

**Hard Rock Café Images: Faces of Success Event  
Was a Major Success  
Outreach for Sacramento's at risk Kids & Youth - A Picture Summary**



After Event Group Shot; Hard Rock Crew, Many of the Artists and Co-Sponsors Members

Thanks to Mark Storm from the Hard Rock Café in Sacramento, our Images: Faces of Success Event, which was held on September 30, 2007, was a major success. Attendance was well over 100 people from a diverse cross section that included all ethnic groups, outreach services and program providers, local talent, artists & celebrities, community leaders, educators, business owners, law enforcement, and most importantly kids and youth.

There was a lot of great energy and excitement throughout the event, and very positive feedback afterwards with many of the attendees wanting to join hands in a collaborative manner to move the ball forward for future events.

The event was held to raise awareness of the greater Sacramento areas need to do better and improve on meeting challenges and outreach for at risk youth. The event was co sponsored by the Sacramento Branch of the NAACP and the California Alliance for Families & Children (CAFC).

In order to avoid a "youth crisis" in the Sacramento area (like some other cities in our nation) there are issues and problems we must collectively address today to prevent such a crisis tomorrow. Remember, Sacramento is the most diverse city in California and is growing everyday; adding new families with more new children and youth.

Some communities in the greater Sacramento area are doing better than others and we applaud them for their efforts, but the time has come for all of us to care about our neighboring communities who still face many challenges, and need our collective help.

To think that we are not affected by the problems from another community could not be farther from the truth. With Sacramento's mass transit system connecting all of the communities in the greater Sacramento area together, and the fact that many youth drive cars; it is easy to see how troubled youth can freely move about the whole area. Having constructive positive programs for kids and youth in some areas are badly needed, and we must all help, no matter where we live in the region.

One example is that many of the youth problems being experienced in the downtown Sac area are from youth from other communities in the greater Sacramento area.

While we have relied on government to address our problems at the state and local levels, it is only by everyone coming together, including the private sector, that we are going to be able to really tackle the complex problems we face as a whole.

Many at risk youth are from broken homes and single parent structures. This often occurs because our family law courts are marginalizing one of the parents from children's lives. There is now very strong evidence based research and longitudinal studies that shows this is a major problem and that it is leading to higher rates of juvenile delinquency. Children who have two parent involvements are at much lower risk and policy effecting family law and juvenile law must be seriously reexamined to assure that more children have strong two parent involvement. Where needed, policy needs to encourage two parent involvements, reduce conflict between the parents and better education and mentoring programs for parents, especially very young parents.

Ironically in a recently released report by UNICEF this last February, 2007, on the "Well Being of Children" in the 21 Wealthiest Countries, the US comes in second to last at number 20, barely outdoing the UK . The report measured and compared child well-being under six different headings or dimensions: material well-being, health and safety, education, peer and family relationships, behaviours and risks, and young people's own subjective sense of well-being.

In the latter measure, young people's own subjective sense of well-being, the US came in at number 21, last place. The only one we measured in the middle third was Health & Safety, and the US also has the highest rate of single parent family structures of any industrialized nation. *(Please see attached edited 4 page copy of the UNICEF report following the picture summary)*

We certainly realize that we are not responsible for solving the US problems as a whole, but we can expect that we do address our problems in the Sacramento region.

The old adage, "an ounce of prevention is worth a pound of cure" couldn't say it any better, regarding some of the difficult challenges that are affecting Sacramento's kids and youth. Mark Storm / Hard Rock Café, the Sacramento Branch of the NAACP and the California Alliance for Families & Children recognize this profound truth – we must act now!

