



2016

ANNUAL REPORT



A MESSAGE FROM OUR PRESIDENT AND CEO

This has been an exciting year as the new CEO of Prevent Child Abuse America. For 45 years, PCAA has passionately worked to ensure that all children have the opportunity to lead healthy and happy lives. In 2016, similar to a new startup, we took a fresh look at how we operate every aspect of our organization to most effectively serve children and families in communities throughout the nation.

This year was full of activity, growth, innovation and transformation. Our many accomplishments in 2016 are a testament to the solid foundation that my predecessor, Jim Hmurovich, and our former chairman, Fred Riley, have built. Mr. Hmurovich's and Mr. Riley's dedication to our mission and development of evidenced-based programs have given us the ability to focus on future growth. We are now poised to reach new heights as an organization with the resources needed to help transform the way Americans think about child abuse and neglect.

Mr. Riley's vision for a "Quantum Leap" has led us to where we are today. Over this past year we have broken previous fundraising records and have made the difficult decisions necessary to streamline operations. Some of the highlights for this past year include:

- Received Top-Rated charity awards from major charity oversight organizations, including Charity Navigator, with 92 cents of every dollar donated going directly into our programs and services.
- Visited 22 states (Chapters, Healthy Family America sites and state legislatures) to build meaningful relationships with staff, donors and key partners.
- Implemented a new digital media strategy that has already tripled the number of engaged online donors.

We have accomplished a lot in a short time due to the generous support from friends like you. I cannot thank you enough for all of your help in our critical mission to strengthen American families! Together, we will encourage the next generation of entrepreneurs, innovators and creators. We have come a long way in 2016 and are now in the position to reach even more families and children than we ever dreamed possible!

Sincerely,

Dan Duffy
President & CEO



A MESSAGE FROM OUR BOARD CHAIR

It has been more than a year now since I accepted the nomination to become the new Chairman of the Prevent Child Abuse America Board of Directors.

And while I have been honored and inspired to watch our mission progress, that nomination, proud though I was to receive it, was bittersweet. It came about after the passing of our previous board chair – and dear personal friend and mentor– Fred Riley.

Fred often spoke about the duty that we have to the next generation, and how it was up to each of us to make a difference for future Americans. To make sure that children have the great childhoods they deserve in order to become the leaders we need.

2016 brought our new President & CEO, Dan Duffy into the organization. Dan has taken our vision and mission and worked to drive leadership and commitment among Prevent Child Abuse America staff, chapters, and Healthy Families America sites to ensure that every child has a great childhood.

I am proud to share our annual report and in the coming pages you will read about the work done by our staff at a national, state and local level across the country. You will learn about the impact that our Chapters and Healthy Families America sites have had on the families they work with. You will see firsthand the impact that an individual can have on a family and how that impact can drive our critical mission.

2016 was the first step along the "quantum leap" that the Board and staff have begun for our nation's children. But this step is just the first of many. As we continue our work in 2017, we will continue to invest in and promote evidence-based strategies and research to harness the abilities of families, communities, and networks to influence social change to benefit children and families.

More than ever, I'm excited to see where the future will take us. On behalf of our dedicated Board of Directors, chapters, sites and staff, I encourage you to join us on our journey.

Best,

TJ Fox
Chairman, National Board of Directors



“All children deserve great childhoods
because children are our future.”



That is the message that our new President & CEO, Dan Duffy, shared with the crowd at our fourth annual Pinwheels for Prevention Event in Times Square. We were joined by Cristina Cuomo, Editor-in-Chief of *Manhattan Magazine* and Rob Marciano of *Good Morning America*.

Members of our sorority partners Kappa Delta and Sigma Delta Tau also came out to pass out pinwheels to passers-by and share the message that April is Child Abuse Prevention Month. More than 1000 pinwheels were given out in Times Square in order to share the symbol of great childhoods and help spread awareness.

Throughout April, our chapters held events in their states to raise awareness of prevention as a solution to child abuse and neglect. From pinwheel gardens in front of state capitol buildings to human pinwheels in the mountains, our chapter network used many different and fun ways to spread the message during April.



2016 Annual Conference

The 2016 National Conference for America's Children was held October 17-21 in Cincinnati, Ohio. Over 700 attendees came together from all across the United States to share strategies and stories on topics such as adverse childhood experiences to discussion of social and emotional learning to peer abuse prevention. Nearly 90 different workshops were presented at the three day conference, and highlighted speakers included actor and advocate Victor Rivas Rivers, researcher Dr. Linda Chamberlain, Roots of Empathy founder Mary Goron, filmmaker Karen Pritzer and motivational speaker Emily Ballance.

