Prevent Child Abuse Nevada

Strategic Plan
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Mission

At Prevent Child Abuse Nevada, we believe in prevention, in doing what we can to ensure that children live in safe, stable and nurturing environments. We believe healthy child development is the foundation for community and economic development, the building blocks of a flourishing society and stable nation.

Vision

To be a community leader, partner, and resource in preventing child abuse and neglect in the state of Nevada.

Overarching Goals

1. **Community Resource** - Build a statewide network of individuals and agencies dedicated to preventing child abuse and neglect in all its forms.
2. **Public Awareness** - Increase public awareness about child abuse and neglect through training and education, information dissemination, and statewide events.
3. **Prevention Programs** - Strengthen affiliated prevention organizations across the state by identifying and reinforcing best practices in organizational operations and by developing, implementing, and supporting innovative prevention programs using research-based models.
4. **Advocacy** - Influence public policy, programs, and practices that strengthen families and protect children by regularly distributing information regarding child abuse prevention initiatives, activities, legislation, and campaigns.
Studies have continuously shown that child abuse and neglect have far reaching consequences to victims, families, the community, and the economy. Young victims of child abuse and neglect suffer from impaired development and problematic behaviors that continue even after the child has been removed from the abusive environment and been exposed to consistent positive parenting experiences from adoptive parents, foster parents, and parents who have changed their abusive behaviors (Stirling & Amaya-Jackson, 2008). In addition, long-term economic consequences also seem to be present in the lives of victims of child abuse and neglect. 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 been shown to be less likely to be employed in skilled jobs (Currie & Widom, 2010).

Due to the risks and consequences of child abuse and neglect, not only for the child victim themselves, but for the community as a whole, the importance of child abuse prevention cannot be overstated. In 2010 in Nevada, “4,947 children were victims of abuse or neglect . . . a rate of 7.3 per 1,000 children.” In addition, 4,806 Nevada children lived out of their homes, 2,188 of which were aged five or younger (Child Welfare League of America, 2012). Add to this the challenge of Nevada laying claim to the fastest growing state in the nation, experiencing average annual population growth rates between 4% and 7%, and the case for a focus on the most obvious of child welfare tools—prevention—becomes obvious.

Increased economic pressures on the state of Nevada makes any attempts to reduce taxpayer burden an important factor in any policy decisions. Since studies have shown that we can save taxpayer dollars as well as reduce trauma to child victims simply be redirecting 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. And just as important, these short-term economic tax benefits can then be transformed into long-term economic benefits for victims.
The following plan outlines strategies and objectives based on Prevent Child Abuse Nevada’s four overarching goals of community resources, public awareness, prevention programs, and advocacy. Each objective contains activities that are needed to meet that objective. Activities are designated as either Short Term or Long Term. Short Term activities are those that can be achieved at the current funding level, long term activities are those that require additional funding.

1. **COMMUNITY RESOURCES** - Build a statewide network of individuals and agencies dedicated to preventing child abuse and neglect in all its forms.

**Strategy A: Re-Establish a statewide network of prevention in Nevada**

Objective 1. – Enhance Statewide Network
- Short Term - Conduct outreach activities to individuals and related organizations and councils in Nevada, determine prevention needs statewide, and develop an interest and commitment in prevention statewide.
- Short Term – Develop relationship with substance abuse coalitions statewide as a potential partner for outreach activities, trainings, and presentations.

Objective 2. – Network Communication
- Short Term - Provide frequent communication to network regarding information from Prevent Child Abuse America, local and national training opportunities, new research, and local and national events.
- Long Term - Conduct general membership meetings on a quarterly basis to assess ongoing needs at a statewide level.

**Strategy B: Prevent Child Abuse Nevada Chapter Development**

Objective 1. Advisory Council Development
- Short Term - Develop a statewide advisory council including membership guidelines, council positions, and documentation of council structure and responsibilities. Advisory Council Development
Objective 2. Funding
- Short Term – Search and apply for federal and local grant funds to support and grow chapter activities.
- Long Term - Develop annual fundraising activities that will assist with chapter sustainability.

Objective 3. Grow Prevent Child Abuse Nevada Staff
- Long Term – As funding allows, increase staff to include a prevention program specialist, a development director, and other support staff as needed for activities.

Objective 4. Align with National Standards
- Short Term – Attend and participate in PCA America chapter meetings, conferences, webinars, and other opportunities to gain information
- Long Term – Remain current on the latest national trends and research related to child abuse and neglect and prevention activities.

Objective 5. PCA America Self-Assessment
- Short Term – Work with PCA NV staff and advisory council subcommittee to complete self-assessment
- Long Term – Upkeep of all documentation and chapter growth to maintain national affiliation.

**Strategy C: Monitor and Evaluate Plan Implementation**

Objective 1. Evaluation Documents
- Short Term - Create procedures and instruments for use by the advisory council to monitor and review progress, at minimum, on an annual basis.

