



Prevent Child Abuse
Nevada™

2014 – 2015 Annual Report



Prevent Child Abuse Nevada Annual Report

July 1, 2014 – June 30, 2015

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

Attendance at Annual Executive Directors Meeting

In March 2015, 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 and learn about various chapter activities. This year, the meeting was held in Washington DC so we had the added benefit of meeting with our Federal Representatives or their staff members to discuss efforts in Nevada. Below are pictures with Representative Dina Titus, Joe Heck, and Prevent Child Abuse America CEO James Hmurovich.



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 4 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 worked on improving communication among the chapters as well as between the chapter network and the National Office. The efforts of CNEC lead to a new chapter portal where we now have access to share information and resources within the chapter network. In addition, CNEC lead exercises at the Executive Director meeting to increase opportunities for collaboration and determine next steps for the network.

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 2014 and in Washington DC in June of 2015. 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

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 12 individuals representing various child advocacy, service organizations, and community members throughout the state. The Prevent Child Abuse Nevada Advisory Board met a total of four times in the last fiscal year. 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. This year, the Advisory Board also elected a Board Chair, created three subcommittees, and approved a new mission statement for Prevent Child Abuse Nevada that better encompasses the PCANV scope of work and ideals. The mission statement is as follows:

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

Online Presence

Website

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.

As an addition to this year's website, PCANV staff developed a resource mapping tool. Resource categories included Family Resource Centers, Home Visiting, Foster/Adoption Services, Disability/Developmental Services, Caregiver Respite Services, Reunification Support, Domestic Violence Services, and Sex Abuse Prevention/Education. Resources throughout the state in these categories were compiled and placed on a web mapping platform. Visitors to this page can zoom in to their location on the map and view the services in their area. This resource map is an ongoing project and is updated as new resources become available to the community. The map can be viewed by entering this link into a web browser: nic.unlv.edu/pcan/resources.html or by clicking on the Resource tab on the homepage:

Activity on the PCANV website, tracked by Google Analytics, shows a total of 4,542 hits in the past year, with 3,029 of those being unique visitors. About 85% of those hits were based out of the United States, of which the majority was located in Nevada.

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

E Newsletter

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. Furthermore, 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 665 individuals on the PCANV e-newsletter an increase of almost 200 contacts in the past year. There is an average open rate of about 20 percent.

Website Social Media

Links to PCANV's social media pages can be found on the newsletter as well as most pages of the PCANV website. This year, we made goals to increase our social media presence and were successful by posting on our Facebook and Twitter pages at least 3 times per week. We have increased our schedule to posting communications every day. Currently we have 223 likes on our Facebook page -almost double from last year- and we are being followed by 338 individuals on Twitter.

Facebook: facebook.com/pcanv ; Twitter: @pcanevada

Funding

Grant Applications

Prevent Child Abuse Nevada runs primarily on grant funding obtained by the UNLV Nevada Institute for Children's Research and Policy. During the past fiscal year, Prevent Child Abuse Nevada submitted five grant applications, three of which were awarded. First, we applied for and were awarded \$2,000 from the In N Out Burger Foundation for printing outreach materials and vendor fees. Second, we applied for and were awarded \$13,626.00 from the Executive Committee for Child Death Review to support Safe Haven activities as well as the statewide annual conference. Third, we applied for and were awarded a grant by the State in the amount of \$56,322 that funds the position of a full-time community trainer. We did not receive funding for submitted grant application for the Clark County Outside Agency Grant, as well as for the Green Valley High School We R Community grant.

Fundraising

Over the past fiscal year, Prevent Child Abuse Nevada held three fundraising events. First, Prevent Child Abuse Nevada held a t-shirt design contest open to elementary school students. The design contest theme was centered on child abuse prevention and with the focus of the design requiring a pinwheel. The winner, an 11 year old from Las Vegas, had her design printed on t-shirts that were sold and worn throughout the state on Go BLUE day and at Pinwheels for Prevention events. We raised about \$600 from t-shirt fundraising sales.

Second, a silent auction was held during the Pinwheels for Prevention events at Town Square and the Downtown Container Park on April 11 & 18, 2015. Many local businesses supplied in-kind donations such as show tickets, 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 \$1,950.00.