The James M. Hmurovich Award

The inaugural James M. Hmurovich award was presented at the 2016 Conference. Named for PCA America's recently retired President & CEO, the James M. Hmurovich award is given annually to a leader from the PCA Chapter Network who most embodies the qualities of leadership and dedication to the cause of child abuse prevention. We were honored to present the inaugural James M. Hmurovich award to Sharon Pierce, Executive Director of Prevent Child Abuse Indiana.



Winner of the James M. Hmurovich award: Sharon Pierce (center), Executive Director of Prevent Child Abuse Indiana.



A Look at Our Chapter Network

Site Visits

Our chapter network is at the forefront of the movement to ensure children are growing up in communities that support families and nurture children. In order to help our chapters achieve the best results, our state chapters go through a re-chartering process every four years during a Building Capacity Site Visit. The process is facilitated in partnership between national staff and Chapter Executive Director Peer Reviewers. During 2016, PCA America along with peer reviewers conducted 12 site visits in Colorado, Florida, Indiana, Missouri, Nebraska, New Hampshire, New York, North Dakota, Pennsylvania, South Carolina, Utah and Wisconsin. We are grateful to our volunteer peer reviewers, Sharon Pierce, Pat Cronin, Sue Williams, Sheila Boxley and Johana Schuchert.



SITE VISITS	
COLORADO	NEW YORK
FLORIDA	NORTH DAKOTA
INDIANA	PENNSYLVANIA
MISSOURI	SOUTH CAROLINA
NEBRASKA	UTAH
NEW HAMPSHIRE	WISCONSIN

NEW CHAPTERS	
TEXAS	OREGON

New Chapters

Through PCA America's continuous developmental work, we were able to establish provisional chapters in both the state of Texas and the state of Oregon. In 2016, provisional chapter status was given to TexProtects in Texas and to Relief Nursery of Oregon, and these new chapters are well on their way to becoming full-fledged members of the Prevent Child Abuse America chapter network.

Three Congressional Site Visits

In August, Congressman Roskam [R-IL-6] and Congressman Dold [R-IL-10] both separately joined our President & CEO at HFA sites in their district to learn more about family support services like Healthy Families America. The Congressmen spent “a day in the life of a mom and her family in the Healthy Families America home visiting program” and were able to experience firsthand how family support specialists work with parents. Both Congressmen sit on the House Committee with jurisdiction over MIECHV and enjoyed learning about the program and the need for reauthorization.

“I’m proud to support services like HFA and hope that other communities across America are able to get access to these programs that have done so much for our community.”

- Congressman Roskam [R-IL-6]



Congressman Buddy Carter [R- GA] had his chance to spend “a day in the life of an HFA mom” on an HFA site visit in November. Congressman Carter is an advocate and leader on juvenile justice reform. He and other members of the House introduced the Supporting Youth Opportunity and Preventing Delinquency Act in September to help state and local leaders explore and implement better ways to educate and rehabilitate at-risk youth and juvenile offenders.



“These services have made a real difference for children and families in Waukegan and I hope that other communities across the country are able to implement these important programs as well.”

- Congressman Dold [R-IL-10]



Marissa Morabito, Senior Director of Public Policy, Fritza Camille, and Joan Yengo (from left to right).

Congressional Ways and Means Briefing on MIECHV

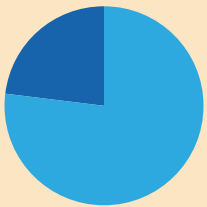
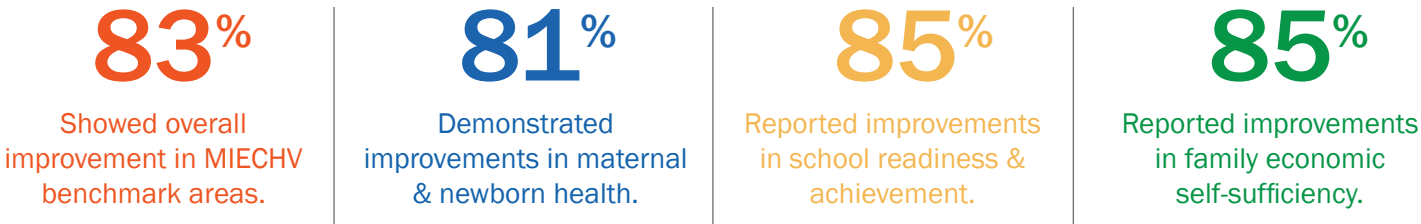
U.S. House of Representatives Committee on Ways and Means Chairman Kevin Brady and Ranking Member Sandy Levin sponsored a bipartisan briefing on the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program on November 2nd. A Healthy Families America program administrator was featured as one of four panelists during the briefing. Joan Yengo, Chief Program Officer, from Mary’s Center for Maternal and Child Care, Inc., who had been administering HFA for eighteen years was invited to participate.

