

2017 ANNUAL REPORT

DIRECTOR'S COMMENTS

Dear Friends,

Prevent Child Abuse Iowa presents our 2017 Annual Report. This report features a few of our many accomplishments, including the state and federal legislative achievements, cross-sector trauma-informed practices, and initiatives fostering self-healing communities.

Written between the lines are stories of synergy: The glue that binds vision to action. Successes outlined in this report are the result of collaboration with 140 child abuse prevention providers, state agencies, national partners, grant funders, policy makers, volunteers, and those who spoke on behalf of children when it mattered most.

Despite these achievements, we struggle to make sense of the tragic deaths of two young women and the suffering they and their siblings endured at the hands of their parents. We're shocked by headlines reporting allegations of sexual abuse of children

and the resurgence of Shaken Baby Syndrome, an issue PCA Iowa has led for nearly a decade.

We are encouraged by the strength of partnerships and believe our continued collaboration with business, education, and faith leaders, donors, foundations, and legislators can put an end to abuse and neglect, and amplify our mission — to strengthen families for Iowa's future.

We thank you for your support and look forward to deepening our work **together**.

— Elizabeth Cox



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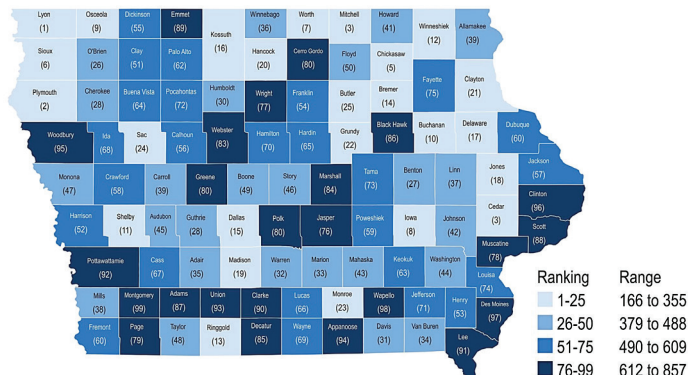
Chelsea Moore

ASSISTANCE

Building strategies for prevention

Child Maltreatment Needs Assessment and Strategic Plan:

In 2017, PCA Iowa in partnership with Hornby Zeller Associates conducted the first ever Child Maltreatment Needs Assessment and Strategic Plan for the Iowa Department of Human Services (DHS). Data related to programs and funding, risk factors, as well as feedback from a multitude of stakeholders was analyzed to examine prevention needs across the state. Programs were considered in the context of one component of family support and prevention efforts covered by many entities across the state with separate, yet overlapping missions. Utilizing data and recommendations from the Needs Assessment, the goals of the Strategic Plan emphasize maximizing impact by targeting risk and protective factors, reaching most vulnerable families, and working collaboratively. The plan developed seven goals including cultural competence, expanding the use of evidence-based practices, promoting informal and non-stigmatizing supports, and engaging in robust evaluation of efforts. Both the Needs Assessment and Strategic Plan were disseminated to our statewide network and are available on our website.



Overall County Child Abuse and Neglect Risk Ranking

Heat maps of risk provide visual county-level data.

Strengthening Families, Building Hope: The annual Child Abuse Prevention and Family Support Conference is a public-private partnership between PCA Iowa, Iowa Department of Public Health, and the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program. The 2017 conference convened nearly 600 family support and early childhood professionals. National and state experts spoke to social determinants of health, brain science and trauma-informed practices, and the intergenerational cycle of child maltreatment.



Karen De Vore, Linda Vaudt, Danielle Cerna, and Jeannie Running were recognized as Community Heros at the annual conference.

COMMUNITY HEROS

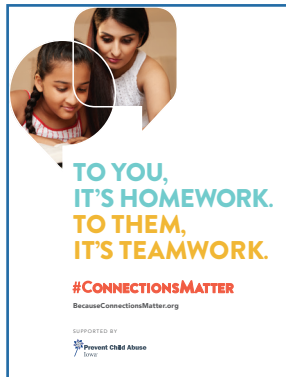
We honor Iowans who have made a significant impact on their communities, exemplifying the spirit of our mission to strengthen families for safer, happier childhoods.

Regional Meeting Collaboration: Over 100 prevention providers from 70 agencies across the state came together for Prevent Child Abuse Iowa's annual regional meetings in Buena Vista, Cass, Floyd, Scott, and Wayne Counties. Attendees collaborated, exchanging ideas and sharing best practices. PCA Iowa and our partners provided training and information on:

- Personal and organizational cultural competency
- Data implementation
- Connections Matter and ACEs
- Statewide child abuse prevention strategic plan
- Updates on the merger of the Iowa Child Abuse Prevention Program (ICAPP) and the Community-Based Prevention Program (CBCAP)

AWARENESS

Connecting communities with resources



Connections Matter®: Research shows that one trusting adult in the life of a child can buffer the impact of toxic stress and protect from abuse and neglect. Connections Matter® is an awareness tool promoting social supports that lead to healthier outcomes for kids and adults.

