

Mr. Gerbner

This is the
last FindOut

Newsletter we
published.

Our next one's
due out @ the
end of Dec. &
will contain an
article covering →

your
Keynote
in Houston.
Thanks,
Jare

◆ FINDOUT ◆

Volume 3 Issue 2

CORPORATE FUND FOR CHILDREN

September 1994

Canciones de Conciencia Songwriters' Competition Awards Announced at Best of Texas Conference

Corporate Fund for Children is pleased to announce the winners of the *Canciones de Conciencia para Niños - Songs of Conscience for Children* songwriters' competition. Songwriters of all ages, were invited to submit songs for young children that provide a strong, positive alternative message to violence in our communities. The competition, funded by Educare Training Institute, a program of the Center for Initiatives in Education, Southwest Texas State University, was an enormous success, yielding the entry of one hundred and five songs by forty-six Texas songwriters. Of the songs submitted, 21% were in Spanish or both Spanish and English.

Adult Winners

1st place Arturo Zuniga from Mercedes - *SOY UN PEQUENITO BELLO* (I'm a special little person)

2nd place Sue Young from Austin - *HABLANDO Y ESCUCHANDO* (talking and listening)

3rd place Billy Wright from Garland - *HAPPY STREET*

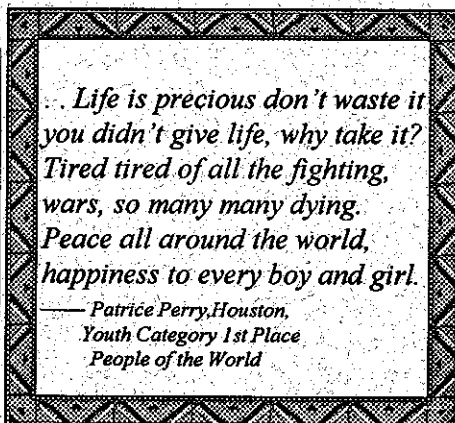
Youth Winners

1st place Patrice Perry from Houston - *PEOPLE OF THE WORLD*

2nd place Tahlon J. Springs from Grand Prairie - *WE CAN MAKE IT HAPPEN*

3rd place Gregg Glass and Xavier Moreno from Austin - *JUST SAY NO TO VIOLENCE*

As a sad confirmation of the times, the youth winners had only to look to the violence in their schools and communities for inspiration. The first place winner, Patrice Perry was moved by the violence that affects on a global level. Patrice, an extremely talented fourteen-



year-old, was twelve when she wrote the song from which the above excerpt was taken.

The winners in the adult category each had different sources of inspiration for their songs. Arturo Zuniga, the son of migrant workers is the coordinator of the MESA project of Migrant Council Headstart. Mr. Zuniga is very aware of the fact that the demands and stressors of everyday survival can undermine the support that children need to receive from parents. *SOY UN PEQUENITO BELLO* is an affirmation that every child is unique and special. Mr. Zuniga is a songwriter who hopes to use songs as a tool to empower both parents and children. Sue Young wrote her song *HABLANDO Y ESCUCHANDO* after reading a newspaper article in which a

gang member cited the need for respect as a motivating factor for youth joining gangs. According to Ms. Young, a bilingual singer/songwriter and preschool Spanish and music teacher, the essence of respecting someone is listening to them. Mr. Billy Wright, an avid soccer fan and originally from Ireland, has lived in Texas for the past several years. While the original inspiration for the song *HAPPY STREET* came from the violence experienced by the children of Ireland, its message represents a wish that all children be able to enjoy their childhood.

The songs selected will be recorded with full instrumentation and used by child care providers and early childhood educators to help children cope with violence in their lives. The quality of the material submitted guarantees that the final cassette recording will be a highly specialized, bilingual musical product for young children and those who care for and educate them. Thank you to the song selection committee:

José Flores, bilingual author and singer/songwriter, Austin Community College

Rosé Reyes, Texas Folklife Resources Touring Coordinator

Juan Tejeda, bilingual singer/songwriter, Guadalupe Cultural Arts Center, San Antonio
Clemencia Zapata, musician, Sason Sound Productions
Rodolfo Trujillo y Briseño, singer/musician, Program Monitor TCADA

And a special *gracias* to the staff and our young judges, the children of Escuela Montessori of Montopolis.

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What's Happening

Educare Training Institute Begins Pilot Process on New Curriculum for Child Care Providers

Violence is a staggering problem in our society, every day news reports are filled with statistics indicating that violence in our community is everywhere. It's on the streets and in the home. Many times the victims of violent acts are the most defenseless members of our community — the children. At the Educare Training Institute, (a project administered through the Center Initiatives Education, Southwest Texas State University), a curriculum has been established to help educators and child care practitioners learn how to effectively respond to violence issues that affect young children.

