

# NEWS IN BRIEF



July 24, 2008

“Clothes Make the Man. Naked people have little or no influence on society.”  
(Mark Twain.)

## Ambassadors of Caring Awards

Nominations are being accepted for the Ambassadors of Caring Awards for Profiles in Caring.

### ELIGIBILITY

**REQUIREMENTS:** Awards given to small, community-based nonprofit organizations. Winning organizations will also appear on a television feature to be broadcast both nationally and internationally.

**DUE DATE:** Ongoing

**AWARD AMOUNT:**  
\$10,000

**INFORMATION:** For more information contact:

*Profiles In Caring, 1959 South 4130 West, Unit I, Salt Lake City, Utah 84104; (801) 972-9472, Or; [contact@profilesincaring.org](mailto:contact@profilesincaring.org); Or, <http://www.profilesincaring.com/ambassadors.asp>.*

## FROM THE SECTION OFFICE

### SUMMER SAFETY

Free BoatUS Online Boating Course: a free online boating safety course conducted by the BoatU.S. Foundation for Boating Safety and Clean Water is available at [www.boatUS.org/onlinecourse](http://www.boatUS.org/onlinecourse).

The course covers a broad range of topics for both power and sailboaters and is an excellent training resource for camps to use a part of their training. The course is NOT a certification course that will meet ACA standards, however, it is an excellent refresher on boating rules and regulations.

<http://www.redcross.org/services/hss/sumsafety/>

- Boating Safety
- Water Safety
- Sun Safety
- Hiking/Camping Safety

## SPECIAL ALERT

The 2008 ACA-Indiana/ISU Extravaganza will take place in Terre Haute, Indiana on October 28th and 29th, 2008 at Indiana State University.

On October 28th, 5 concurrent professional training/certification courses will be offered.

On October 29th, the Section board meeting will start at 11:00 AM.

The afternoon will include a student mentoring/recruitment hour, concurrent professional development sessions, a keynote speaker, and a social.

For a variety of reasons, the planning committee has opted not to have the summer camp job fair

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## TECH TIPS

*The CAN-SPAM Act was passed in 2003 to protect people from illegal spam. It requires email to give recipients an opt-out method and it requires that commercial email be identified as an advertisement and include the senders physical postal address.*

*Deceptive or unwanted email can be reported to the FTC by forwarding a copy of the message, including all headers, to [spam@uce.gov](mailto:spam@uce.gov) for investigation and prosecution.*

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Tangible stuff. The **Ludwick Family Foundation** funds a wide range of nonprofit organizations, mainly by providing financial support for **program supplies and equipment**.

Grant range: **\$5,000 - \$50,000**.

Deadline: **July 1 - September 1, 2008. More info:**

<http://www.ludwick.org/Display.asp?Page=Guidelines>

## FOOD SERVICE

Have you considered sending a driver to your local Bakery Outlet Store, like Hostess, Pepperidge Farms, etc? If you buy enough for a whole week (freeze what you won't use within 4 days), you could save over 50% on bread, buns, etc. Visit them ahead of time to set up a purchasing agreement; they might even have your order ready for you when you arrive each week.

Angel Food: is a nonprofit, nondenominational organization dedicated to providing grocery relief to communities throughout the United States. The program stems from President Bush's Faith-Based Initiatives and operates out of a warehouse built with government money. The program began in 1994 with 34 families in Monroe, GA and grown to serve thousands of families every month across the USA. There are no eligibility restrictions. Each month's menu is different and typically includes frozen meat items, canned goods, pasta/rice/beans and more. Generally one unit of food assists in feeding a family of four for about one week or a single senior citizen for almost a month. Specialty packages such as steaks, chicken and pork are also available for a separate cost. For more information, to see the menu or find a distribution site near you go to [www.angelfoodministries.com](http://www.angelfoodministries.com). Camps ARE eligible as well!

## STANDARDS SECRETS

While it is still early in the summer season, the ACA Camp Crisis Hotline has already identified a number of trends in the types of calls we receive. Add these resources to your own crisis management toolkit and be even more prepared!

