



Courtesy of Prevent Child Abuse North Dakota

**Prevent Child Abuse America
2009 Annual Report**

As a Pediatrician and Chair of the National Board at Prevent Child Abuse America, I want to highlight why I think no issue is more important to our collective future than healthy child development and the well-being of our nation's children. The abuse or neglect of a child not only impacts the life of the child, but the damage taints the family, community and even the nation. The abuse of a child prevents their normal development and results in a range of immediate and future consequences. From the lost educational potential of the child, to threats to the stability of the family and increased community crime, and lost workforce potential. Child abuse and neglect is truly a national problem

The health of our country as a whole is degraded by the abuse and neglect of its children. This is preventable. That is why I am honored to be part of Prevent Child Abuse America. We are working hard for all children in the country. To help them realize their fullest potential and to ensure their healthy growth and development. Among the many things we are working on, we are:

- Directly supporting families across the country through Healthy Families America, our home visiting program, which has 385 sites in 32 states;
- Delivering a common public policy message through our chapter network, which is active in 48 states;
- Building on partnerships with federal and national organizations like the Centers for Disease and Control Prevention, US Department of Health and Human Services, and the National Alliance for Children's Trust and Prevention Funds; and
- Expanding our National Campaign - [Pinwheels for Prevention](#) - which drives community engagement and awareness and shows that individuals, communities and leaders all play a role in the lives of children.

And these are just some of the things that PCA America is doing to fulfill its simple, singular mission "to prevent the abuse and neglect of our nation's children."

I hope you will learn more about we do and what you can do as well. I also hope you will join us in this movement as it continues to grow. No issue is more important for our children today and for our collective tomorrow.

Dr. Chris Greeley
Chair, Prevent Child Abuse America Board of Directors

As I reflect on 2009, I am reminded that our entire society is impacted when our children are denied equal opportunity for healthy growth and development; and that child abuse and neglect is one of the most pervasive challenges to a healthy childhood for America's children.

At Prevent Child Abuse America we believe that adults play a key role in creating stable, safe environments for kids and we also believe that all adults should be asking themselves "what role can I play in preventing all forms of child abuse - especially the more pervasive forms - from ever happening?"

Research is clear that all forms of child abuse can undermine healthy child development and even impede a healthy transition into adulthood. Research by Prevent Child Abuse America also estimates that implementing effective prevention policies and community strategies can save taxpayers \$104 billion per year that are currently focused on fixing individuals, and the country, when we fail to prevent abuse and neglect in the first place.

There are innovative prevention programs in place at schools, places of worship and other important locations that most effectively help communities prevent child abuse and neglect from ever occurring and we want to ensure that these programs are available in communities across the nation.

Each of us plays a role in children's lives, in their healthy development and the prevention of child abuse and neglect.

I sincerely hope that we all begin to embrace this simple, yet powerful message.

James M. Hmurovich, President & CEO
Prevent Child Abuse America

Chapter Services

2009 Highlights

2009 was a tough year for many, including Prevent Child Abuse America's statewide chapters. While the economics were difficult for all, Chapters and states were faced with multiple funding cuts. Chapters rose to the occasion and fought back many cuts by using their statewide, grassroots networks. Some states decreased the pending financial cuts and others eliminated them. Others had to refocus their priorities to deal with what they faced. The Chapter network worked together by sharing lessons learned so others could benefit from their expertise. The Chapter Services Division focused on methods to support the Prevent Child Abuse America network. The division created Chapter Support calls which opened up the lines of communication among Chapter staff and board members around particular areas of interest. In response to Chapter requests Chapter Services staff also revamped the focus of our continuous quality improvement process which re-charters each chapter by assisting chapters in building their capacity. The division added peer reviewers and on-site technical assistance to the process. The annual Chapter leadership conference complimented this entire process by involving all chapters in addressing multiple strategies which focused on "Building Capacity to Prevent Child Abuse and Neglect within Your Community".

Expectations for 2010

During 2010 Chapter Services will work with the Chapter network to assist in increasing chapters overall viability and statewide leadership. The division will also work closely with experts in the child sexual abuse prevention field as well as the Chapter network, to assist in moving the child sexual abuse prevention field forward as an organized national strategy. The division has also found it is time to raise the network's branding and messaging awareness, and last but not least, Chapter Services will continue to expand the network towards the 50 state mark so children and families in all states can be involved in preventing child abuse and neglect!