In a 1993 survey conducted by Corporate Fund for Children, the area that child care providers felt most uncomfortable with was how to react and report evidence of violence in the home. These caregivers expressed a need for more information and practical tools and skills training to help them respond in the most positive and productive manner.

Responding to this need is Educare Training Institute, through a grant from the U.S. Department of Education, ETI gathered experts who work on a daily basis in early childhood settings, and set out to create a bilingual training curriculum. ETI's staff developed a 20-hour core training program that directly addresses the concerns that child care providers have expressed. In addition to ETI's new curriculum, they have presented a number of pilot training programs in Austin, San Marcos and Dallas. The pilot trainings were attended by groups representing public schools, Head Start facilities

and public and private child care centers. This type of specialized training responds to a myriad of issues that affect children who are exposed to violence. These children need early childhood education and educators that can help them build their self esteem, confidence and their ability to interact with their peers.

The training is an interactive format which includes role-playing, question and answer seminars and deals with practical techniques for dealing with aggressive or threatening persons. Many child care practitioners have responded positively to the pilot training programs and to the curriculum materials, which are offered in both English and Spanish.

Future E.T.I. training programs taking place this fall, will feature specialized curriculums for child care practitioners working with infants, youth and family violence shelter training and training for early childhood setting administrators. In September, week long training sessions for trainers will also begin. For more information about the curriculum and training sessions contact Robyn Ferguson at 512/ 245-2438.

Next CDA Scholarship Deadline November 10, 1994.

Scholarships are available for Child Development Associate Credential candidates to cover the cost of the \$ 325.00 direct assessment fee. A limited amount of dollars are also available to cover the cost of training fees as well. Candidates must meet financial eligibility criteria to qualify for the scholarships. To qualify for direct assessment scholarships candidates must have completed 120 clock hours of training, all necessary observations and assignments, and be ready to apply for their direct assessment. The schol-

arship application includes a worksheet so candidates can work through the information to see if they meet the financial eligibility criteria. If they qualify, candidates simply mail the completed application form, the completed direct assessment form, and a copy of their 1993 IRS 1040 or 1040A tax forms for all the people in their household who work to Corporate Fund for Children. Corporate Fund checks the completed application, verifies eligibility, and notifies the candidate of their scholarship receipt. Corporate Fund then processes the paperwork and mails it to the National Council for Professional Recognition.

The next deadline for assessment scholarship applications is November 10, 1994. To receive information about the scholarship process or request a scholarship application form contact Bibi Somyak or April Marcotte at (512) 472-9971.

Corporate Fund for Children Opens Office in McAllen.

Corporate Fund for Children now has a regional office in McAllen, TX. The address is 6801 South 33rd Suite 101, Bldg. M, McAllen, TX 78503. The phone number is (210) 630-2605. Our McAllen site director is Maria Herrera. Maria has a broad base of experience in Information and Referral and human services management. The regional office and Maria's expertise will provide a strong local presence to assist with the work on our community mobilization FACES Project and Two Nations: One Goal Bi-National Children's Agenda.

Maria is currently developing a computerized inventory of child and family service providers in the area. The inventory will become the core of a new information and referral center for the McAllen area.

Capitol Connections

What's Next for the Texas Commission on Children and Youth

The Texas Commission on Children and Youth, which was organized during the 73rd Legislature has been busy holding hearings and getting feedback from Texans on how to improve youth services.

The 18-member Commission, sponsored by Senator Jim Turner (D-Crockett) has the responsibility of developing a comprehensive proposal to improve and coordinate public programs for the children and youth of Texas. Areas the committee is striving to achieve specific goals include education, health care, juvenile justice and family services.

This summer, twelve public hearings were held in the Texas cities of Houston, Huntsville, Laredo, Corpus Christi, San Antonio, Lubbock, Dallas, El Paso, Waco, Edinburg, Bryan, College Station and Austin.

The hearings have brought about a diverse pool of viewpoints, and with the 74th session right around the corner many are wondering what twists and turns legislation may take. Family advocates wonder if there will be any new trends in pro-children policies, or will it be much of the same. In a *Dallas Morning News* article, Senator Turner, expressed that, "The commission will establish a specific and coordinated approach, bringing together the best elements of programs already in existence, with a new road map to guide us to a better future for our kids." Many think that this kind of focused vision can only help the current situation facing the children and youth of Texas. Paul Donnelly, the juvenile justice policy analyst for the Commission on Children and Youth has said of the committee, "We

will not write a report that just sits on the shelf". The commission and the Joint Interim Committee on the Family Code are the two legislative committees primarily charged with writing legislation to be introduced in 1995. This legislation is intended to remodel the juvenile justice system and hopefully stem the growing wave of crime by young people.

