



**Prevent Child Abuse**  
Nevada

## 2013 – 2014 Annual Report



# Prevent Child Abuse Nevada Annual Report

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July 1, 2013 – June 30, 2014

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 conducting classes targeted at single parents in our state, Prevent Child Abuse Nevada has established itself as one of the most prominent voices in child abuse and neglect 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.

## Director's Activities

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### Attendance at Annual Executive Directors Meeting

In October 2013, and in May 2014, PCANV staff attended the Annual Executive Director's Meeting held by Prevent Child Abuse America. Over the course of three days, we were able to connect with over 30 other Prevent Child Abuse chapters across the United States, learn about various chapter activities such as child sex abuse prevention, home visiting, new prevention materials, outreach strategies for Pinwheels for Prevention, and unique partnerships. Next year, the Executive Director's meeting will be Spring of 2015 in Washington D.C. Anyone interested in attending can contact our chapter for more information.

### Participation on CNEC

In October 2011, PCANV Director of Programs, Amanda Haboush-Deloye was voted in as a member of the Chapter Network Executive Council and has served on this council for the past 3 years. The purpose of Chapter Network Executive Council (CNEC) is to serve as a liaison between Prevent Child Abuse America, its board and staff, and the network. The committee facilitates communication and ensures the chapter network is represented on major national initiatives, policy decisions, and how policies impact chapters and other activities inherent in building a strong national network. This past year, CNEC developed and disseminated a chapter network relationship survey to improve relationships within the chapter network, between CNEC and the chapter network, and between the National Office and the chapter network. PCA

Nevada was the lead on collecting the data, writing the report, and discussing the findings with all parties involved. Also, as a CNEC member, Dr. Haboush-Deloye also attended the Prevent Child Abuse America Board of Directors meetings, which were held in Chicago, IL in September 2013 and in Jacksonville, FL in May of 2014. During these meetings, she was able to meet and connect with board members, and provide input on the national direction of the chapter including promotion, research, and advocacy efforts.

## **Advisory Board**

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Prevent Child Abuse Nevada has an established Advisory Board which has helped to form a direction for child abuse prevention in the state and to develop resources available to the community. This board has assisted Prevent Child Abuse Nevada in efforts to promote healthy children and strengthen 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 throughout the state. The Prevent Child Abuse Nevada Advisory Board met a total of five times in the last fiscal year, with the first meeting in 2013 serving as an introductory meeting for new Board members. These meetings concentrated on completing some of the short term objectives in our strategic plan, and discussing how to move forward on long term objectives in the plan. Also, as a result of having a board member that is connected with the Child Abuse and Neglect Prevention Task Force, Prevent Child Abuse Nevada was able to hold a joint statewide conference on child safety on May 16, 2014, in Reno, NV.

## **Online Presence**

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The Prevent Child Abuse Nevada website is fully operational and is an excellent means of keeping 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 is also a widget containing PCANV's Twitter feed and a calendar of events, so that visitors are able to stay up-to-date on the latest news from our organization and other events 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. We are continually updating and editing the website as Prevent Child Abuse Nevada takes on new projects and partnerships, as well as to continually improve the ease of navigating the website.

Activity on the PCANV website, tracked by Google Analytics, shows a total of 173 hits in its lifetime, with 130 of those being unique visitors. About 67% of those hits were based out of the United States, of which the majority was located in Nevada. Interestingly enough, however, about 20% of the total website viewing sessions were based out of Brazil.

The website is located at: <http://www.preventchildabusenevada.org>

Each month, PCANV creates and sends out a statewide newsletter via email that includes information about community events throughout Nevada, parenting tips, training classes, and legislative updates concerning children and families. Further, each month there is a section that includes national updates from Prevent Child Abuse America or other related information. Community members and organizations are able to sign up for the newsletter via the PCA website as well as at community outreach events. There are currently 460 individuals on the PCANV e-newsletter and this list steadily increases each month due to participation in community outreach events. There is an average open rate of about 20 percent.

Links to PCANV's social media pages can be found on the newsletter as well as most pages of the PCANV website. Limited staff time has hindered furthering our social media outreach, but connecting with other state organizations and individuals on Twitter and Facebook is a major goal for the coming year; plans for promotions and giveaways of donated items as incentives for people to connect with our pages are underway. Currently we have 139 likes on our Facebook page, and we are being followed by 232 individuals on Twitter.

Facebook: [facebook.com/pcanv](https://www.facebook.com/pcanv); Twitter: @pcanevada

## **Funding**

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### **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 three grant applications. In August 2013, we submitted for and received \$2,000 from the In and Out Foundation, and we submitted an application to Leadership Henderson for \$10,000 which we did not receive. Finally, in February 2014 we submitted an application to We R Community for \$1,700 which was not awarded.

### **Fundraising**

Over the past fiscal year, Prevent Child Abuse Nevada held two small fundraising events, and two additional events were organized by the community. For the first fundraiser, Prevent Child

Abuse Nevada created a t-shirt to celebrate Pinwheels for Prevention awareness events in April 2014 and sold over 100 t-shirts statewide, raising approximately \$1,230. For the second, a silent auction was held during the Pinwheels for Prevention event at Tivoli Village on June 7, 2014. Many local businesses supplied in-kind donations, such as show tickets, airline certificates, hotel stays, 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 \$1,200.00.

*List of Donors for 2014 Pinwheels for Prevention Silent Auction:*

- AMC Theatres
- Arts in Action
- Brio Tuscan Grille
- Cheesecake Factory
- Disney
- Firefly Tapas Kitchen & Bar
- Golden Nugget Hotel and Casino
- House of Blues
- Las Vegas 51's
- Lake Mead Cruises
- Las Vegas Motor Speedway
- The Pointe Dance Center
- Las Vegas Ice Center
- Preferred Public Relations
- M Resort
- South Point Hotel and Casino
- Recycled Percussion
- Wet 'n Wild

In April 2014, Whole Foods Markets held a *Cooking for a Cause* event and dedicated the proceeds to Prevent Child Abuse Nevada raising approximately \$300. Finally, in April 2014 a local Jazzercise studio held a free Jazzercise class and accepted donations on behalf of Prevent Child Abuse Nevada, raising approximately \$400 for our organization.

