivor of child abuse, and each reflecting the victim's harrowing experiences and ability to overcome them. The title "OverCame" was an original piece crafted by Maleyna Gregorio during a summer Camp Sinatra Art Camp.

At Grand Central Terminal the exhibit was a week-long affair that saw many people spend considerable time viewing the art. Being the first exhibit, the BSCC had therapists on hand to explain art therapy and to sit with attendees who needed to chat about their personal experiences with abuse.



OVERCAME Maleyna Gregorio.

OVERCAME Influencer Flip Rodriguez.



The exhibit in New York was attended by Diane and Hal Gershowitz, Leisa Austin, Bill Nicholson, and John Thoresen. Friends and supporters of the BSCC who were also in attendance were One Night Only performer, Christine Andreas, and Barbara and Bernie Fromm. The exhibit was also staffed on a daily basis by representatives from our New York marketing agency. Two special guests were also present for the first couple days of the New York exhibit. Former BSCC client Maleyna Gregorio and her mother attended, along with BSCC partner and abuse survivor from NBC's American Ninja Warrior, Mr. Flip Rodriguez. Flip also was present to autograph his new book about his experience and survival of child abuse.

Petersburg spectators.



Children's Center Board Member, Bill Nicholson saw the exhibit in New York and immediately wanted the exhibit in the Richmond area at the Petersburg Area Art League. As the sponsor, Bill was instrumental in not only hosting the exhibit but did a fabulous job of marketing and public relations regarding the installation. On November 10, 2022, Petersburg Area Art League (PAAL) opened its doors to the exhibit. Bill Nicholson serves as PAAL's President and commenced the exhibit with a private event for city officials, educators, artists, and professionals in the field child abuse. BSCC Clinical Programs and Outreach Director Araceli Martinez was available at the exhibit to speak about the effectiveness of art therapy and art therapy programs. Through this opportunity, Araceli was able to collaborate with other

BSCC Board Member Beverly Johnson with spectators.



agencies, such as Child Savers, who service the most at risk children and Youth in the community. Additionally, she had the opportunity to conduct a directive art workshop with a group of 100 African American girls ages 12-17. The girls created self-portraits, gaining insight into self-worth and body image. BSCC Board Member, Beverly Johnson was a wonderful addition to the exhibit. Beverly participated with Bill Nicholson on the Richmond CBS affiliate Morning Program talking about OverCame, Art of the Abused Child and participating in the welcoming party and the PAAL Members only affair the next evening.

The exhibits in New York and Petersburg both had attendance over 1000, and in New York visitors donated over \$5,000 to the Children's Center.

MICHAEL CHILDERS ONE NIGHT ONLY “NEW YORK NEW YORK”

"Nothing short of SENSATIONAL!"



THIS YEAR'S ONE NIGHT ONLY “NEW YORK NEW YORK” WAS A SMASHING SUCCESS!

A big thank you to Producer Michael Childers and his production team, along with Co-Chairs Barbara Fromm and Terri Ketover for creating such a fabulous and well-received event benefiting the Barbara Sinatra Children's Center.

To our wonderful sponsors – thank you! Your support makes the work at the Children's Center possible and we whole heartedly appreciate your kindness and generosity. A special thank you to Hal and Diane Gershowitz BSCC president and Board Member (respectively) who graciously opened their elegant home to host the cast party with Billy Stritch on piano and several members singing the evening away. A fun time was had by all.



To get a flavor of the show, here are just a handful of rave reviews to enjoy.

Barbara Boxer, Former U.S. Senator

"I was so thrilled to be at One Night Only. I actually felt I was on Broadway! Some of those performances will stay with me for a long time they were so powerful. Keep up this incredible creative work and all for the best cause possible."

Susan Stein, Writer, Palm Springs Life

"It was a spectacular hour and 45 minutes of exhilarating energy, fabulous lights, outstanding talent, fun and an incredible collection of music. Thank you for taking me to a place I love more than anything."

Madeline Zuckerman, Zuckerman Marketing & Public Relations

"Michael Childers' sold-out "NEW YORK, NEW YORK" star studded- show at McCallum Theatre was the best "ONE NIGHT ONLY" ever! The production was flawless, magical, and uplifting, with talented Broadway performers supported by top-notch musicians in the orchestra -- all there for all the right reasons -- to support The Barbara Sinatra Children's Center.

Don't miss this extraordinary event next year!
SAVE THE DATE for the next One Night Only -
November 8, 2023

Photo credit: Photographer Lani Garfield



Diane and Hal Gershowitz with Christine Andreas



Julie Garnye', Barbara Fromm, Terri Ketover and Billy Stritch



Front: Michael Childers; Back: Garry Kief, Barbara Fromm, Barry Manilow, Terri Ketover, John Thoresen



Barbara Sinatra
CHILDREN'S CENTER

Barbara Sinatra
CHILDREN'S CENTER FOUNDATION



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