



Prevent Child Abuse
Nevada

2012 – 2013 Annual Report



Prevent Child Abuse Nevada Annual Report

July 1, 2012 – June 30, 2013

Prevent Child Abuse Nevada (PCANV), a chapter of Prevent Child Abuse America, has had a very productive year. From participation in national awareness campaigns to classes targeted at some of Nevada's most troubled youth, Prevent Child Abuse Nevada has established itself as one of the most prominent voices in child abuse prevention in the state of Nevada. Through collaborations with community partners, we have organized a statewide network of agencies and individuals who are all concerned about and willing to work hard to prevent child abuse and neglect.

In January 2013, to further advance the efforts of our chapter, we took the necessary steps to apply to become a fully chartered chapter. From these efforts, PCANV became fully chartered in April 2013.

Director's Activities

Attendance at Annual Executive Directors Meeting and National Conference

In October 2012, PCANV staff attended the Annual Executive Director's Meeting held by Prevent Child Abuse America. Over the course of two days, we were able to connect with over 30 other Prevent Child Abuse chapters across the United States, and learn about the various chapter activities for each state. Staff also attended a meeting to learn about child sexual abuse prevention as well as bullying prevention. Directly following the ED meeting, PCA America held their biennial National Conference for America's Children. PCANV staff gave a presentation on ways to effectively and respectfully work with multicultural families.

Participation on CNEC

In October 2011 the PCANV Director of Programs, Amanda Haboush was voted in as a member of the Chapter Network Executive Council (CNEC). The purpose of CNEC is to serve as a liaison between Prevent Child Abuse America, its board, staff, and the network. The committee facilitates communication and ensures the network is represented on major national initiatives, policy decisions as well as how policies impact chapters and other activities inherent in building a strong national network. As a CNEC member, Dr. Haboush was also able to attend the Prevent Child Abuse America Board of Directors meeting in Chicago, IL in April 2013. During this meeting, she was able to meet board members, and provide input on the direction of the national office from the perspective of a chapter. Areas of discussion, included promotion of Prevent Child Abuse America, research on child abuse and neglect prevention, and advocacy

efforts. Dr. Haboush also participates on the Program and Research Committee and was able to assist in the development of a recommended policy between Health Family America's home visiting providers and external evaluators that would allow for better communication regarding outcomes of the evaluations and remain up-to-date on any resulting publications. That document is expected to be released by the end of 2013.

Advisory Board

The Prevent Child Abuse Nevada Advisory Board has continuously assisted in establishing a direction for child abuse prevention in the state and in developing resources available to the community. This board has assisted Prevent Child Abuse Nevada in efforts to promote healthy children, and develop strong families within our state.

Over the past fiscal year, the members of the board consisted of approximately 15 individuals representing various child advocacy and service organizations from all over Nevada. The Prevent Child Abuse Nevada Advisory Board met a total of five times in the last fiscal year, with the first meeting of 2013 serving as an introductory meeting for new Board members. These meetings concentrated on becoming a chartered chapter of Prevent Child Abuse America by creating a more structured Board, pushing forward on short term goals while still keeping in mind funding opportunities that would assist in reaching long term goals. We attempted to create subcommittees to further focus our efforts, however due to the size and lack of agency diversity among our advisory board members, it was decided to dissolve the committees and to work together as a group and committees would be re-established as necessary.

Over this past year, the board also assisted in developing an Advisory Board Self-Assessment and an Orientation Packet. In addition, we held our first formal Board Orientation meeting for new advisory board members. The board orientation was established to help ensure that all members are aware of the background and purpose of PCANV, and their responsibilities as an advisory board member. Other accomplishments were the board's participation in the successful national assessment which led to our chartered status, the revised name of the advisory council to advisory board, and a detailed review and revision process of our strategic plan.