List of Donors for 2015 Pinwheels for Prevention Silent Auction:

- Cheesecake Factory
- Cornish Pasty, Co.
- Dam Helicopter Company
- Golden Nugget Hotel and Casino
- Firefly
- JW Marriott Las Vegas
- Las Vegas
- Las Vegas Ice Center
- M Resort
- Red Rock Climbing Center
- South Point Hotel and Casino
- SLS Las Vegas
- Tacos and Beer
- Total Wine & More
- Trapeze Las Vegas
- Vegas Indoor Skydiving
- Whole Foods

Lastly, starting in the month of April, the concierge office at Town Square put pinwheels on display and offered them to patrons of Town Square for a donation of their choice. We collected approximately \$390.00 through June.

On-Line Giving

The Prevent Child Abuse Nevada website has a link to an on-line giving option and has received a few donations. We believe it is important to make giving as easy as possible for our supporters. In the future, we will expand our efforts to advertise our on-line giving option to increase funding for PCANV.

Pinwheels for Prevention

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

This year's "Pinwheels for Prevention" activities were a statewide success! Overall, nine counties reported their participation in about 24 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, 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. A detailed summary of the "Pinwheels for Prevention" events held in April is provided in Appendix A.

Choose Your Partner Carefully Campaign

The Choose Your Partner Carefully campaign is the only public health campaign in Nevada that directly addresses the issue of child fatalities from non-relative caregivers and parent paramours. In 2012, the campaign was implemented in Nevada, and in 2013 PCA-NV applied for and received a two-year grant through the Nevada Department of Health and Human Services to conduct an evaluation to measure and improve the effectiveness of the campaign's print materials and parent training class.

In June 2015, the Choose Your Partner Carefully program evaluation project wrapped up its second and final year of testing. The goals of the evaluation were to measure the campaign's effectiveness by evaluating its related campaign materials and utilize the information gained to improve the campaign overall. This project was divided into two segments, testing the effectiveness of print materials in a service provider's office and testing the effectiveness of a one hour parent training class. The overall goals for evaluating the printed materials were to understand if parents noticed and read the printed 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 printed materials. For the parent-training classes, the overall goals were to increase parent knowledge, gain insight on opinions regarding the importance of the messages within the campaign, obtain feedback on the parent-training class and printed campaign materials, and measure behavior change and knowledge retention one month following the training. Highlights of the results of our final year of testing are described below.

Printed Materials

Community organizations and agencies who provided services or subsidies to parents (i.e. Women Infant and Children offices, Family Resource Centers, etc.) within Carson City, Clark, Nye, and Washoe counties, were approached to help evaluate the campaign's printed materials. In each region (Clark, Washoe, and rural) one office displayed the brochure and poster while another office served as a control office and did not display information. A total of 203 surveys were collected from parents years 18 and older, 103 from the offices that displayed the materials, and 100 from the control offices.

The results found that only 39.4% of parents noticed the Choose Your Partner Carefully brochure, and of those, 69.4% read the brochures. From those who read the brochure, 88% said the brochure increased their knowledge in choosing an appropriate caregiver. Also, 100% of readers found the brochure to be helpful, and would share the brochure with a family

member or friend. The results also found that 37% of parents noticed the Choose Your Partner Carefully poster, and of those 62.2% read the poster. 100% of parents who read the poster found it to be helpful and made them want to be more careful in selecting with whom to leave their children. Given that such a low percentage of individuals notice the print materials in the offices of service providers, this does not seem to be the most effective way to disseminate information.

Parent-Training Class

A total of 54 parents participated in the campaign's one-hour parent training and focus group discussions held in Clark County, Washoe County, Nye County, and Elko County. The results from the knowledge questionnaires indicated that the parent's knowledge increased immediately following the class and this knowledge was retained at least one month following the class. Additionally, almost all (98%) of participants agreed that the presentation increased their knowledge on the characteristics of a child abuser as well as their knowledge in choosing an appropriate caregiver for their child(ren) (96.2%). Further, 100% of participants intended to take more precautionary steps to ensure their children are left with appropriate caregivers.