“I want to help my son and women like me to build the confidence that I got through this program. There are so many women in my age group who come from a background like mine or even worse, and they need to know there’s help out there. With their help, I learned how to give myself hope and feel confident in being a mother. This program does so much for the community, and I want to do my part by telling people how it helped me. I’m not the same person I was before, and that’s amazing.” – Fritza Camille, HFA Mom

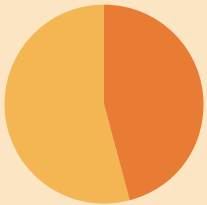
Healthy Families America

Every child has the right to be born into a safe and stable home and nurturing environment. But some families need more help than others. That’s where Maternal, Infant and Early Childhood Home Visiting (MIECHV) funded programs like Healthy Families America (HFA) come in.

Both empirical and anecdotal evidence prove what we know is true: home visiting has an incredible impact on families that are at-risk for negative child outcomes. In 2015, of all federally funded home visiting programs:



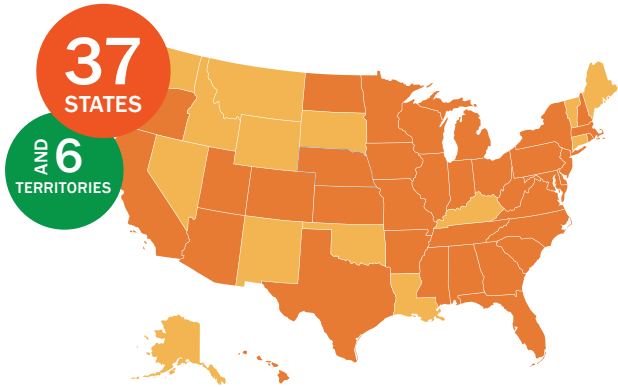
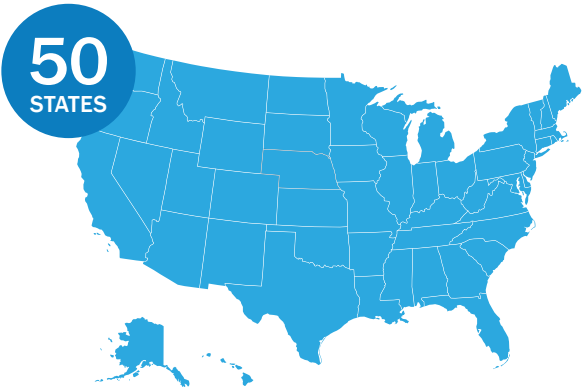
77%
77% of MIECHV families had household incomes at or below the Federal Poverty Guidelines



46%
46% of MIECHV families had household incomes that were at or below 50% of those guidelines

MIECHV programs serve many of the most vulnerable families, including families with children living in poverty. In 2015, 77% of MIECHV families had household incomes at or below the Federal Poverty Guidelines (\$24,250 for a family of four) and 46% of MIECHV families had household incomes that were at or below 50% of those guidelines (<\$12,125).

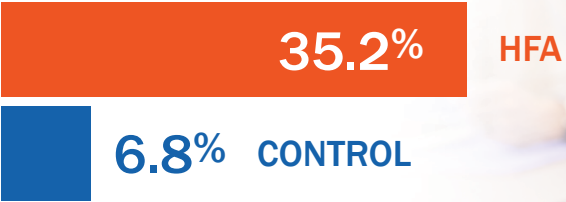
OUR LOCATIONS



Parental Increase in Education

According to a randomized control trial*, parents participating in HFA are 5 times more likely to enroll in school and further their education.

(*LeCroy & Krysik, 2011)



FROM THE FAMILIES

MAGGIE’S STORY

Maggie came into our Healthy Families America program when her son was 2 weeks old. She had a positive birth experience and felt supported by her family. During the Parent Survey, Maggie said, “Everyone came to the hospital when Fabian was born. The hospital staff commented on how emotional our family was.”

