

2019 ANNUAL REPORT

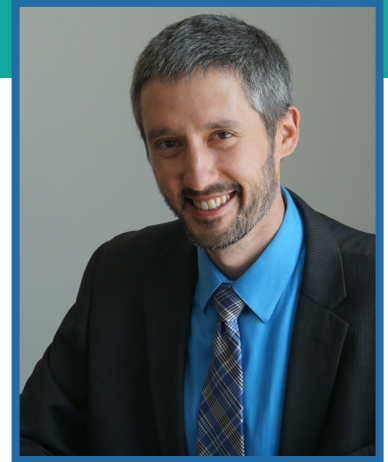
DIRECTOR'S COMMENTS

In my years working in the treatment industry, I have seen the impacts of child abuse, neglect, and trauma on individuals and their loved ones. Trauma experienced in childhood can lead to negative physical, mental, and financial health outcomes later in life. Trauma also has economic and societal impact – including unemployment, crime, and increased costs to the healthcare system.

Research shows there is hope: Adverse Childhood Experiences (ACEs) are not deterministic of negative health outcomes and are preventable. The presence of one stable, safe, nurturing relationship can mitigate the impact of ACEs and trauma. I am excited to work in prevention and ensure that children and families have protective factors in place.

I look forward to building upon Liz Cox's leadership and the hard work and dedication of the Prevent Child Abuse Iowa (PCA Iowa) staff and board. In 2020, PCA Iowa will continue leadership in child abuse prevention by empowering individuals and communities directly serving children and families to develop parenting skills, natural supports, and resilience; promote fatherhood; and prioritize sexual abuse prevention. The vision is a state where no child experiences abuse or neglect.

I am so thankful for the knowledge, skill, and compassion of the team at PCA Iowa, the commitment and guidance of the board, the willingness and excitement of our partners, and your continued support.



Greg Bellville, Executive Director

LEADERSHIP

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ASSISTANCE

Community Adolescent Pregnancy Prevention Needs Assessment and Strategic Plan In 2019, PCA Iowa in partnership with Public Consulting Group conducted a Needs Assessment and Strategic Plan for the Community Adolescent Pregnancy Prevention Program for the Iowa Department of Human Services (DHS). The Needs Assessment recommended coordinated funding sources, increased variety of evidence-based practices, and broadened coverage for pregnancy prevention statewide. The Strategic Plan features five goals to meet the findings of the Needs Assessment.

- 1 *Streamline adolescent pregnancy prevention funding sources*
- 2 *Increase variety of evidence-based practices and implement to fidelity*
- 3 *Broaden programming to ensure statewide coverage*
- 4 *Partner with other state agencies providing services to at-risk youth and families*
- 5 *Implement medically-accurate, evidence-based, comprehensive growth and human development curricula in all schools in Iowa.*

Let's Talk Month In partnership with Flynn Wright, PCA Iowa developed a media campaign based on research that showed conversations about building and keeping healthy relationships were deemed most important among adolescents. October's "Let's Talk" month focused on tips for adults and teens having conversations about sex and sexual health using healthy relationships as a starting point.

Starting the conversation.

Research shows that there's no magic wand to wave when it comes to preventing unplanned adolescent pregnancy. Parents and other trusted adults can have an influential role in helping teens and youth avoid negative, risky behaviors, including an unplanned pregnancy. Conversations regarding sex and healthy relationships need to start early and continue throughout adolescence. If you're not sure how to start these conversations or what to say, you're not alone!

To get the conversation started, we've provided four questions. Each one is meant to be a general starting point and should be tailored according to age and other relevant factors.

Are they in a healthy relationship?

It's important for young people to understand that the most important sex-related question to ask themselves isn't "Do I want to have sex?" or "Am I in love?" A healthy relationship is fundamental to sexual safety and there are several features of a healthy relationship to pay attention to:

- All activities, sexual or otherwise, are consensual
- Respect for self and others
- Roles seem balanced and fair
- They can disagree without abusive language
- They have freedom and independence
- They're good at establishing and respecting each other's boundaries

Let's TALK Month
Community Adolescent Pregnancy Prevention

I AM ASKABLE

Community Adolescent Pregnancy Prevention
October 11 at 9:00 AM · 🌐

Talking to teens about sex and relationships can be uncomfortable. Don't get discouraged, just stay in the moment and know that what you say matters to them. Need help? We have resources: <https://pcaiowa.org/lets-talk-adults>

Your Hand in Prevention In partnership with Iowa Department of Public Health and the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program, the 2019 Child Abuse Prevention and Family Support Conference convened more than 400 attendees from multiple sectors. Attendees increased their knowledge and skills to build collaboration for child abuse prevention.