The results also revealed that participants were satisfied with the training class: 94% agreed that the trainer provided information that would be useful in choosing a caregiver as well as at least one action item that could be used in determining who would be an adequate caregiver for their child(ren) (93.9%), and that they would recommend the training to a friend or family member (93.9%). Very little suggestions were given to improve the campaign's messages, but a few suggestions were given to lengthen the training class and offer the class to more parents, especially teen parents. *Overall, the community had a very positive response to the campaign.* The parent training class seems like an appropriate method to increase knowledge on this topic and one way to help prevent related child injuries and fatalities in Nevada.

Next Steps

The NICRP staff took this year's suggestions to brighten the campaign's brochure, increase its listed resources, and enlarge its print. The final redesigned brochure has been translated into Spanish and copies in both English and Spanish are currently being disseminated across Nevada. The parent training presentation is also in its last stages of modification and will be available statewide by the end of the year for community agencies who wish to utilize the information therein. Prevent Child Abuse Nevada is planning a train the trainer event to help other agencies implement this training with their clients. It is important to note even with a desire to choose more appropriate caregivers, many parents may still not be able to find safe and appropriate caregivers for their children, especially in situations where there is minimal notice; therefore Nevada should build resources to help fulfil this community need. For more details about this evaluation, or to request a parent training class or print materials, please contact our office.

Enough Abuse! Campaign

This year, a public health campaign to combat child sexual abuse was brought to Nevada, entitled Enough Abuse! This Child Sex Abuse Prevention campaign focuses the responsibility of preventing child sex abuse on adults and the community. It includes presentations for a variety of audiences, including parents, youth serving organizations, general community members, and medical professionals. The Rape Crisis Center of Las Vegas partnered with PCANV and received a grant to bring the campaign to Nevada. The Enough Abuse! campaign Train the Trainer session was on May 14th and 15th, 2015. About 40 professionals and community members attended this training and are certified to bring the Enough Abuse! Campaign to the community at large, including 3 PCANV staff members.

PCANV will continue to conduct community trainings, provide evaluation services for the Enough Abuse Campaign, and we will organize the Task Force on the Prevention of Sexual Abuse of Children to continue to expand prevention efforts in our state.

Child Abuse Prevention and Safety Conference

Prevent Child Abuse Nevada, with the help of a statewide planning committee of 15 individuals from throughout Nevada, planned and achieved a very successful statewide conference entitled NEVADA'S FUTURE: Safe, Stable and Healthy Families. The conference was held in Las Vegas, Nevada at the Switch inNEVation Conference Center on June 5, 2015. This conference was made possible by funding from the Executive Committee for Child Death Review.

Registration was at capacity with 115 seats, and a final waiting list had 12 names. Six different counties were represented at the conference with 87 attendees from Clark County, 6 from Carson City, 2 from Churchill, One from Elko, 5 from Lyon and 9 from Washoe. Attendees were professionals across many areas, including the medical fields, legal, mental health, and early childhood. Through funding provided by the Executive Committee, we provided travel scholarships for six attendees and four presenters.

Two tracks guided the day with focus on Well-being: Mental Behavioral Health and Family Support: Prevention Skills and Strategies. One plenary session on the Safe Haven Law was held in the morning with presenters from the Safe Haven Workgroup Tara Phebus, M.A., Sharon Benson, Esq., and Kelli Weishaput, LSW. The keynote was held during a lunch plenary session, on the Neurophysiology of Traumatic Stress on the Developing Child by Lisa Durette, MD. The following is a list of presentation topics and presenters for the two tracks:

Track 1 Well Being: Mental/Behavioral Health and Disabilities

- *Embracing the Chaos: Re-conceptualizing changes and challenges in the caregiver-infant relationship*- Presenter: Stephanie Woodward, Psy.D., P.C.

- *Best Practice recommendations of the treatment of youth in foster care, an update* - Presenter: Lisa Durette, MD, DFAPA
- *How mental health issues impact children and parents involved in child welfare proceedings, and how to deal with them-* Presenter: Janice Wolf, Esq., CWLS

Track 2 Family Support: Prevention Skills and Strategies

- *Child Fatalities: Learning from tragedy to inform prevention-* Presenter: Regina Washington
- *Choose Your Partner Carefully* - Presenter: Amanda Haboush-Deloye, Ph.D.
- *Enough Abuse! Campaign to prevent child sexual abuse* - Presenter: Daniele Dreitzer, MSW

Additional sponsors for the conference included UnitedHealthCare and the Nevada Maternal Child Health Coalition. An evaluation was included with conference materials given out to each attendee. Evaluations were very positive with scores ranging from 3.5-3.7 out of 4 (4 being very satisfied) on overall satisfaction. Some comments by attendees included great information and presenters, as well as excellent/relevant topics. We look forward to increasing attendance capacity for the Las Vegas conference in 2017 and providing the state with a quality, informational, and enjoyable conference.