Objective 2. Monitoring System
- Short Term - Create a monitoring system 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 action plans as needed.
- Short Term - Conduct a formal review of the progress of the chapter on an annual basis and use the findings to refine the strategies and objectives for future implementation.
2. PUBLIC AWARENESS - Increase public awareness about child abuse and neglect through training and education, information dissemination, and statewide events.

Strategy A: Provide Information to diverse audiences on ways to ensure that children are safe and nurtured and live in stable environments that promote well-being.

Objective 1. Develop and Provide Communication Materials for the Community.

- Short Term - As a statewide organization, Prevent Child Abuse Nevada will review and promote information with awareness of and sensitivity to geographic, racial, ethnic, and cultural practices and differences
- Short Term – Attend community awareness events to disseminate material to the general community and other participating organizations.
- Short Term – PCA Nevada will submit presentation to and attend at least 2 local conferences per year, preferable one in Northern Nevada and one in Southern Nevada.
- Short Term - Prevent Child Abuse Nevada will actively promote its affiliation with Prevent Child Abuse America (PCA America) and utilize/adapt national materials and materials from other states for local use.
- Long Term – Act as a statewide resource for media and other professionals to provide current facts about child abuse and neglect in Nevada.
- Long Term – Create and disseminate 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.
- Long Term – Maintain and update social marketing tools such as Facebook and Twitter.

Objective 2. Lead Public Awareness Campaigns
- Short Term - Implement a statewide Pinwheels for Prevention Campaign during April’s Child Abuse Prevention Month
- Short Term - Choose Your Partner Carefully Campaign: Work with community partners to promote and sustain the Choose Your Partner Carefully Campaign
- Short Term - Promoting Safe Haven Law: 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.
- Short Term - Child Death Review and Domestic Violence Fatality Review: Build a partnership with these review teams in order to share information and implement joint strategies to prevent fatalities due to child abuse and neglect.
- Long Term – Lead the state of Nevada in information regarding bullying prevention.
- Long Term – Lead the state of Nevada in information regarding child sexual abuse prevention.

**Strategy B. Provide Education to Professional Child Serving Communities and Law Enforcement**

**Objective 1. Professional Development**

- Short Term - Promote professional development opportunities for school personnel, early childhood through college.
- Long Term - Provide professional development opportunities for school personnel, early childhood through college.
3. **PREVENTION PROGRAMS** - Strengthen affiliated prevention organizations across the state by identifying and reinforcing best practices in organizational operations and by developing, implementing, and supporting innovative prevention programs using research-based models.

**Strategy A: Adopt Five Protective Factors in Nevada to systems that serve parents and children.**

Objective 1. Encourage Nevada based prevention programs to intentionally incorporate the Five 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, and faith-based and community based program.

- Short Term - Prevent Child Abuse Nevada will provide technical assistance and resources to those seeking to incorporate this model.
- Short Term – Offer statewide training on the 5 factors to programs who are interested in implementation and need training.
- Long Term – Conduct a statewide needs assessment to determine which programs would be appropriate to incorporate the model and conduct outreach to these programs.

Objective 2. Evidence-Based Parenting Programs

- Short Term - Promote existing parenting programs in the state that include information to prevent child abuse and neglect.
- Long Term - Identify and work with additional parenting programs to include information on child abuse and neglect prevention when appropriate.
- Long Term – Promote and implement evidenced or research based programs for parents to reduce the risk of child sexual abuse.

Objective 3. Evidence- Based Youth Educational Programs

- Short Term - Promote youth programs that address violence prevention, emotion management, intimate partner violence, teen parenting, and child sexual abuse prevention.
• Long Term – Implement youth programs that address violence prevention, emotion management, intimate partner violence, teen parenting, and child sexual abuse prevention.
4. **ADVOCACY ACTIVITIES** - Influence public policy, programs, and practices that strengthen families and protect children by regularly distributing information regarding child abuse prevention initiatives, activities, legislation, and campaigns.

**Strategy A: Advocate on Federal and Local Levels to create and sustain policies that aid in the prevention of child abuse and neglect.**

**Objective 1. Local and federal policies related to child abuse and neglect.**
- Short Term – Identify local and federal policies related to child abuse and neglect that would impact children and families in Nevada
- Short Term – Participate in Prevent Child Abuse America policy conference calls.
- Short Term - As a statewide organization, Prevent Child Abuse Nevada will review policies and provide feedback with awareness of and sensitivity to geographic, racial, ethnic, and cultural practices and differences

**Objective 2. Communication**
- Short Term - Build a response system that will provide testimony in person or in written format when important policies are under review.
- Short Term – Send out information via social networking (e-newsletters, Facebook, Twitter) regarding policy updates both at the local and federal level.
- Short Term - Provide information regarding local and federal policies to the child serving community to stay current on issues related to child abuse and neglect.

**Objective 3. Training**
- Short Term - Provide advocacy education classes to provider and parent community to enhance advocacy skills.
- Short Term – Send out materials and advocacy tools to community.