



we can be heroes

2017 Impact Report



Prevent Child Abuse
New York™



We can all be heroes in
the life of a child. For
that child, we can make
all the difference.



Strategic Growth Leads to New Opportunities

Prevent Child Abuse New York (PCANY) began a process of self-examination in 2016; asking tough questions about what we hope to accomplish, who we are reaching, and how we can best achieve our mission to end child abuse in New York State.

This past year, we have reorganized our program staff structure and revamped internal systems to achieve better integration on various projects. We revisited our organizational values and also embarked on a strategic planning process. This has challenged us to engage our partners in new ways and move beyond the status quo.

At the same time, we have expanded our training capacity – both for Healthy Families NY (a primary prevention home visiting program) and for Enough Abuse NY (sexual abuse prevention).

We have enlisted new partners to help us reach new populations with the prevention tools and strategies central to community success. We have stepped forward to advocate for core abuse prevention policies, and we have identified new resources to support these efforts.

I am proud of our staff and the work they have accomplished. We look forward to the coming year and most of all the opportunity to make a real difference for the communities, families, and children we are responsible to serve.

Tim Hathaway
Executive Director



Prevention and Outreach to 165,445 New Yorkers

PCANY seeks to engage all New Yorkers in taking action to prevent child abuse. Existing educational materials encourage action on three fronts:

- 1) **Stopping abuse from occurring in the first place**, e.g. through web-based and print literature and presentations, and
- 2) **Reporting and intervening in suspected child abuse**, e.g. through web-based information, presentations and exhibits on recognizing and reporting, and
- 3) **Interacting with the media and others** about abuse and the child protective system.



PCANY works through partnerships with a variety of organizations and professionals representing important service sectors impacting families and children. Examples include: public schools, universities, Child Advocacy Centers, early care and education providers, Parent Resource Centers, child welfare service providers, medical and mental health care providers, disabilities services, communities of faith and many others.

The Prevention Network, a group of community-based organizations and volunteers who share our commitment to preventing child abuse, is a network that supports our ongoing efforts and continuing outreach.



225 pinwheel toolkits delivered to all 62 counties in New York State

The Pinwheels for Prevention Campaign has proven to be a successful tool for engaging the public in child abuse prevention education and activities, particularly during Child Abuse Prevention (CAP) Month in April. These kits offer PCANY the opportunity to work with communities to help strengthen local efforts around child abuse prevention awareness.

We filled 3,774 requests for information and referral services and/or prevention education literature and materials across the State. The Prevention and Parent Helpline provides direct help to thousands of at-risk families each year through non-emergency information and referral services focused on strengthening families, resolving problems, and reducing risk factors that can lead to child abuse and neglect. The Parent Helpline also connects concerned citizens and volunteers with information needed to take action to prevent child abuse. The Helpline is accessible from anywhere in New York State at 1-800-CHILDREN and is answered 24 hours a day.

963 parenting professionals participated in professional development opportunities

These parenting professionals participated in professional development opportunities through the New York State Parenting Education Partnership (NYSPEP), a statewide cross-systems initiative that seeks to enhance parents' skills and knowledge. It also informs and supports practitioners, program managers, researchers, and policymakers through professional development opportunities in order to promote, provide, and improve evidence-based parent education. Trainings are offered both in-person and via webinar.

434 parents accessed parenting education through programs supported with mini-grants: Five mini-grants were awarded this year to help providers increase access to research-based parenting education programs and proven practice models that impart knowledge, skills, and resources to nurture children.





516 Healthy Families New York staff trained this year

This past year, PCANY staff continued to facilitate the training and staff development of Healthy Families New York (HFNY), a Healthy Families America (HFA) accredited home visiting program, that seeks to improve the health and well-being of infants and children through home-based services delivered by non-profit organizations in local communities. HFNY is an evidence-based voluntary home visiting model designed to provide services that begin prenatally to families, or at birth, through age five and uses an infant mental health/relational development approach that promotes parent-child attachment to achieve its mission of preventing child abuse, neglect, and other adverse childhood outcomes (www.healthyfamiliesnewyork.org).

PCANY was given the opportunity to expand its training contract in 2016 to include the development of a HFNY Workforce Development Plan (WDP) and a set of competencies for each role group within the HFNY network. The competencies developed focused on three areas (Attributes, Knowledge, and Skills) that reflect best practice and behaviors critical to successful job performance of Home Visitors and other professionals within the HFNY network.

