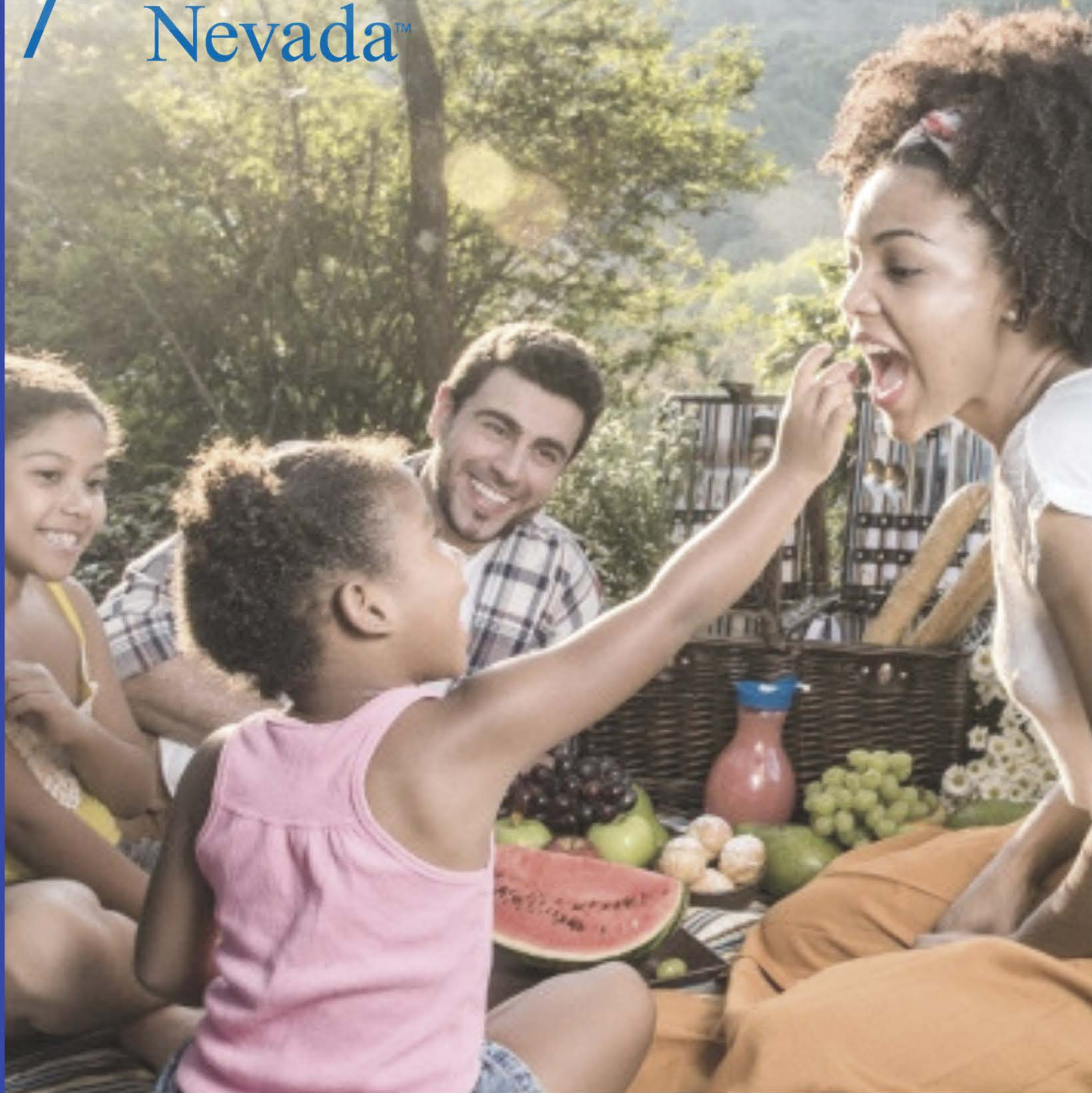




# **Prevent Child Abuse Nevada™**



**2018-2019  
ANNUAL REPORT**

# Mission Statement

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, PCA NV aims to inspire communities to prevent all forms of child maltreatment.

## A Message from our Executive Director

Prevent Child Abuse Nevada has completed another successful year and it is time to take a moment to reflect on our accomplishments. We continue our mission to ensure all children in Nevada have the great childhoods they deserve. Thanks to the opportunity to have a trainer in Southern Nevada and in Northern Nevada, we were able to reach over two thousand community members in nine counties and provide training in topics such as recognizing, reporting, and preventing child maltreatment, toxic stress and child development, positive parenting skills, and more. In addition, last year we had the opportunity to continue working on the Task Force to Prevent Child Sexual Abuse to start communication with the superintendents from each county to implement curriculum standards in schools and identify community partners who could help schools with training opportunities for their students. In April, our 2019 Pinwheels for Prevention Campaign continued to support agencies and organizations statewide to bring awareness to child maltreatment through family events and pinwheel plantings in so many communities. This year the Nevada State Child Abuse Prevention and Safety Conference took place in Southern Nevada at Nevada State College. Professionals and community leaders gathered for a day of professional development in the area of primary prevention in child maltreatment. The conference included 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. The conference was a success and received many compliments on the diversity of topics during sessions. As we prepare to a new year, we look forward to further developing relationships within our community and increasing collaboration across disciplines statewide to ensure that all children in Nevada live in safe, stable, nurturing environments.