This "crisis" of crimes committed by youths is a reality many people are confronted with at a personal level, and an issue few politicians can avoid. For some time now, many lawmakers have directed their attention to "tough on crime" promises revolving around more prisons. Within the past six years Texans have approved four separate bond issues totaling \$3 billion for prison construction. These

"The commission will establish a specific and coordinated approach, bringing together the best elements of programs already in existence with a road map to guide us to a better future for our kids." Sen. Jim Turner, D-Crockett.

messages have been popular with politicians, but times are changing and so is the political rhetoric.

Simply building more jails isn't curbing criminal acts. In 1992, statistics indicated that one in 36 Texans was in prison, on probation or on parole, and if this trend continues, the numbers will be one in 21 by the year 2000.

A logical step for many, is tackling the issue through prevention measures. In a *Dallas Morning News* article, Sen. Turner addressed this

issue and wrote, "...If we do not invest in them now, we will lose the contributions these children could make in the future. Among these children may lie talents that will unlock new technologies, minds that will rid our society of deadly diseases, hands that will build the jobs of the future. If we fail to act, we are robbing ourselves of the limitless potential of our children."

The Commission plans to submit its final report with recommendations to the Governor, Lieutenant Governor, and the Speaker of the House, by December 1, 1994, in preparation for the consideration of the 74th Texas Legislature which convenes in January 1995.

For more information on the hearings and the progress of the Commission, write to:

Texas Commission On Children and Youth, P.O. Box 13106 Austin, Texas 78711, or call 512/ 305-9056.

—Laura Salinas

FINDOUT Electronic Bulletin Board Adds New Information to State News Desk

The electronic bulletin board has added two new information options to the News desk. Current request for proposals and funding deadlines for state and federal grants will go on line September 15, 1994 under option F on the news desk screen. What is up and coming on state and federal funding called Funding News, option N on the News Desk screen will also be available on that date.

You can reach the FINDOUT electronic bulletin board by dialing (512) 477-4323 with your computer modem. A graphical interface shareware has been developed and is available in the file library of the electronic bulletin board system or call Chris Reid at (512)472-9971 for a disk.

Around the State

Texas Education Agency Receives Mixed Reaction to the Goals 2000 program.

As the 21st century, rapidly approaches, many Americans are concerned with how the U.S. will fare in the global market of the future. Will there be an educated workforce capable of competing with an already fierce market? Will Americans have a sense of self esteem and a sense of confidence in their abilities to produce and prosper in the global age?

To ensure that America is prepared for the future, legislators have proposed "Goals 2000", a federal education package based on a series of eight goals. The program which began under the Bush administration was signed into law by President Clinton on March 31 of this year, and if the State of Texas participates in this program, it could bring close to \$60 million into Texas over the next two years.

Goals 2000: Educate America ACT, is the first major school reform legislation in more than a decade, and in an information packet provided by the U.S. Department of Education, the department describe the aims of Goals 2000 are, "To reinvent American schools by creating a framework for establishing high academic and skill standards - and by providing the leadership, and support that states and communities need to help students reach those standards."

Goals 2000, and the \$60 million federal dollars that go along with it has stirred up a variety of reactions -- everything ranging from overwhelming support, to skepticism and suspicion. Conservative groups have voiced their stand on the matter and groups like Concerned Women of America, Texas Eagle Forum and the Texas Family Research center are cautioning that this legislation will invite the "condom crusade" into Texas public schools.

Supporters respond to such allegations as nonsensical. Governor Ann Richards, and Education Commissioner Lionel "Skip" Meno are both in favor of Goals 2000, and Meno described the legislation as one of "The most flexible pieces of federal legislation we've ever had, and it allows the state to basically determine its priorities," because it sets forth national goals but does not require local districts nor states to achieve these goals in a federally prescribed way.

Since President Clinton signed the bill, Congress has approved \$105 million for the project, and last month on July 1st, first year funds were made available. Ermalee Boice of the Texas State Teachers Association was quoted in the *Austin American Statesman* as saying, "I believe it would be criminal

"...the most flexible piece of federal legislation we've ever had, and it allows the state to basically determine its priorities." Education Commissioner Lionel "Skip" Meno describing Goals 2000

to turn down what could be almost \$60 million for our children because of a disinformation campaign."

Meanwhile the Texas State Board plans to take no action before its September meeting, at that time members could decide whether to create a Goals 2000 advisory committee, and ask for \$7.7 million in planning funds. If the legislation is fully funded Texas could receive an additional \$52 million next year.

For more information and comment submittal write:

Office of Policy Planning and Evaluation
1701 N. Congress Avenue,
Austin, Texas 78701-1494, 512/ 463-9701.