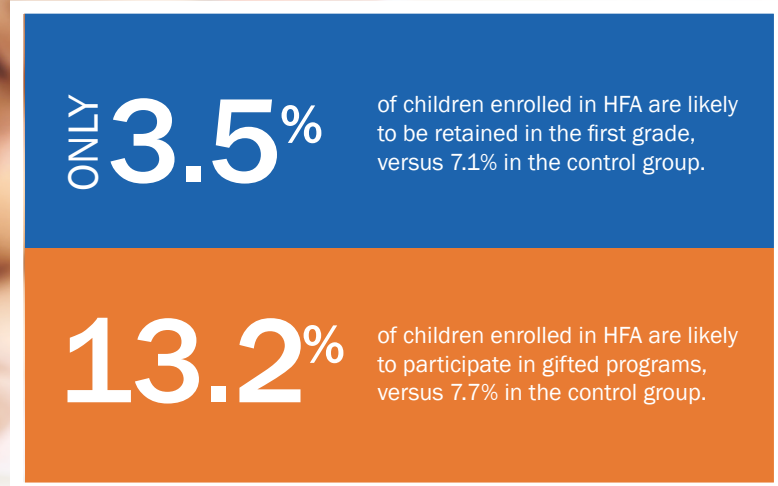
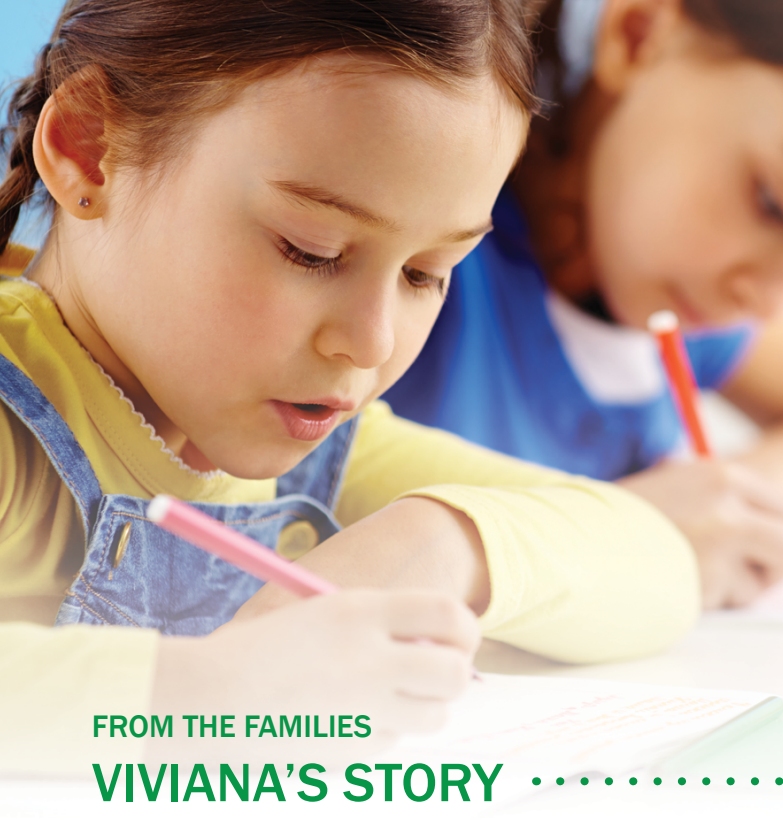
From the initial visit, it was apparent that Maggie had specific goals and was determined to reach them. She was grateful to have the support of an extended family to help her reach her goals of becoming a nurse and moving to her own place. Maggie lives with her parents and younger siblings, and during the first few months of Fabian’s life, she took care of her younger brother while she stayed at home to nurture her baby.

In preparation for Fabian’s birth, Maggie worked during her pregnancy and saved money. A main source of stress was her dwindling savings as she did not want to rely on her parents for continued financial support. Maggie returned to work and re-enrolled in college while relatives kept Fabian. Maggie’s goal of financial independence took a hit when she had to hire an attorney to fight the father for shared custody. The custody battle was eventually resolved and Maggie began saving again to be able to move to her own place.

Maggie has just found out that she was admitted to an LPN program and hopes to continue into the RN program. She has taken a job at a local care center to gain some experience in the medical field.

