

2018 ANNUAL REPORT

PRESIDENT'S COMMENTS

Prevent Child Abuse Iowa (PCA Iowa) experienced extraordinary growth in 2018. In addition to four new staff members, a new program was added: Community Adolescent Pregnancy Prevention. PCA Iowa has historically provided three key programs (Adverse Childhood Experiences, Connections Matter, Iowa Child Abuse Prevention Program) and we are excited to add this fourth program as it provides growth, diversity and collaboration to our organization.

This year's success could not have been done without the leadership of our Executive Director, Liz Cox. Liz and our staff remain deeply committed and passionate about our organization and the difference they are making each day. The Board of Directors continue to remain engaged in guiding the organization through these growth years.

As we plan for the future, we are encouraged by the strength of our programs and partnerships while realizing that the need in Iowa remains great. Our mission remains to strengthen families for Iowa's future, and we ask that you assist us in taking action by educating others about child abuse prevention, urging your legislators to take action, and making a financial contribution to our organization.

On behalf of all of our board members, thank you for all your support towards preventing child abuse in our great state. We are all making a difference in helping children grow up feeling safe, nurtured and empowered to reach their full potential.

- Katheryn Thorson, Board President



LEADERSHIP

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ASSISTANCE

Community Adolescent Pregnancy Prevention PCA Iowa expanded on our mission to strengthen Iowa families through management of the Community Adolescent Pregnancy Prevention (CAPP) program. CAPP educates community members, parents and caregivers of adolescents, youth, and pregnant and parenting adolescents to reduce the teen pregnancy rate in Iowa. Adolescent births are one of the 12 risk factors for abuse and neglect in Iowa. By integrating the CAPP program with our work in other prevention areas like home visiting and Connections Matter®, we are working to ensure the best start for parenting families.

Connecting the Pieces

Evidence-based practices produce efficient results for the families served in prevention programs. Our 2018 annual Child Abuse Prevention and Family Support Conference, “Connecting the Pieces”, brought together nearly 700 attendees from multiple sectors. Attendees increased their knowledge and skills to build collaboration for child abuse prevention. Everyone in family support and prevention plays a role in creating change, and opportunities to learn and collaborate provides the spark for individuals to impact their community.



Community Heroes and Legislative Advocates were honored at the 2018 conference for their contributions to the field of family support.

Regional Meetings One of PCA Iowa’s most valuable partnerships is the network of providers and volunteers carrying out prevention work in communities. PCA Iowa brings opportunities for shared learning as well as timely and relevant training at Regional Meetings. This year’s participants learned opportunities to get involved with advocacy, skills to maximize capacity of volunteers, and provided feedback vital to strategic planning. Through these meetings, 122 attendees were equipped with new information to bring to their communities, strengthening their prevention work.

“ *The smaller breakout sessions allowed time to really ask questions and discuss issues.*

The information about legislative priorities was extremely valuable. ”

Feedback from Regional Meeting attendees

AWARENESS

To You It's A Hug, To Them It's The World

The little things we do every day make a difference in the lives of kids. We know connections matter. Through a statewide Connections Matter® media campaign, PCA Iowa spread awareness of protective factors of social supports and resiliency with ads in English and Spanish on billboards, in print publications, broadcast on radio, and promoted online.



TO YOU, IT'S A HUG.
TO THEM, IT'S THE WORLD.



PARA TI, ES UN ABRAZO.
PARA ELLOS, ES EL MUNDO.

Rotary Partnership In 2018, Rotary District 6000 Governor Tom Narak, and Rotary District 5790 Governor Neil Fell, selected Child Abuse Prevention as a focus for each club in their districts (117 clubs total). Rotarians partnered with their local child abuse prevention chapters to strengthen prevention efforts.



Rotary Clubs of West Liberty and Iowa City Downtown joined together to host a pancake breakfast in support of child abuse prevention during RAGBRAI, with proceeds supporting prevention efforts in Muscatine and Johnson Counties.

If she had cancer you
wouldn't call it

A PHASE.

Childhood mental illness.
KNOW THE SYMPTOMS.



If she had heart disease you wouldn't say
CALM DOWN!

Childhood mental illness.
KNOW THE SYMPTOMS.



Children's Mental Health and Wellbeing

Collaborative Mental health is closely tied to child abuse. Children with undiagnosed or untreated mental health conditions are at higher risk of abuse and/or neglect. Additionally, kids who have experienced abuse and/or neglect are at risk for developing a mental health condition. Mental health conditions are treatable. People may not seek professional help on their own because of embarrassment, negative attitudes of their peers, family, or friends, or other barriers such as lack of transportation. PCA Iowa is

convening the Southeast Iowa Children's Mental Health and Wellbeing Collaborative, connecting community resources with families in seven counties, building protective factors and strengthening community wellbeing, and destigmatizing mental health.

