



# Annual Report

2016-2017



**Prevent Child Abuse**  
Nevada™

# Prevent Child Abuse Nevada Annual Report July 1, 2016 – June 30, 2017

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 organizing the statewide Child Abuse Prevention & Safety Conference, 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, PCANV staff has organized a statewide network of agencies and individuals who are all concerned about and willing to work hard to prevent child maltreatment.



## A Message from the Executive Director



This has been another great year for Prevent Child Abuse Nevada! We have grown so much as a chapter in our capacity to serve our community through our staff and our excellent Advisory Board. This past year we have been able to continue to offer community trainings in both English and Spanish and expand our reach in both Northern and Southern Nevada through attendance at community resource events and all of the activities during the month of April. Through our participation in Children’s Week at the Legislature in March we were able to speak with our decision makers in Carson City about how we can work together to keep our children safe and prevent child maltreatment. I am especially proud of our work with the Task Force to Prevent Child Sexual Abuse and the implementation of curriculum standards that will ensure that our children receive education in schools about how to keep themselves safe. We are also excited about the turnout for our annual Child Abuse Prevention and Safety Conference held just this past June. That event brought together more than 200 professionals that work with children and families all over Nevada with a focus on keeping kids safe. At this event we had our largest screening of the documentary “Paper Tigers” which really helped to continue the ongoing statewide dialogue regarding the impact of toxic stress on children and youth. We are so excited about the upcoming year and look forward to continuing to work in collaboration statewide to ensure that ALL children in Nevada live in safe, stable, and nurturing environments.

## TRAININGS AND OUTREACH ACTIVITIES



Each year, Prevent Child Abuse Nevada (PCANV) staff attend 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.



EVENTS	EDUCATIONAL MATERIALS DISTRIBUTED	COMMUNITY MEMBERS TRAINED
41	4500	1679
		416 Parents; 1263 Providers

## PINWHEELS FOR PREVENTION CAMPAIGN

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. 2017 "Pinwheels for Prevention" activities were a statewide success!

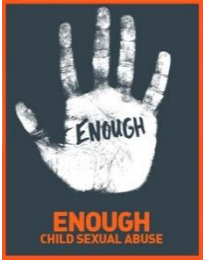


All children deserve great childhoods because our children are our future.

Overall, **14 COUNTIES** reported their participation in about **45 Pinwheels for Prevention** displays by either planting pinwheels in parks or courthouse lawns, or displaying them and sharing the pinwheel message, as well as involving school teachers, children and parents in the festivities. 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, Phillip Moore, 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.



## ENOUGH ABUSE! CAMPAIGN – PREVENTING CHILD SEXUAL ABUSE



In early 2015, the public health campaign Enough Abuse! was brought to Nevada to combat child sexual abuse in Nevada through a partnership with the Rape Crisis Center of Las Vegas. This campaign focuses the responsibility of child sexual abuse prevention to adults and the community using data driven and up-to-date information distributed through classes and print materials. After holding two community trainings, approximately **30 professionals and community members were certified** throughout the state and are now bringing the Enough Abuse! Campaign to the community at large. Since its implementation and through January 2017, all trainers throughout Nevada have collectively completed **96 trainings** bringing the Enough Abuse! Campaign to **over 1200 Nevada residents**.

## TASK FORCE ON THE PREVENTION OF THE SEXUAL ABUSE OF CHILDREN

During the 77th session of the Nevada Legislature, the Nevada Task Force on the Prevention of the 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 moved forward with efforts to revise the Department of Education’s health content standards and provide strategies and recommendations for the prevention of child sexual abuse in schools as a result of legislation passed in the 2015 session requiring schools to implement safety standards into curriculum by 2020. In June 2017 the proposed revisions to the content standards were presented to the Council to Establish Academic Standards and the council voted to adopt the proposed content standards. This is great progress for Nevada in prioritizing the safety of our children. 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>.

## 16<sup>TH</sup> ANNUAL NEVADA CHILD ABUSE PREVENTION & SAFETY CONFERENCE: PROMOTING MINDFUL APPROACHES TO STRENGTHEN FAMILIES AND COMMUNITIES



The 16th Annual Nevada Child Abuse Prevention & Safety Conference hosted by Prevent Child Abuse Nevada (PCANV), CAN Prevent (Child Abuse and Neglect Prevention Taskforce), and Executive Committee for Child Death Review, was held on June 8, 2017 in Henderson, NV. There were 200 attendees at the conference and all enjoyed a well-attended opening plenary session led by Dr. Jason Kilmer, from the University of Washington. In addition, the conference held a screening of the documentary “Paper Tigers”. The 17<sup>th</sup> Annual Conference will be held in Reno in 2018. Check the website for details. The conference would not have been possible without this year’s incredible sponsors:



### Executive Committee



### for Child Death Review

## Community Collaborations

Staff at Prevent Child Abuse Nevada (PCANV) strive to participate in and support community activities that will provide a safer and healthier environment for children. Some additional activities included participating on the Safe Haven Workgroup and serving as the evaluator for the Hospital-Based Safe Sleep Program.

### Safe Haven Workgroup

The Safe Haven Law allows parents who cannot care for their baby with a safe option to surrender their child without putting the child's life in danger. Over the past year, the Safe Haven Workgroup has worked to rectify an issue with the law

language that jeopardizes the anonymity of parents' identity if they choose to surrender a child after birth within a hospital. PCANV staff has supported efforts of the group to work with the Nevada Legislature and submitted a bill draft request during the 2017 legislative session to incorporate new language to ensure that identifying information collected for medical or billing purposes may not be shared with the child welfare agency if the parents choose to surrender their child anonymously. The Safe Haven Bill, SB2, passed during the 2017 legislative session and was signed by the Governor. The workgroup is planning to resume meetings in the Fall 2017 to discuss education efforts around the changes to the law and Safe Haven in general.



