

Contact:

Michele Winterstein, PhD

Executive Director

For The Child

Phone: (562) 422-8472 FAX: (562) 422-1102 Web: www.forthechild.org

E-Mail: Michelew@forthechild.org

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FOR IMMEDIATE RELEASE**For The Child's Mobile Mental Health Treatment Vehicle on Display at Governor and First Lady's Conference for Women and Families**

(For The Child, Long Beach, CA) –

For The Child will be an exhibitor at the Governor and First Lady's Conference for Women and Families on Tuesday, September 26th. Instead of the normal table, chair and picture display, For The Child will be rolling its colorful 35' mobile mental health treatment vehicle into booths 342-348.



On most school days For The Child delivers innovative mental health services to elementary school children in the Long Beach Unified School District with this vehicle. It was designed to eliminate travel and other barriers that stop abused and neglected children and those with serious mental health problems from receiving the assistance they need to heal and have a better future. This mobile vehicle was funded through a grant from the Governor's Office of Criminal Justice Planning (now the Office of Emergency Services).

One of the innovative programs this mobile takes to schools is Parent Child Interaction Therapy (PCIT). PCIT is a successful behavioral parent-training program that provides intervention with young children, 2-7, with oppositional, disruptive or aggressive behavior problems. Parent and child are observed playing and interacting through a two way mirror by a trained therapist who coaches the parent via "bug-in the ear" technology. The mobile vehicle has a specially designed space to provide PCIT.

For The Child is a Long Beach nonprofit organization whose mission is to prevent child abuse, to provide child abuse treatment to help young child abuse victims and their families recover from the trauma and to deliver family-focused mental health services in schools and in the community. A description of FTC's programs is available online at www.forthechild.org or a brochure may be requested by calling (562) 422-8472.

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