

Prevent Child Abuse Nevada Strategic Plan 2017-2021



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Status of Child Maltreatment in Nevada

The Impact of Child Maltreatment

Studies have continuously shown that child maltreatment has far reaching consequences for victims, families, the community, and the economy. Young victims of child maltreatment suffer from impaired development and problematic behaviors that continue even after the child has been removed from the abusive environment. Even when the child has been exposed to consistent positive parenting experiences from adoptive parents, foster parents, and parents who have changed their abusive behaviors, the child still may suffer.⁵ Also, the effects of child maltreatment may vary depending on the circumstances, the child, or the environment. The consequences can be short-term or last a lifetime.¹

Child maltreatment, in addition to impacting the victims and families directly, impacts communities as a whole economically when taking into consideration both direct and indirect costs. The annual estimated cost of child maltreatment is 80.2 billion dollars. Direct costs consist of hospital, ambulance, law enforcement and state agency involvement; while indirect costs consist of diseases and disability later in life as a result of adverse childhood experiences, life-long therapy, and involvement in the criminal justice system. In addition, long-term economic consequences are present in the lives of victims of child maltreatment. Women who have been exposed to abuse and neglect have been shown to have fewer years of formal schooling, lower IQ scores, less employment and lower earnings, while men have shown to be less likely to be employed in skilled jobs.²

Due to the risks and consequences of child maltreatment, for the child victim, for the families, and for the community as a whole, the importance of the prevention of child maltreatment cannot be overstated.

Child Maltreatment Statistics in Nevada

The Nevada Division of Child and Family Services reported that from July 2014-June 2015, there were 14,542 investigations of child abuse and neglect and 20% (3,019) of those investigation resulted in substantiated cases of child maltreatment.³ In addition, there were 4,543 children in Nevada who lived in out-of-home care in 2014; and unfortunately, there were 14 child fatalities resulting from child maltreatment in Nevada.⁴

The resources Nevada currently has to offer continue to be challenged and cannot keep up with the growing population. Nevada continues to be one of the fastest growing states in the nation,

experiencing an average annual population growth rate between 4% and 7%. The need for the focus to be on the most beneficial child welfare tool – prevention – now becomes obvious.

The increasing economic pressures on the state of Nevada makes any attempts to reduce taxpayer burden an important factor in any policy decision. Since studies have shown that we can save taxpayer dollars as well as reduce trauma to child victims simply by re-directing the exorbitant costs of foster care in Nevada (\$101 million per year) into prevention, family preservation and family support services, the economic benefit of such services are clearly logical steps. Equally as important, these short-term economic tax benefits can then be transformed into long-term economic benefits for victims.

References

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3. Data Book as of September 30, 2015 Division of Child and Family Services Department of Health and Human Services - State of Nevada <http://nic.unlv.edu/pcan/files/Data%20Book%20-%20Sept%202015%20-%20DCFS.pdf>
4. United States Department of Health and Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau, 2014 <http://www.acf.hhs.gov/sites/default/files/cb/cm2014.pdf>
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Introduction

The Prevent Child Abuse Nevada (PCANV) Strategic Plan was developed to further the Prevent Child Abuse America (PCAA) mission to prevent the maltreatment of all children in the United States and will serve as a guide to address the issue that child maltreatment is preventable. The following plan outlines strategies towards accomplishing PCANV's five overarching goals and was created to provide the needed efforts to establish resources, programs, and policies to prevent child maltreatment in Nevada. Each goal is broken down into on-going, short term, and long term objectives defined as:

- **On-Going:** secured funding, objectives are currently in place and being maintained;
- **Short Term:** secured funding, objective requires further development;
- **Long Term:** requires additional funding in order to develop and/or implement.

This plan will be reviewed regularly to ensure PCANV is on track with stated objectives. The Status of Child Maltreatment in Nevada will be updated on an annual basis to ensure the most recent information is available. At the end of the 5-year period, the plan will undergo a formal review process to determine the most appropriate strategies and objectives.

