



# Prevent Child Abuse Nevada™



**2023-2024  
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 the PCANV Team:

As we conclude another year of dedicated efforts, we are thrilled to reflect on the significant accomplishments made in our ongoing mission to ensure that every child in Nevada has the opportunity for a safe and nurturing childhood. This year, our dedicated trainer has been instrumental in enhancing community knowledge and skills on critical topics, including recognizing, reporting, and preventing child maltreatment. We also focused on addressing toxic stress, understanding child development, and promoting positive parenting skills. This educational outreach has empowered community members with the tools and insights necessary to make a real difference. Our Parent Advisory Group has seen significant growth, strengthening our connections with parents and guardians across the state. Their insights and feedback have been invaluable in shaping our initiatives and ensuring they meet the needs of those we serve. In April, our 2024 Pinwheels for Prevention Campaign once again highlighted the importance of child maltreatment prevention. By supporting family events and pinwheel plantings across various communities, we raised awareness and fostered a collective commitment to protecting our children. As we look forward to the coming year, we are excited to build on our successes. We aim to deepen our community relationships and enhance collaboration statewide. Together, we are dedicated to ensuring that every child in Nevada lives in a safe, stable, and nurturing environment.



*Let's continue to grow together!*

#### **PCANV Staff**

**Amanda Haboush-Deloye**

Executive Director

**Mayra Pacheco**

Program Coordinator

**Michelle Saldivar**

Outreach Coordinator

## Trainings & Outreach Activities

Each year, the staff at Prevent Child Abuse Nevada (PCANV) participates in various community events to collaborate with other organizations and raise awareness on important topics like positive parenting, anti-bullying strategies, internet safety, and stress reduction. This year, PCANV took part in 14 events, including back-to-school fairs, fall and spring carnivals, conferences, and several holiday celebrations.

Additionally, PCANV offers 10 different training programs for professionals and parents focused on strategies to enhance the well-being of children in our communities. This year, staff conducted 32 training sessions statewide, involving 173 providers and 37 parents.

EVENTS

39

MATERIALS DISTRIBUTED

2,757

COMMUNITY MEMBERS TRAINED

210

Finally, PCANV strives to maintain an active online presence to stay connected with the statewide community. Over the past year, the organization has worked to enhance its community engagement by regularly updating its social media pages (**facebook.com/pcanv** and **Instagram @pcanevada**), keeping its chapter website current, and distributing its quarterly newsletter.



Website

10,156 Hits



Instagram

111 followers



Facebook

2,988 Followers



E-Newsletter

1,081 Contacts



## Parent Wellness Tele-visit Pilot Program

From July 2022 to July 2024, the Nevada Institute for Children's Research and Policy (NICRP) collaborated with the University Medical Center of Southern Nevada (UMC) on a pilot program funded by the United Healthcare - Empowering Health Behavioral Health grant. The Parent Wellness Tele-visit Program offered telephonic support to parents recently discharged from the hospital after childbirth. The program aimed to provide emotional support, answer questions, and connect parents to additional community services, helping them manage stress and thrive as new caregivers.



During the planning stage, NICRP developed and translated program materials with input from various parent groups and trained hospital staff on the enrollment process. The program officially launched in March 2023, with 544 unique enrollment forms received by November 2023. Successful connections were made with 52% of families. The program demonstrated positive outcomes, with over 70% of participants who completed the program reporting improved resiliency, parenting skills, and coping abilities. All parents who completed the post-survey expressed satisfaction with the program.

Parent feedback on the program was widely positive, with many parents expressing their gratitude for the early connection to information and resources. NICRP also had the opportunity to provide support with high-need items thanks to the support of community partners and donations. A total of 48 families were able to receive items such as baby clothing, formula, strollers, and others. A total of 20 families were also referred to community agencies for additional support. The pilot program helped increase our understanding of the importance of early connections with new parents and the needs of caregivers of a newborn.

*"Me gusto que me informaran sobre los recursos en la comunidad, estoy muy satisfecha con el programa, es una forma de apoyo porque al ser sobre madre primeriza me ayudó mucho sobre aprender y el cuidado del bebe más adelantes y el programa de la lactancia. Muchas bendiciones para usted y todo lo que hacen en su trabajo." - Parent H*

*"I am very grateful, thank you, thank you, thank you for helping me understand more about development before I did not understand much and the application helped me to understand the growth of my baby even though I already had other children this is the first time that it makes me feel that I know something." - Parent N*

