

# 2020 ANNUAL REPORT

**Empowering community prevention efforts to provide safe and happy childhoods through collaboration with diverse partners, leading to a better future for Iowa.**



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# DIRECTOR'S COMMENTS

2020 was a year of many challenges and devastating losses. The pandemic, the election, natural disasters, systemic racism, and civil unrest raised stress levels to new highs for many families. Our hearts go out to those impacted by the challenges that many families in Iowa still face.

It was a year of reminders and affirmation. We were reminded of the resource disparities for many families. We were reminded of the impact that extended experiences of elevated stress can have on a person, helping us better understand and support rather than stigmatize and villainize. We were reminded of our resilience and relationships. Our communities need us to grow and thrive and we in turn need our communities for support and opportunities. We saw the positive impact this community support can have.

2020 was a year of victories. We worked with community partners on creative and effective solutions to meet current and changing needs. We joined new partnerships like the Vision Council and Iowa Alliance

for Healthy Kids. We saw new people from across sectors join the conversation about the need to support families. We developed new programs to address community needs, like the Resilient Communities Project and Connections Matter in Early Childhood.

I am grateful to our Prevent Child Abuse Iowa staff, our Board, and our many supporters. I am grateful to the network of people around the state working to support families. Many people worked tirelessly throughout the year to ensure better outcomes for children beyond 2020. PCA Iowa remains committed to supporting families ensuring safe and happy childhoods for all Iowa's children. We remain hopeful for a better future.



Greg Bellville, Executive Director



# ADVOCACY

In 2020, Prevent Child Abuse Iowa (PCA Iowa) continued to advocate for adult-focused child sexual abuse prevention, and the expansion of First Five services to all counties in the state. PCA Iowa also partnered with the Iowa ACEs Policy Coalition and the Coalition to Advance Mental Health in Iowa for Kids (CAMHI4Kids) in advocating for adequate, sustainable, and predictable funding for Iowa's child and adult mental health system.

In March, the legislative session was interrupted by the Covid-19 pandemic. After a brief pause in session, the legislative process was adapted to minimize exposure including restricted access to committees, online streaming, and participation by Zoom.

Despite these challenges, we continued to work to advance policies to support children and families. A bill to promote sexual abuse prevention by providing adult-focused child sexual abuse prevention in schools passed committee and made it to the house floor. Pandemic relief funds were provided to help support mental health services and childcare assistance,



however, these issues require more permanent solutions.

PCA Iowa is thankful for the support received around the state in promoting policies that will help children and families. We are committed to building on the work that was completed this session.

# AWARENESS

PCA Iowa developed an awareness campaign for the summer of 2020 focused around the importance of building positive connections.

Everyone benefits from positive relationships, which are the building blocks to developing healthy brains. Positive relationships make us happier and more resilient - and happy, healthy people create a stronger community.

The impact of the COVID-19 pandemic on social relationships demonstrated the importance of having positive connections during challenging times. We learned social distancing doesn't mean we can't be distantly social.

PCA Iowa developed a public service announcement (PSA) and series of social media posts that promoted the impact of positive connections on resiliency, highlighting ways to build relationships from a distance - like sharing a meal during a driveway visit, connecting with old friends through a phone call or text, or making someone's day special with a car parade.

The PSA can be viewed at [youtube.com/pcaiowa](https://youtube.com/pcaiowa).

## SOCIALLY DISTANT AND DISTANTLY SOCIAL



*Images from the Distantly Social social media awareness campaign shared resources and encouragement for staying connected to social supports.*

# AWARENESS

PCA Iowa has been an ongoing partner in the Iowa ACEs Coalition, a network of individuals and organizations who work together, and independently, to build awareness of and respond to Adverse Childhood Experiences (ACEs) to improve the wellbeing of Iowans.