We recognized *Community Heroes, Legislative Heroes, and Prevention Advocates* who have made a significant impact on their communities.



Kelly Manker
Community Hero



Jennie Garner
Community Hero



Sen. Jim Carlin
Legislative Hero



Suzanne Mineck
Prevention Partner
of the Year

AWARENESS

Connections Matter® The Connections Matter® community initiative has expanded this year from Iowa to five states across the eastern portion of the country (Alabama, Georgia, New Jersey, North Carolina, and West Virginia) with more opportunities for growth in the future. Our partners come from other Prevent Child Abuse America chapters, community serving organizations, and coalitions. While the focus is on building positive relationships and brain development, the implementation strategy for Connections Matter® is different for each of our licensees. Sectors represented include schools, faith communities, businesses, and the community.



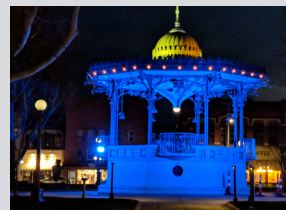
The PCA Iowa team launched the Connections Matter® curriculum with PCA West Virginia in April.

Children's Mental Health and Wellbeing

Collaborative PCA Iowa continued work with the Southeast Iowa Children's Mental Health Collaborative through June of 2019. The Collaborative focuses on a multi-county region to coordinate resources among its members. The group's goal is to ensure children and families receive effective prevention and early intervention services, including mental health services, which improve child and family wellbeing. PCA Iowa developed awareness campaign materials for distribution throughout the region to connect a system of prevention and responsive mental health support for children and families. The Collaborative continues today in a community-led capacity.



Pinwheels for Prevention Throughout Child Abuse Prevention Month in April, PCA Iowa and partners within the Iowa Child Abuse Prevention Program (ICAPP) network celebrated great childhoods by planting pinwheel gardens and organizing community events throughout the state. Agencies organized egg hunts, family kite activities, traveling superheroes, chalk events, fun fairs, and Child Abuse Prevention Month proclamations. Through these efforts, over 10,500 pinwheels and marketing materials were distributed to communities and families statewide.



The town square in Oskaloosa, IA was lit up blue for Child Abuse Prevention Month in partnership with Musco Lighting.

Pinwheels are the national symbol for great childhoods all children deserve.



ADVOCACY

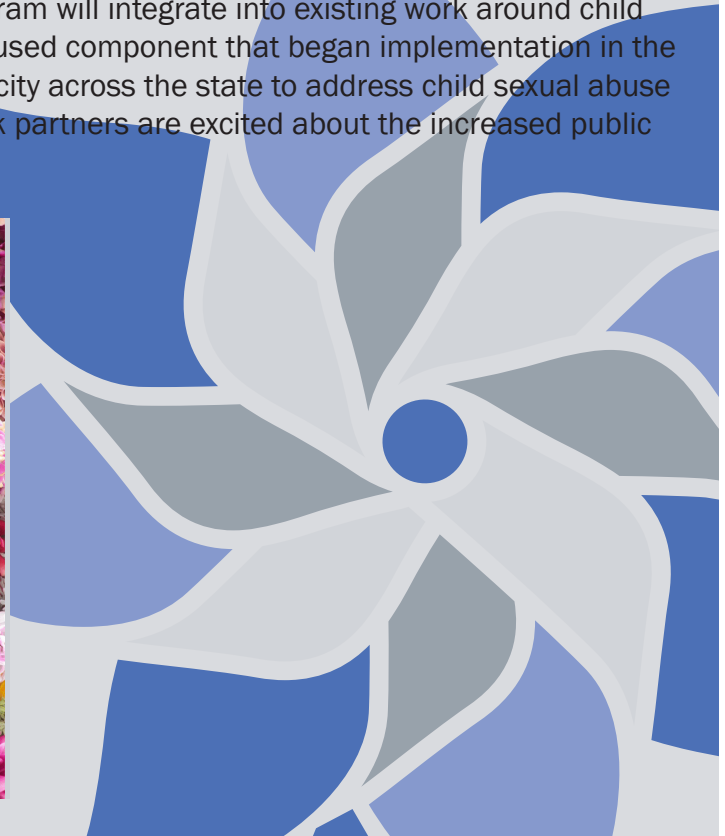
Mandatory Reporter Reform Prevent Child Abuse Iowa was proud to see the Iowa Legislature pass Mandatory Reporter reform during the 2019 Legislative Session. Our organization worked in partnership with many child advocates to pass HF 731, strengthening the protective system for Iowa's kids. Child protection requires the coordination of many professional groups and a cohesive training framework for recognizing and reporting the signs of abuse and neglect. Iowa's child abuse reporting, assessment and rehabilitation law had been amended many times and was fragmented. Revision will provide more direction to the 400,000 mandatory reporters in Iowa and improve the function of reporting with Iowa DHS.



