



Fall 2013

News and Information for Parents, Educators and Donors

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## Instructions Not Included: Fussy Baby Program provides parents and caregivers with much-needed support

Babies routinely both meet and defy their parents' expectations. Cute as they are, some babies surprise their parents with sleeping problems, difficulties feeding and hard-to-soothe crying. Other babies may come with health challenges, prematurity or enter the world during a difficult time for their family.

In any case, parents are apt to worry about their baby's overall well-being, and they want to meet their child's unique needs. They worry, too, about whether they're doing a good enough job for their baby and his or her early development.

Since babies don't come with an instruction manual to guide their parents and lessen their worries, Southwest Human Development's Fussy Baby Program is a welcomed support.

The Fussy Baby Program, a component of Southwest Human Development's toll-free Birth to Five Helpline, was started by the Erikson Institute in Chicago. This free program provides telephone support throughout Arizona and home visitation within Maricopa County for parents and other caregivers who have questions or concerns during their baby's first year of life.

Excessive crying, commonly known as colic, is highly stressful for parents and caregivers, and is a frequent reason they call for support. Parents and caregivers also call for help addressing any other questions or worries they may have related to parenting their child.

The overall goal of the Fussy Baby Program is to help parents feel more confident in their ability to parent their child, even though they may be having a difficult time in the beginning.

Specialists work in partnership with each family, taking time to develop approaches and solutions that

are the best fit for their child and family. Parents can feel isolated during their child's first year and it's important that this program helps them feel understood and not alone with their concerns.

Last year, Southwest Human Development's Birth to Five Helpline received more than 3,700 calls from parents and caregivers concerned about their child's development. Of those calls, nearly 180 were referred to the Fussy Baby Program and Southwest Human Development's early childhood specialists conducted more than 80 home visits with families.

### Providing help when she needed it the most

The mother of a six-month-old, premature baby called Southwest Human Development's Fussy Baby Program after being referred by her baby's pediatrician. Her baby, she said, cried for long periods each day and was very difficult to soothe. She, in turn, had begun to feel "incompetent" and "unsuccessful" as a mother. She was deeply disappointed that she was not enjoying her baby or the experience of motherhood the way she had expected.

To provide support and ease her feelings of helpless, a Fussy Baby specialist began visiting this mother and baby in their home. During these visits, the mother talked about her inability to calm her baby, about feeling overwhelmed and her own days on end of tears. The specialist could see the baby, spend time with the mother to think together about the baby and empathize with the mother's feeling "unprepared" for the baby's early birth and subsequent challenges.

Together, the mother and the Fussy Baby specialist explored what might be contributing to the baby's fussiness. They talked about some of the challenges for babies that come with prematurity. They



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Southwest Human Development  
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## Dr. Daniel B. Kessler named 2013 Health Care Hero

*Phoenix Business Journal honors Valley health care professionals*

Dr. Daniel B. Kessler, medical director of the Children's Developmental Center at Southwest Human Development, was recognized by the Phoenix Business Journal as one of the Valley's 2013 Health Care Heroes.

Winning the honor in the Physician category, Dr. Kessler was among 30 finalists nominated for the annual awards. Other categories included Nursing, Community Outreach and First Responder.

Dr. Kessler has been a board-certified developmental and behavioral pediatrician for more than 30 years. Since joining Southwest Human Development in 2011, Dr. Kessler has helped build an innovative, transdisciplinary Feeding Program and a comprehensive team of medical and developmental professionals who serve young children at the Children's Developmental Center. His areas of expertise include autism spectrum disorders,



ADHD/ADD, behavioral problems, learning disabilities, emotional adjustment and self-regulation.

To learn more about Dr. Kessler and the Children's Developmental Center, please visit [www.swhd.org/cdcenter](http://www.swhd.org/cdcenter).

## COMMUNITY COLLABORATIONS

### Child Libraries Program

*Providing child libraries in low-income communities to help develop early literacy skills*



Southwest Human Development's Child Libraries Program provides libraries in Valley communities to increase access to children's books and help young children better develop the early literacy skills they need for school success.

Part of Southwest Human Development's Raising A Reader Program, each child library receives 75 new children's books, a table and two chairs, two bookcases and a reading rug.

Through generous funding by Virginia G.

Piper Charitable Trust, Southwest Human Development has been able to place child libraries throughout the Valley. The first three child libraries were provided to Hope Women's Center in central Phoenix, Downtown Urban Community Kids in south Phoenix and Windrose Villa Apartment Community in north Phoenix.

To learn more about Southwest Human Development's early literacy programs, please visit [www.swhd.org/literacy](http://www.swhd.org/literacy).

# Arizona Working Poor Tax Credit renamed, donors no longer need to itemize

*Changes double the number of Arizonans who can now receive this benefit*

The State of Arizona recently approved changes to the state's charitable tax credit that not only renamed the credit, but doubled the number of Arizonans who may now receive this benefit.

Formerly the Working Poor Tax Credit, the revised Arizona tax credit will be called Contributions to Qualifying Charitable Organizations.