### **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**

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The Prevent Child Abuse America Pinwheels for Prevention<sup>®</sup> 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 reported their participation in 17 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 stop child abuse and neglect before it ever happens through community resource fairs and press conferences. A detailed summary of the "Pinwheels for Prevention" events held in April is provided in Appendix A.

## **Choose Your Partner Carefully Campaign**

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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 their child or children, including their partner.

With funding received from the Nevada Division of Health and Human Services, we created a one hour parent training class based on the campaign information and designed an evaluation of both the training class and the print materials. Over the past year we trained 56 parents and received feedback about the print materials from an additional 100 parents. We will be revising the training and print materials based on the feedback we received and testing the information again in the upcoming year.

Thus far, the community had a very positive response to the campaign and verbal feedback from parents and agencies confirmed that this information was needed and desired in our community. A report of these activities over the past year can be found in Appendix B. This is the only campaign in Nevada that directly addresses this issue, and to our knowledge, we are the first state in the country to evaluate the campaign.

## **Educational Outreach**

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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**

- Department of Family Services Independent Living Conference
- 15<sup>th</sup> Annual Community Back to School Health & Education Fair
- HopeLink Back 2 School Celebration
- 1<sup>st</sup> Annual Fiesta Gastronomica
- Keeping Kids Safe Project
- Reading Rainbow in the Park

- Community Safety Expo Night Out
- Stroll and Roll Henderson 2013
- 35<sup>th</sup> Annual Las Vegas AAP Pediatric Update
- Touch-A-Truck
- Spring Celebration & Foster Connection
- East Valley Family Services Pinwheels for Prevention
- Whole Foods Cooking for a Cause
- Pinwheels for Prevention at Tivoli Village
- Spring 2014 Southern Nevada Family Connect
- United Way's Flip Through Summer
- School Based Health Center Community Health Fair
- Safe Summer Nights
- Stop the Violence Rally

## Northern Nevada Events

- Elko Community Event
- 13<sup>th</sup> Annual Child Abuse Prevention and Safety Conference

## Additional Activities

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Staff at Prevent Child Abuse Nevada strives to participate in and support community activities that will provide a safer and healthier environment for children. Some additional activities included organizing the Safe Haven workgroup, serving as the evaluator for the Hospital Based Safe Sleep Program, as well as participating on the Child Sex Abuse Prevention Task Force.

### Safe Haven Workgroup

The Safe Haven Law allows parents who cannot care for their baby, a safe option to surrender their child without putting the child's life in danger. Even though this law has been passed in Nevada since 2001, many community members are not aware of law, including staff at the agencies where parents can surrender their children. In order to increase awareness about the Safe Haven Law, a statewide workgroup was formed. Over the past year this group has revised the Safe Haven website (<http://www.safehavennv.org/>), created a new flyer, and is currently working on providing training for Safe Haven Locations and a public service announcement.

### Hospital Based Safe Sleep Program

According to the Clark County Child Death Review Team, from 2006 to 2012 there were 155 infant deaths related to unsafe sleeping conditions in Clark County. In an effort to reduce these statistics, the Nevada Institute for Children's Research and Policy (NICRP) and the Southern Nevada Health District (SNHD) sought external funding to support a hospital based safe sleep program that would take a more active approach in providing safe sleep education to parents in effort to reduce the number of infant deaths due to unsafe sleeping conditions. In the Spring of 2012, the Southern Nevada Health District was awarded funding from the Health Resources and

Services Administration's Healthy Tomorrows program to implement a hospital based safe sleep program in Southern Nevada. Within the 5 year grant period, this program will be developed, implemented, and evaluated across all birthing hospitals in the Las Vegas Valley in the hopes of reducing the number of infant deaths due to unsafe sleep environments in our community. NICRP was contracted to provide technical assistance and evaluation services for the program, while SNHD would provide training to hospital staff, as well as review and provide recommendations for hospital policies on sleep positioning.

### **Task Force on the Prevention of the Sexual Abuse of Children**

During the 77<sup>th</sup> session of the Nevada Legislature, Erin Merryn provided testimony to members of the Nevada Legislature and the attending public, in the hopes that Nevada would join other states in the development of a task force on the prevention of the sexual abuse of children. As a result, the Nevada Task Force on the Prevention of the Sexual Abuse of Children was established through the passage of Senate Bill 258, now codified into NRS 432B.700-730. The Task Force was charged with studying and identifying strategies, goals, and recommendations for preventing child sexual abuse. Staff at Prevent Child Abuse Nevada participated in this assignment by preparing a report of recommendations for the State of Nevada.



## **Appendix A**

### **Pinwheels for Prevention**

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# 2014 Pinwheels for Prevention Nevada Summary



This year's "Pinwheels for Prevention" activities were a statewide success! Overall, **9 COUNTIES** have reported their participation in about **17 Pinwheels for Prevention events** by either 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, engaging local policy makers and public figures. They also collaborated with statewide service providers to build awareness of preventative measures that can be used stop child abuse and neglect before it ever happens through community resource fairs, press conferences, and tabling at other events statewide. Detailed summaries of this year's "Pinwheels for Prevention" events are provided below in alphabetical order by county.

## April 4<sup>th</sup> – GO BLUE! Day

To kick off April as National Child Abuse Prevention Month, agencies, faith groups and community members turned the state blue in Nevada's first annual GO BLUE! Day. Prevent Child Abuse Nevada partnered with Booster.com selling 2014 Pinwheels for Prevention T-shirts, with a portion of all proceeds going to PCA-NV and furthering efforts of child abuse and neglect prevention.

## CARSON CITY

### April 4<sup>th</sup> – Pinwheel Planting at the State Legislature

With assistance from Borderwich Bray Elementary students in Carson City, PCA-NV and Advocates to End Domestic Violence planted pinwheels in the legislative lawn to symbolize every child's right to a safe, healthy, and happy life, and to impress upon the community that child abuse and neglect are serious problems. A press conference was held with speakers Carson City Mayor Robert Crowell, Dr. Amanda Haboush-Deloye, Executive Director of PCA-NV and Michael Bertrand of ELI's Group.