The most common type of call we have received relates to medical issues (pinworm, lice, scabies, chicken pox, Hepatitis B, HIV, Norovirus, etc.). Excellent resources are:

- [Centers for Disease Control and Prevention](http://www.cdc.gov)—they have important fact sheets on virtually every disease
- [The National Pediculosis Association®, Inc.](http://www.headlice.com)—a resource center for information on head lice
- [Association of Camp Nurses](http://www.campnurses.org)

## THREE YEARS of COPPING WITH COPPA

By Andrew Ackerman

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COPPA, the Children's Online Privacy Protection Act went into effect in April 2000. While we are not aware of any summer camp yet being fined, the Federal Trade Commission (FTC) has handed out some pretty stiff penalties so far:

2/27/03: Hershey Foods Corporation - \$85,000 \* 2/27/03: Mrs. Fields Cookies - \$100,000 \* 4/22/02: The Ohio Art Company (Etch-A-Sketch) - \$35,000 \* 2/14/02: American Pop Corn Company (Jolly Time) - \$10,000 \* 10/2/01: Lisa Frank, Inc. - \$30,000 \* 4/19/01: Looksmart Ltd. - \$35,000 \* 4/19/01: Monarch Services, Inc., et al. (Girls' Life) - \$30,000 \* 4/19/01: Bigmailbox.com, Inc. - \$35,000 \* 7/21/00: Toysmart.com - prevented from selling customer data in bankruptcy proceedings

Even Amazon.com has been accused of violating COPPA. Clearly, COPPA is here to stay.

The good news is that most child-focused websites are coming into compliance with COPPA. According to an FTC survey of child-focused websites conducted one year after COPPA went into affect and released in April 2002, 72% of the 144 sites surveyed collected children's personal information online. Of these sites collecting personal information:

89% had posted privacy policy

47% mechanisms in place to obtain parental consent

18% \*might\* have been exempt from the requirement to obtain parental consent (more on this below)

The bad news is that 35% of the sites collecting personal information that needed to obtain parental consent did not. Furthermore, the FTC survey covered only the sites' apparent compliance. Since the FTC did not actually audit the sites to be certain that the policies were being followed in practice, the number of non-compliant sites could be much higher. In fact, a New Jersey Law Journal article dated December 29, 2003 about COPPA compliance by summer camps, schools, and sports clubs states that most such organizations are not actually in compliance... even though they think they are!

### A quick review

Essentially, COPPA was passed to protect children from being exploited by online marketers. A child under 13 doesn't necessarily have the good judgment to know when not to disclose his or her personal information (e.g., name, address, email, telephone number) so the idea of requiring verifiable parental consent makes a lot of sense. Unfortunately, how Congress went about doing this was hideously complex.

NOTE: Explaining the full ins and outs of COPPA would take more space than we have here. We'll try to hit on the highlights of what this means for summer camps below. Links to more information on COPPA are listed at the end of this article.

The information presented here does not necessarily reflect the views of ACA Indiana. Special thanks for contributions: Bunk1, JYI, ACA Indiana Education Committee, Gary Forster/Y-USA Camping Update, ACA Indiana archives,

COPPA likely applies to you if your website has any of the following features:

- Pictures of campers posted online
- An online camp newsletter that include campers' names (or other information)
- Contests, raffles or games that require users to provide information to play
- Message Boards and/or Chat Rooms (including "guest books")
- Allows users (of any age) to sign up for an emailed newsletter
- Allows users (of any age) to contact camp via email or webform
- (the list goes on...)

### What camps must do to comply

What exactly your camp has to do depends on exactly what your website does and, as importantly, how it does it. Here are just a few of the steps you may need to take:

- **PROMINENTLY** post a link to your privacy policy on your website home page and on any page where personal information is collected.
- Password protect any part of your website where pictures or other personally identifiable information (e.g., pictures, full names) is displayed.
- Ask for the user's age whenever data is collected.
- Get verifiable parental consent before using data collected from children under 13. COPPA is very specific on how to do this and it is not easy. You typically need a signed letter or fax, a valid credit card number, or a toll free telephone number that a parent can call with a operator available and trained to determine if the caller is in fact an adult.
- Allow the parent to review information submitted by the child and delete it if they so request.
- Monitor message boards and chat rooms so that no submissions from children under 13 are posted live without review (to ensure that they do not inadvertently reveal their personally identifiable information). Alternatively, you must prevent children under 13 from using Message Boards and Chat Rooms.
- At the same time, you cannot condition the child's participation in the website on collection of more information than is reasonably necessary.

Obtaining parental consent is by far the most onerous provision of COPPA. Fortunately, the following uses of data submitted by a child may be exempt:

- You may use an email address provided by a child under 13 once to answer his or her specific questions. After you respond, the information provided must be deleted.
- If the child was writing to subscribe to an email newsletter, you can use the email address to email the newsletter as often as it comes out. The parent must still be **notified** and, if he or she objects, the child's information must be deleted. Furthermore, the information can only be used for the email newsletter subscription and must be deleted when the subscription is cancelled.

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**REMINDER:** August 4<sup>th</sup> – 11<sup>th</sup> – Wilderness First Responder Course – Indiana State University

Field Campus – Brazil