2,146 more New Yorkers trained to prevent child sexual abuse

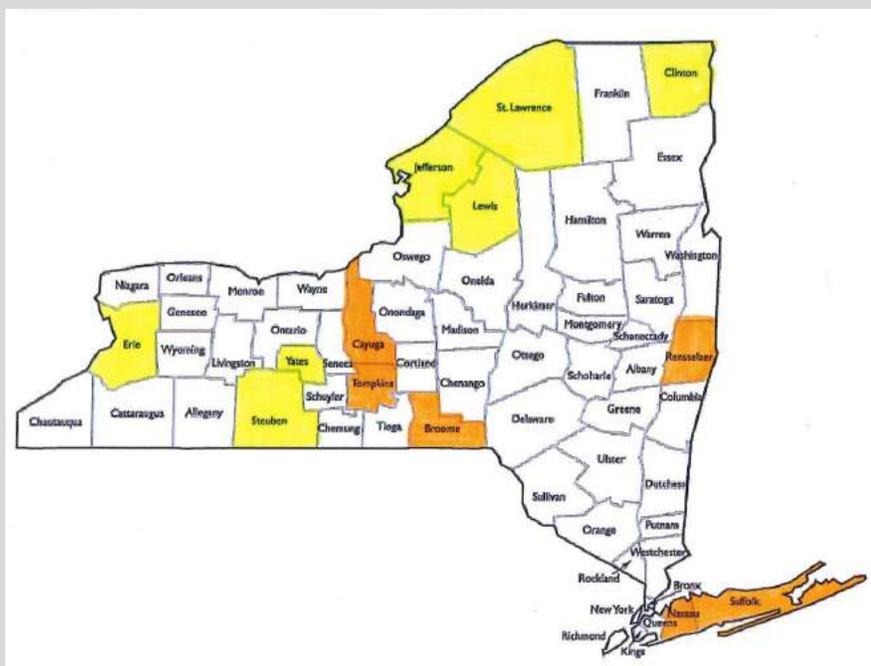
These community members, in five counties, were trained in the prevention of child sexual abuse through 109 trainings and four Train the Trainer (TOT) events. The four TOTs added 66 new trainers to the Enough Abuse Campaign (EAC).

The EAC is an initiative developed by the Massachusetts Child Sexual Abuse Prevention Partnership to address the epidemic of the sexual abuse of children. The campaign focuses on building adult and community responsibility for preventing child sexual abuse. Its three key strategies are to:

Mobilize communities to establish formal infrastructures to plan, implement, and evaluate local prevention programs and strategies,

Educate parents, youth, professionals, and other adults about child sexual abuse and how to prevent it, and

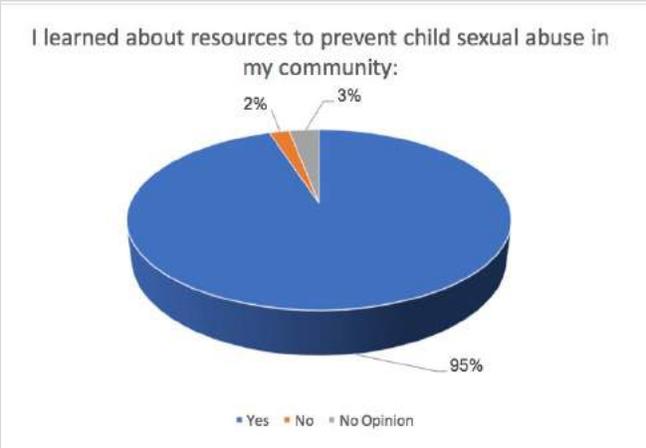
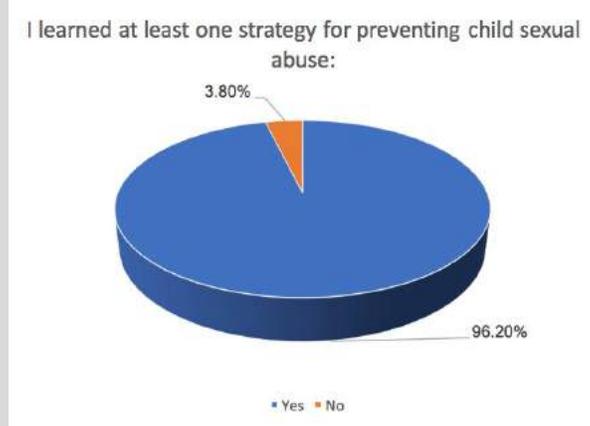
Strengthen the capacity of youth-serving organizations to prevent sexual abuse of the children in their care.



PCANY has active EAC sites in six counties (orange). In July 2017, seven new counties were added (yellow), bringing the total counties served by EAC to 13. In November 2017, the new sites will be participating in TOT events so that they can begin providing their communities with knowledge and resources to prevent child sexual abuse.