Website

The Prevent Child Abuse Nevada website is fully operational and has been updated regularly to keep our visitors informed about the activities of the organization as well as child abuse and neglect prevention in general. The website provides clear links to pages describing the many programs provided by PCANV, including Choose Your Partner Carefully and Pinwheels for Prevention. There are also widgets containing PCANV's Twitter feed and a calendar of events, so that visitors can stay up-to-date on the latest news from our organization and partner agencies that coincide with our mission. The website is also a great place for parents and educators to obtain resources on child abuse and neglect prevention, child safety, and healthy development. The website is located at: <http://www.preventchildabusenevada.org>

Funding

Grant Applications

Prevent Child Abuse Nevada runs primarily on grant funding obtained by the UNLV Nevada Institute for Children's Research and Policy. During the past fiscal year, Prevent Child Abuse Nevada submitted five grant applications. In August 2012, we submitted for and received \$2,000 from the In and Out Foundation. In September 2012, PCANV submitted for a grant from the Clark County Community Resources Management to continue the Expect Respect youth program; unfortunately, PCANV was not awarded the grant. Prevent Child Abuse Nevada submitted two applications in February 2013 to the Nevada Division of Health and Human Services and received funding for both. The first award was for \$32,707 to expand and evaluate the Choose Your Partner Carefully Campaign and the second award was for \$40,000 to support statewide activities for Prevent Child Abuse Nevada. Lastly, an application was submitted in June 2013 for the CDC Essentials for Childhood grant in which we were approved for funding but were not awarded the grant, because our score was not in the top five applications.

Fundraising

Prevent Child Abuse Nevada held two small fundraising events over the past fiscal year. First, a silent auction was held during the Pinwheels for Prevention event at Tivoli Village on April 20, 2013. Many local businesses supplied in-kind donations, such as show tickets, airline certificates, hotel stays, spa packages, and gift cards to restaurants and other retailers. A list of donors is provided below. These donations were combined into gift packages which were displayed at a table at the Pinwheels for Prevention event. Attendees enjoyed bidding on the gift packages, and Prevent Child Abuse Nevada raised over \$1,650.00, an increase of 412.5% from last year's event.

List of Donors for April 2013 Pinwheels for Prevention Silent Auction:

- American Girl
- Ben & Jerrys
- Blue Man Group
- Cheesecake Factory
- Firefly Tapas Kitchen & Bar
- Four Queens
- Fresh n Easy
- Golden Nugget
- Green Mountain Coffee
- House of Blues
- JetBlue
- JW Marriott
- Lake Mead Cruises
- Las Vegas 51s
- Las Vegas Motor Speedway
- LV Ice Center
- LV Wranglers
- M Resort
- Mac King Comedy
- PF Changs
- Pole Position Raceway
- Primm Valley Golf Club
- Ritual Salon and Spa
- South Point Hotel, Casino, & Spa
- Total Wine & More
- Trader Joe's

Also, from April 2013 to June 2013, all four Whole Foods Markets in the Las Vegas and Henderson areas collected donations at their cash registers and raised over \$1,300.00 for the chapter, an increase of 220% over last year's partnership.

On-Line Giving

The Prevent Child Abuse Nevada website has a link to an on-line giving option. While there have not been any donations through that option yet, we believe it is important to make giving as easy as possible. This option will continue to be available through the website.

Pinwheels for Prevention

The Prevent Child Abuse America Pinwheels for Prevention[®] campaign is an effort to change the way our nation thinks about prevention and how we can deliver on our commitment to America's children. The pinwheel is meant to be an uplifting reminder of childhood and the bright futures all children deserve.

This year's "Pinwheels for Prevention" activities were a statewide success! Overall, NINE COUNTIES have reported their participation in about 20 Pinwheels for Prevention events by planting pinwheels in parks or courthouse lawns as well as involving school teachers, children, and parents in the festivities. Pinwheel organizers got their local community members involved by displaying pinwheels in local businesses and engaging local policy makers and public figures. They also collaborated with statewide service providers to build awareness of preventative measures that can be used to stop child abuse and neglect before it ever happens through community resource fairs, press conferences, and tabling at other events statewide. A detailed summary of the "Pinwheels for Prevention" events held in April is provided in Appendix A.

Choose Your Partner Carefully Campaign

The Choose Your Partner Carefully Campaign was created with the primary intent of assisting single parents in making one of the most important decisions a parent can make - choosing the right person to care for his/her child or children, including his/her partner.

With funding received by the Division of Child and Family Services this campaign was launched in 2011. Over a ten month period, we were able to:

- organize a successful press conference with ample media coverage during our Pinwheels for Prevention event in April 2013,
- display our message in both English and Spanish at 10 different bus stop locations across Southern Nevada,
- disseminate 7,200 English and 6,805 Spanish informational brochures, and 142 English and 133 Spanish posters,
- share information at 19 community outreach events, and
- create a webpage where information can be easily accessed and used statewide.