Developed by a collaborative cross-sector of professionals anchored by Central Iowa ACEs360, the curriculum is designed to educate community members on the impact of toxic stress in childhood caused by abuse, neglect, or household dysfunctions and the importance of social supports in developing resilience.

The issues outlined in Iowa Adverse Childhood Experiences (ACEs) research speak to the challenges facing classrooms and board rooms in Iowa. Business leaders and educators are seeking practical information and best-practices to meet the growing needs of employees and students. Trauma-sensitive approaches such as those detailed in the Connections Matter® framework lead to stronger social supports, improved school and work performance, higher graduation rates, and safer communities.

PCA Iowa adapted the basic Connections Matter® materials specific to educators and business leaders as a first-step in creating sustainable change. We partnered with AEA to expedite adoption of Connections Matter® principles in Iowa schools and continue to develop partnerships with Human Resource managers in business.

A public-private partnership with the Iowa Department of Public Health, driven by a vision of strategic implementation of trauma-informed prevention and care across sectors, has amplified our growth and led to the creation of a shared leadership position. Our focus is to serve as a backbone, accelerating the many community-based ACEs and Connections Matter® coalitions across the state.

Connections Matter® Toolkit: To support the community-based work of Connections Matter®, Prevent Child Abuse Iowa collaborated with the American Advertising Federation of Des Moines to develop a marketing toolkit with resources in English and Spanish, including newspaper and magazine ads, sample activities, social media messaging, and tv and radio spots. This toolkit is available on the PCA Iowa website and is accessible to anyone wishing to spread the message of resilience and prevention in their community.

Pinwheels for Prevention: In collaboration with our national partner, Prevent Child Abuse America, PCA Iowa distributed over 12,000 pinwheels for prevention across Iowa for Child Abuse Prevention Month. Pinwheels serve as the physical embodiment, or reminder, of the great childhoods we want for all children.

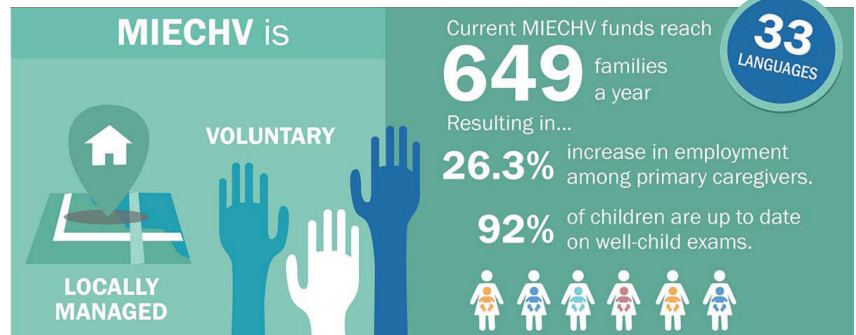


ADVOCACY

Broadening support for prevention

Federal Legislation: Prevent Child Abuse Iowa state and federal legislative initiatives were successful in 2017. Our advocacy efforts prioritized legislation that impacts the risk of abuse and mitigates the lifelong impact of Adverse Childhood Experiences (ACEs) through prevention and early intervention.

Prevent Child Abuse Iowa is the lead Iowa advocacy agency for the reauthorization of the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program. In partnership with many local child abuse prevention providers, PCA Iowa worked with Senator Charles Grassley to develop a reauthorization bill that continued the highly effective, evidence-based home visitation program for new mothers, their babies, and their families. Nearly 200 individuals and organizations added their name to our letter of support. The Grassley-Hatch bill was presented to the US Senate and awaits reauthorization.



State Legislation: On April 3, PCA Iowa kicked-off Child Abuse Prevention Month at the Capitol with a proclamation by Governor Branstad and Lt Governor Reynolds. More than 13 child advocacy agencies joined us in an expo-style event demonstrating the value of cooperative connections among state agencies, non-profit organizations and local community leaders. Our partners spoke with legislators on the impact of Adverse Childhood Experiences (ACEs), sexual abuse prevention, and the importance of social supports in preventing child abuse and neglect.

DRUG ENDANGERED CHILDREN

We were honored to be invited to join the legislative Drug Endangered Children work group which reviewed existing Iowa child abuse standards and made recommended changes to the Iowa legislature. The bill carried unanimous support from the Iowa House and Iowa Senate creating stronger protection for Iowa kids living with parents or caregivers using cocaine, heroin, opiates, or their derivatives. The bills were signed into law by Governor Branstad.



Governor Branstad signed HF276 into law on April 20, 2017.