Educational Outreach

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

Clark County Events

- | | |
|--|---|
| • Shield of Hope Resource Fair | • Henderson Community Expo |
| • LV Metro's 2 nd Annual Back 2 School Fair | • American Academy of Pediatrics Conference |
| • Nellis Air Force Parent Advisory Meeting | • Take Back the Night at UNLV |
| • Town Square National Night Out | • Mountain View Elementary School fair |
| • Peggy's Attic Back 2 School Fair | • PTA Health Fair at Crestwood Elementary |
| • Safe Communities Back to School Fair | • SNAEYC Conference |
| • Hopelink Back 2 School Fair | • Brooklynn Mae Mohler Foundation 5k Walk |
| • Care Coalition Back 2 School Fair | • Shield of Hope Egg Hunt |
| • Booker Back 2 School Fair | • Pinwheels for Prevention-Town Square* |
| • Choose and Move Festival | • Pinwheels for Prevention-Container Park* |
| • 7 th Annual Step Up for Kids Event* | • Reading Rainbow in the Park |
- (*organized by or in conjunction with PCANV)

Northern Nevada Events

- Nevada Health Conference
- Carson City Outreach – Fighters Against Child Abuse

Trainings and Presentations

In addition to attending community outreach events, Prevent Child Abuse Nevada staff conducted trainings for professionals on Recognizing and Reporting Child Abuse. Staff training events occurred at Sunrise Children’s Foundation WIC Clinic, Boys and Girls Club, City of Las Vegas Summer Program Employees and City of Las Vegas Aquatics facilities employees. In total, we reached about 110 professionals. In addition, PCANV was invited to visit two elementary schools in Mesquite, NV to do an assembly on Anti-Bullying and Personal Safety. We were able to reach about 600 students throughout 4 assemblies.

Additional Activities

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 a Child Abuse Prevention and Safety Conference, participating on 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 the 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 workgroup has developed informational materials for Safe Haven providers including posters that were distributed to all hospitals, fire stations, police departments and other “safe surrender” locations. Business card sized informational materials were also sent out for employees of surrender sites to keep on their person for reference in case of a surrender.

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 an effort to reduce the number of infant deaths due to unsafe sleeping conditions. NICRP is

assisting to create program materials, as well as conduct an evaluation of those materials. To date, the program has been implemented at University Medical Center, St. Rose Sienna and De Lima, and Sunrise Children's Hospital. We have also recently begun implementation within the Valley Hospitals system.

Task Force on the Prevention of the Sexual Abuse of Children

During the 77th 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 were asked to join this workgroup and assisted with the preparation of a final report of recommendations for the State of Nevada. This workgroup is no longer mandated by legislation to exist; therefore, Prevent Child Abuse Nevada has volunteered to continue the task force and will expand membership, organize meetings, provide meeting notes, and conduct other administrative duties as needed by the group. It is expected that this group will reconvene in the fall of 2015.

Appendix A

Pinwheels for Prevention

2015 Pinwheels for Prevention Nevada Summary



This year's "Pinwheels for Prevention" activities were a statewide success! Overall, **9 COUNTIES** reported their participation in about **24 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 to 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 10th – 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 second annual GO BLUE! Day. Prevent Child Abuse Nevada partnered with Booster.com selling 2015 Pinwheels for Prevention T-shirts, with a portion of all proceeds going to PCA-NV and furthering efforts of child abuse and neglect prevention. Meena Pepito, a Clark County Findlay Middle student won the 2015 GO BLUE T-shirt Design Contest. Her artwork was featured on the back of the Pinwheels for Prevention T-shirts that were worn statewide throughout the month of April.