Each site receives technical assistance from PCANY staff, including ongoing operational and administrative guidance. Sites also benefit from a peer network supported by our office. The statewide New York Partnership for Child Sexual Abuse Prevention (NYPCSAP) operates as a steering committee for the project.

ENOUGH ABUSE CAMPAIGN





We expanded this work in 2017 with a renewed focus on the root causes of abuse and solution-focused activities. Our priority areas are:

Economic Stability; Housing; Primary Prevention; Maternal, Infant, and Early Childhood Home Visiting; Child Care; Reproductive Health/Preconception Care; Adverse Childhood Experiences (ACEs)

In addition to providing advocacy trainings and working to increase our grassroots advocacy/mobilization efforts, we:

Submitted Memos in Support of Legislation:

Child Care Availability Task Force; Anti-Conversion Therapy; Paid Family Leave; KINGAP legislation

Wrote Letters/Press Statement Sign-ons for:

Child Care Availability Task Force; Child Welfare Priorities (including services for children in foster care and children experiencing homelessness); ESSA Guidelines (federal Every Student Succeeds Act, particularly pertaining to children in foster care and children experiencing homelessness); MIECHV (federal Maternal, Infant and Early Childhood Home Visiting reauthorization); “Religious Liberty” Executive Order (PCANY statement against); DACA (Deferred Action for Childhood Arrivals) support; Rosa Maria Hernandez support (child detained following surgery)

Conducted Social Media Outreach on:

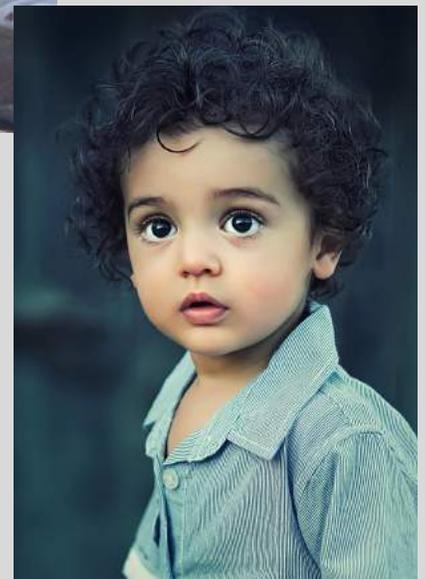
Child Care Availability Task Force; MIECHV; Health Care; #FreeRosa; Immigration; Planned Parenthood/Comprehensive Contraceptive Care Act (CCCA); GENDA 2017 (transgender equality); Child Marriage Act; DACA; CHIP (Children's Health Insurance Act)

Held policymaker meetings on:

Abuse and neglect; MIECHV/State home visiting; Child care; Preconception care; ACEs

Results:

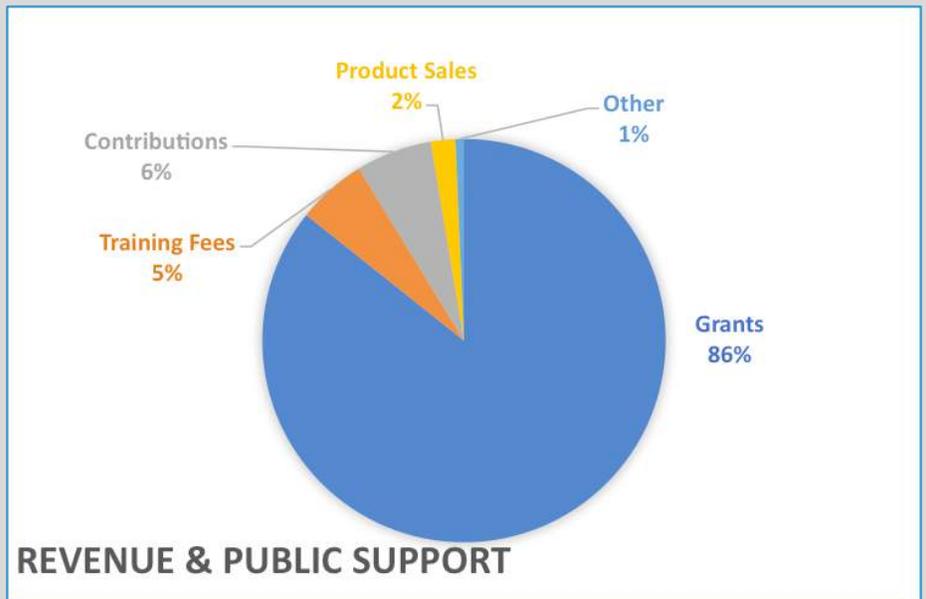
Legislature passed the Child Care Availability Task Force bill, Governor created a Commission on Women and Children; Congress is debating reauthorization of MIECHV and CHIP; Federal healthcare repeal/replace failed multiple times; Legislature stalled on CCCA, work is ongoing; Immigration work is ongoing; GENDA 2017 bill stalled, coalition is regrouping; Child Marriage Act signed by Governor; KinGAP signed by Governor; Staff appointed to the Board of Regents Blue Ribbon Committee on Early Childhood; Member of the new Empire State Campaign on Child Care