Mission

The Mission of Prevent Child Abuse Nevada is to ensure that Nevada's children thrive in safe, stable, and nurturing environments and relationships. Through providing education, advocacy, and awareness, Prevent Child Abuse Nevada aims to inspire communities to prevent all forms of child maltreatment.

Vision

The vision of Prevent Child Abuse Nevada is to be the leading community resource and partner for child maltreatment prevention, to empower adults to take the responsibility of preventing child maltreatment upon themselves, and to encourage the community to make children and their safety a priority in Nevada.

Overarching Goals

- 1. Prevent Child Abuse Nevada Chapter Infrastructure** – Increase the effectiveness of Prevent Child Abuse Nevada by building internal capacity through board development, staff development, and staff expansion.
- 2. Community Resource** - Expand a statewide network of individuals and agencies dedicated to preventing child maltreatment in all its forms.
- 3. Public Awareness** - Increase public awareness about child maltreatment by information dissemination, partnerships with other prevention issue groups, and attending statewide events.
- 4. Trainings and Prevention Programs** - Strengthen affiliated prevention organizations across the state by identifying and reinforcing best practices using research-based models by developing, implementing, supporting, and conducting innovative trainings, prevention programs, professional development opportunities and by co-sponsoring the Annual Conference.
- 5. Advocate to Improve Child Safety** - Influence public policy, programs, and practices that strengthen families and protect children by regularly distributing information regarding child maltreatment prevention initiatives, activities, legislation, and campaigns.

Prevent Child Abuse Nevada Strategic Plan

Overarching Goal 1: Prevent Child Abuse Nevada Chapter Infrastructure - Increase the effectiveness of Prevent Child Abuse Nevada by building internal capacity through board development, staff development, and staff expansion.

Strategy 1.1: Prevent Child Abuse Nevada Chapter Development

Objective 1.1.1. Facilitate Advisory Board Development

- On-Going – Maintain a statewide advisory board including membership guidelines, member positions, and documentation of board structure and responsibilities.
- On-Going – Strategically recruit new board members to fill the needs of the Board.

Objective 1.1.2. Facilitate Advisory Board Engagement

- On-Going – Coordinate quarterly update meetings and committee meetings.
- On-Going – Provide opportunities for Advisory Board participation in events and activities that will spread awareness of the importance of preventing child maltreatment.

Objective 1.1.3. Internal Staff Professional Development

- On-Going – Attend and participate in Prevent Child Abuse America chapter meetings, webinars, and other opportunities to gain information relevant to child maltreatment.
- On-Going – Prevent Child Abuse Nevada will submit presentations to and attend at least 2 local conferences per year, preferable one in Northern Nevada and one in Southern Nevada.
- Long Term – Build internal capacity for expertise on the latest national trends and research related to child maltreatment and prevention activities by attending national trainings and conferences.

Objective 1.1.4. Maintain Prevent Child Abuse Nevada Charter with Prevent Child Abuse America

On-Going- Secured funding, objectives are currently in place and being maintained

Short Term- Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

- On-Going – Work with Prevent Child Abuse Nevada staff and advisory board to complete self-assessment to meet annual chartering objectives.
- Short Term – Upkeep of all documentation and chapter growth to maintain national affiliation and aid in the charter renewal process.

Objective 1.1.5. Develop A Monitor Procedure of Strategic Plan

- On-Going - Maintain procedures and instruments for use by the advisory board to monitor and review progress, at minimum, on an annual basis. This includes the Strategic Plan and Annual Report.
- On-Going – Internal annual review of references and revisit Strategic Plan every 5 years to make major adjustments for following 5 year plan.
- Short Term - Create a monitoring procedure to check progress on implementation on an on-going basis and use this information to refine the work that is being done and make adjustments to activity plans as needed.
- Short Term – Regular internal staff meetings prior to advisory board meetings for updates.