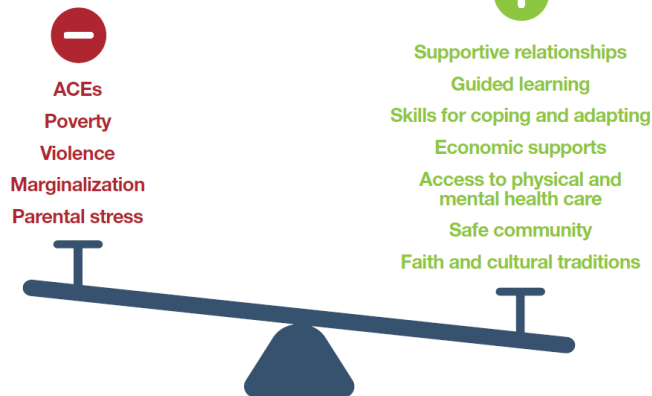
In 2020, Iowa ACEs 360 released an updated version of the 2016 Iowa ACEs report with challenges still seen in Iowa's data, as well as progress made through practice and policy changes and steps we can continue to take to prevent ACEs and childhood trauma. The report also provides broader context related to external factors that contribute to adversity - including systemic racism, community violence, and natural disasters.

Emerging research shows that positive childhood experiences stemming from caring relationships and connections in the community reduce the likelihood of poor outcomes, even when adversity has occurred.

The research also shows there is hope: We can build environments and connections that foster healthy development and create systems that lead to an

equitable community, giving all Iowans a chance to thrive.

*Adults reporting 6-7 positive childhood experiences had 72% lower odds of suffering from depression or poor mental health, compared with those reporting 0-2 positive childhood experiences.*



Source: *Responding to ACEs with HOPE: Health Outcomes from Positive Experiences*, 2017

# ASSISTANCE

The Iowa Child Abuse Prevention Program (ICAPP) didn't miss a beat in supporting kids and families despite the challenges delivered in 2020. Home visitation, parent groups, and sexual abuse prevention educators transitioned to virtual platforms to continue to serve families. Communities responded to meet the increased needs of families facing barriers to accessing food, shelter, and other immediate needs. Groups hosted drive-through resource fairs or virtual community events to continue to engage the public and connect community members with services and basic needs.

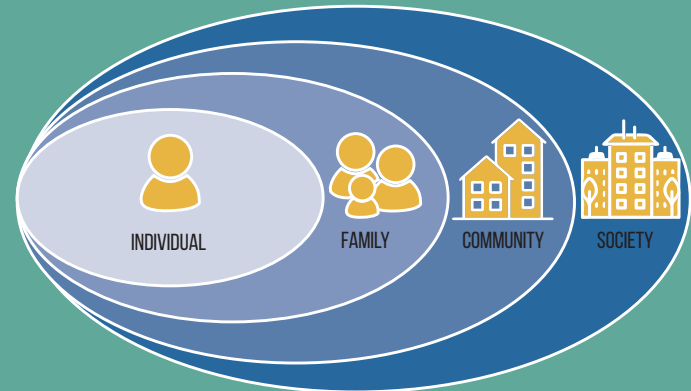
## RESILIENT COMMUNITIES PROJECT

Four communities embarked on work with Resilient Communities Demonstration Projects. This innovative approach to prevention was designed with the intent to invest in community assessment, planning, and capacity building.

Families do not exist in a vacuum and the context of their community is vital in shaping how caregivers are able to nurture children's development. How resources

are accessed by families, as well as the norms and attitudes of a community, play an important role in the success of caregivers.

PCA Iowa is excited to support grantees in their work to impact the climate of their communities and address policies, norms, and attitudes to make community spaces better for children and families.



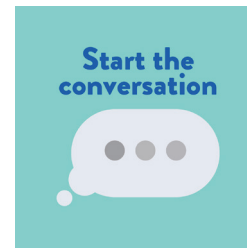
*Social Ecological Model for Preventing and Responding to Child Maltreatment*

# ASSISTANCE

2020 provided an opportunity for Community Adolescent Pregnancy Prevention (CAPP) grantees to get creative and meet with youth in their community in unique ways. Grantees focused on delivering comprehensive sexual health education and promoting healthy relationships as the key to adolescent pregnancy prevention. They met with Iowa youth in-person, socially distanced at parks, at drive through resource fairs, through virtual classes, Facebook Live events, and many other social media platforms.

The grantee network consists of 20 grantees serving 58 of Iowa's counties. They provided a variety of resources to their community during key campaign months including National Condom Month in February, Sex Education for All Month in May, and Let's Talk Month in October.

The "Hit Pause" PSA was launched in October with over 130,000 views. The video utilized local talent and can be viewed at [youtube.com/pcaiowa](https://youtube.com/pcaiowa).