Tara Phebus  
Executive Director

## Trainings & Outreach Activities

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.

### Outreach

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. This year, PCANV attended a total of 29 events, which included back to school fairs, fall and spring carnivals, conferences, and several holiday celebrations.

### Trainings

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 10 different trainings for parents and providers. This year PCANV was able to provide 122 trainings statewide involving 1,367 providers, 438 parents and 250 youth.

EVENTS	EDUCATIONAL MATERIALS DISTRIBUTED	COMMUNITY MEMBERS TRAINED
150	11530	2055 438 Parents; 1,367 Providers



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.

## 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 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 is currently working 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>.

## Creating Partnerships throughout Nevada:

This year, PCA NV established a strong partnership with the Clark County Library District – Las Vegas and is providing continuous training to all the staff on recognizing and reporting child maltreatment. We continue to collaborate with fellow community organizations such as FACES (Family And Community Engagement Services), the Immigrant Home Foundation, and Communities In Schools to promote our trainings and provide them throughout Clark County. This year we also partnered with the University Medical Center in Las Vegas to provide on-going positive parenting program classes at the Healthy Living Institute. In Northern Nevada, our trainer has established relationships with the Children's Cabinet and the Creativity Corner in Carson City and has also met with the Nevada Attorney General's Ombudsman for Domestic Violence and set up meetings with the Nevada State Family Resource Centers' director to look for ways to partner and continue working on providing a safe, stable, and nurturing environment for all children in our state.

## University Medical Center partnered with PCANV to create child abuse prevention informational booklets:

The UMC partnered with PCANV to create a brief 10 page booklet that provides information to better understand child abuse and neglect, provide statistics and tips and community resources. It also includes a word search and pinwheel coloring sheet to raise awareness of the Pinwheels for Prevention campaign. The booklet has been distributed by PCANV at tabling events and at our statewide conference.



## 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 introduce how everyone can deliver on their commitment to America's children. The blue pinwheel is meant to be an uplifting reminder of childhoods and the bright future all children deserve. The 2019 "Pinwheels for Prevention" activities were a statewide success! Overall, 11 counties reported their participation in about 58 Pinwheels for Prevention displays involving school teachers, organizations, children and parents either planting pinwheels in parks, courthouse lawns, or displaying them and sharing the pinwheel message. In addition, the Go BLUE day t-shirt design contest was open to all of Nevada's youth. This year's contest focused on "happy, healthy, and safe childhoods." The winner was Janelle Rivera from Bailey Middle School. Her design was printed on t-shirts to be sold and worn throughout the state in support of Go Blue day on Friday, April 5<sup>th</sup> and all through the month of April in awareness of Child Abuse Prevention Month.



## Online Presence

### Social Media Followers



### Webpages Views



**8,549 Hits**

### E -Newsletter



**1,122 Sign Ups**

Prevent Child Abuse Nevada is actively present online to stay connected with the community statewide. Community engagement online has increased over the past year as consistent posts are made on our social media pages, and our chapter website and e-newsletter update our community members of our latest projects and news. An increase in post shares and likes has brought us more name recognition and assisted in getting our information across a larger group of people. Over the next year we aim to continue to increase engagement on the website and the monthly e-newsletter. Two online webinars were also hosted this year through video conference. First in December of 2018 with Dr. Bart Klika who is the chief research and strategy officer for Prevent Child Abuse America, as the presenter. Dr. Klika's presentation focused on the environmental factors and the intergenerational transmission of child maltreatment. The second webinar was held in June of 2019 and Dr. Christina Squires and her lead research assistant Alison White were the presenters. The main focus of their presentation was the why and how of father engagement.

# Funding

Prevent Child Abuse Nevada (PCANV) is supported primarily through grant funding. Over the past year, PCANV had three major fundraising sources. The Las Vegas Music Scene has a Heart organization host a concert every year to donate to a chosen non-profit organization. This year they hosted was a successful fundraising event named Rockers Against Child Abuse, with all benefits collected going to PCANV. Throughout the night, bands performing made announcements on the importance of Child Abuse Prevention. PCANV held the Go BLUE t-shirt fundraising sale this year and sold 85 t-shirts, raising \$689.53. Finally, the PCANV website also has a link where individuals can donate but this has not resulted in donations over the past year.

Amount	Source
\$689.53	Go BLUE T-shirt Fundraising
\$3,621	Las Vegas Music Scene has a Heart – Rockers Against Child Abuse Fundraiser
\$2,207.90	Nevada State Child Abuse Prevention and Safety Conference
\$6,000	Executive Committee for Child Death Review Grant
\$39,706.78	Nevada Department of Health and Human Services Grant
\$56,331.71	Nevada Department of Health and Human Services Grant

## 18TH ANNUAL NEVADA CHILD ABUSE PREVENTION AND SAFETY CONFERENCE

*Taking Resilience to the Next Level*



The 18th Annual Nevada Child Abuse Prevention and Safety Conference hosted by Child Abuse Prevention (PCANV) was held June 6th, 2019 at the Nevada State College in Henderson, NV. There were 108 attendees and all enjoyed the opportunity to learn about practical approaches to build resiliency and strengthen the families and communities we serve and hear the best practices from many experts. In total 8 session were offered and during lunch a screening of the film “Resilience” was held, followed by a panel discussion that included a medical professional, social worker, young scholar, and parent.



# Advisory Board



## 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



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. Learn more about individual board members on the PCANV Advisory Board webpage.

**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