CARSON CITY

April 1st – 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. The Children's Cabinet was also in



attendance and invited rural child care providers to attend and have a picnic on the legislative grounds. There were two licensed child care providers that attended with a total of 35 pre-k children. A press conference

was held with speakers Justice Nancy Saitta, Dr. Amanda Haboush-Deloye, Executive Director of PCA-NV and Joey Primak from Fighters Against Child Abuse.



April 10th – Carson Pinwheels with Foster Youth

April 10, 2015, The Ron Wood Family Resource Center participated with Advocates to End Domestic Violence in planting pinwheels on the legislature lawn with aged out Foster Youth. The Ron Wood Family Resource Center also displayed the pinwheels and artwork made by children in Positive Action Parenting class throughout the month of April to raise child abuse awareness.



CHURCHILL

Entire Month of April: Pinwheel Making and Annual Pinwheel 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. Local officials including Mayor Ken Tedford, Sherriff Ben Trotter, Fallon Paiute Shoshone Tribal Police and community members for a photo opt. We made pinwheels with the tribe after school program and also with Vision Quest kids at Churchill County Middle School. Their pinwheels were planted at the Fallon Paiute Shoshone Tribal Health Clinic and the Education Building. Our last event was our annual pinwheel walk where 62 people walked in the rain we walked and planted pinwheels throughout town.



CLARK

Entire Month of April – Las Vegas: University of Nevada Cooperative Extension Pinwheel Event Participation

Eggstravagaza at Molasky Park: UNCE provided Pinwheel making templates for parents and children. A fun craft for kids to create butterflies using coffee filters and paint dots was a hug hit!

Pinwheels for Prevention event at Green Valley Library: Child Abuse Prevention materials were provided to families to help raise awareness. Parents were also given a pinwheel making template to make at home with their children.

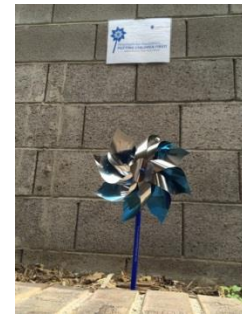
GO BLUE day: All the UNCE employees wore blue t-shirts and the staff distributed pinwheels and Child Abuse Prevention materials to ten program sites that week.

Pinwheels for Prevention event at Town Square and Container Park: A fun Pinwheel making template for parents and children was available to color and we also helped them create butterflies using coffee filters and paint dots.

April 1st- Las Vegas: Easter Egg Hunt at Nellis Air Force Base



2500 people attended the Easter Egg Hunt at Nellis Air Force Base Youth Center. April is also the Month of the Military Child along with Child Abuse Prevention Month. A resource fair was also at the event and child safety materials were passed out to the youth.



April 11th – Las Vegas: Pinwheels for Prevention at Town Square



Prevent Child Abuse Nevada hosted a Pinwheels for Prevention event at Town Square Park. PCA-NV partnered with Town Square in hosting a community resource fair focused on “Fostering safe, happy, and healthy childhoods”.

The event held a

resource fair with multiple agencies serving families in Nevada, a silent auction with



packages from generous community donors, and multiple performances including The Foothill High School Improv Group, singers CaRena McCullough and Genevie Parlade, and a flash mob. Characters McGruff the Crime Dog and Deputy Drip were also in attendance. A press conference started off the event, where Executive Director of PCA-NV Dr. Amanda Haboush-Deloye, Clark County Department of Family Services Mari Parlade, and Commissioner Susan Brager spoke on the importance of child abuse prevention, and recognized Meeha Pepito for winning the 2015 GO BLUE T-shirt Design Contest.



April 11th - Las Vegas: Bears and Binkis Event at Justice Myron E. Leavitt/Jaycee Park

The annual Bears and Binkies Reunion picnic was held on April 11th at Myron E. Leavitt and Jaycee Park. This picnic is especially close to our hearts as all of the families in attendance have graduated from the Bears and Binkies Positive Parent/Child Interaction Course. This picnic is a celebration of parents reuniting and engaging with their children in a positive manner as well as seeing their classroom peers who have become part of their support system outside of class.



Activities included a cake walk, musical chairs, face painting, and a large sports activity area. As literacy is a large part of positive family engagement, every child was given a book bag with a book to take home. The bags were also filled with



hand-made wooden toys donated by "Toys for Smiles." Soroptimist International of Greater Las Vegas hosted a craft table that allowed children to be creative with their hand prints. Children selected colorful ink to create butterflies, and caterpillars. Tutis Frutis volunteered their time doing face painting for children. Lunch was provided for the families.