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[www.preventchildabusenevada.org](http://www.preventchildabusenevada.org)

## April 12<sup>th</sup> – Carson Pinwheels with Preschoolers

Children’s Cabinet visited a licensed child care provider in Carson and made pinwheels with the preschoolers. The children seemed to be very interactive with the hands on activity. This was a very rewarding visit not only for the preschoolers but also the staff that represented The Children’s Cabinet. Parents also received resources to promote child well-being during National Child Abuse Prevention Month. The Children’s Cabinet is looking forward to next year’s Pinwheels for Prevention and making pinwheels with preschoolers with several rural licensed child care providers in Northern Nevada.



## CHURCHILL



### April 16<sup>th</sup> and 19<sup>th</sup> – Pinwheels for Prevention Walk

FRIENDS Family Resource Center partnered with Fallon Paiute Shoshone Tribe to bring child abuse awareness to Churchill County. The city fountain was dyed blue to kick off our campaign. We invited local officials such as Mayor Ken Tedford, Sheriff Ben Trotter, Fallon Paiute Shoshone Tribal Police and people from our community for a picture op. We placed pinwheels throughout Churchill County including City Hall and Millennium Park. Saturday was our main event; the community met at Millennium Park

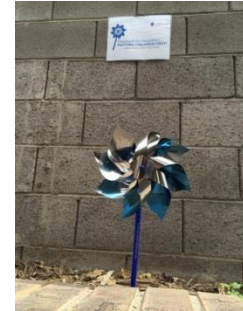
for the child abuse awareness walk. Participants received a free Pinwheels for Prevention T-shirt and a pinwheel to plant at the end of the walk. Miss Indian Nations, Shannon Hooper, welcomed the community and spoke about child abuse awareness. After the walk, we gathered at Oats Park for the Earth Day family event where we had educational booths, free crafts, and live entertainment



## CLARK

### Entire Month of April: Dignity Health, St. Rose Dominican

We focused our outreach on our 3 St. Rose WIC Clinics by placing signage with the Choose Your Partner Carefully brochures at each sign-in desk. We also displayed the pinwheels at the entrance to our 2 Henderson WIC Clinics. We held a city-wide WIC Playdate health fair on April 26 at the Discovery Children's Museum and all WIC families from every clinic in Las Vegas were invited and received free admission to the museum. We displayed the pinwheel signage and Choose Your Partner Carefully brochures at our table. The event was attended by over 1,100 people. Families visited tables hosted by each WIC agency and attended agency-led classes. Additional services included free immunizations, Nevada Early Intervention Services and dental, vision, and health screenings.



### June 7<sup>th</sup> – Las Vegas: Pinwheels for Prevention at Tivoli Village

Our Pinwheels for Prevention event at Tivoli Village was a great success! Prevent Child Abuse Nevada (PCA-NV) collaborated with Tivoli Village in hosting a community resource fair focused on "Strengthening Families & Communities". The event held a resource fair with multiple agencies serving families in Nevada, a silent auction with packages from generous community donors, and a performance by a local youth group. A press conference punctuated the middle of the day, where Executive Director of PCA-NV Dr. Amanda Haboush-Deloye, Ward 2 Councilman Bob Beers, as well as Sergeant Josh Bitsko of the Las Vegas Metro Police Department's Abuse and Neglect Division spoke on the importance of abuse prevention.



## April 12<sup>th</sup> – Department of Family Services playground rebuilding

Clark County Department of Family Services (DFS), in conjunction with Chicanos Por La Causa, highlighted Pinwheels for Prevention as a campus-wide theme for the KaBOOM! community-built playground project at Child Haven. Armed with 800 community volunteers to rebuild a playground, the DFS focused muralist efforts on painting pinwheels and incorporating pinwheels in artwork that is displayed on the walls and ground of Child Haven – the receiving center for abused and neglected children in Clark County. In addition, Prevent Child Abuse Awareness pinwheels were used to plant a garden at the entrance to the playground.



## April 23<sup>rd</sup> and 30<sup>th</sup> – Las Vegas: Boys & Girls Clubs

At the Boys & Girls Clubs, we had a few of our Clubs participate in a craft idea with our kids. Kids were given the opportunity to make their own pinwheels and went through a lesson explaining what the pinwheel symbolized. Parents were extremely happy to see that their kids participated in a craft that helped bring awareness to the community regarding keeping children safe.



## May 3<sup>rd</sup> – Mesquite Days Parade

The Salvation Army handed out about 1300 pinwheels in our annual Mesquite Days parade May 3<sup>rd</sup>, 2014. We partnered with Exchange Club of Mesquite, Mountain America Credit Union and Girl Scouts of Mesquite. We had about 30 girl scouts and other volunteers totaling 45 people handing out pinwheels. The community has come to expect the pinwheels and is a great way to get the community involved to stand against abuse.



## DOUGLAS

### April 18<sup>th</sup> – Family Prevention Night



Family Support Council's Pinwheels for Prevention activities included a Family Prevention Night on April 18<sup>th</sup> from 3:00-6:00 p.m. Multiple community partners showed up for the event including the East Fork Fire Department who brought an engine and ambulance for the kids to explore. Cassie Prouty proprietor for Soul to Soul who teaches self-empowerment to children, teens, and adults was in attendance. Douglas County Sheriff's Office k9 unit brought out a vehicle and they did a demonstration and allowed the children to pet the dog. Family Support

Council held a Pinwheel coloring contest for children aged 3-12 years who won gift cards for best drawing. Winners were announced the evening of the event.

Also, for the first time since 2006, Family Support Council received a proclamation from the County Commissioners officially declaring April Child Abuse Prevention month in Douglas County. The blue ribbon campaign was kicked off by Sheriffs, Captains, and Judges who appeared for a photo opportunity in front of the court house.

Pinwheels were made available for local businesses to display upon request as well as available at all of the events in April for children to take home. Pinwheels were also displayed in a bouquet in the front of our office throughout the month.



