



UMC
UNIVERSITY MEDICAL CENTER
1800

2017-2018



Prevent Child Abuse
Nevada™

Annual Report

Mission Statement

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

A Message from the Executive Director

As we close out another year for Prevent Child Abuse Nevada, I want to take a moment to reflect on our accomplishments from 2017-2018. We have grown as a chapter in our capacity to serve our community through on-boarding our new staff this past year and some wonderful additions to our Advisory Board. We continue to offer community trainings in both English and Spanish to parents and professionals statewide and are constantly reviewing what we offer and being responsive to the needs of each specific community. This past summer three of our staff members had the opportunity to attend a national conference focused on prevention of child maltreatment and from that conference were able to update and revise our courses with the most up to date information. In addition, last year we had the opportunity to continue working on the Task Force to Prevent Child Sexual Abuse to help implement curriculum standards in schools and identify community partners who could help schools with training opportunities for their students. In April 2018 we continued to support agencies and organizations statewide to bring awareness to child maltreatment through Pinwheels for Prevention events in so many communities. Finally, this past year PCA-NV has been working closely with public health professionals to ensure that child maltreatment is seen as more than just a child welfare issue, but as a public health concern and an injury prevention issue. PCANV partnered with the Nevada Public Health Association to host a screening of the film "Resilience" along with a panel discussion about adverse childhood experiences and how we can all work together to improve outcomes for children and families. We are looking forward to further developing these relationships and increasing collaboration across disciplines statewide to ensure that all children in Nevada live in safe, stable, nurturing environments.



Tara Phebus
Executive Director

Prevent Child Abuse Nevada

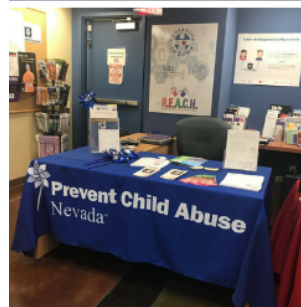
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Education

Training and Outreach Activities

| Events | Educational Materials Distributed | Community Members Trained |
|--------|-----------------------------------|-------------------------------------|
| 68 | 4500 | 1505 227 Parents; 1287 Providers |

Each year, Prevent Child Abuse Nevada (PCANV) staff attends a variety of community events to collaborate with other community organizations, build awareness about how to keep our community safe and healthy, and provide the community with information and support. PCANV distributes information on relevant topics such as, positive parenting tips, how to recognize and report child maltreatment, anti-bullying tips, and toxic stress and brain development, among others. In addition, PCANV staff conducted trainings for professionals, parents and youth to help Nevadans identify and implement strategies to support the well-being of children in our communities. Currently, PCANV offers 6 different trainings for parents and providers, and 4 trainings for youth in the community.



Community Collaboration

Over the past year PCANV staff have been working on a number of community collaborations aimed at aligning systems to better serve families, make our communities healthy, and ensure that all children are able to grow up in safe, stable, and nurturing environments.

University Medical Center Partnership on the Prevention of Abusive Head Trauma

UMC carefully monitors their intake of children with unintentional injuries and noticed an increase in cases of abusive head trauma being admitted to their facility. To respond to this increase, their staff decided to implement a prevention campaign throughout the hospital to parents and caregivers with children under the age of three years old. UMC partnered with PCANV to develop the prevention materials that would be used in the hospital. UMC was able to produce an awareness video and a pamphlet that is currently distributed in several departments. We look forward to a continued relationship on this initiative in order to evaluate the success of this effort as well as spread the resources to other organizations in the community.

Clark County Children's Mental Health and Safety Conference – May 10 & 11, 2018

The 1st Annual Southern Nevada Summit on Children's Mental Health & Injury Prevention took place on May 10 & 11, 2018 at the Cambridge Recreation Center in Las Vegas. The Nevada Executive Committee to Review the Death of Children sponsored sessions on 1) substance exposed infants, 2) abusive head trauma, and 3) unintentional injuries during sleep, in water, and in motor vehicles. The Clark County Children's Mental Health Consortium sponsored sessions on 1) the impact of trauma on violence, 2) barriers to accessing care, 3) Nevada System of Care and 4) suicide prevention training. Overall, attendance ranged from 12-42 participants for each session and the event evaluations indicated that the summit was well received.

