



**PRESS RELEASE
FOR IMMEDIATE RELEASE:**

**THE CHILD CENTER OF NY RECEIVES GRANT FROM EMPIRE BLUECROSS
BLUESHIELD FOUNDATION**

For immediate release: 1/14/16

Contact: Jennifer Dudley, Director of Development (718) 651-7770 x 301
jenniferdudley@childcenterny.org

NEW YORK, NY – The Child Center of NY is pleased to announce that it has been awarded a generous grant of over \$30,000 from the Empire BlueCross BlueShield Foundation to support The Child Center’s Asian Outreach Program. The gift will help provide mental health screening, information, and counseling to 225 first- and second-generation Asian American students, ages 5-18, who live below the poverty line and attend public schools in Queens.

On January 20, 2016, The Child Center of NY will host a press conference and check presentation featuring key players in the donation. The media event will take place at 10 am in the Main Lobby of the Macari Family Center of The Child Center of NY located at 140-15B Sanford Avenue in Flushing, Queens. On the speaking program will be:

- 1. Stella Aquino: Director, NY Actuarial Valuation at Anthem; Co-Chair of Anthem Associate Resource Group – “Asians Committed to Excellence”**
- 2. Traci Donnelly: CEO and Executive Director at The Child Center of NY**
- 3. Seline Bearman, Clinic Administrator, AOP, Flushing Clinic, and Jamaica Family Center’s Substance Abuse Program at The Child Center of NY**
- 4. Reshma Shah: Project Director, Asian Outreach Clinic at The Child Center of NY**
- 5. Sung Min (Anderson) Yoon: Project Director, Asian Outreach Clinic at The Child Center of NY**
- 6. Hui Joo and David Song: Mother of child and child who received services from the Asian Outreach Clinic**



There is a huge need for the services this grant will help to foster. Asian Americans are the fastest-growing ethnic group in New York City, and newly immigrated Asian children

and adolescents face significant risks for mental health and substance abuse issues. Language barriers and strong cultural taboos against receiving mental health services have meant that many children do not get the help they urgently need. And a recent Mashable report indicates that Asian Americans face yet another challenge that often flies under the radar: a growing number of Asians -- approximately 2 million -- are living in poverty.

The Asian Outreach Program works to overcome these obstacles by partnering with school staff to identify abused and troubled children, providing therapy for these children in the neutral space of their schools, and providing information and counseling to families in their home languages.

Results have been strong: Over the last year, 191 children received on-site counseling at their schools through the Asian Outreach Program, and 87% of these achieved one or more of the goals they set together with their therapists. Program staff have also educated hundreds of parents, teachers, and community members about the signs of neglect, abuse, and mental illness. This has meant fewer incidents of abuse, and increased referrals to The Child Center's mental health clinics.

The grant from the Empire BlueCross BlueShield Foundation will enable The Child Center to reach more students and expand the Program's efforts.

"We are deeply grateful for the Empire BlueCross BlueShield Foundation's support of our Asian Outreach Program, and the faith in our work that it represents," said The Child Center of NY's Chief Executive Officer, Traci Donnelly. "Since its inception, Asian Outreach has played a crucial role in reaching severely troubled, abused, and neglected children who would otherwise slip through the cracks. This gift will strengthen our ability to give these kids the help they need and deserve, and get the word out about The Child Center's Asian clinics. We are very excited to receive this funding and to have a strong community partner in Empire."

"The Empire BlueCross BlueShield Foundation is pleased to support The Child Center of NY as part of our commitment to enhance the health and well-being of individuals and families in the diverse communities that Empire serves," said Stella Aquino, Director, NY Actuarial Valuation, Empire BlueCross BlueShield. "This is a wonderful



opportunity for us to ensure Asian American children in Queens have access to services that will help them grow up to be healthy, happy adults.”

About The Child Center of NY: The Child Center of NY’s mission is to strengthen children and families with skills, opportunities and emotional support to build healthy, successful lives. Founded in 1953, it is a multiservice organization that annually reaches more than 16,000 children from birth through young adulthood at more than 50 school and community locations. The Child Center works in four main program areas: early childhood education; behavioral health; prevention and family support; and youth development. The Child Center is based primarily in Queens but also serves children and families in Brooklyn and Manhattan. To learn more, please visit www.childcenterny.org.

About Empire BlueCross BlueShield Foundation: Through charitable grant making, the Empire BlueCross BlueShield Foundation promotes Empire BlueCross BlueShield’s inherent commitment to enhance the health and well-being of individuals and families in communities that the company serves. The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to healthcare challenges. To learn more, please visit <http://anthemcorporateresponsibility.com/cr/foundation/>.