## April – Elko Family Resource Center



The Family Resource Center again this year participated in Pinwheels for Prevention, a national public awareness campaign that puts a new spin on preventing child abuse and neglect. The Family Resource Center partnered with the Boys & Girls Club and Children’s Cabinet in promoting the health and development of children. More than 150 goodie bags were distributed to families. These bags contain educational materials regarding parental self-care, child care and simple activities for parents and children to do together. Executive Director, Judy Andréson, also wrote a story for the Elko Daily Free Press that highlighted facts about, and tips on how to deter child abuse and neglect.

## Entire Month of April- Wells

Our month long event was successful in showing support for the pinwheels for prevention campaign. Local businesses had either pinwheel lawn displays or indoor bouquets, for a total of over 1900 pinwheels. All pinwheel displays had a yard sign or flyer saying “Supporting the Children of Wells having a Safe and Healthy childhood”. The local grocery store let us hold a pinwheel coloring contest where we had over 30 children participate. The local bank was displayed with 3-D paper pinwheels made by the elementary 1<sup>st</sup> and 2<sup>nd</sup> graders and our local electric company displayed 3-D paper pinwheels made by our Leopard Cub preschoolers. We held our first Family Kite Festival on April 27<sup>th</sup> to encourage a free family based activity in the community. There were several nominations for our Pinwheel Award which recognizes one individually yearly who has made a significant impact on the children of Wells.



## NYE

### Entire Month of April- Pahrump, Tonopah, Round Mountain, and Gabbs

The Nevada Outreach Training Organization and the Pahrump Family Resource Center participated in several "Pinwheels for Prevention" events throughout Nye and Esmeralda county. We had pinwheels on display at our offices in Pahrump and Tonopah and they were distributed at the schools in Pahrump, Tonopah, Round Mountain and Gabbs. We handed out pinwheels at the Community Easter Picnic which was attended by approximately 3,000 people! Child Abuse Prevention Month brochures, along with the pinwheels were also provided at all of our events and locations.



## PERSHING

### May 2<sup>nd</sup>- Pershing County Prevent Child Abuse Event

The Pershing County Family Resource Center and the Pershing County Library joined together to show support for child abuse prevention and celebrate all children. Community members, parents, and children planted pinwheels in front of the county courthouse and in front of the library. This was followed by a potluck luncheon at the library hosted by FRC families and the library staff. After the luncheon everyone joined in the celebration of El Dia de los Ninos, which included children's dances, arts and craft activities, and a live singing performance. Other organizations that participated were: Domestic Violence Intervention and Frontier Community Coalition.

## STOREY

### Entire Month of April- Educating Elementary School Students

This year Community Chest again partnered with the Storey County School District to bring a combination of education and awareness for the topic of child abuse prevention. Caren Baum, School Counselor and Adrienne Sutherland, Therapist/Community Advocate jointly led class discussions for grades K-5th, covering topics such as the different types of abuse (emotional, sexual, physical and neglect) and ways to seek and deliver support for those who may be experiencing abuse. During the presentation children were encouraged to make pinwheels, which were then displayed around the elementary school. At the end of April the pinwheels were sent home with the children in hopes of facilitating further discussion with family members.



## WASHOE

### Entire Month of April- Northern Nevada R.A.V.E. Family Foundation

The Northern Nevada R.A.V.E. Family Foundation's number one goal is to help reduce child abuse and neglect by providing caregivers a much needed and deserved break several times per month. This year Pinwheels attended every respite session in April. Our high school youth volunteers were told about the significance of the pinwheel prior to each respite session. The children and volunteers were able to play with the pinwheels throughout the session and then take them home after the session ended. The children were fascinated with how the pinwheels spun in the wind, spun with their mouths, and spun with their hands.



### April 8<sup>th</sup> – Reno Pinwheel Planting

The Children's Cabinet partnered with the Downtown Reno Library to raise child abuse awareness. The Children's Cabinet was also joined by RAVE, Washoe Youth Build, and Washoe County Social Services-Foster Care and Adoption. Each agency provided families with information on resources, a child friendly activity and free pinwheels. The youth that participated from the Washoe Youth Build program partnered with the younger children by engaging the children with art activities, hanging up pictures, reading stories, playing with puppets, and planting pinwheels throughout the library. The Downtown Reno Library displayed the pinwheels and artwork throughout the month of April to raise child abuse awareness. The interaction between the young children and older youth was a success. The pinwheels for prevention event left children and families with happy smiles.



## **Appendix B**

### **2013-2014 Evaluation of the Choose Your Partner Carefully Campaign**

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2013-2014

Evaluating the  
Choose Your  
Partner  
Carefully  
Campaign

*A summary of the first year of  
testing*

*Prevent Child Abuse Nevada  
Nevada Institute for Children's  
Research and Policy  
University of Nevada Las Vegas*

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**The Nevada Institute for Children's Research and Policy (NICRP) is a not-for-profit, non-partisan organization dedicated to advancing children's issues in Nevada.**

As a research center within the UNLV School of Community Health Sciences, NICRP is dedicated to improving the lives of children through research, advocacy, and other specialized services.

**NICRP's History:** NICRP started in 1998 based on a vision of First Lady Sandy Miller. She wanted an organization that could bring credible research and rigorous policy analysis to problems that confront Nevada's children. But she didn't want to stop there; she wanted to transform that research into meaningful legislation that would make a real difference in the lives of our children. In 2013, NICRP also became a fully chartered chapter of Prevent Child Abuse America.

**NICRP's Mission:** The Nevada Institute for Children's Research and Policy (NICRP) looks out for Nevada's children. Our mission is to conduct community-based research that will guide the development of programs and services for Nevada's children. In addition, our mission of Prevent Child Abuse Nevada is to do 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.

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[preventchildabusenevada.org](http://preventchildabusenevada.org)**

# “Choose Your Partner Carefully” Campaign

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## Background

Too often, child deaths result from abuse or neglect inflicted from a parent’s paramour, relative, or other caretaker, who was not equipped with proper parenting skills, but still entrusted to care for the child because of their relationship with the parent. To combat this problem in Nevada, Prevent Child Abuse Nevada (PCA-NV) at the Nevada Institute for Children’s Research and Policy (NICRP) and other community partners, adapted a campaign from Ohio entitled “Choose Your Partner Carefully (CYPC).” The campaign’s existing posters and brochures were modified for their use in Nevada, and initial funding was received to display bus stop images at 15 different locations across Southern Nevada, as well as to print and disseminate 40,000 English and Spanish informational brochures. In addition, a designated webpage was added to the PCANV website where information could be regularly accessed and used on a statewide level.