*Awareness campaigns for National Condom Month, Sex Education for All Month, and Let's Talk Month focused on promoting healthy relationships and comprehensive sex education.*



# OUR IMPACT IN IOWA 2020

## Iowa Child Abuse Prevention Program and Community Based Child Abuse Prevention Program

**2,003** families served



Parent



In Home Visiting



Crisis Care

**9,931** children served



Crisis Care



Parent



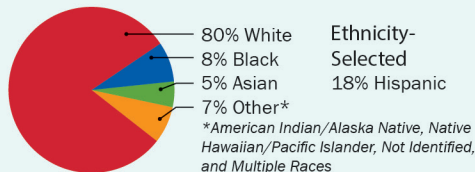
Sexual Abuse Prevention

**11,287** hours of respite care provided

**14,315** in-home visits

**1,057** group parent education sessions

### DEMOGRAPHICS OF PARTICIPANTS



**52%** reported annual household income of \$20,000 or less

**58%** have high school diploma/GED or lower education; **21%** no high school diploma

## Community Adolescent Pregnancy Prevention Program

**11,200** youth served through

**3,400** separate classes

### OUTCOMES OF SEXUAL HEALTH PROGRAMMING

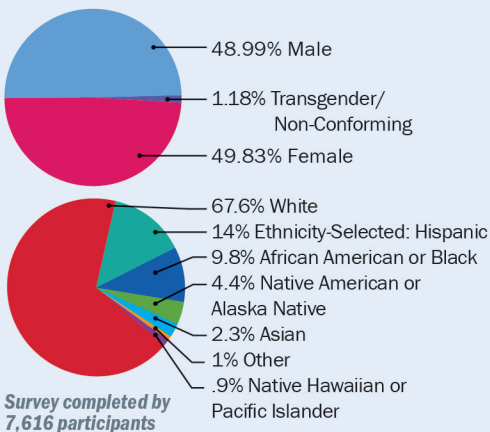
**95%** of youth respondents said they **learned a lot** or some in the class they didn't already know

**99%** of youth respondents said it seemed to them like the **teacher knew a lot** or some about the topic

**98%** of youth respondents on paper said it seemed like the teacher was very good or pretty good at **answering student questions**

*For the years 2015-2019, 33 of 58 CAPP counties had average annual teen birth rates below the 2018 national average of 17.4 births per 1,000 females age 15-19.*

### DEMOGRAPHICS OF PARTICIPANTS



# PRESIDENT'S COMMENTS

As we look toward a new year at Prevent Child Abuse Iowa, we reflect back on the challenges faced in 2020 and our strengths in adapting to many unique needs to inspire our path forward. We spent time refining our organization's mission, vision, and values to provide a better sense of who we are and where we are going.

Our mission is to empower community prevention efforts to provide safe and happy childhoods through collaboration with diverse partners, leading to a better future for Iowa. Our vision is a world free from child abuse.

Our organizational values define the core of what we stand for. As we look to the future, we aim to integrate these values into all aspects of our work.

**Relationships:** The connections between people that are key in the development of community and resilience.

**Inclusiveness:** Consideration of the value, experiences, thoughts, and ideas of people in a community through actively seeking participation and understanding.

**Collaboration:** Working with others to achieve a shared goal.

**Integrity:** The quality of acting in a manner that is honest, transparent, compassionate, responsible, equitable, and ethical.

**Data:** Information collected through research and supported by evidence used to identify and measure a course of action.

**Hope:** The expectation that efforts will lead to the desired outcomes.

On behalf of our entire Board of Directors, thank you for all you do to support Prevent Child Abuse Iowa and Iowa's families and communities. We look forward to another great year.



Katheryn Thorson  
Board President

Katheryn Thorson



# THANK YOU TO OUR SUPPORTERS

## Corporate & Foundation

### Sponsors

#### \$10,000+

- Iowa Department of Public Health / Maternal, Infant, Early Childhood Home Visiting Program
- Kappa Delta
- Kyle & Sharon Krause Family Foundation

#### \$5,000+

- NCMIC Insurance Company

#### \$2,500+

- Blank Children's Hospital
- EMC Insurance Company
- Principal Financial Group
- St. Gregory Recovery Center
- The Wellmark Foundation

## Individual Donors

#### \$10,000+

- Estate of Mr. Dan Allison

#### \$1,000+

- Greg & Amanda Bellville
- Marci & Brett Chickering
- Barbara Crowley
- Chris Gray
- Rena Hall
- Galen Howsare
- Adam & Katheryn Thorson
- Diana Wiig