Marketing Division

2009 Highlights

The Marketing Division oversaw the growth of Prevent Child Abuse America's national signature campaign - Pinwheels for Prevention[®] - and welcomed new corporate partners into the fold. In 2009, Pinwheels for Prevention reached at least 40 states, generated more than 23 million media impressions and enjoyed the support of new campaign spokespeople Jack Nicklaus and Tommie Harris of the Chicago Bears. Through this campaign and other efforts, Prevent Child Abuse America was also fortunate to establish new corporate partnerships in 2009, including with Roni Deutch Tax Center, the Facebook Causes application and Shopkick (makers of the "CauseWorld" mobile phone application). The latter two new partnerships represent good examples of Prevent Child Abuse America's greater use of social media to both promote and generate support for the organization.

Expectations for 2010

With market research indicating that 90% of the public still believes child abuse to be a serious issue in this country, it will be the Marketing Division's emphasis in 2010 (and beyond) to move people from awareness to action. This will be the basis of Prevent Child Abuse America's budding national child abuse prevention movement, for which the Pinwheels for Prevention campaign will continue to serve as the platform or face. This will be achieved in close collaboration with the National Signature Campaign Work Group and other Prevent Child Abuse America divisions. The Marketing Division expects continued campaign growth in 2010, from bringing Pinwheels for Prevention to more states to securing the participation of more media partners and spokespeople to relying more upon social media to disseminate messaging to enjoying the support of more organizational partners, such as Prevent Child Abuse America's good friends at the Kappa Delta and Sigma Delta Tau national sororities. The Marketing Division also is grateful in expecting the continued generous support of long-time partners in 2010, such as Verizon Wireless, the Wm. Wrigley Jr. Company, National Basketball Association, Berenstain Bears, Kohl's, Best Buy, the Tommie Harris Foundation.

Public Policy

2009 Highlights

Establishing dedicated federal funding for quality home visiting services, such as Healthy Families America, has been Prevent Child Abuse America's top legislative priority since 2004. In 2009, Prevent Child Abuse America and our national partners on the Home Visiting Coalition successfully advocated for the U.S. House and Senate to include funding for evidence-based home visiting in their health reform bills. The legislation that was ultimately enacted in March, 2010 included \$1.5 billion over five years for states to plan, develop and sustain home visitation services. This achievement was made possible by years of hard work from our state Chapter and Healthy Families America networks, our national partners on the Home Visiting Coalition, our champions in Congress and the Administration, and many more advocates for children.

Expectations for 2010

Prevent Child Abuse America advocates for policies that promote healthy child development by preventing child abuse and neglect from occurring in the first place. Prevent Child Abuse America, with the help of our Chapter and Healthy Families networks, will work with the Administration and Congress to outline specific steps that our nation must take to embrace child abuse and neglect prevention in a more effective, meaningful, and comprehensive manner.

Communications

2009 Highlights

During 2009 the Communications Division focused on increasing Prevent Child Abuse America's understanding of how best to message about healthy child development and the prevention of child abuse and neglect. The division also focused on expanding Prevent Child Abuse America's social media presence and responding to the stories that concerned the organization on a national level including the development and sales of Apple's iPhone Shaken Baby app which we thrilled to see removed from the marketplace. This has also been a time of financial crisis at the state and Federal levels, however, and the Communications staff is proud to report that Prevent Child Abuse America was able to land a grant from the Doris Duke Charitable Foundation to work on both a crisis messaging manual and a series of papers by experts inside and outside the field addressing the topic of "Why Prevention Matters" during not only during times of crisis, but anytime.

2010 Expectations

The Communications Division enters 2010 with great expectations. Staff is focused on not only continuing to expand Prevent Child Abuse America's knowledge of messaging and the expansion of our social media presence, but an increased presence in print and traditional media, as well as, increased opportunities to present, speak about and train our partners on both a national and local level on the work we are doing around communications, messaging and building social movements. The Communications Division is also grateful and excited about a second two-year grant Prevent Child Abuse America received from Doris Duke to bring in outside experts to support the organization's efforts to engage the media, take the Pinwheels for Prevention campaign to scale and begin evaluating the impact of these efforts on the public at large.

Healthy Families America

2009 Highlights

2009 proved to be a challenging year fiscally for the Healthy Families America network. State budget crises took a toll on many single site programs and multi-site systems. That said, Healthy Families America continues to surge forward with supporting and building the Healthy Families America network of individuals, programs and state systems as we all work toward supporting families prenatally or at the time of the birth of their babies. In advocating for the Affordable Care Act (ACA) Maternal, Infant and Early Childhood Home Visiting Program grant, the National Home Visitation Coalition continued to advocate for consistent and clear language to support a continuum of home visiting programs in the federal legislation. Healthy Families America began its strategic partnership with Great Kids Inc (GKI) which calls for a complete overhaul of intensive training curriculum offered to direct service providers including: development of new participant manuals, trainer outlines, PowerPoint presentations, and videos. In 2009, also Healthy Families America entered the social networking field by creating profiles on Facebook and Twitter.