## CYPC Evaluation

While the community had a very positive response to the campaign, the campaign materials had not been evaluated. Therefore, PCA-NV applied for a two-year grant through the Department of Health and Human Services to conduct an evaluation in order to measure and improve the effectiveness of the campaign’s educational materials. Additionally, due to community request, PCA-NV developed a new one-hour parent-training class targeted at single parents. This method was also included in the campaign’s proposed evaluation.

## Methods

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This project was divided into two major evaluation components to test the print materials (brochure and poster) as well as the one-hour training class which utilized the print materials and supplements. Each process is described below.

### Phase One: Evaluation of Print Materials

Community organizations and agencies who provided services or subsidies to parents (i.e. Women Infant and Children offices, Family Resource Centers, etc.) within Churchill, Clark, and Washoe counties, were approached to help evaluate the campaign’s print materials. In each region, two offices were selected; one office would display the print materials (intervention group) and one office would not display the printed materials (control group). Two surveys were developed to help us understand if parents noticed and read the campaign’s print materials, what they thought of the printed materials, and if there were any differences in knowledge between individuals who had and had not read the print materials. The two surveys included the same demographic information and knowledge questions, including three true or false questions regarding appropriate habits of child caregiving and four multiple choice questions regarding appropriate characteristics of an adequate child caregiver. However, the survey for the intervention group included the section that asked about their opinions of the campaign poster and brochures and the survey for the control group included a question to determine if they had been

previously exposed to the materials at a different location. All participants were required to be parents over the age of 18, and were compensated for their time with a \$10 gift card to Wal-Mart.

## Phase One: Parent Trainings

Parent training classes were held in Churchill, Clark, and Washoe counties. Single-parents were recruited through advertising flyers that were distributed to at-risk agencies as well as community organizations. The training materials consisted of a PowerPoint presentation, the campaign brochure and poster, an informed consent, a demographic questionnaire, pre- and post- knowledge questionnaires, a post-training satisfaction survey, and focus group questions and protocols.

The one-hour parent trainings began with a welcome message for participants and a brief overview of the agenda. Participants were provided with a hard copy of the informed consent and then listened as it was read out loud. Attendees, who consented to participate, were then requested to complete a demographic form and a pre-knowledge test. Next, brochures were handed out to all participants, and the trainer gave a PowerPoint presentation regarding the Choose Your Partner Carefully campaign information. Directly following the PowerPoint training, participants were asked to complete a post-knowledge questionnaire, a training satisfaction survey, and then entered the one-hour focus group portion of the study. The focus group portion consisted of asking participants to discuss their opinions regarding the training and the usefulness of the print materials. Participants were also asked to provide any suggestions that would assist in improving the training and the print materials. Participants were compensated with a provided meal as well as with a raffle ticket for the chance to win a \$50 gift card to Wal-Mart. A gift card was raffled directly following the focus group.

Finally, participants were contacted one-month after the focus group to complete a follow-up survey via telephone. The purpose of the one month follow-up survey was to determine retention of knowledge and use of the materials from the training. Those that completed the follow-up survey were mailed a \$15 gift card to Wal-Mart for their time.

# Results

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## *Office Surveys*

A total of 200 office surveys were collected from community agencies or organizations; half of the surveys were collected from the intervention group (offices that displayed the print materials), and half were collected from the control group (offices that did not display the print materials). The number of surveys were collected based on the population in each county, therefore less surveys were collected in the rural county: Washoe (Reno 41%), Clark (Las Vegas 40%), and Churchill (Fallon 19%). Of the participants, 81.6% were female and 18.4% were male.

### *Demographic Information*

This sample varied in age as 83.9% were between the ages of 18 and 40, while 14.1% were 41 years or older. Approximately 37.2% were White/Non-Hispanic and 36.2% were Hispanic. Finally, 78.5% indicated their primary language was English, 18.3% indicated their primary language was Spanish, and

3% indicated another primary language was spoken. Table 1 presents these demographics in control and intervention subgroups.

**Table 1 Description of Demographic Results from Office Surveys (n=200)**

|                          |                                 | <b>CONTROL</b> |                                | <b>INTERVENTION</b> |       | <b>TOTAL</b> |
|--------------------------|---------------------------------|----------------|--------------------------------|---------------------|-------|--------------|
| <b>GENDER</b>            | Female                          | 78.6%          | Female                         | 84.7%               | 81.6% |              |
|                          | Male                            | 21.4%          | Male                           | 15.3%               | 18.4% |              |
| <b>AGE</b>               | 18-24 years old                 | 21.0%          | 18-24 years old                | 34.3%               | 27.6% |              |
|                          | 25-30 years old                 | 33.0%          | 25-30 years old                | 29.3%               | 31.2% |              |
|                          | 31-35 years old                 | 18.0%          | 31-35 years old                | 18.2%               | 18.1% |              |
|                          | 36-40 years old                 | 11.0%          | 36-40 years old                | 7.1%                | 9.0%  |              |
|                          | 41 years or older               | 17.0%          | 41 years or older              | 11.1%               | 14.1% |              |
| <b>RACE</b>              | American Indian/ Native Alaskan | 3.0%           | American Indian/Native Alaskan | 2.0%                | 2.1%  |              |
|                          | Asian                           | 3.0%           | Asian                          | 1.0%                | 2.0%  |              |
|                          | African American                | 7.0%           | African American               | 7.1%                | 7.0%  |              |
|                          | Filipino                        | 2.0%           | Filipino                       | 1.0%                | 1.5%  |              |
|                          | Pacific Islander                | 1.0%           | Pacific Islander               | 4.0%                | 2.5%  |              |
|                          | Hispanic                        | 42.0%          | Hispanic                       | 32.3%               | 37.2% |              |
|                          | White; Non-Hispanic             | 34.0%          | White; Non-Hispanic            | 38.4%               | 36.2% |              |
|                          | Other                           | 1.0%           | Other                          | 5.1%                | 3.0%  |              |
|                          | Multiple                        | 7.0%           | Multiple                       | 9.1%                | 8.0%  |              |
| <b>PRIMARY LANGAUAGE</b> | English                         | 72.8%          | English                        | 84.0%               | 78.5% |              |
|                          | Spanish                         | 21.7%          | Spanish                        | 14.9%               | 18.3% |              |
|                          | Other                           | 5.4%           | Other                          | 1.1%                | 3.2%  |              |
| <b>SINGLE PARENT</b>     | Yes                             | 44.0%          | Yes                            | 40.8%               | 42.4% |              |
|                          | No                              | 56.0%          | No                             | 59.2%               | 57.6% |              |
| <b>READ CYPC BEFORE</b>  | Yes                             | 14.4%          | -----                          | -----               | 14.4% |              |
|                          | No                              | 85.6%          |                                |                     | 85.6% |              |
| <b>LOCATION</b>          | Fallon                          | 20.0%          | Fallon                         | 18.0%               | 19%   |              |
|                          | Las Vegas                       | 40.0%          | Las Vegas                      | 40.0%               | 40%   |              |
|                          | Reno                            | 40.0%          | Reno                           | 42.0%               | 41%   |              |