ADVOCACY



SF2113 Suicide Prevention and Trauma Informed Training in Schools Child abuse and neglect are risk factors for developing mental health conditions including depression and anxiety. Untreated, these conditions can lead to suicidal ideations. The 2018 Iowa legislature passed SF2113 requiring school staff to attend at least one hour of trauma informed training and suicide prevention training each year. PCA Iowa advocated strongly for this act, noting that the professionals working with our youth every day are more effective when they are better equipped to

recognize the signs of mental health conditions, and establish policies and practices that build social supports and resilience among youth.

SF2418 Mandatory Reporter Work Group Iowa's Mandatory Reporter law requires professionals who have frequent contact with children to receive regular and frequent training in identifying and reporting concerns of child well-being. More than 400,000 Iowans are required to be trained as mandatory reporters. Failures in quality mandatory reporter requirements place Iowa's most vulnerable populations at risk, hampers effective communication between mandatory reporters and the Iowa Department of Human Services (DHS), and puts professionals at risk for failure to report.

A comprehensive report is available at: www.pcaiowa.org/mandatoryreporter. PCA Iowa will be advocating for legislative action based on these recommendations during the 2019 legislative session.

The legislative work group met twice during the legislative interim, providing recommendations supporting a more robust mandatory reporter training system.

The recommendations include:

- Universal access to an online training module developed by Iowa DHS
- Segmenting training into two domains: children and dependent adults
- Increasing frequency of trainings to every three years



EMERGING INITIATIVE

Connections Matter® in the Workplace

Connections Matter® is a professional development and community education resource focused on understanding the critical importance of social supports and resiliency for adults and children. Connections Matter® in the Workplace is a framework supporting social and emotional skills, effective communication, and teamwork (soft skills) critical to workplace productivity.

Connections Matter® recognizes that issues related toxic stress and adverse childhood experiences can negatively impact physical, mental, and financial wellbeing. When the workplace is more trauma-informed, it promotes healthy connections that give employees a support system, building important protective factors for child abuse prevention. Research shows employees who have strong and supportive relationships at work are more invested in their workplace, and more likely to remain employed.

Outcomes of the Central Iowa pilot projects will inform the dissemination of Connections Matter® in the Workplace across business sectors in Iowa.



Danny Beyer with Iron Horse Wealth Management, one of the pilot sites for Connections Matter® in the Workplace.

CORPORATE AND FOUNDATION SPONSORS

Sponsors (\$2,500 & Up)

- Alliant Energy Foundation
- EMC Insurance Company
- Iowa State Bank
- Kappa Delta
- Meredith Corporation
- NCMIC Insurance Company
- Office of the Attorney General
- The Wellmark Foundation
- UnityPoint Health-Des Moines
- Wells Fargo Foundation

Connections Matter® in the Workplace is supported with grant funds from the United Way of Central Iowa and the Polk County Board of Supervisors.

Individual Donors (\$250 & Up)

- Thomas Becker & Caroline Boehnke-Becker
- Paul & Kathleen Brown Foundation
- John & Colleen Burgeson
- Marci & Brett Chickering
- Lincoln Dix
- Bill & Amy Finnegan
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- Ali Shemirani
- A.J. Simpson
- Jeff Simpson
- Art & Nell Slusark
- Dwight & Deanna Soethout
- Adam & Katheryn Thorson
- Kevin Tiernan
- Alex Wagner
- Mark Feldman & Teri Wahlig
- Susan Walkup
- James & Nikki West
- Dennis & Kristine Woodruff

Our Mission:

To create happy, safe childhoods for all kids, leading to a better future for Iowa

OUR IMPACT IN IOWA 2018

Iowa Child Abuse Prevention Program

Community Based Child Abuse Prevention Program
and Iowa Child Abuse Prevention Program served:

4,794 families

42,665 children



Parent
Education



In Home
Visiting



Crisis &
Respite
Care



Crisis &
Respite
Care



Parent
Education



Sexual Abuse
Prevention
Programming

70,814 hours of respite
care provided

\$1,659,227 granted to Iowa
communities

Demographics of participants:

47% have a household **income**
\$20,000 or below

30-39 Most common **ages**
of parents served



Are less likely to own a
home or be a high school
or college graduate than
the general population

Community Based Pregnancy Prevention Program

NEW

to PCA Iowa
as of July

56

counties served
by grantee
network

17

site visits
made by
PCA Iowa

Connections Matter

OVER

1,500

people reached with

CONNECTIONS MATTER
presentations and trainings

19

screenings of films

*Paper Tigers & Resilience: The Biology of Stress
and the Science of Hope*

Child Abuse Prevention Awareness

117 **presentations** about child abuse
prevention made to Rotary Clubs

15,876 **pinwheels** distributed
for Child Abuse
Prevention Month in April



**Prevent Child Abuse
Iowa**
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