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“No More Silence” Video Debuts to Local Early Care Educators June 5

(Merced, CA) – If your child suffers sexual abuse, it is more likely than not that someone your family knows has committed the abuse.

The new DVD “No More Silence” addresses important facts that parents and guardians should know to help protect children from abuse. Local child care providers will be the first to view the video starting June 5 at 6pm.

“People want to believe that if they keep their kids away from ‘strangers’ that they will not suffer sexual abuse but the sobering fact is that is not true,” said Jami Westervelt, Senior Director of Programs and Operations at Great Valley Center. “It is important that parents know that and that there are resources for help.”

In addition to facts and abuse resources, the video also features vignettes showing parents what actual conversations with children might look like around the sensitive subject. Parents of older children have the option to replay the vignettes and view them with their children as they feel appropriate.

Great Valley Center had the video produced in both Spanish and English and used both female and male actors to portray both parents and children. The actors in the examples also represented a variety of ethnic backgrounds.

“It was important to us that families can relate to those on the video as much as possible,” Westervelt added.

GVC and Merced County Office of Education/Early Care and Education Department will debut the collaborative DVD project at a session of the Early Care and Education Training Institute in Merced next week. Westervelt said it made sense to debut the video for the first time through a partnership, since those partnerships have brought it this far. GVC met with local agencies including MCOE, Merced County Human Services Agency and Valley Crisis Center to develop program content and all provided video development assistance.

“We are very proud to say that so many organizations in Merced County came together to contribute to make this project better,” Westervelt said. “Any one agency working alone would not have been as successful.”

GVC secured funding to produce the video as part of a year-long child abuse prevention program funded by the Department of Health and Human Services Administration for Children and Families. GVC also hopes to provide training in some migrant education classrooms in Merced County this summer as part of the program.

Westervelt cited the partnership with MCOE as vital to the video, with MCOE staff contributing heavily to the production, including MCOE Caring Kids Program Manager/Behavior Support Specialist Monica Adrian who led script development and narrated the video. The MCOE Merced Educational Television program (METV) produced the video.

The video will post onto the Great Valley Center website in the coming weeks: www.greatvalley.org. For more information on the prevention program or video, contact Westervelt at (209) 522-5103, ext. 122 or email jami@greatvalley.org. For information on the Early Care and Education Training Institute, phone Lydia Cortez with MCOE at (209) 381-6793, ext.6104 or email LCortez@mcoe.org.

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