*Survey Information*

Within the intervention group, 50.5% stated they did notice the Choose Your Partner Carefully brochure, and 45.1% noticed the campaign’s poster. However, of those who noticed the printed materials, only 33.3% indicated that they read the brochure, and 27.9% read the poster. While 26.3% of those who read the brochure said they were already aware of key things to look for in a caregiver, 30.5% said it made them want to be more careful in selecting with whom to leave their child(ren). Further, 31.6% found the brochure to be helpful, and 33.7% said they would share the brochure with a friend or family member. Among those who read the poster, 27.3% said they were already aware of key things to look for in a caregiver, but 29.5% stated it made them want to be more careful in selecting with whom to leave their child(ren). Additionally, 28.4% found the poster to be helpful, and 30.7% said they would share the information from the poster with a friend or family member. Finally, no suggestions or

recommendations for improving the print materials were offered, but several participants commented that the poster's picture was eye-catching and made them want to read the information therein.

To determine if there was a difference in knowledge between parents who had been exposed to the campaign's printed material (intervention group) and those who had not been exposed (control group), a t-test of independent means was conducted. The results indicated that there were no differences in knowledge between those who had been exposed (6.15, 1.44), and those who had not been exposed (6.30, 1.01),  $t(85)=198, p=.395$ . However, within the controlled group, 54% of participants had a perfect score and 33% had a near perfect score. Similarly, within the intervention group, 58% of participants had a perfect score, and 22% had a near perfect score. Therefore, it is possible that the correct answers were obvious, making the questions easy to answer without exposure to the materials.

## *Parent Trainings*

### *Demographic Information*

A total of 56 single-parents participated in the parent-trainings with mostly female attendees (82.1%). The participants varied in age groups 18-24 (16.1%), 25-30 (23.2%), 31-35 (21.4%), 36-40 (12.5%), and 41 or older (16.1%). Over half of the sample was White (55%), while 8.9% specified they were Hispanic, 8.9% were African-American, and 8.9% American Indian/Native Alaskan; 1.8% were Filipino, and 10.7% said they were multiracial. Finally, 96.4% of participants indicated English as their primary language, while 3.6% indicated their primary language to be Spanish.

### *Knowledge*

The pre- and post- knowledge questionnaires administered during the parent-training consisted of five true or false questions and five multiple choice questions and were administered before and after the parent training as well as asked again during the one-month follow-up survey. A repeated measures analysis of variance was conducted in order to determine if knowledge regarding the campaign material increased after the parent training class and was maintained one month following the training. The results indicated there was no significant difference between knowledge before (9.6, 0.7) and after the training (9.3, 2.2) or in knowledge retention one-month following the training (9.8, .5),  $F(2, 88) = 1.427, p = .243$ . Most participants answered all survey questions correctly prior to the training; therefore there was little room for improvement in scores at the follow up survey points.

### *Satisfaction*

The satisfaction survey was administered directly after the training class and consisted of 12 statements that participants were asked to rank on a 5-point Likert Scale with 1 being "Strongly Disagree" and 5 being "Strongly Agree". Overall, results of the satisfaction survey indicate that participants had positive opinions of the class, as illustrated in Table 2. The majority of attendees agreed that the trainer provided information that would be useful in choosing a caregiver (96.2%), the trainer provided at least one action item that could be used in determining who would be an adequate caregiver for their child(ren) (98.1%), and they would recommend the training to a friend or family member (83%). It should be noted, however, that four participants' scores were reversed. It appeared they circled the wrong number on each questions. Because of the comments they made on the survey, we are confident these participants misunderstood which direction the scale was assessing their attitudes and believe they meant the opposite rank of their circled choices.



The satisfaction survey also contained three opened-ended questions that revealed several participants were previously unaware of the prevalence a parents’ paramour or unrelated caregiver plays in Nevada’s child abuse fatalities. They also expressed that the training provided them with a good understanding of what red flags and warning signs to watch for during adult interactions with their child(ren) as well as a renewed insight of community resources that are available to them. The only resounding suggestion was to enlarge the font on the PowerPoint handouts.

**Table 2 Parent-Training Satisfaction Statements and Agreement (n=53)**

| STATEMENT   | STRONGLY AGREED OR AGREED |
|---|---------------------------|
| The training started and finished in a timely manner  | 92.5%                     |
| The information that the trainer gave was clear and easy to understand  | 94.4%                     |
| The trainer was well-prepared for the training  | 98.1%                     |
| The trainer offered enough opportunity for questions and discussion on the subject  | 94.4%                     |
| The trainer answered questions in a complete and clear manner   | 96.2%                     |
| The trainer provided information that is practical and will be useful in choosing a caregiver for my child                                | 96.2%                     |
| The information in the brochure was clear and easy to understand  | 94.4%                     |
| The information in the brochure made it easier to follow the training   | 88.7%                     |
| At the end of the discussion, I felt I had at least one action item that I could use in determining who is a right caregiver for my child | 98.1%                     |
| The location of this training was convenient for me and easy to find  | 88.4%                     |
| My experience with the training was better than what I expected it to be  | 82.3%                     |
| I am likely to recommend this training to a friend or family member   | 83%                       |

*Feedback Session*

After the parent-training class, participants were asked to participate in a discussion about the class and print materials to allow for a better understanding of the impressions and attitudes towards the campaign. Several important suggestions were given to improve the campaign’s messages within the PowerPoint presentation. As listed in Table 3, these suggestions were divided into recommendations to improve the presentation’s length, logistics, case examples, statistics, predator and abuser information, dating advice, and other. The focus group also offered valuable input for the campaign’s printed materials. Table 4 presents the suggestions for improvements for the brochure and poster, as subgroups including colors, language, case example, impressions, missing, and other. Finally, suggestions that were offered multiple times for the presentation or printed materials were not listed more than once, but noted by NICRP staff.