Strategy 1.2: Increase Sustainability and Growth of the Prevent Child Abuse Nevada chapter

Objective 1.2.1. Secure Funding Sources

- On-Going – Search and apply for federal and local grant funds to support and grow chapter activities.
- On-Going: Seek donations and in-kind gifts, and sustain a partnership with sponsors to develop annual fundraising efforts to maintain chapter activities.
- Short Term – Continue implementing annual fundraising activities that will assist with chapter sustainability.
- Long Term – Foster board culture that strengthens individual commitment of financial support of the organization.
- Long Term - Develop an annual formal fundraising activity that will expand chapter activities.
- Long Term – Move to a more proactive approach to secure a financial reserve of \$100,000 to support and sustain chapter activities.

On-Going- Secured funding, objectives are currently in place and being maintained

*Short Term-*Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

Objective 1.2.2. Sustain Prevent Child Abuse Nevada Staff

- On-Going – Retain funding for an Outreach Coordinator, Program Coordinator, Enough Abuse! Outreach Coordinator, and a percentage of Director of Programs.
- Long Term – As funding allows, increase staff to include a development director and other support staff as needed for activities.

Overarching Goal 2: Community Resources - Expand a statewide network of individuals and agencies dedicated to preventing child maltreatment in all its forms.

Strategy 2.1: Strengthen a Statewide Network of Prevention Partners in Nevada

Objective 2.1.1. Enhance the Statewide Network of Prevention

- On-Going - Conduct outreach activities for individuals and related organizations and councils in Nevada, determine prevention needs statewide, and develop an interest and commitment in prevention statewide.
- On-Going – Maintain relationships with substance abuse coalitions, domestic violence coalitions, sexual assault prevention coalitions statewide, and other related groups to reinforce partnerships for potential outreach activities, trainings, and presentations.

Objective 2.1.2. Increase Statewide Network Communication

- On-Going - Provide frequent communication to statewide network regarding information from Prevent Child Abuse America, local and national training opportunities, new research, and local and national events.
- On-Going - Conduct biannual webinars and partnership update web conferences with the prevention network to stay connected and assess the ongoing needs at a statewide level.
- Short Term – Refine the statewide network of individuals dedicated to the prevention of child maltreatment.
- Short Term – Develop a communication plan for statewide networks to present learning and professional opportunities.

On-Going- Secured funding, objectives are currently in place and being maintained

Short Term-Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

Overarching Goal 3: Public Awareness - Increase public awareness about child maltreatment by information dissemination, partnerships with other prevention issues, and attending statewide events.

Strategy 3.1: Review, Provide, and Promote Materials and Information with Awareness of and Sensitivity to Geographic, Racial, Ethnic, and Cultural Practices and Differences to Diverse Audiences

Objective 3.1.1. Develop Print and Electronic Materials for the Community

- On-Going - Prevent Child Abuse Nevada will actively promote its affiliation with Prevent Child Abuse America and utilize/adapt national materials and materials from other states for local use.
- Short Term – Create communication tools and messages that provide a consistent voice for child abuse prevention efforts including current facts, trends, costs, etc. including writing and submitting op eds.

Objective 3.1.2. Distribute Materials and Information for the Community via Electronic Platforms and Community Events

- On-Going - As a statewide organization, Prevent Child Abuse Nevada will review and promote information, and attend community awareness events to disseminate material to the general community and other participating organizations.
- On-Going – Maintain and update social marketing tools such as Facebook and Twitter to provide the community with information related to child maltreatment prevention, child development, positive parenting practices, and other relevant information.
- On-Going – Provide a monthly update with Prevent Child Abuse Nevada News, Prevent Child Abuse America News, Family Events, Policy Updates and other new resources.
- On-Going – Maintain chapter website with the most up to date news, data, and resources, and current trends in child maltreatment prevention.
- On-Going – Moderate online resource directory of prevention resources and collaborate with 211 to disseminate referral information.
- Short Term – Create a plan to maximize online visibility including the optimization of search engines and a redesign of the Prevent Child Abuse Nevada website.