Activities were paused in order for everyone to take part in a walk against child abuse. We were very excited to have special guest "Cosmo," from the Las Vegas 51's lead us in our walk.

Children were given blue pinwheels and Cosmo led the walk around the park as while shouting the words "WE PAY ATTENTION TO CHILD ABUSE PREVENTION!"



April 11th - Las Vegas- Pinwheel Planting at University United Methodist Church



United Methodist Social Ministries rolled out their new name in April. Now doing business as Open Doors Community Services, we made sure our volunteers were privy to the change first and honored them at a Community Appreciation Day on April 11. The date was a perfect match for the celebration of Child Abuse Prevention Day. Centerpieces included bears that were donated by the Ladies Assistance League for children who need them. Three bears surrounded

a vase with pinwheels for each person at the table. After awards and honoring our incredible volunteers, each person was invited to take a blue pinwheel and walk outside to Maryland Parkway. Campus minister, Susan Holden, prayed for an end to child abuse as pinwheels were held high and whirled in the wind. Each person mounted their pinwheel where it could be seen from the street. It was a touching experience for all and left a beautiful visual remembrance that remained for the rest of the month.



April 18th – Las Vegas: Pinwheels for Prevention at Container Park

Prevent Child Abuse Nevada's 2nd Pinwheels for Prevention event was at Downtown Container Park. PCA-NV collaborated with Downtown Container Park in hosting a community resource fair focused on "Fostering safe, happy, and healthy childhoods". The event held a resource fair with multiple agencies serving families in Nevada, a silent auction with packages from generous community donors, and multiple performances including The Foothill High School Improv Group, singers CaRena McCullough and Genevieve Parlade, and Characters McGruff the Crime Dog,



Deputy Drip, and Mojave Max were also in attendance. A press conference punctuated the middle of the day, where Community Outreach Coordinator of PCA-NV Patricia Haddad and Clark County Department of Family Services Mari Parlade spoke on the importance of child abuse prevention.

April 23rd and 30th – Las Vegas: Boys & Girls Clubs

A Pinwheels for Prevention event was held with crafts and approximately 20 BGC Members at our Lied Memorial Clubhouse. Members received the Pinwheels coloring sheet and tissue paper squares in BGCSNV colors (blue and green). They were given an age appropriate mini lesson on child abuse. Members were told that if they or someone they knew was being hurt by a trusting adult in their life, they can seek help at various places like a family member, a teacher or staff at school, and any Boys and Girls Club staff. Members were allowed some time to ask questions and also learned that April was Child Abuse Awareness month. Members were reminded that the Boys and Girls Club is a safe place. The pinwheel coloring sheet was then used as a template for members to make a tissue paper mosaic. Members seemed engaged in the project and continued to socialize with staff and ask questions regarding child abuse and the craft.

April & May – Mesquite Pinwheel Events

Four assemblies were held in the Virgin Valley area on April 30, 2015. Approximately 1,100 students aging from 5-11 attended the assembly presented by Prevent Child Abuse Nevada Staff. The topic taught the children that they each have the right to be happy, healthy and safe. The



presenters spoke about comfort zones, how we feel around people we know versus strangers. They also spoke about bullying and different aspects like what bullying is, what to do if you were being bullied, if you saw someone being bullied or if you were being the bully yourself. They spoke about who to talk to if they felt they were not in a safe/comfortable environment. They spoke about the effect we have on others. Pinwheels were



also handed out at the annual Mesquite Days Parade by Salvation Army volunteers.



ELKO

Entire Month of April – Owyhee Duck Valley CAP events

No summary was provided.

Entire Month of April- Wells



During the month of April, the Wells Family Resource Center participates in the National Pinwheels for Prevention campaign in many different ways. We provide pinwheel displays for all of the businesses in town. Each business is decorated either with a yard display or a bouquet of pinwheels. This year with the help of volunteers from the community, we have over 1,900 pinwheels displayed and, received nominations for our Pinwheel award that recognizes a lifetime of commitment to the community of Wells. Wells Elementary School students made 3D pinwheels that are displayed at Nevada State Bank. There was also a pinwheel coloring contest where children had the opportunity to participate in during the whole month of April at the local grocery store, Roy's.