#### \$500+

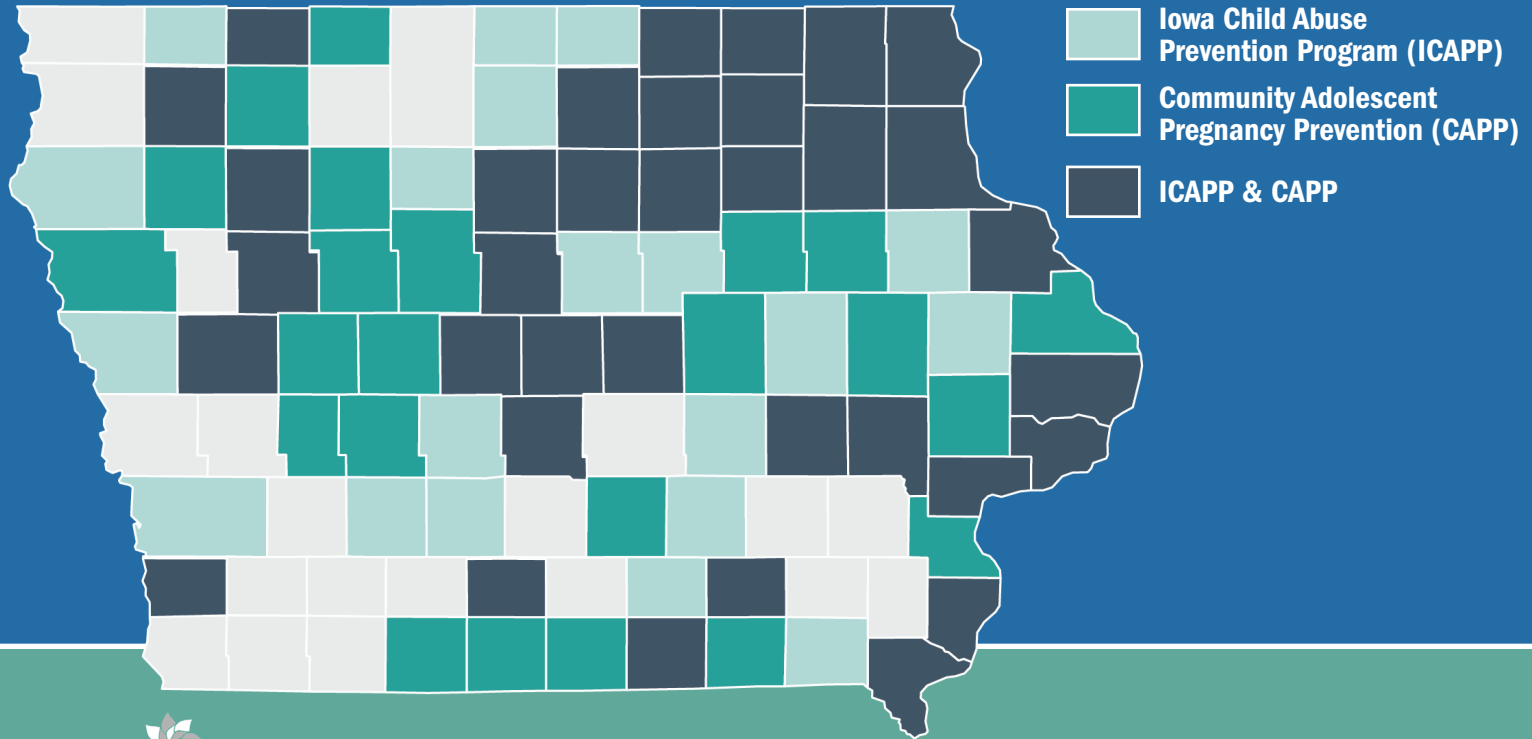
- Ann Coffin
- Kathia Downing
- Kathleen Kellen
- Jerry Loghry
- John Marshall

- Thomas & Dianne Morgan
- Scott Naig & Dana Quick-Naig
- Jeff Simpson

#### \$250+

- Jeff & Nancy Bellville
- Jody Dierickx
- Dave & Kelly Fini
- Allison & James Fleming
- Mary Gannon
- Mark & Sue Gray
- Edward Kakenmaster
- Angie Kolk
- Jacque & Tim Mohs
- Amy Price
- Ron Sallade
- George Scheppman

# IOWA COUNTIES SERVED BY PREVENTION PROGRAMMING



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