



FOOTHILLS CHILD ADVOCACY CENTER
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Foothills awarded Community Awareness Grant by the Charlottesville Radio Group

(CHARLOTTESVILLE) July 23, 2014 – The Charlottesville Radio Group has awarded a 2014 Community Awareness Grant to Foothills Child Advocacy Center. The grant will provide Foothills with over \$65,000 in radio advertising time spread equally over the groups’ five radio stations, Newsradio 1070 WINA, Lite Rock Z95.1 (WQMZ), 97.5 3WV (WWWV), ESPN Radio 1450 WVAX, and 106.1 The Corner (WCNR).

Foothills will use the advertising to promote its *Be a Hero for Kids* campaign.

Foothills’ Executive Director Cathee Johnson Phillips said, “We want the adults in our community to know that one doesn’t have to be a superhero to keep kids safe and be a hero for kids. Awareness, knowledge, and advocacy are the strongest weapons that a community can have in the fight against child abuse. We are very grateful to have received this grant and can’t overstate the value of this advertising time in getting the word out, as well as the value of having the expertise of the Charlottesville Radio Group to guide us. Personally, I am ‘wowed’ by the generous level of community support exhibited by this grant program. It’s fantastic!”

The campaign Web site is at www.beaheroforkids.org. To be *Heroes for Kids*, adults should *Be Aware* of the facts, the signs of child abuse, and the impact of abuse; *Be Committed* to the prevention of child abuse; and *Be a Voice* for child victims of abuse and neglect. The Web site includes information on the free trainings that Foothills provides and features a comprehensive list of resources, from how to talk to children about this subject to how to keep kids safe on the Internet. The resources are updated at least monthly, and a blog highlights timely information for caregivers, such as how to keep kids safe at summer camp (www.beaheroforkids.org/blog).

For more information about *Be a Hero for Kids*, contact Johnson Phillips at cjphillips@foothillscac.org or 434-971-7233, ext. 4.

About Foothills

Foothills was established in 2006 as a not-for-profit, accredited agency designed to provide a coordinated system of effective response and intervention to children who have been victimized. Foothills primarily serves Charlottesville and Albemarle County and is an accredited member of the National Children’s Alliance (NCA). Through a grant from BAMA Works, Foothills also conducts courtesy forensic interviews for surrounding counties that do not have a child

advocacy center of their own. Foothills is one of only 15 child advocacy centers in Virginia, and the majority of Virginia's counties and cities do not have access to such a center or the services it provides.

Foothills' goals are to minimize trauma, promote healing, ensure child safety, and hold perpetrators accountable. Foothills provides a safe place for child victims and their non-offending caregivers to meet with Charlottesville/Albemarle Child Protective Services and Law Enforcement staff for forensic interviews and crisis intervention. The child is interviewed at Foothills by a professional who is specially trained in child forensic interviewing, and the non-offending caretakers receive crisis intervention and referrals for ongoing services that support the child or family. More information regarding this process can be found on our Web site, at www.foothillscac.org.

Foothills works with a team of professionals in Charlottesville and Albemarle dedicated to the investigation and prosecution of perpetrators and to the support and treatment of child victims and their non-offending caretakers. The multidisciplinary team (MDT) meets monthly to communicate and collaborate on child maltreatment cases. Cases are reviewed beginning with the victim's initial outcry through investigation, treatment, and prosecution. Communication within the team reduces duplication and keeps victims from falling through the cracks. MDT partners include: Foothills; Charlottesville and Albemarle Child Protective Services; Charlottesville and Albemarle Police Departments; Charlottesville and Albemarle Victim/Witness Services; Charlottesville and Albemarle Commonwealth's Attorney's Offices; Piedmont Court Appointed Special Advocates (CASA); Sexual Assault Resource Agency (SARA); Children, Youth and Family Services (CYFS); Region 10 Community Services Board; and UVA Forensic Nurse Examiners.

For more information, please visit the center's Web site at <http://www.foothillscac.org/> or call 434-971-7233.

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