Maggie has successfully balanced school, work and being a mother. She has moved through the program levels and is now on Level 3. She is raising a happy, secure and bright little boy, who just turned one. Her program participation has been consistent and she incorporates the suggestions from the Home Visitor into her parenting.





(Kirkland & Mitchell-Herzfeld 2012)

FROM THE FAMILIES

VIVIANA’S STORY

Healthy Families America provided me with a support worker who made routine visits, provided advice and guidance, and tracked the development of my daughter.

As a fifteen-year-old mother whose father had just died and whose mother was hospitalized at the same time, I relied a lot on Healthy Families America to get to appointments, find resources, understand my child’s development and so much more. With the aid of my support worker, I became much more aware of how to help my child get stronger at doing things.

Thanks in part to the Healthy Families America program, I was able to get through the toughest time in my life and provide a better future for my daughter - one full of strength and success. After 5 years, we graduated from the Healthy Families America program; I graduated from high school with a 3.9 GPA and went on to earn both a Bachelor’s and Master’s degree.

My daughter is now a freshman in high school, earning the highest marks and is in the Gifted & Talented program, as well an athlete and vocalist.

Healthy Families America was a blessing to my daughter, my family and me. I would definitely recommend the program to any new parent.



When parents enroll in HFA before the third trimester, multiple studies show a positive impact on children’s health.

A study in Virginia showed that parents in HFA reported **22% fewer birth complications** and a **48% reduction in low birth weight babies**.

FROM THE FAMILIES

STACY’S STORY

My husband and I were married for 13 years and we tried for years to have a baby. Then I was 35 and gave up all hope of having a baby on my own. Then on May 5th, 2013, I found out I was pregnant. On the 26th of May, I found out that I was already heading into my third trimester.

We traveled 46 weeks a year with our job, so here we were on the happiest day of our lives when reality hit that we were going to lose our jobs and our insurance. We moved back home in August and my husband found a position with FedEx Ground with little pay and no insurance.

I didn’t know what we were going to do. It wouldn’t take long for our savings to run out. I was worried my sweet Danika was going to have developmental problems due to lack of prenatal care and now we weren’t going to be able to afford diapers. Then I found Healthy Families America.

Lindsey, our home visitor, was great from the beginning. She got me information on pregnancy and Medicaid, and listened to my worries and concerns. Then on September 20th, 2013, my miracle was born at 3:34am. She was perfect.

Over the last 35 months we have gained a wonderful friendship with our home visitor. We now have two beautiful girls and we own our own business. I honestly think if I would not have found Healthy Families America I would not have met all my goals with my girls with such a busy life.

Lindsey works really hard to get me information on any worries or concerns I may have. Danika will be 3 in September. She can count to 20, knows all colors, knows at least half of her ABCs, etc... We are going to miss our visits come September.



Chartwells and Bullying Prevention

Prevent Child Abuse America has partnered with Chartwells, Inc. in order to deliver messages about healthy behavior alongside healthy food to children in school cafeterias across the country. Our Peer Abuse Prevention Department has created trainings for Chartwells employees that educate and empower them to help take action and prevent bullying where it most often occurs: the cafeteria. 2016 represented the third year of this partnership and expanded the focus of efforts into new territories.

In 2016, our partnership focused on the increase in cyberbullying. Together we created new tools that schools, students and teachers can use, including the PAUSE infographic (pictured right) and the #JustStandUp video.

Twelve of our chapters were involved in this partnership, helping bring new information about cyberbullying and new training on prevention strategies to neighborhood schools across the country.