Participation on the Southern Nevada Injury Prevention Partnership

As part of the Regional Trauma Advisory Board (RTAB), the Southern Nevada Health District facilitates the Southern Nevada Injury Prevention Partnership. This group is tasked with identifying opportunities for injury prevention activities and making recommendations to the RTAB. In the last year the group has done some work to set priorities and decide which types of injuries or populations should be the focus of their efforts. PCANV staff serve on this collaboration and have been successful in ensuring that a focus of this community group is the elimination of child abuse.

Awareness



Pinwheels for Prevention

The Prevent Child Abuse America Pinwheels for Prevention® campaign is an effort to change the way the nation thinks about prevention and how everyone can deliver on their commitment to America's children. The pinwheel is meant to be an uplifting reminder of childhood and the bright futures all children deserve. The 2018 "Pinwheels for Prevention" activities were a statewide success! Overall, 11 COUNTIES reported their participation in about 44 Pinwheels for Prevention displays involving school teachers, children and parents either planting pinwheels in parks, courthouse lawns, or displaying them and sharing the pinwheel message. In addition, PCANV held a Go BLUE day t-shirt design contest open to all of Nevada's youth. The theme of the design contest was "happy childhoods," and required that a pinwheel be incorporated in the drawing. The winner, Marvin Sharp, a senior from Chaparral High School in Clark County had his design printed on t-shirts that were sold and worn throughout the state on Go BLUE day and at Pinwheels for Prevention events.

Online Presence

Social Media Followers



Webpage Views



E-Newsletter



974 Sign Ups

PCA Nevada has worked over the past year to increase our online presence in order to stay connected with the community statewide. This is done through three online platforms, social media, a website, and an e-newsletter. We have seen that with more people following regular postings about PCANV's community events on social media, attendance to the events increased immensely with approximately 1845 people visiting our table and distributing 1257 materials. Over the next year we aim to continue to increase engagement on the website and the monthly e-newsletter.

Taskforce on Prevention of the Sexual Abuse of Children

During the 77th session of the Nevada Legislature, the Nevada Task Force on the Prevention of Sexual Abuse of Children was established and was charged with studying and identifying strategies, goals, and recommendations for preventing child sexual abuse. Staff at PCANV participated on the original work-group and currently PCANV continues to organize and provide support for the Task Force. This year, the Task Force has developed strategies to conduct outreach to schools to provide education about the new content standards and information about resources available for implementation. The Task Force will work to provide resources to all school districts to ensure effective implementation of the new standards. Additional information can be found at the following web address:
<http://nic.unlv.edu/pcan/CSATaskForce.html>.

Funding

| Amount | Source |
|-------------|--|
| \$2000 | In N Out Burger Foundation |
| \$9337.90 | Executive Committee for Child Death Review |
| \$40,000 | Nevada Department of Health and Human Services |
| \$90,938 | Nevada Department of Health and Human Services |
| \$18,837.95 | Nevada State Division of Public Health |

Prevent Child Abuse Nevada (PCANV) is supported primarily through grant funding. During the past fiscal year, PCANV submitted two grant applications both of which were awarded. We were also approached with a new opportunity to expand efforts around the prevention of shaken baby syndrome. In addition, PCANV sold 71 T-shirts for Go Blue Day in April raising \$640. Finally, the PCANV website also has a link where individuals can donate but this has not resulted in donations over the past year.

Advisory Board



The Prevent Child Abuse Nevada (PCANV) Advisory Board assists PCANV 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 organizations and communities throughout the state. PCANV staff and the Advisory Board worked diligently to meet the objectives stated in the Strategic Plan and went through the re-chartering process from PCA America and were successful. Learn more about individual board members on the PCANV Advisory Board webpage.

PCANV Staff

Tara Phebus

Executive Director

Amanda Haboush-Deloye

Director of Programs

Mayra Pacheco

Program Coordinator

Jay Cafferata

Northern Nevada Trainer

Andrea Gallegos

Outreach Coordinator

Debbie Harpster - Board Chair
Community Advocate - Las Vegas

Evelyn Dryer
Nevada Division of Public & Behavioral Health:
Home Visiting - Carson City

Shawn Gerstenberger
School of Community Health Sciences UNLV -
Las Vegas

Gwendolyn Greene
Community Advocate - Las Vegas

Tabitha Johnson
Bridge Counseling -Las Vegas

Scott Kerbs
University Medical Center of Southern Nevada-
Las Vegas

Shaun Mollica
Clark County School District – Las Vegas

Chris Bayer
Community Advocate -
Carson City

Anna Coons
Lyon County Human Services - Silver Springs

Dina Bailey
University Medical Center of Southern Nevada -
Las Vegas

Sherry Waugh
Child and Family Research Center UNR - Reno