—Laura M. Salinas

Education Goals 2000

1) **School Readiness:** By the year 2000, all children in America will start school ready to learn.

2) **School Completion:** By the year 2000, the high school graduation rate will increase to at least 90 percent.

3) **Student Achievement and Citizenship:** By the year 2000, all students will leave grades 4, 8, and 12 having demonstrated competency over challenging subject matter including English, mathematics, science, foreign languages, civics and government, economics, arts, history, and geography, and every school in America will ensure that all students learn to use their minds well, so they may be prepared for responsible citizenship, further learning, and productive employment in our Nation's modern economy.

4) **Teacher Education and Professional Development:** By the year 2000, the Nation's teaching force will have access to programs for the continued improvement of their professional skills and the opportunity to acquire the knowledge and the skills needed to instruct and prepare American students for the next century.

5) **Mathematics and Science:** By the year 2000, United States students will be first in the world in mathematics and science achievement.

6) **Adult Literacy and Lifetime Learning:** By the year 2000, every adult American will be literate and will possess the knowledge and skills necessary to compete in a global economy and exercise the rights and responsibilities of citizenship.

7) **Safe, Disciplined, and Alcohol and Drug-Free Schools:** By the year 2000, every school in the United States will be free of drugs, violence, and the unauthorized presence of firearms, alcohol and will offer a disciplined environment conducive to learning.

8) **Parental Participation:** By the year 2000, every school will promote partnerships that will increase parental involvement and participation in promoting the social, emotional, and academic growth of children.

"SHOTS ACROSS TEXAS" GAINS MOMENTUM

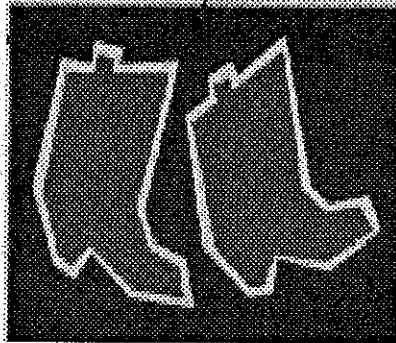
Businesses, associations, agencies statewide, grassroots volunteers and national leaders are moving the *Immunize Your Little Texan by Two/Shots Across Texas Campaign* toward its goal. The goal of Shots Across Texas is to raise the state's immunization rates of children age two and younger from 40% to at least 90% by 1996.

Two hundred thousand dollars (\$200,000.00) in community grants, funded by the Aetna Foundation, were awarded to nine local Shots Across Texas organizations to help them raise their infant immunization rates from 40% to 90% by 1996. The Houston Area Immunization Coalition, Immunization/Wellness Task Force of Austin/Travis County, Angelina County Operation Vaccination, Shots Across Texas Denton County Coalition, Wellness Coalition for South Central Texas, Dallas Area Infant Immunization Initiative, AYUDAS Shots Coalition El Paso, Shots Across Texas Lubbock Style, and Immunization Collaboration of Tarrant County received the Aetna Foundation community grants to pursue their strategic plans for immunizing their communities' children. Shots Across Texas relies on local volunteer coalitions to coordinate immunization clinics, to distribute information to parents and guardians, and to work with local media to disseminate the life-saving message that infant immunizations are vital. The Aetna Foundation community grants were awarded to help collaborative volunteer groups find long-term solutions to local immunization problems.

Shots Across Texas was organized by the Texas Department of Health and supported by the Texas Medical Association and Texas Medical Association Alliance in response to the

Texas Immunization Law that states that Texans under 18 years of age must be fully immunized. To help people get their infants and children fully immunized, grassroots coalitions in nearly every county in the state have been formed by volunteers from the Texas Medical Association Alliance, Red Cross, the Texas Agricultural Extension Service, Rotary, Kiwanis and the Junior League, and other organizations. The 225 local coalitions are combining their creative and collaborative efforts to get infants caught up on their immunizations and to put a permanent system in place to keep infants fully and age-appropriately immunized.

In addition to establishing grassroots coalitions, another creative



approach to raising infant immunization rates is to train paramedics to administer vaccinations. Sixty paramedics in one public health region volunteered to receive twelve hours of training to administer vaccinations. Maribeth Bartz, Immunization Regional Manager for Public Health Region 7, said that the paramedics have donated their time to work in immunization clinics in 30 counties throughout the state. Bartz said that unlike the trauma cases paramedics usually see, immunizing infants gives the paramedics an opportunity to experience closure with their work and to have the opportunity to interact with patients and their

parents. "Paramedics have found it very rewarding," said Bartz. The 12-hour training program can be offered to anyone with a background in health care. Bartz hopes Texas communities short on health care resources will make use of this curriculum.