### Hospital-Based Safe Sleep Program

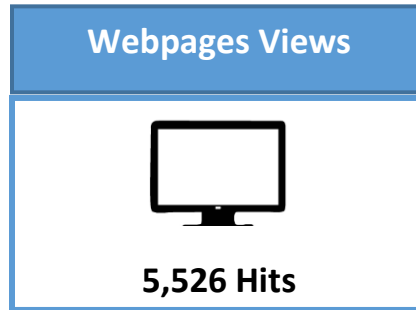
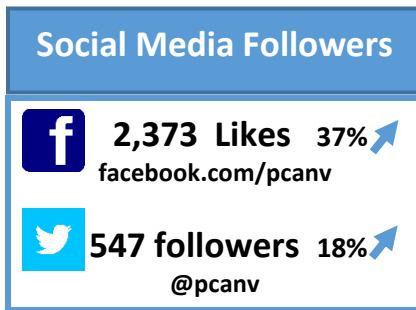
A graphic titled "Safe Sleep Recommendations" with a baby icon. The text reads: "Follow these guidelines to create a safe sleeping environment for your baby:" followed by a list of seven items, each with a baby icon:

- Place your baby on his back to sleep.
- Dress her in a sleeper or sleep clothing instead of using blankets.
- Make sure your baby's face is uncovered.
- Place him in a crib to sleep. The mattress should be firm and fit snugly in the frame.
- Place your baby with her feet toward the foot of the crib.
- Remove all soft products from the crib (pillows, bumper, quilts, sheepskins, stuffed toys, etc.).
- Create a smoke-free zone around your baby.

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) received a grant to support a hospital-based safe sleep program. NICRP assisted with the creation of program materials, as well as conducted an evaluation of those materials.

At the conclusion of the Baby Safe Sleep grant on 2/28/17, the **program was implemented in all birthing hospitals in Southern Nevada.** There is currently a safe sleep workgroup made up of stakeholders statewide that will continue to focus on this issue. This group is working to implement messaging around safe sleep in grocery stores all over the state. Currently there will be **5 stores statewide (1 Reno, 1 Sparks, 1 Elko and 2 Vegas) that will have safe sleep ads on their grocery carts.**

## ONLINE PRESENCE



PCA Nevada was 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 a larger following and regular postings about PCANV’s community events on social media, attendance to the events increased immensely. Over the next year we aim to increase engagement on the website and with the monthly e-newsletter.

## FUNDING

Prevent Child Abuse Nevada (PCANV) is supported primarily through grant funding. During the past fiscal year, PCANV submitted six grant applications, five of which were awarded, and one was declined.



Amount	Source
\$2,000	In N Out Burger Foundation
\$6,000	Executive Committee for Child Death Review
\$15,457	Nevada Division of Public and Behavioral Health
\$39,706.78	Nevada Department of Health and Human Services
\$56,331.71	Nevada Department of Health and Human Services

In addition, PCANV held three fundraising events. First, PCANV sold 96 t-shirts for April’s Go BLUE Day t-shirts which raised about \$880. Second, a silent auction was held during the Pinwheels for Prevention events at Galleria at Sunset Mall on April 8th, 2017 which raised \$695.00.

*List of Donors for 2017 Pinwheels for Prevention Silent Auction:*

- Cheesecake Factory
- JW Marriott Las Vegas
- Blue Martini
- Lake Mead Cruises
- Las Vegas Ice Center
- Stations Casinos
- Aliante Casino & Hotel
- Disneyland
- Tacos and Beer
- Firefly
- Pink Jeep Tours
- Pole Position Raceway

Lastly, starting at the beginning of April, the concierge office at Galleria at Sunset put pinwheels on display and offered them to patrons of Galleria for a donation of their choice. We collected approximately \$162.00 through the end of April. The PCANV website also has a link to an on-line giving option available but did not receive any donations through this method over the past year.

## ADVISORY BOARD

Prevent Child Abuse Nevada (PCANV), has an established Advisory Board which has helped direct child maltreatment prevention efforts in the state and to develop resources available to the community. This board has assisted 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 child advocacy, service organizations, and communities throughout the state. PCANV staff and the Advisory Board members revamped the Strategic Plan and will be working on the overarching goals that were developed for the next five years. Every five years, the plan will be revisited to add new action steps and objectives that reflect the progression of our organization's vision and mission. Learn more about individual board members on the PCANV Advisory Board webpage.



### PCANV ADVISORY BOARD

Debbie Harpster - Board Chair  
Three Square Food Bank - 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

Shaun Mollica  
Nevada Coalition to End Domestic and Sexual Violence –  
Las Vegas

Mari Parlade  
Clark County Department of Family Services - Las Vegas

Denise Tanata  
Children's Advocacy Alliance - Las Vegas

Lauren van der Camp  
Community Advocate - Las Vegas

Sherry Waugh  
Child and Family Research Center UNR - Reno

### PCANV STAFF

Tara Phebus - Executive Director

Valeria Gurr – Training Manager

Bianca Reyes – Nevada Outreach Coordinator

Amanda Haboush-Deloye - Director of Programs

Ivy Wright-Bryan - Northern Nevada Trainer



Prevent Child Abuse Nevada  
Housed at the UNLV Nevada Institute for  
Children's  
Research and Policy  
4505 S. Maryland Parkway LV, NV 89154

702-895-5053 (Direct) | 702-895-2657 (Fax)  
preventchildabusenevada@unlv.edu