**Table 3 Recommendations for Improvement for the Parent-Training**

| <b>PARENT-TRAINING AND POWERPOINT PRESENTATION</b> |  |
|--|--|
| <b>Length:</b>                                     | <ul style="list-style-type: none"> <li>• So much information given, may take a minute to absorb; consider lengthening the training</li> <li>• Could have been longer; not more than two hours though</li> <li>• An hour training is good, anything over you will start to lose people's interest</li> <li>• A lot of information given, break down more &amp; pause longer between slides for audience to process</li> <li>• The beginning of the presentation could be broken down into more slides &amp; less overwhelming</li> <li>• Some repeating points at the beginning, might be able to condense &amp; make less slides</li> </ul>  |
| <b>Logistics:</b>                                  | <ul style="list-style-type: none"> <li>• The pre- &amp; post- tests do not seem helpful</li> <li>• Rename the class so that it's not misleading as participant thought it was dating tips on how to find the right partner</li> <li>• Larger print for presentation handouts</li> <li>• Add graphics &amp; moving banners to the PPT</li> <li>• Room was too cold, control climate better when holding a training</li> <li>• More people to show up</li> </ul>   |
| <b>Case Examples:</b>                              | <ul style="list-style-type: none"> <li>• Liked the local example of abuse, continue doing that in other trainings</li> <li>• Only do a couple examples with background info, or recent examples, instead of several painful examples</li> <li>• Perhaps a video of a case study</li> <li>• Provide the case examples after stating percentages/statistics</li> </ul>   |
| <b>Statistics:</b>                                 | <ul style="list-style-type: none"> <li>• Add other statistics for choosing a partner, if available, like statistics about partners that already have kids, behavior traits in relationships when kids are already present (dead-beat dad/mom qualities)</li> <li>• More statistics, if available, for a partner that doesn't have children verses partner who does</li> <li>• Up-to-date statistics</li> </ul>   |
| <b>Predator &amp; Abuser Information:</b>          | <ul style="list-style-type: none"> <li>• Discuss more on how a person (predator) can be overly nice</li> <li>• Discuss how an offender may be able to hide themselves for potentially 6-8 years before you get to know them</li> <li>• How to identify a sex offender website</li> <li>• How to explain to kids about predators</li> </ul>   |
| <b>Dating Advice:</b>                              | <ul style="list-style-type: none"> <li>• Discuss with single parents that once you know what you really want in a partner, than it might be easier to find than being with someone who is "okay";</li> <li>• "Sick attracts sick": If you are always attracted to negative people, once you start to work on yourself and have a higher self-esteem, you'll begin to attract the type of people who value your worth too.</li> <li>• Offer information for how to get along with partner or info for other classes to attend for those purposes</li> <li>• More pointers on how to NOT find the wrong partner</li> <li>• Some people don't know or recognize that they're in an abusive relationship until it's too late</li> </ul>  |
| <b>Other:</b>                                      | <ul style="list-style-type: none"> <li>• Include cues for how to pick a nanny/babysitter &amp; resources that have already interviewed/checked references or websites that provide babysitter ratings/reviews (the children's cabinet)</li> <li>• Note in the PPT the importance of discussing boundaries &amp; educating partner on appropriate punishments before leaving with your kids</li> <li>• How to apply for a temporary protective order through family courts and how to seek help without having to disclose your phone number, etc; for example, create a Facebook account just to contact help</li> <li>• More quotations to help concepts stick, that you'll remember every day. For example, "If you want to know who has power over you in your life, think of who you're not allowed to criticize...".</li> </ul> |

**Table 4 Recommendations for Improvement of the Printed Materials**

|  |
|--|
| <p><b>BROCHURE</b></p> <p><b>Colors/Graphics:</b></p> <ul style="list-style-type: none"> <li>• Maybe a pink one for girls</li> <li>• Make brighter around "More Information" to draw attention</li> <li>• Could be brighter; would pick up if brighter</li> <li>• Not too bright, perfect</li> <li>• Change picture to kids of varying ages to make applicable to all audiences</li> </ul> <p><b>Language:</b></p> <ul style="list-style-type: none"> <li>• It looks like it's only meant for parents with babies</li> <li>• Bring "CYPC" to the top then put "Your baby is counting on you"</li> <li>• "Your baby is counting on you" discourages parents with older kids from reading</li> <li>• Helpful if taking the time to read, it's a little wordy</li> <li>• Like the wording of the poster title better than the brochure's title</li> <li>• Like poster better than brochure; brochure should say what poster says</li> <li>• It does make you think it is just men, but it could be women also; Maybe "Choose Your Caregiver Carefully"</li> <li>• Put emphasis on words, "even ONE of these" means that your child might be at risk.</li> <li>• Start with "Your significant other could be psycho? Read below" (and then list the qualities)</li> <li>• It seems like common sense</li> </ul> <p><b>Case Example:</b></p> <ul style="list-style-type: none"> <li>• Add case example with bubble like from PowerPoint to highlight so it wouldn't overwhelm reader.</li> <li>• Restructure with example</li> <li>• Maybe add case example on front</li> </ul>   |
| <p><b>POSTER</b></p> <p><b>Impressions:</b></p> <ul style="list-style-type: none"> <li>• Catches your attention if in a similar situation</li> <li>• Captures the more terrifying aspect of the class</li> <li>• More shocking; if brochure is switched to this cover, would not pick up</li> <li>• If brochure switched to this cover, I would pick it up</li> <li>• It makes me want to cry</li> <li>• It gets me down, sad</li> <li>• More intriguing than the brochure, eye catching</li> <li>• if brochure looked like this I would pick it up</li> <li>• It's a little scary, because it's black and white, kind of poltergeist-like</li> <li>• A little scary because it's a baby's little hand</li> <li>• Many people may consider poster to depict serious cases of abuse and consider their situation to be not as serious</li> </ul> <p><b>Color &amp; Graphics:</b></p> <ul style="list-style-type: none"> <li>• Add a stop sign, or make in the shape of a stop sign</li> <li>• Make the print bigger (on the hand)</li> <li>• Brighten it up a bit</li> <li>• Change the red and blue colors so it doesn't look like LVMPD put it up; won't seem as scary but still gets your attention</li> </ul> <p><b>Missing Information:</b></p> <ul style="list-style-type: none"> <li>• Consider adding domestic violence intervention hotline number, because they could be related</li> <li>• Advertise for the pamphlet (if posed in same location)</li> <li>• Resources for people to pick up since many don't call until it's too late or don't have access to the internet</li> <li>• If used to advertise for this class, it makes the class seem more intense than it really is.</li> </ul> |