The community had a very positive response to the campaign and verbal feedback from agencies and organizations confirmed that this information was needed and desired in our community. This is the only campaign in Nevada that directly addresses this issue, and in order to have a sustained impact, this messaging needs to continue and expand, which is what we plan to do in the next fiscal year with the addition of a training and evaluation component to the campaign.

Expect Respect – Youth Violence Prevention Program

Prevent Child Abuse Nevada staff implemented a youth violence prevention program, titled Expect Respect, to at-risk and high-risk youth in Nevada. The short-term objective of Expect Respect is to create a culture that supports "zero tolerance" for violence, with the long-term objective of imparting values and skills to youth that will prevent domestic violence and reduce future instances of child abuse. Funding for this project was provided by the Changing Lives: A Community Fund through the Nevada Community Foundation.

Over the past year, Prevent Child Abuse Nevada partnered with the Clark County Department of Juvenile Justice, Spring Mountain Youth Camp, Caliente Youth Center, Nevada Partnership for Homeless Youth, the City of North Las Vegas, the Moapa Tribe, and the Clark County Foster and Adoptive Youth Association to recruit youth ages 13-18 to participate in the program.

After serving the program to more than 200 youth, assessments indicate that some of the youth opinions regarding healthy relationships have improved, and youth feel that the program has increased their skills. However, there is little evidence to support the impact of the program on youth knowledge about violence and healthy relationships. Even though the youth that completed the three-month follow-up survey did well on the true and false knowledge questions, the larger knowledge test used during the pre and post assessment did not indicate the course improved knowledge. The knowledge questionnaire used in the current project was not part of the program developers' original assessment, therefore it is possible that the items included on the knowledge questionnaire do not accurately measure the knowledge learned in the program. If this program is continued, this portion of the questionnaire should be revised and the program reviewed to ensure that the information being taught in the class is accurately assessed and that the information presented during the course is understood by the youth.

From the three-month follow-up data, the majority of youth report that the information learned in the program has been used to make positive changes in their relationships, and approximately one third of the youth felt that the program impacted how they react to some violent situations. This self-report information on actions of the youth provides additional support that the program appears to have an effect on youth behaviors.

The youth provided very positive feedback when asked what they liked about the program and did not have many suggestions for changes. The trainers felt that the most important improvement to the program would be to expand upon the examples of violence in the community to include examples that are closer to the experiences of the youth. Many of the youth live in communities where violence is common, accepted, and even encouraged. For these youth, some of the decisions they were taught to make through the program might not be practical in their home environment. For example, although many youth understood the importance of standing up for others who are being bullied, they did not always feel that the decision to do so was practical in their daily lives. Most, in fact, feared that the bully would begin to focus on them, and this would be especially dangerous if the bully was a member of a gang.

PCA-NV staff discussed the findings of this program with developers of the program who agreed that the current version of the program does not address youth who are exposed to high incidences of violence in their everyday lives. If additional funding is obtained to continue this program, the developers have agreed to discuss making revisions to that section of the program for higher-risk populations. While the program may need some adjustments to improve effectiveness in changing some opinions and increasing knowledge, it does seem that this program was well received by the youth and had several positive lasting impacts on select opinions, knowledge, and positively impacted youth behaviors.

Educational Outreach

Each year Prevent Child Abuse Nevada aims to attend a variety of community events to network and collaborate with other community organizations, build awareness about how to keep our community safe and healthy, and provide the community with information and support. Listed below are events that were attended during the past fiscal year:

Clark County Events

- UNLV Football Game Night
- UNLV Take Back the Night
- Community Safety Expo
- Community resource Fair & Family Festival
- Walk Me Home CCFAPA
- 34th Annual LV Seminars "Pediatric Update"
- Keeping Kids Safe Project
- Touch-A-Truck
- Spring Celebration & Foster Connection
- Pinwheels for Prevention at Tivoli Village
- Festival of Communities
- St. Rose Mad Hatter Event
- Bears and Binkies Event
- School Safety Festival
- Shaking for a Cause
- Safe Summer Nights (3 different dates and locations around Clark County)

Northern Nevada Events

- Carson City - Children's Week
- Reno - NevAEYC Conference
- Reno - Kite Festival

Appendix A

Pinwheels for Prevention

Appendix B

Choose Your Partner Carefully Campaign