## Essentials for Childhood

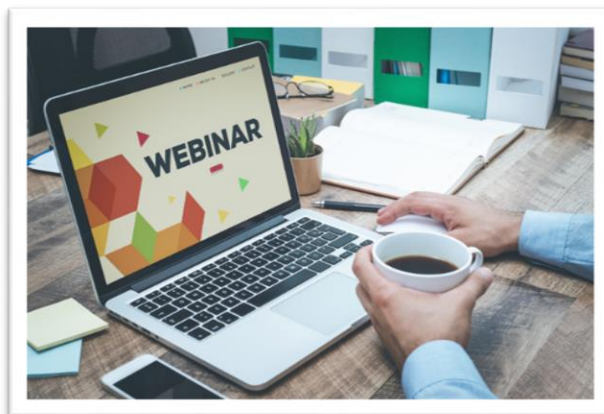
In October 2023, researchers from the University of Nevada, Reno, and the University of Nevada, Las Vegas Schools of Public Health received a \$2.5 million grant from the Centers for Disease Control and Prevention (CDC) to address and prevent adverse childhood experiences (ACEs) in Nevada. This five-year grant will focus on enhancing surveillance infrastructure, implementing and sustaining ACEs prevention strategies, and utilizing data on both ACEs and positive childhood experiences (PCEs) to drive impactful actions. These initiatives aim to reduce leading causes of death, mental health issues, health risk behaviors such as substance abuse, and documented cases of child abuse and neglect.

## Parent Advisory Group

This year, PCANV successfully expanded the Parent Advisory Group, which now includes 8 members from various parts of Nevada, such as Clark, Fallon, and Washoe County. These parents, guardians, and caregivers have played a crucial role in providing guidance and feedback on programs and materials designed to enhance prevention efforts in the state. Their contributions included participating in feedback sessions on campaign materials aimed at reducing stigma around seeking parental help, engaging in trainings on Toxic Stress, and learning about Recognizing and Reporting Child Abuse and Neglect. Additionally, the parent advisory group members were involved in reviewing and evaluating applications for family services programs submitted by government and nonprofit organizations to ensure the delivery of high-quality family services.

## Biannual Webinar

Each year, PCANV aims to keep community members informed with the latest information and resources through two webinars. In February 2024, the Las Vegas Urban League Early Childhood Connection hosted the first webinar, titled "Strengthening Families: Increasing Awareness of the Whole Child to Prevent Maltreatment." This training is based on the philosophy of child development and the whole child. Participants gained a further understanding of adverse childhood experiences and how children may express trauma in early childhood education settings. Using knowledge of child development from the whole child approach, participants will understand how trauma affects all aspects of children's lives and how parents, caregivers and professionals can use this awareness to implement support services, programs, and strategies to help prevent child maltreatment and better support families.



The second webinar took place in May 2024, presented by Nevada Child Seekers, and focused on internet safety and abduction prevention. Nevada Child Seekers collaborates with law enforcement to keep children safe. Many crimes against children are committed through the internet and many missing child cases begin with something that happened online rather than offline. As technology advances, it can be difficult for parents to keep up. This webinar showed the latest dangers and the most update internet resources to keep kids safe.

## Pinwheels for Prevention

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 2024 "Pinwheels for Prevention" activities were a statewide success! Overall, 8 counties reported their participation in **APPROXIMATELY 60 PINWHEELS FOR PREVENTION EVENTS**, involving school teachers, organizations, children and parents either planting pinwheels in the parks, courthouse lawns, or displaying them and sharing the pinwheel message.



## Funding

Prevent Child Abuse Nevada (PCANV) is supported primarily through grant funding. Over the past year, PCANV has continued to work with the support of the grants listed below as well as donations from community members and business either by sending check or through the website.

Amount	Source
\$86,993	Division of Child and Family Services PCANV General Grant
\$100,000	UHC Grant (2 year grant)
\$1,125,000	CDC : Essentials for Childhood (5 year grant)
\$10,000	Mondays Dark

# Advisory Board



**Debbie Harpster**  
**Board Chair**  
Community Advocate  
Las Vegas



**Dina Bailey**  
University Medical Center  
of Southern  
Nevada  
Las Vegas



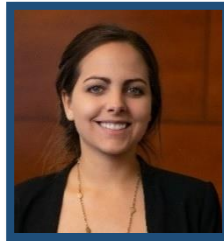
**Angela Rose**  
Community Youth and  
Development Officer,  
City of Las Vegas  
Las Vegas



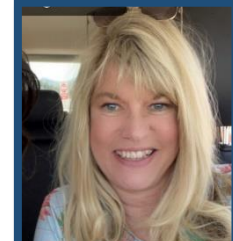
**Tabitha Johnson**  
Community Advocate  
Las Vegas



**Shawn  
Gerstenberger**  
School of Public Health  
UNLV  
Las Vegas



**Lauren Brown**  
Nevada Center for  
Excellence in Disabilities  
Reno



**Brenda Costello**  
Family Resource  
Center Specialist  
Reno

The **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 7 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](#).