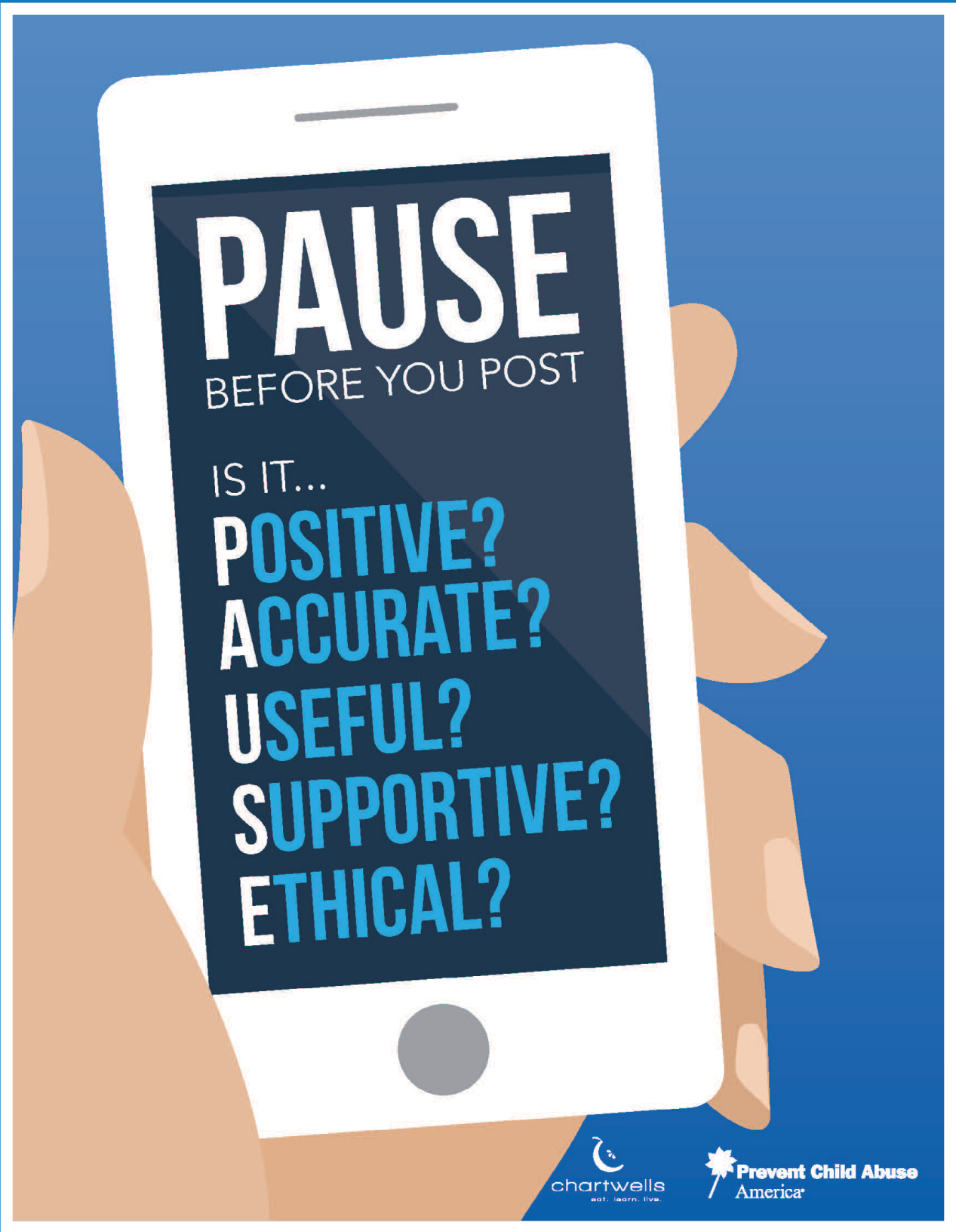
Chartwells was also honored at the 2016 National Conference for America’s Children with the Corporate Responsibility Award. “Chartwells is the perfect example of our belief that ‘we all play a role in child abuse prevention’” said Dan Duffy, President & CEO of Prevent Child Abuse America. “They had a big vision and have now found a way to be a leader within their own unique space and to bring lifelong, positive impacts for students.”



Ann Pendleton, VP Marketing & Business Strategy, receiving the 2016 Corporate Responsibility award from Prevent Child Abuse America Board Chairman T.J. Fox



Prevent Child Abuse America and Chartwells, Inc. teamed up to focus on ways to prevent cyberbullying in 2016 – including promoting digital citizenship as seen in the infographic below:



#JustStandUp



You can watch #JustStandUp at <https://youtu.be/994jKQEj3X8>



Our Sorority Partners:

KAPPA DELTA

Kappa Delta has been a partner to Prevent Child Abuse America since 1981. During that time, these women have dedicated many different awareness events and fundraisers on our behalf, and in 2016 they raised more than \$400,000 for our organization.

But the support that our organization enjoys from KD doesn't end when the women graduate. At a recent board meeting for our organization, Kappa Delta Executive Director Pamela Nix spoke about the ways that this partnership lasts beyond the college years:

“Our alumna often continue to either fund-raise or be involved in some way in the cause of preventing child abuse,” said Pamela. “It lasts far beyond their college years, and many often have taken career paths because of the inspiration from this partnership.”