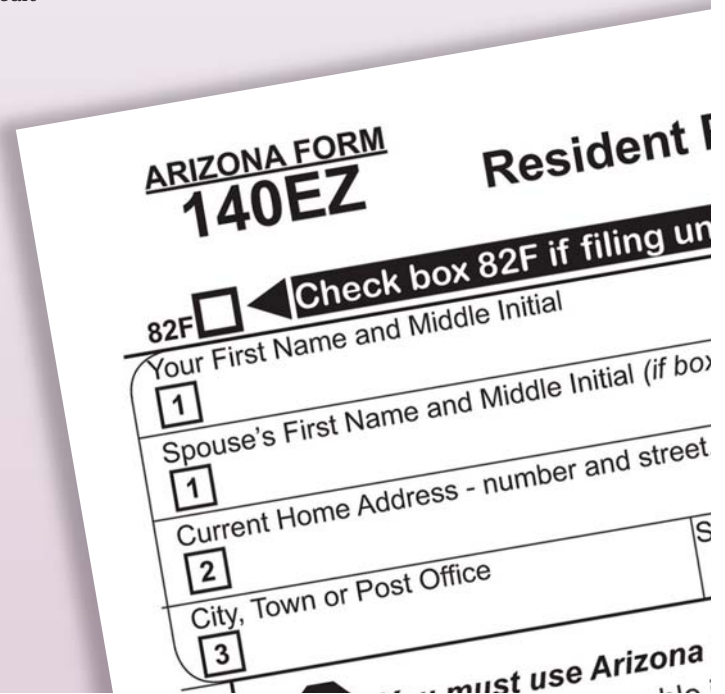
While much of the tax credit remains unchanged, the biggest development is that this dollar-for-dollar credit is now available to all Arizona taxpayers. In previous years, taxpayers were only able to claim this benefit if they itemized their state deductions.

So what does this mean for donors like you?

By making a donation to Southwest Human Development, you may receive up to a \$400 Arizona tax credit each year! For every dollar you donate, taxpayers filing as "Single" or "Head of Household" may receive up to a \$200 credit and those filing as "Married Filing Joint" may receive up to \$400.

For more information or questions about Arizona's charitable tax credit, please visit [www.swhd.org/TaxCredit](http://www.swhd.org/TaxCredit).

To make a year-end contribution to Southwest Human Development, please call (602) 808-GIVE (4483) or visit [www.swhd.org/YearEnd](http://www.swhd.org/YearEnd).



## Wells Fargo partners with Raising A Reader Adds financial literacy component to eight-week curriculum

Southwest Human Development's Raising A Reader is an early literacy program that educates parents about the importance of early literacy and how they can build literacy skills in their young children to help them enter school ready to learn.

Through its focus on integrating books and stories into the family routine, Raising A Reader introduces parents to important developmental milestones and concepts of healthy brain development. During each workshop, parents engage in an interactive "mommy and me" format that allows them to practice the techniques they have learned.

Generous funding from Wells Fargo in 2012, and again in 2013, enabled Southwest Human Development's Raising A Reader program to be provided at three low-income apartment communities in Phoenix's Maryvale neighborhood.

These special eight-week sessions also incorporated financial literacy events in addition to the regular curriculum. Topics



included basics of money management and banking services, credit scores, how to use debit cards, saving for retirement and how to open a checking and savings account.

Raising A Reader families, as well as other residents of the community, were able to attend the financial literacy events and many of the attendees who participated had little-to-no understanding of banking and only the most basic financial literacy skills.

For more information about Southwest Human Development's Raising A Reader program, please visit [www.swhd.org/rar](http://www.swhd.org/rar).

## Fussy Baby *cont. from cover*

considered what the mother thought was helpful to the baby—even just a little. They noticed together during the visits subtle things the mother did that brought some relief to the baby as well as moments in which the baby and mother "found each other" and were warmly connected. It had been hard for the mother to see those things in her struggle to care for the baby. They developed an individualized plan of what she could do during bouts of her baby's intense crying that could help her stay calm and perhaps better soothe the baby.

During follow-up conversations with the Fussy Baby specialist, the mother expressed her gratitude for the support she received through the Fussy Baby Program during a very difficult time in her life. She felt comforted by her ability to share her thoughts and feelings about her difficulties without being judged or told what to do.

For more information about the Fussy Baby Program, please visit [www.swhd.org/FussyBaby](http://www.swhd.org/FussyBaby), or contact the Birth to Five Helpline at 1-877-705-KIDS (5437).



## In the Spotlight

### Contributions to Southwest Human Development are eligible for Arizona charitable tax credit

The State of Arizona offers up to a \$400 tax credit to people who support qualifying charitable organizations like Southwest Human Development.

With recent changes to this tax credit, it is no longer necessary to itemize your deductions in order to receive this dollar-for-dollar benefit. This state tax credit can also be claimed in addition to any public or private school tax credits you may be receiving.

For more information, please visit [www.swhd.org/TaxCredit](http://www.swhd.org/TaxCredit) or call us at (602) 808-GIVE (4483). To make a donation online, visit [www.swhd.org/YearEnd](http://www.swhd.org/YearEnd).

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