On-Going- Secured funding, objectives are currently in place and being maintained

Short Term-Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

Strategy 3.2: Increase Visibility of Prevent Child Abuse Nevada and Establish the Chapter as a State Leader in the Prevention of Child Maltreatment

Objective 3.2.1. Enhance Public Relations with Media

- On-Going – Act as a statewide resource for media and other professionals to provide current facts about child maltreatment in Nevada.
- Short Term – Develop a public relations plan to build relationships with local media.
- Short Term – Develop a press kit for Advisory Board Members and Staff to respond when the media reaches out.
- Short Term – Develop and submit public responses to parent-child conflict and adult/community responsibility when appropriate.
- Short Term – Develop ‘earned media’ by ensuring press are informed of all Prevent Child Abuse Nevada events and activities via press releases, media advisories, and personal outreach to media contacts when appropriate.

Objective 3.2.2. Leadership in Public Awareness of Child Maltreatment

- On-Going – Maximize Pinwheels Campaign for awareness and fundraising.
- On-Going – Identify and capitalize on opportunities to speak at community conferences or meetings on related issues (e.g. NASW, NevAEYC, NPHA, NNDA).
- Short Term – Design and plan targeted marketing strategies to increase public awareness of PCANV and the prevention of child maltreatment.
- Short Term – Develop a statewide prevention volunteer recognition process.

Objective 3.2.3. Leadership in Public Awareness of Specific Issues Related to Child Maltreatment

- On-Going – Child Maltreatment Prevention: Implementation of a statewide Pinwheels for Prevention Campaign in April, Child Abuse Prevention Month.
- On-Going – Intimate Partner Violence Prevention: Work with community partners to promote and sustain the Choose Your Partner and Caregiver Carefully Campaign and Expect Respect.

On-Going- Secured funding, objectives are currently in place and being maintained

Short Term-Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

- On-Going – Child Sexual Abuse Prevention: Coordinate the Task Force on the Prevention of Sexual Abuse of Children and utilize joint funding to bring the Enough Abuse Campaign to the state at large.
- Long Term – Be a statewide resource for information regarding bullying prevention.

Objective 3.2.4. Maintain Partnerships to Stay Involved with Other Relevant Public Awareness Prevention Issues

- On-Going – Build strategic partnerships and new relationships for deeper connections to communities to maximize statewide awareness.
- On-Going – Stay Active in Safe Haven Law Implementation: Coordinate Safe Haven workgroup to prevent infant deaths. Work with community partners to educate them about the Safe Haven Law to keep children who are surrendered safe. This can be done through media releases, information included in parent and teen educational programs, and by linking information on various community websites. Lead the state of Nevada in information surrounding the Safe Haven Law.
- On-Going – Participation with Child Death Review, Domestic Violence Fatality Review, and Substance Abuse Coalitions: Maintain a partnership with these review teams in order to share information and implement joint strategies to prevent fatalities due to child maltreatment.

Overarching Goal 4: Trainings and Prevention Programs - Strengthen affiliated prevention organizations across the state by identifying and reinforcing best practices using research-based models in organizational operations, and by developing, implementing, supporting, and conducting innovative trainings, prevention programs, professional development opportunities and co-sponsoring the Annual Conference.

Strategy 4.1: Continue to Reinforce the Six Protective Factors in Nevada to Organizations that Serve Parents and Children

Objective 4.1.1. Encourage Nevada Based Prevention Programs to Intentionally Incorporate the Six Protective Factors as a Foundation for Their Work (Programs include early care and education, home visiting programs, head start programs, Medicaid and Check Up programs, faith-based, and any other relevant community based programs)

- On-Going – Prevent Child Abuse Nevada will ensure that this model is included, where appropriate, in trainings that are produced and provided by Prevent Child Abuse Nevada.
- Short Term – Prevent Child Abuse Nevada will serve as a resource to provide technical assistance and resources to those seeking to incorporate this model.
- Short Term – Conduct a statewide needs assessment to determine which programs would be appropriate to incorporate this model and conduct outreach to these programs.

Strategy 4.2: Promote and Conduct Evidence-Based and/or Research Based Educational Trainings and Professional Development Opportunities

Objective 4.2.1: Provide Professional Development Opportunities

- On-Going – Provide professional development opportunities that address child maltreatment prevention for professionals and youth serving-organizations in the community including, but not limited to: school personnel, early childhood through college, youth-serving organizations, behavioral health and medical professionals, and the general community (in English and Spanish).
- On-Going – Organize and co-sponsor the Annual Nevada State Child Abuse Prevention and Safety Conference to provide continuing education units.