April 14, 2015 Elko, NV- CAP event at Great Basin College Theatre

The Family Resource Centers of Northeastern Nevada hosted an event to draw attention to the critical issue of child abuse and neglect. More than 50 community members gathered in the theatre at Great Basin College to view a powerful documentary film, "Childhood Lost," to learn about child abuse, the extent of the problem in Elko County, and to discuss what can be done to prevent the maltreatment of children. The event featured a group of experts working with abused and neglected children. Panel members included those working in mental health, law enforcement, the district attorney's office, Division of Child and Family Services and the Sexual Assault Response Team. Although displaying pinwheels symbolizes a carefree childhood and draws attention to the issue of child abuse, FRC staff and the Board of Directors realize a pinwheels display isn't enough. We planned our event as a community call to action. Everyone plays a role in preventing child abuse, and at the close of program we provided suggested actions anyone can take to protect children from harm.



Photo by: Ross Andr son

MINERAL

April 10th - Hawthorne, NV – Promotion of Go BLUE Day!

Consolidated Agencies of Human Services (CAHS) promoted "Go Blue Day" on April 10th and "Pinwheels for Prevention" throughout the month. CAHS was supported by various businesses and the Mineral County School District. We didn't receive our pinwheels in time for these events but we had Mineral County Elementary School color pages of pinwheels and distributed them throughout Mineral County.



April 11th - Hawthorne, NV - Pinwheels for Prevention at Veteran's Memorial Park



CAHS in Hawthorne, NV hosted their annual Child Abuse Awareness and Prevention event on April 11th from 10-2pm. We had numerous community programs at the event with information, free goods, a



bounce house, food and a car seat check point provided by Ron Wood Family Resource Center.

NYE

April 4, 2015 Pahrump, NV - Easter Picnic at Ian Deutch Memorial Park

NoTo Abuse held a free community event at the Ian Deutch Memorial Park that included free food, games, and entertainment for families. NoTo Abuse also had a community resource table where families can get more information about Child Abuse Prevention Month. NoTo Abuse had an amazing time interacting with the children as they received pinwheels, Easter candy, and other goodies!



May 23, 2015 Tonopah, NV - Pinwheels for Prevention Tonopah

No summary was provided.

PERSHING

April 17, 2015 Lovelock, NV - Pinwheel Planting at the Courthouse

The Pershing County "Pinwheels for Prevention" event was a great success. Partners with the Family Resource Center were Frontier Community Coalition, Domestic Violence and the Pershing County Library. Event organizers, partners, parents with their children, and other community members planted approximately 200 colorful handmade and sparkly donated pinwheels on the Pershing County Courthouse lawn and in front of the library. The county proclaimed April as child abuse prevention month. This special event was well attended and successful in helping raise child abuse awareness.

STOREY

Entire Month of April- Educating Elementary School Students

Community Chest, Inc. continues a well-established partnership 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 Lindsey Mcelfish, Intern for Community Chest, 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 made 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

April 7th – Reno Pinwheel Planting at the Downtown Reno Library

The Children's Cabinet partnered with the Downtown Reno Library to raise child abuse awareness. The Children's Cabinet was also joined by RAVE. Each agency provided families with information on resources, a child friendly activity and free pinwheels.



Children engaged 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.



April 17th - Sun Valley - Family Festival at Women and Children of the Sierra's

Washoe County School District along with Women and Children of the Sierra's and other community partners had a resource booth with handouts, coloring pages and information. They also planted Pinwheels in an "Awareness Garden."

April 25, 2015 Sparks, NV - 9th Annual An Evening to R.A.V.E. about

The Northern Nevada R.A.V.E. Family Foundation hosted the 9th Annual "An Evening to RAVE About: The Masquerade" Dinner and Auction on April 25, 2015. The purpose of the event was to raise awareness and funds for the NNRFF, in addition to raising awareness of child abuse and neglect in Nevada. In order to relay this message at our event, it was spoken about with our guests, and each guest was given a blue ribbon as a small token gift to signify their commitment to raising child abuse and neglect prevention awareness.