On May 8th, Governor Reynolds signed HF 731, a bill to create a streamlined, comprehensive framework of mandatory reporting guidelines.

Emerging Initiative

Prevent Child Abuse Iowa was awarded a \$15,000 grant from Prairie Meadows to support sexual abuse prevention. The Project will educate 12 master trainers in PCA Vermont's Healthy Relationships Project. This program provides age-appropriate lessons to children about safety concepts including touching is not secret, asking for help, parts of bodies, and that they can tell a trusted adult if they have concerns. This program will integrate into existing work around child sexual abuse prevention including an adult-focused component that began implementation in the spring. Funding for this program will build capacity across the state to address child sexual abuse and improve child safety. PCA Iowa and network partners are excited about the increased public support to address the topic.



PRESIDENT'S COMMENTS

As we enter a new decade at Prevent Child Abuse Iowa, we find ourselves reflecting on the achievements that we have accomplished over the last year. 2019 was a year of success for Prevent Child Abuse Iowa as we celebrated many legislative victories, smoothly transitioned organizational leadership and continued to expand our four key programs.

In August, we welcomed our new Executive Director, Greg Bellville. Greg and our staff have done a tremendous job during this leadership transition and remain focused on making a difference each day. Their commitment and passion towards our organization is truly inspiring.



Despite these achievements, we continue to be shocked by the headlines reporting allegations of abuse of children. We know the sad reality is even more unreported abuse is taking place. As a result, Prevent Child Abuse Iowa will continue to lead the charge in strengthening families and communities, and we ask that you assist us in taking action by educating yourself and others about our mission, urging your legislators to take action, and making a financial contribution to our organization. We know that together, we can truly make an impact on the lives of Iowans.

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, and we look forward to another great year.

A handwritten signature in black ink that reads "Katheryn Thorson". The signature is fluid and cursive.

Katheryn Thorson, Board President

CORPORATE & FOUNDATION SPONSORS

Sponsors (\$2,500 & Up)

- Blank Children's Hospital
- Des Moines Intentional Eucharistic Community
- EMC Insurance Company
- Iowa Department of Public Health / MIECHV
- Iowa State Bank
- Kappa Delta
- Keyot
- Prairie Meadows
- Polk County Board of Supervisors
- Rotary District 6000
- Wellmark Foundation

Individual Donors (\$250 & Up)

- Marci & Brett Chickering
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- Jerry Loghry
- Linda Mattes
- Scott Naig
- Chris Nelson
- John & Deborah Ockenfels
- Kurt Rasmussen
- A.J. Simpson
- Jeff Simpson
- Kevin & Meredith Tiernan

Our Mission: Empower community prevention efforts to provide safe and happy childhoods through collaboration with diverse partners, leading to a better future for Iowa.

OUR IMPACT IN 2019

Iowa Child Abuse Prevention Program

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

1,956 families **10,929** children **765** adults



Parent Education



In Home Visiting



Community Development



Crisis Care



Sexual Abuse Prevention Programming



10,929 hours of care provided

Demographics of participants:

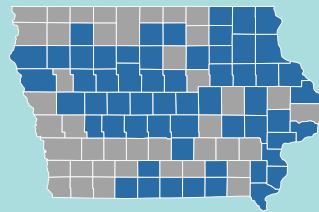
54% have a household **income** \$20,000 or below

21% of participants are **Latinx** families

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

Community Adolescent Pregnancy Prevention

Grantee network in 58 counties served:



115 school districts

295 pregnant and parenting youth

Connections Matter

OVER 1,500 people reached with **CONNECTIONS MATTER** presentations and trainings in Iowa

5

curriculum launches in Alabama, Georgia, New Jersey, North Carolina, and West Virginia