2010 Expectations

Federal Money from the Affordable Care Act (ACA) Maternal, Infant and Early Childhood Home Visiting Program grants will begin being awarded to states across the United States so that programs can either continue or begin to build stronger support systems for families across our Nation. In 2010 the Healthy Families America division anticipates full implementation of the Healthy Families America Learning Center website. The Healthy Families America staff is grateful to Healthy Families Indiana for sharing the twelve expertly developed training modules (more than 30 hours) with the broader Healthy Families America network. Along with the progression of our partnership with GKI, 2010 will see the beginning of the recertification of the Healthy Families America network of 60+ trainers on our new training curriculum. Updating the Healthy Families America website will become a priority in 2010 as a full overhaul of the information provided there has not been done for several years. As always, we will continue to work within the HFA network and with other comparable programs to strengthen the HFA model as we continue to grow and build the number of HFA programs serving the United States.

Research Center

2009 Highlights

The Research Center serves as a catalyst and coordinator of community-based research to improve child maltreatment prevention efforts. The Center's partnerships with academic researchers, organizations concerned with child welfare, and direct service providers ensure solid research generating new knowledge of importance to practitioners and the field as a whole. In 2009, the Research Center focused on three long-term projects. The Tribal Youth Project is funded by the Office of Juvenile Justice and Delinquency Prevention (OJJDP) and includes a partnership with the National Indian Child Welfare Association and Purdue University. This past year focused on development of a ground-breaking national survey on childhood victimization among American Indian/Alaska Native youth, designed to collect data primarily through the web. The Center's work with Healthy Families America included maintaining the PIMS data management system, and providing over 35 webinar events to improve sites' ability to use data in continuous quality improvement. In addition, the Center continued its evaluation of the Circle of Parents Responsible Fatherhood Project. Each of these activities has generated important information and resources for preventing child abuse and neglect.

2010 Expectations

The Center looks forward to continuing several long-term projects in 2010. In partnership with the National Indian Child Welfare Association (NICWA) and Purdue University researchers, The Center will field a web-based survey with a goal of 1000 American Indian and Alaska Native youth participants. Work with Healthy Families America will include completing analysis of the national Healthy Families America site survey, and development / deployment of a new version of the PIMS database system. PIMS updates should substantially improve user friendliness while integrating some functionality from data quality control and outcome tracking tools. The Center will continue its evaluation of the Circle of Parents Responsible Fatherhood Project. Finally, the Center hopes to update its report on the Total Estimated Cost of Child Abuse and Neglect in the U.S. using the new data released in the latest National Incidence Study on child abuse and neglect (NIS-4).

Financial Statements - Year ending 12/31/2009

Statement of Financial Position

Assets

Cash & Equivalents	\$193,180
Receivables	\$485,835
Other assets	\$36,889
Investments	\$2,638,151
Furniture & Equipment	\$71,840

Total Assets \$3,425,895

Liabilities & Net Assets

Payables	\$861,607
Rents & Leases	\$312,427
Deferred revenue	\$297,933
Line of Credit	\$38,124
Total Liabilities	\$1,510,091
Net Assets	\$1,915,804

Total Liabilities & Net Assets \$3,425,895

Revenue & Expenses

Revenue

Corporations, Foundations, and Associations	\$923,886
Individuals	\$359,275
Special Events	\$237,587
Conferences and Chapter Activities	\$883,711
Government Grants & Contracts	\$571,387
Publications/Royalties	\$157,457
Investments	\$86,513
Other	\$38,409
Total Revenue	\$3,258,225

Expenses

Prevention Services	\$741,548
Prevention Research	\$756,472
Prevention Network	\$367,996
Prevention Education	\$272,493
Prevention Advocacy	\$210,764
Total Program Expense	\$2,349,273
Management & General	\$26,196
Development	\$525,337
Total Expenses	\$2,900,806

\$100,000+Donors

Doris Duke Charitable Foundation, Inc.

Kappa Delta Sorority and Foundation

Sigma Delta Tau Sororities

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Wm. Wrigley Jr. Company Foundation

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Our Mission

To prevent the abuse and neglect of our nation's children.

Prevent Child Abuse America

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