To educate parents and guardians about the importance of infant immunizations, grassroots Shots Across Texas Coalitions are distributing brochures and posters available in English and Spanish. Dairy Queen is making immunizations a little easier to take by distributing coupons for free kids' cones to children immunized in Shots Across Texas immunization events.

Shots Across Texas has drawn national attention. In a Texas tour sponsored by Anthem Health Plans, former First Lady Rosalynn Carter and former First Lady of Arkansas Betty Bumpers visited four Texas cities to promote childhood immunizations. Carter and Bumpers, founders of the "Every Child by Two" organization, advocate for infant immunizations throughout the United States. Carter and Bumpers selected Texas for their tour site because Texas ranks last in the United States and behind many developing nations in infant immunization rates. In 1992, almost half of the nation's 2,237 measles cases were reported in Texas. "Many parents are unaware that brain damage and even death can result from measles, diphtheria, and whooping cough--diseases easily preventable by immunizations," said Rosalyn Carter.

The Shots Across Texas campaign still needs volunteers to join coalitions around the state. For information about volunteering, call 1-800-252-9152; in the Austin area call 458-7449.

—Alice V. White, Ph.D., Texas Dept. of Health

Community Mobilization Partnerships

Community Mobilization Workshops Provides Different Perspectives

The Best of Texas Conference provided FACES partners the opportunity to meet at a Community Mobilization workshop held as a pre-conference event. Media as a partner, effective use of chambers of commerce in community mobilization and the Texas political process provided different approaches to developing effective community projects. The speakers included Juan Sepulveda of the Rockefeller Foundation, Carlos Guerra, a syndicated columnist at the San Antonio Express News, Bonnie Gonzalez of South Texas Community College, Ramiro Cavazos, Chairman of San Antonio Works and Monica Cruz of the Center for Public Policy Priorities.

Rhodes Scholar Juan Sepulveda described the community mobilization process utilized by The Common Enterprise (TCE) Project, a "think tank" funded by the Rockefeller Foundation and currently involved in setting up community problem solving initiatives in six cities across the country. In his quiet, articulate manner, Sepulveda challenged FACES partners to "get clear" before mobilizing in their communities by asking themselves to examine the who, what, how and why information on community mobilization for their project. Once those questions are answered, Mr. Sepulveda recommend the partners "keep the message simple." He explained that "among the tough issues that you will face are the limitations of collaborative problem-solving, power differences, local buy-in, and the uses of technology - or what the future is going to look like." He strongly advised FACES partners to start small and build over time.

Carlos Guerra of the San Antonio Express News spoke to the partners about how to establish relationships

with the news media. His discussion centered around the economic realities of selling a story. Guerra said, "It would behoove you to do your research and see what issues the media is covering." He advised that establishing a "give and take" relationship with reporters by becoming a reliable source of information was more effective than requesting that your story or event be covered in the media. He also pointed out that "unfortunately, *good* news doesn't sell, so put a *bad* news angle in your story."

Bonnie Gonzalez from South Texas Community College addressed the leadership models that are emerging around the county in response to the "terrific need for new Hispanic leaders". Bonnie underscored Juan Sepulveda's points as key to the development of leadership. She also stressed the importance of education in that process. An educated,

"Try to look at things differently, be curious with the curiosity of a child, and as an organization try to break the mold."

— Gary Hoover founder of Bookstop

well-informed leader is always "one step ahead."

Ramiro Cavazos, Chairman of San Antonio Works and former Executive Director of the San Antonio Hispanic Chamber of Commerce, explained that there are similarities between community organizations and chambers of commerce that make a partnership between two such organizations mutually satisfying. He pointed out that the business community's main goal is "the bottom line . . . to make money." Community organizations and chambers of commerce both advocate for their members or clients and both seek

ing to provide opportunities for their members or clients. This commonality provides a base of understanding from which both types of organizations can begin to work together on common goals. Cavazos suggested that organizations seeking to improve themselves can try the five points provided by Gary Hoover, founder of Bookstop book stores: First of all, try to look at things differently, "Be curious with the curiosity of a child", and as an organization try to "break the mold". Second, know the place and time of your organization in terms of what is happening in your community. Third, define your mission and validate it by adopting appropriate goals and objectives. Fourth, know your client or consumer better than anybody else and "be an ambassador of good will." Fifth and finally have a plan or a chart for the future.

The workshop closed with a presentation by Monica Cruz from the Center for Public Policy Priorities, who shared with participants the types of research and statistics that the Center collects for every city and town in Texas. Her presentation centered on helpful hints for navigating your way around the state capitol during legislative sessions. She pointed out that "there are many, many bills introduced each session that affect our daily lives, and we need to let our legislators know that we are watching. We need to go beyond letter writing campaigns," advised Cruz, "our legislators need to be held accountable to their constituents for their campaign promises."