# Discussion

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Our goals for the evaluation were to measure the campaign's effectiveness by evaluating its related educational materials and utilize the information gained to improve the campaign overall. There were three main outcomes from this study: 1) knowledge, 2) dissemination of materials, and 3) content of materials. Additionally, from the outcomes of this study, we have made revisions to the campaign for the second year of testing.

## **1) Knowledge**

We sought to formally assess the messages within the printed materials by offering knowledge questions between control and intervention groups, and assess the messages within a parent-training PowerPoint presentation by conducting pre- and post- knowledge tests. However, it became clear during our evaluation that the questions used for such assessments were too easy as most participants answered all questions correctly without exposure to any of the material. For example, during the parent training, several participants began the class with perfect pre-test knowledge scores which did not allow for any illustration of improvement after the training. Additionally, several participants during our office surveying commented that the questions seemed like 'common sense', supposing that every parent would know the correct answers and further demonstrated that the questions did not accurately reflect the added knowledge from the campaign's poster and brochure. Our staff has taken this factor into consideration for the evaluation's second year, and has already started to brainstorm knowledge questions that will accurately reflect the campaign's materials.

## **2) Dissemination of Materials**

Our evaluation also sought to understand the effectiveness of the delivery methods the campaign had been previously undertaking by displaying printed materials in at-risk offices as well as the effectiveness of a new parent-training method. From the results of our office surveying, it is evident that leaving the printed materials around at-risk offices is not an effective method for getting the campaign's message across the targeted audience. Rather, they would be better served if the printed brochures were directly distributed by those working with high-risk parents after they identify a person within our targeted audience.

## **3) Content of Materials**

Information gathered from the parent-training focus group and follow-up interviews suggests that the parent-training method seems to be an effective method for getting the campaign's message across as several participants revealed it to have a considerable impact on them. For example, one participant placed her child in counseling for past experiences after recognizing in the training how domestic violence can negatively impact child development. Another participant was able to recognize that her partner's behavior patterns of leaving her child alone to go to the store and purchase alcohol was unacceptable. This participant and a few others expressed how the class helped influence their decision to discontinue allowing inadequate partners to care for their children, terminate relationships with unfit partners, or seek protective orders against abusive partners.

From the parent-training focus groups, we were also able to get a better understanding of the impressions and attitudes towards the campaign materials as well as gather several important suggestions to improve the campaign's presentation and print materials. While all suggestions were

considered, NICRP staff has selected the more prominent as well as the more relative suggestions to implement. Table 5 presents a list of suggestions being implemented to the PowerPoint Presentation and brochure for the campaign’s second year of testing.

Finally, in addition to the changes discussed in Table 5, NICRP staff revised the campaign’s knowledge questions for the office surveys as well as the presentation’s pre-test, post-test, and follow-up survey. We are hopeful the new questions will lead to a more accurate understanding of the campaign materials’ effectiveness.

**Table 5 Implementations for Year 2**

| <b>CHANGES BEING IMPLEMENTED TO THE POWERPOINT AND BROCHURE</b>  |
|--|
| <b>POWERPOINT</b>  |
| <ul style="list-style-type: none"> <li>• Condense the slides &amp; remove repetitions</li> <li>• Update Nevada’s statistics &amp; modify charts</li> <li>• Add a child victim video to the beginning</li> <li>• Decrease the number of case examples, but add-in detailed local cases</li> <li>• Conduct the Safety Test from the brochure</li> <li>• Add the importance of educating partners on the difference between abuse &amp; punishment</li> <li>• Discuss common characteristics of child &amp; domestic violence abusers</li> <li>• Discuss the national sex offender search website</li> <li>• Discuss dating abuse</li> <li>• Suggest opportunities within the community to improve oneself &amp; current relationships</li> <li>• Add information for organizations who have already interviewed &amp; conducted checked backgrounds on potential child caregivers</li> <li>• Discuss the importance of conducting a background check on potential partners &amp; caregivers</li> <li>• Discuss childcare back-up forms &amp; emphasize that rushed decisions decrease caution</li> <li>• Discuss how to apply for a temporary protective order through family courts</li> <li>• Add quotations to help these concepts stick</li> <li>• Animate text within PowerPoint</li> </ul> |
| <b>BROCHURE</b>  |
| <ul style="list-style-type: none"> <li>• Add a local case study</li> <li>• Add the safety test</li> <li>• Add warning signs of domestic violence &amp; child abusers</li> <li>• Add prevention tips</li> <li>• Add community resources</li> <li>• Change graphics to broaden the perception of the ages of at-risk children</li> </ul>   |

*Next Steps*

With the revised campaign materials, the project’s second year will include a replication of this study. Materials and trainings will be provided in Reno, Las Vegas, and select rural counties to obtain feedback on the revised materials. After this process is complete, feedback will be used to make one last set of revisions. Finalized materials will then be available for dissemination statewide by July 2015.