GROWING EVIDENCE-BASED PRACTICES

With Iowa children and families facing so many challenges, PCA Iowa believes a highly evidence-based response is necessary. Healthy Families America (HFA) is an effective and proven early childhood home visiting model with positive impacts in eight areas essential for healthy child development.



Launched in 1992, HFA is a nationally recognized evidence-based home visiting model designed to work with overburdened families who are at-risk for Adverse Childhood Experiences (ACEs), including child maltreatment. Ultimately, HFA is a voluntary home-visiting model that is family-centered, culturally sensitive, strengths-based, and proven effective in promoting healthy development and preventing child abuse and neglect. Nearly 100,000 families are served by over 550 sites in 37 U.S. states and territories. At full-scale (serving an entire community), HFA has the potential to achieve community-wide benefits, including intermediate system change, cost savings, and long-term impacts on community health. 21 HFA sites currently operate within Iowa.

Through a grant from The Telligen Community Initiative, PCA Iowa will be expanding our capacity to support HFA programming in 2018. HFA has the potential to achieve community-wide benefits, including intermediate system change, cost savings, and long-term impacts on community health including reducing child maltreatment and improving protective factors that increase the health and wellbeing of a community.

We look forward to improving outcomes for Iowa families in partnership with Healthy Families America.

ICAPP & CBCAP PROGRAMS SERVE:



47%
EARN UNDER \$20,000/YR



14%
SHARED/TEMPORARY
HOMELESSNESS



30%
SINGLE PARENTS
40%
PARENTS BY AGE 20

ICAPP = IOWA CHILD ABUSE PREVENTION PROGRAM
CBCAP = COMMUNITY BASED CHILD ABUSE PREVENTION PROGRAM

PROGRAMS	ICAPP		CBCAP	
		FAMILY CARE (CRISIS/RESPITE)	609	163
		HOURS OF CARE (CRISIS/RESPITE)	47,312	13,804
		PARENT SESSIONS*	8,624 <small>IN HOME</small> 2,328 <small>GROUP</small>	6,653 <small>IN HOME</small> 890 <small>GROUP</small>

ICAPP		CBCAP	
TOTAL NUMBER THAT ENGAGE IN PARENT EDUCATION PROGRAMMING**		2,164	1,999
FATHERHOOD SERVICES	134 DADS	SEXUAL ABUSE PREVENTION	2,657 ADULTS
	130 SESSIONS		32,345 CHILDREN

*HOME VISITING (HV), FATHERHOOD (FH), & PARENT DEVELOPMENT (PD) CATEGORIES ** ICAPP: HV & PD; CBCAP: PD & FH

TOTAL GRANT DOLLARS DISTRIBUTED TO COMMUNITIES: **ICAPP \$1,211,786** **CBCAP \$346,631**

THANK YOU FOR YOUR SUPPORT

PRESIDENT'S COMMENTS



As we step into 2018 at Prevent Child Abuse Iowa, I find myself looking back at our year of tremendous growth. The Board of Directors expanded and diversified

the skillsets of our leadership team, adding 11 new board members to aid in our mission of strengthening Iowa families. Executive Director Liz Cox and our incredible staff continue to make a difference. In 2018, we strive to build upon our success by continuing to be a leader in child abuse prevention efforts in Iowa.

The needs are great – Iowa remains above the national average in child maltreatment and foster care placement. Iowa's rates of child abuse are 11.4 per 1,000 children, while the national rate is 5.6 per 1,000 children. 8.1 per 1,000 Iowa children will be placed in foster care

compared to the national rate of 5.6 per 1,000 children. We are motivated to end the horrors of abuse and maltreatment of children in our state and the stories that dominate the news too frequently.

Join me and my fellow board members in leading and advocating for our children. We know that an investment in prevention yields a greater return on the lives of Iowa's kids. Be a caring adult in the life of a child, serve and volunteer in your community, and contribute to PCA Iowa financially – the only agency focused on the prevention of abuse.

Thank you for all you do to support our children. Together we can do more for healthy childhoods that lead to a stronger future for our communities.

— Jacquie Mohs



Your donation supports child abuse prevention efforts in over 90 Iowa counties, legislative advocacy focused on preventing child abuse, and awareness of child abuse prevention issues. Prevent Child Abuse Iowa is a 501(c)3 organization.

Visit www.pcaiowa.org/donate to contribute electronically, or send a donation by mail.

CORPORATE AND FOUNDATION SPONSORS

Sponsors (\$2,500 & Up)

- Alliant Energy Foundation
- Charles Schwab
- Davis, Brown, Koehn, Shors & Roberts, P.C.
- EMC Insurance
- Iowa Farm Bureau Foundation
- Iowa State Bank
- Kappa Delta
- Lutheran Services in Iowa, Inc
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- UnityPoint Health-Des Moines
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- York Risk Pooling

Individual Donors (\$250 & Up)

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