The Community Mobilization workshop was part of the FACES Leadership Institute which provides ongoing activities for leadership development.

-Elena de la Garza

Family Strengthening

Family Preservation Act Shows Promise for Future Services

In 1993 the United States Congress passed legislation, as part of OBRA '93, to support the development and expansion of services to preserve and support families at risk of abuse and neglect. The legislation is known as the Family Preservation and Support Act. This act creates a new section of Title IV-B of the Social Security Act with a five-year capped entitlement for states to establish services which are designed help all families and children at-risk or in-crisis and community-based services to promote the well being of children and families. Family Preservation services encompass reunification of families and follow-up services for children returned to their home, adoption and other permanency solution services, intensive prevention activities to prevent placement, respite care, and

parent training. Family support services include parenting skills training, including home visits, and support groups, respite care, structured activities that involve children and families, drop-in centers to afford families opportunities for information interaction with other families and staff, information and referral, and early development screening. The federal legislation requires all states to file a state plan. In Texas, the Child Protective Services Division under the Texas Department of Protective and Regulatory Services is in the plan development process. During the last eight months CPS conducted 33 community meetings in 25 communities across the state. In June, they began workgroup meetings with state agencies that deliver child and family services to develop the framework of the Texas state plan. The workgroups will use the information gathered at the

community meetings in developing the framework. The plan is tentatively scheduled to be filed in October or November of 1994. Prior to its completion CPS program staff will meet with various federal agencies to discuss service implementation and delivery issues.

Based on the information available this summer, the plan may include competitive grants for the delivery of comprehensive family preservation and support services in a defined area. The federal instructions available to states at this time strongly encourage geographic targeting of these services. The limited dollars which will be available also suggest that funding be targeted to specific areas or populations. The final federal regulations were not ready this summer. The plan filed by the state will have to wait until it has been checked against the final regulations. Revisions may be necessary.

—Chris Webster Reid

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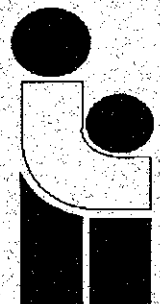
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Best of Texas Conference Honors Innovative Programs

Six Best of Texas Awards Presented to Statewide Programs

On June 17-18, 1994, The Corporate Fund for Children recognized six corporations and state agencies for their distinguished work that is helping to change the future of Texas families and children. The awards were presented in six categories for work that has a long term impact on services to families and children by offering innovative solutions to previously unconquered statewide problems. The categories recognize corporate funding initiatives, government innovation, corporate partnerships, community service for low income children, coalition building, and courageous policy making.

Sesame Street received the **Tom Harris Memorial Award for Community Service** for their long standing work in quality programming for children and families and their Sesame Street PEP Program, an educational program for parents and child care providers which encourages positive interactions among adults and children by using the Sesame Street Program as a vehicle for sharing time together, reading together and learning new skills. The program has been used very successfully with low-income mothers, incarcerated mothers, migrants Head Start families and family child care providers.

The **Texas Maverick Award** was presented to the *State Comptroller's Office for the Electronic Benefits Transfer Project*, a new financial support approach for welfare recipients. The project has stimulated the expansion of ATM services into low-income neighborhoods and has the

potential to save the state millions of dollars in preventing loss, printing and fraud.

The **Greenbacks Award** was presented to the *Levi Strauss Foundation* for their vision to infuse new funding, energy and ideas into services for children. The Levi Strauss Foundation funds family programs across the state as well as supporting child care programs in cities where there is a Levi Strauss presence.

The **Texas Leader's Award** was given to the *Texas Department of Health's Shots Across Texas Program*. This statewide program brought together a board-based coalition of over 100 agencies, organizations and individuals to boost immunization efforts for children. Texas leads the nation in the number of vaccine-preventable diseases. Only 30% of the state's 1.5 million pre-school aged children have received recommended vaccines. Shots Across Texas works to bring the children, the vaccines, and the health care professionals together in the same place.

The **Tell It Like It Is Award** was given to *Attorney General Dan Morales*, for having the courage to suggest that we need to do more than build prisons at a time when most elected officials respond to public demands to just "lock them up". The Attorney General's office has offered some positive alternatives for the juvenile crime rate, as well as start innovative programs in the public schools such as PAPA and the Paternity/Parenthood Program and the hospital project called (VIP) the Volunteer in Paternity Project.