HEALTHY FINANCIALS SUPPORT THE SUCCESS OF PCANY

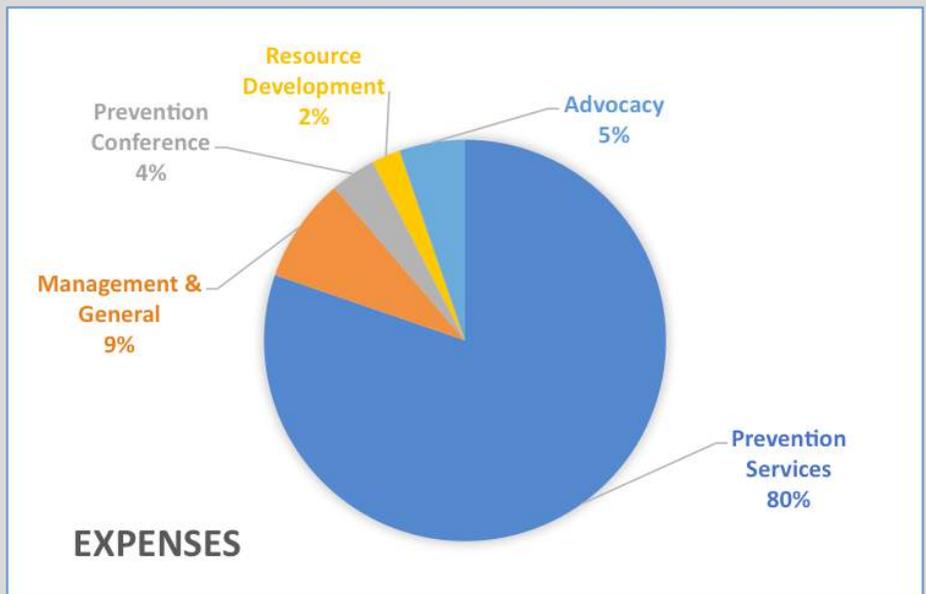
Revenue & Public Support \$ 1,476*

Grants	\$ 1,265
Training Fees	\$ 82
Contributions	\$ 90
Product Sales	\$ 29
Other	\$ 10



Total Expenses \$ 1,476*

Prevention Services	\$ 1,185
Management & General	\$ 125
Prevention Conference	\$ 54
Resource Development	\$ 34
Advocacy	\$ 78



Net Assets End-of-Year: \$169

Revenue reliability, consistent surpluses, and full cost coverage

* all numbers reported are 1,000's



Dear Stakeholder,

Fewer kids at risk. More families connected to resources. More communities opened to prevention.

In the past year, PCANY was dedicated to making good on its commitment to reduce child abuse in all of its forms.

We have trained 4,175 New Yorkers with prevention skills, answered over 7,000 requests for community assistance, and supported prevention projects in all 62 counties of the State. We know that when families are connected to increased quality resources they thrive, and all of PCANY's capacity is directed at making that a reality for every family in New York. Whether it is through legislative policy, sexual abuse prevention training, or helping parents connect to supports in their community, we are reaching more families, professionals, and decision makers with the message that prevention works!

Thank you again for your support of PCANY! Together, we're making a real difference in the lives of the children in New York.

Dean Geesler
PCANY Board President



FOCUSED COMMUNITY PREVENTION INITIATIVES

As PCANY moves into the coming year, we will continue our shift toward focused community prevention initiatives. This approach allows us to partner with community organizations across systems to bring multiple proven prevention practices into play for the community. More and more, our policy, training and public awareness resources, and programs can be linked together in particular regions of the State to achieve specific results.

EARLY CHILDHOOD INITIATIVES

Our vision for this effort is to reach parents and the people who care for and educate their children with critical prevention tools that can be used in the classroom and home settings. We are working with a variety of early care and learning providers and systems to bring healthy relationship and sexual development, along with the Protective Factors Framework, to a greater number of families and professionals.



Thank you to our funders:

HORACE HAGEDORN FOUNDATION

NEW YORK COMMUNITY TRUST

NEW YORK STATE OFFICE OF CHILDREN AND FAMILIES

NEW YORK STATE OFFICE OF MENTAL HEALTH

**ALL OF OUR DONORS!
YOU MAKE OUR WORK POSSIBLE!**

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