On-Going- Secured funding, objectives are currently in place and being maintained

Short Term-Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

- On-Going –Evaluate the effectiveness of all trainings provided by Prevent Child Abuse Nevada.
- Long Term – Develop new trainings based on community needs that relate to the prevention of child maltreatment.

Objective 4.2.2: Promote Professional Development Opportunities

- On-Going – Promote professional development opportunities for organizations including, but not limited to: school personnel, early childhood through college, youth-serving organizations, behavioral health and medical professionals, and the general community.

Strategy 4.3: Promote and Conduct Evidence-Based and/or Research Based Educational Prevention Programs and Classes for Parents, Youth, and the General Community

Objective 4.3.1: Provide Classes for Parents, Youth, and the General Community Related to the Prevention of Child Maltreatment

- On-Going – Provide awareness trainings that address child maltreatment prevention to educate parents, youth, and others in the community (in English and Spanish).
- On-Going – Identify and work with additional parenting programs to include information on child maltreatment prevention when appropriate.
- On-Going – Provide train the trainer opportunities for professionals to increase available classes for parents, youth, and community members.
- On-Going – Evaluate the effectiveness of all trainings provided by Prevent Child Abuse Nevada.
- Long Term – Develop or offer new classes based on community needs that relate to the prevention of child maltreatment.

Objective 4.3.2: Promote Parent and Youth Classes

- Short Term – Promote existing parenting programs in the state whose goal is to prevent child maltreatment.

On-Going- Secured funding, objectives are currently in place and being maintained

*Short Term-*Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

Overarching Goal 5: Advocate to Improve Child Safety – Influence public policy, programs, and practices that strengthen families and protect children by regularly distributing information regarding child maltreatment prevention initiatives, activities, legislation, and campaigns.

Strategy 5.1: Advocate on Federal and Local Levels to Create and Sustain Policies that Aid in the Prevention of Child Maltreatment

Objective 5.1.1. Identify Local and Federal Policies Related to Child Maltreatment

- On-Going – As a statewide organization, Prevent Child Abuse Nevada will review state policies and provide feedback with awareness of and sensitivity to geographic, racial, ethnic, and cultural practices and differences.
- On-Going – Monitor current local and federal policies related to child maltreatment that would impact children and families in Nevada.

Objective 5.1.2. Increase Policy Updates Communication

- On-Going – Provide information regarding local and federal policies to the community to stay current on issues related to child maltreatment.
- On-Going – Provide information regarding child maltreatment prevention in Nevada for the Children’s Legislative Briefing Book.
- Short Term – Develop a capacity in the Prevent Child Abuse Nevada network to provide feedback in person or in written format when important policies are under review.
- Short Term – Develop a policy agenda that includes strategic objectives, relevant research, and policies that have been shown to be effective.
- Short Term – Continue developing strategic partnerships with others who will spread the prevention message and advocate for resources.

Strategy 5.2: Build a Formal Network of Key People and Organizations Who Will Work with Prevent Child Abuse Nevada to Advocate for the Prevention of Child Maltreatment

Objective 5.2.1. Build Relationships with Key Stakeholders who currently Advocate for Issues Relating to the Prevention of Child Maltreatment

On-Going- Secured funding, objectives are currently in place and being maintained

Short Term-Secured funding, objective requires further development

Long Term- Requires additional funding in order to develop and/or implement

- Short Term – Identify specific agencies and individuals that would be involved in related advocacy work and develop a formal relationship with regards to advocacy activities.

Objective 5.2.2. Conduct and Promote Advocacy Trainings and Provide Resources for the Community

- On-Going – Provide advocacy education classes to providers and parents in the community to enhance advocacy skills.
- On-Going – Provide statewide advocacy tools and resources through multiple mediums, including the PCANV website and awareness events.