The **Children's Corporate Partner Award** was given to *Scholastic, Inc.* for their work in building exemplary bilingual pre-kindergarten



Corporate Fund for Children Board President Elvira Chavaria and Board Member Brad Duggan present Attorney General Dan Morales the "Tell It Like It Is" Award.

and kindergarten curricula in response to the call for textbook adoption in Texas. Instead of writing material in their corporate office like most publishers, Scholastic reached out to Texas educators and created a visionary program that values the multicultural diversity of our state. The *Scholastic Early Childhood Workshop/El Taller-escolar de Scholastic* is the first balanced bi-lingual curriculum program and the company was recognized for taking the risk in using amateur authors to develop an outstanding product. The curriculum was selected for adoption by the Texas textbook committee in August.

—Laura M. Salinas and Patricia G. Gutierrez

***A Special Thank you to Everyone
that Made Best of Texas 1994 a
Success !***

*American Institute for Learning
Annie E. Casey Foundation
Attorney General Dan Morales
Austin Child Magazine
BFI
Capitol Metro
Center for Public Policies Priorities
Children's Television Workshop
City of Austin
Image Printing
Gilbert Ocañas, Wintex
InterAmerica Technologies Inc.
Governor Ann Richards
Hogg Foundation for Mental Health
Kemron Environmental Services
Levi Strauss & Co.
Patty David Group
Sason Productions
Scholastic, Inc.
Southwest Texas University Educare Training
Program
Stepping Stone Schools
Texas Commission on Alcohol & Drug Abuse
Texas Commission on Children and Youth
TJX Companies
U.S. Census Bureau
The Ventanas Group
Villarreal Hettinger & Associates, Inc.*

**1994 Best of Texas Yearbooks for
Sale Now**

The new yearbooks for 1994 are available now at Corporate Fund for Children. The cost is \$10.00 each. To order call, write or fax to:

Corporate Fund for Children
1611 West 6th Street
Austin, TX 78703-5059
512/472-9971
Fax: 512/472-5845

**Model Programs for 1994 Best of Texas
Yearbook Selected**

Corporate Fund for Children held the annual Best of Texas Conference at the Omni Hotel in Austin on June 17-18, 1994. To say the least it was a huge success! Some 300 persons from around the state attended the marketplace of ideas, model program showcases, pre-conference leadership training on community mobilization, funding information sessions, and the gala award dinner.

This year 79 model programs were selected for inclusion in the Best of Texas Yearbook. The programs represent models in teenage parenting programs, school-age care programs, at-risk youth, professional development, child care, special needs care, substance abuse prevention and child abuse prevention. The process of selecting the programs consisted of organizing a committee to review the nomination forms submitted and rate them according to pre-established criteria to assess geographic distribution, diversity of service, uniqueness of the programs, and opportunities for replication in other communities. A final selection was made of programs that could become exemplars for other communities.

There are many extraordinary people in our great state. Most of them live in places and do things that the media will never write about. None of them will be on the news for having signed a peace treaty or for making movies in Hollywood. They will never get a chance to meet the President, but they are changing America and the future of Texas. They are the designers and developers of the many programs that serve the children and families of our country. Any program can be the best, but it takes extraordinary efforts to convince others that there is a new idea, a solution for a problem no one has explored. This is what the Best of Texas conference is all about! Each program included in the yearbook found the best strategy for improving something urgent in their community, usually with few resources. Many faced enormous obstacles, all of them are at least a year old and they represent a variety of strategies and solutions in both urban and rural communities. ms that could become exemplars for other communities.

There is so much hope in the resourceful solutions created by the Best of Texas Yearbook model programs. They have seen the needs and met the challenge. They are the innovators who have challenged the status quo, tried something new, and dared those who say it cannot be done! In the spirit of collaboration they have gathered partners and available resources, and sometimes without resources, developed new programs. They are the miracle workers who will enrich our state and secure its future. They represent the very Best of Texas!