We want to sincerely thank: Mark Storm & the Hard Rock Café for hosting this very important event - DJ Destiny for providing sound and tunes - KSFM 102.5 DJ, Big Al for Emceeing the event - Mrs. California for taking the time from her very busy schedule to show her support - Butter Scotch for making this event a priority in her busy schedule and her great performance - Greg King and his step dance group for a great performance and the wonderful work they are doing in reaching out to youth - Reggie & Tony Von for the outstanding work they are doing with their basketball outreach program and the fine young men that attended the event – Ray Upchurch, Producer; Daddy Hunger, for his great work and message - Hip Hop artists the Given - Betty Williams, Dr. George King, Rory Kaufman and the rest of the Sac. NAACP – Monty Schmidt, Earthtone School of Music - and Ms. Pearl, MADDPAD Productions for her dedication, assistance and much appreciated help with organizing and working the event.

Please take the time to view the rest of the pictures and summary on the remaining pages. For additional information about the event or inquiries and what you and others can do to help please contact: Michael Robinson [wm\\_robinson@comcast.net](mailto:wm_robinson@comcast.net), 916-749-4033 OR Sac NAACP, 916- 447-8629.

Thank you,  
Michael Robinson  
Executive Director & Founder (CAFC)

*\*For a complete copy of the UNICEF report on child well being, please visit: [http://www.unicef-irc.org/cgi-bin/unicef/download\\_insert.sql?PDFName=&ProductID=445&DownloadAddress=/publications/pdf/](http://www.unicef-irc.org/cgi-bin/unicef/download_insert.sql?PDFName=&ProductID=445&DownloadAddress=/publications/pdf/)*



Mark Storm, Executive Manager, Hard Rock Café (front center). (Back row left to right) Rory Kaufman, (Speakers Nunez Office) Miss California, Big Al, (KSFM 102.5) Butter Scotch, (3<sup>rd</sup> place winner of Americas Got Talent) and Mike DJ Destiny (Official DJ for the Sacramento Kings)



(Left to right) Michael Robinson (CAFC and Co Sponsor of the event) Lady Love (artist) and Denise De Luz (1<sup>st</sup> VP, Sac NAACP, Co-Sponsors of event)



(Left to right) Michael Robinson (CAFC, Co Sponsor of the event) David De Luz (California Dept. of Corrections official) and his wife Denise De Luz (1<sup>st</sup> VP Sac NAACP, Co Sponsor of event)



Monty Schmidt (Earthtone School of Music) and Butter Scotch, (3<sup>rd</sup> place winner of Americas Got Talent)



(Left to right) Victoria Ann (singer/artist) her son Ricky Curran and Butter Scotch, (3<sup>rd</sup> place winner of Americas Got Talent)



Crowd Shot, invited guests



DJ Destiny at his deck (Official DJ for the Sacramento Kings)



Mark Storm, Executive Manager, Hard Rock Café and Big Al, (KSFM 102.5)



Victoria Ann (singer/artist) Dr. George King (Sac NAACP & Assembly Speakers Office)  
And Rory Kaufman (Sac NAACP & Assembly Speakers Office)



David De Luz (California Dept. of Corrections official) and Ms. Pearl (MADDPAD Productions)



Butter Scotch, (3<sup>rd</sup> place winner of Americas Got Talent), Sonny B. (R&B artist) and Mark Storm (Hard Rock Café)

UNICEF  
Innocenti Research Centre

Report Card 7

Child poverty in perspective:

# An overview of child well-being in rich countries

**A comprehensive assessment of the lives  
and well-being of children and adolescents  
in the economically advanced nations**

For every child  
Health, Education, Equality, Protection  
ADVANCE HUMANITY



**UNICEF**  
**Innocenti Research Centre**

*The true measure of a nation's standing is how well it attends to its children – their health and safety, their material security, their education and socialization, and their sense of being loved, valued, and included in the families and societies into which they are born.*

## CHILD WELL-BEING IN RICH COUNTRIES: A SUMMARY TABLE

The chart below presents the findings of this *Report Card* in summary form. Countries are listed in order of their average rank for the six dimensions of child well-being that have been assessed.<sup>1</sup> A light blue background indicates a place in the top third of the table; mid-blue denotes the middle third and dark blue the bottom third.

		Dimension 1	Dimension 2	Dimension 3	Dimension 4	Dimension 5	Dimension 6
Dimensions of child well-being	Average ranking position (for all 6 dimensions)	Material well-being	Health and safety	Educational well-being	Family and peer relationships	Behaviours and risks	Subjective well-being
Netherlands	4.2	10	2	6	3	3	1
Sweden	5.0	1	1	5	15	1	7
Denmark	7.2	4	4	8	9	6	12
Finland	7.5	3	3	4	17	7	11
Spain	8.0	12	6	15	8	5	2
Switzerland	8.3	5	9	14	4	12	6
Norway	8.7	2	8	11	10	13	8
Italy	10.0	14	5	20	1	10	10
Ireland	10.2	19	19	7	7	4	5
Belgium	10.7	7	16	1	5	19	16
Germany	11.2	13	11	10	13	11	9
Canada	11.8	6	13	2	18	17	15
Greece	11.8	15	18	16	11	8	3
Poland	12.3	21	15	3	14	2	19
Czech Republic	12.5	11	10	9	19	9	17
France	13.0	9	7	18	12	14	18
Portugal	13.7	16	14	21	2	15	14
Austria	13.8	8	20	19	16	16	4
Hungary	14.5	20	17	13	6	18	13
United States	18.0	17	21	12	20	20	–
United Kingdom	18.2	18	12	17	21	21	20

OECD countries with insufficient data to be included in the overview: Australia, Iceland, Japan, Luxembourg, Mexico, New Zealand, the Slovak Republic, South Korea, Turkey.

This *Report Card* provides a comprehensive assessment of the lives and well-being of children and young people in 21 nations of the industrialized world. Its purpose is to encourage monitoring, to permit comparison, and to stimulate the discussion and development of policies to improve children's lives.

The report represents a significant advance on previous titles in this series which have used income poverty as a proxy measure for overall child well-being in the OECD countries. Specifically, it attempts to measure and compare

child well-being under six different headings or dimensions: material well-being, health and safety, education, peer and family relationships, behaviours and risks, and young people's own subjective sense of well-being. In all, it draws upon 40 separate indicators relevant to children's lives and children's rights.

Although heavily dependent on the available data, this assessment is also guided by a concept of child well-being that is in turn guided by the United Nations *Convention on the Rights of the Child*.

## *Main findings*

- *The Netherlands heads the table of overall child well-being, ranking in the top 10 for all six dimensions of child well-being covered by this report.*
- *European countries dominate the top half of the overall league table, with Northern European countries claiming the top four places.*
- *All countries have weaknesses that need to be addressed and no country features in the top third of the rankings for all six dimensions of child well-being (though the Netherlands and Sweden come close to doing so).*
- *The United Kingdom and the United States find themselves in the bottom third of the rankings for five of the six dimensions reviewed.*
- *No single dimension of well-being stands as a reliable proxy for child well-being as a whole and several OECD countries find themselves with widely differing rankings for different dimensions of child well-being.*
- *There is no obvious relationship between levels of child well-being and GDP per capita. The Czech Republic, for example, achieves a higher overall rank for child well-being than several much wealthier countries including France, Austria, the United States and the United Kingdom.*
- *Overall, approximately 80% of children in the countries under review are living with both parents. But the range is considerable – from more than 90% in Greece and Italy to less than 70% in the United Kingdom and 60% in the United States. Results: In Chart 4.4.1 among the OECD countries the proportion reporting living in lone parent family structures varies from 7.0 per cent in Italy to 21 per cent in the United States. The US has significantly higher proportions of this type of family structure than all other OECD nations.*

**Note:** This document contains only 3 pages from the full report. For a complete copy of the report please visit <http://www.unicef-icdc.org/presscentre/indexNewsroom.html> .