Patricia G. Gutiérrez

And Congratulations to the Best of Texas

A-Plus Child Care, Orange
Active Parenting of Teens, San Antonio
Adventure Alternatives Austin Wilderness Counseling Services, Austin
Amarillo Steps Ahead Program, Amarillo
At Risk Programs & Services, North Heights Alternative School, Amarillo
Austin Travis County Youth Services, Inc.
AVANCE Prevention and Intervention Program, Houston
Basic Training Program, San Antonio
Because We Care, Fort Worth
Boys and Girls Club of Harlingen, Inc.
BRIDGE San Antonio, El Paso, Dallas, Houston, Austin
Camp Bryan Parenting Program
Camp of the Rising Sun, Corsicana
City of Del Rio Youth Counseling Center
Clothing Master Volunteer Program, Edinburg
Collaborative Efforts in Parenting Education, Uvalde
Develop Me Day Care, Sweetwater
DISD Extended Day Program for Homeless Children & Youth Dallas
Don and Sybil Harrington School/Care, Amarillo
Eagle Wings Child Development Center, Georgetown
Ed White Youth Center, Seabrook
Ellis County School Age Parent Education, Waxahachie
Entre Nosotros Promotora Project, McAllen
Family Assistance Crisis Teams, San Antonio
Family Skills Training Program, Roundrock
Gateway Community Health Center, Inc. Laredo
Goodfellow AFB Child Development Center
Haskell Project PALS, Haskell
Health Care for Homeless Children, Centro del Barrio, San Antonio
Healy-Murphy Center, San Antonio
HIPPY, Beaumont
HIPPY El Paso
HOGAR Family Programs, San Antonio
HOGAR Project, El Paso
Horizon Youth Service, Harlingen
Housing Crisis Center, Dallas
Immunization Drive, Centro del Barrio, San Antonio
KLRU PEP Partnership for Housing, Austin
Lackland AFB Youth Support Flight
Laredo Immunization Coalition

Yearbook Programs for 1994

Laredo Community Access to Child Health
Las Americas Apartments, Hispanic Housing & Education Corporation, Houston
Lollypop Learning Center, Paris
Mainland Youth At Risk, Texas City
Maternal Substance Abuse Program, San Antonio
Mercy Well Baby Clinic, Laredo
Me Too, Texas!, Austin
Mi Escuelita, Inc., Dallas
O'Connor Extended School Day Program, Victoria
Parenting: The Underdeveloped Skill, Amarillo
Parents And Providers as Partners, Fort Worth
Parents Anonymous of Texas, Austin
Parents Plus, Morton
Partnership for Hope - Earned Income Credit Campaign, San Antonio
Positive Parenting, Dalhart
Pre-Kindergarten Community Center, Waco
Producing Responsible Effective Parents Program, Temple
Providence Home & Family Services, Inc., San Antonio
STARS, Schertz
San Antonio Council of Girl Scouts
San Antonio Fighting Back
San Antonio Greater Chamber of Commerce
San Antonio Youth Literacy
San Marcos Early Childhood Collaboration Program
Save Our Children from Abuse and Neglect, San Antonio
Seton Home, San Antonio
Sexual Assault Crisis & Resource Center, San Antonio
Sheppard AFB Youth Support Flight
Stop Child Abuse and Neglect, Laredo
Strategic Intervention for High-Risk Youth, Austin
Su Casa de Esperanza, Inc., Pharr
Texas Gang Activity Prevention Program, Baytown
Una Vida Mejor, Weslaco
Waco ISD After School Activity Program
Widen School Based Service Center, Austin
Work/Family Commission, San Antonio
YMCA Sunset Infant Care Center, Dallas
Youth Opportunities Unlimited Program, Austin
YWCA of Metropolitan Dallas

State Conference Calendar

SEPTEMBER

Practical Parent Education Awareness Sessions, Texas Association of School Boards (TASB), September and October 1994 at the Regional Service Centers Across the State. Contact (512) 463-0222 for more information or your local Regional Service Center.

Lighting the Path for a Brighter Tomorrow. Texas Professional Home Child Care Providers 6th Annual Conference, September 16-18, 1994. Henry B. Gonzales Convention Center, San Antonio, TX. Contact TPHCCA at 9502 Autumn Oaks, San Antonio, TX 78250 for registration information. Note: no registrations at the door.

Attracting Attention to Prevention, September 21-23, 1994, Strengthening Texas through Advocacy, Training and Support (STATS) and Southwest Regional Center for Drug-Free Schools and Communities, Harvey Hotel Dallas, TX, Call (214) 361-5437 for more information

OCTOBER

Intensive Course in Breastfeeding. Texas Department of Health Bureau of Nutrition Services (WIC) Program and Healthy Mothers, Healthy Babies, Austin Chapter. October 10-12, 1994. St. John's Hospital, 2050 Space Park Dr. Nassau Bay, TX 77058. Call (512)458-7440 for registration information.

"Fiesta Play Therapy". University of North Texas and the Association for Play Therapy. Thursday, October 13 - Saturday, October 15, 1994. Hyatt Regency on the River, San Antonio, TX. (817) 565-2656 for registration information. or FAX (817) 565-3801.

Texas Association for the Education of Young Children Annual Conference, October 20-23, 1994. Marriott Hotel, Corpus Christi, TX. Contact (512) 451-2392 for registration information.

NOVEMBER

Experiential Education: A Critical Resource for the 21st Century. The 22nd Annual International Conference of the Association for Experiential Education. November 3-6, 1994. Austin Convention Center and Radisson Hotel on Town Lake, Austin, TX. Contact (512) 454-2991 for registration information.

FINDOUT

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