Our Sorority Partners:

SIGMA DELTA TAU

Sigma Delta Tau selected Prevent Child Abuse America as its national philanthropy in 1982. Each SDT undergraduate chapter conducts an annual service project, educational program and a major fundraising event to benefit the prevention of child abuse. Over the course of the past thirty years, the women of SDT have been true partners in our work. In 2016 alone, SDT sisters raised over \$400,000 for programs in multiple areas including bullying prevention and mentoring initiatives.

“Sigma Delta Tau empowers women through scholarship, leadership, service and sisterhood,” said Debbie Snyder, Executive Director of Sigma Delta Tau. “By having this partnership with Prevent Child Abuse America, it helps empower our women in the area of service and to make them better people.”

We are grateful for the support of these women and look forward to many more years of working together to create a world in which no child is ever abused or neglected. We know that with the help of these amazing women, this vision is possible.

A MESSAGE FROM OUR BOARD

"I am passionate about standing up for others without a voice. When I was looking for a way to give to back to children who are subject to abuse in their lives, I was introduced to Prevent Child Abuse America by Lifetime Board Member Maura Somers Dughi. I knew right away this was where I wanted to spend my time, efforts and money.



YOLANDA HARRIS

Chairperson of the
Board Fundraising
Committee

In 2014 I joined the Board. Though at first I was excited to contribute on the Public Policy Committee, I asked to start and chair the fundraising committee and soon found my passion. My role has since expanded and I am pleased to now also sit on the Executive Committee with an amazing group of dedicated and accomplished leaders.

My efforts have been focused on supporting the Prevent Child Abuse team in launching new events, increasing exposure for our current events and gaining exposure with corporate giving.

I am honored daily to be part of such an important message and movement. I do believe that every child deserves to have a happy childhood and this will be my mission – making sure to engage as many people in this cause for the rest of my life.

PAPER TIGERS and RESILIENCE

In 2016, PCA partnered with KPJR Films to hold screenings and facilitate discussions around the company's newest documentary, RESILIENCE. Building off the success of previous screenings for the documentary PAPER TIGERS, Prevent Child Abuse America and our chapters have used the film to spread the message that we all play a role in the healthy development of children.

National Conference

RESILIENCE and PAPER TIGERS were screened four times to audiences at the 2016 National Conference, helping the film reach new advocates and inspiring rich discussions on the different Adverse Child Experiences strategies going on around the country.

Chapter Network

The Prevent Child Abuse America chapter network has screened these films dozens of times since their release. Certain states, like Iowa, were able to engage new partners in prevention, such as the Iowa Farm Bureau. Other states, like Alaska, have empowered local community organizations to use and share the film in local communities, bringing information about ACEs to a grassroots level.



Karen Pritzker, Executive Producer
speaking at the congressional screening

Congressional Screening

Screenings of PAPER TIGERS and RESILIENCE have even helped influence policy makers in Washington, DC On September 21, Prevent Child Abuse America held a congressional briefing on RESILIENCE and ACEs to a standing-room only crowd packed with legislators and staff, other advocacy organizations, and federal agencies such as the Department of Justice. Karen Pritzker, executive producer of RESILIENCE, was also in attendance and introduced the film to the audience.

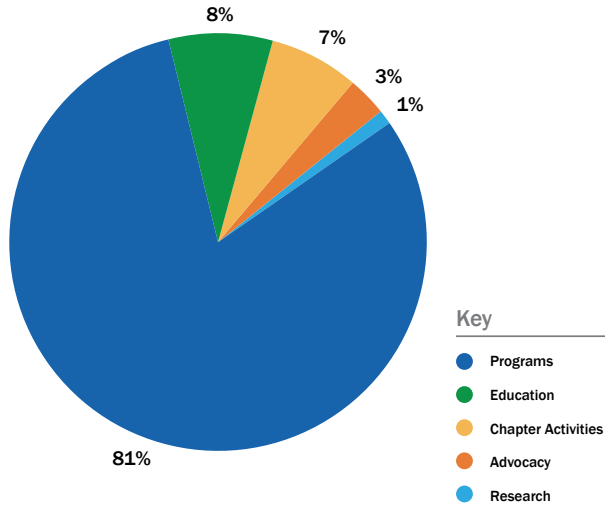
The event included powerful comments by Congresswoman Rosa DeLauro (D-CT) co-chair of the House Baby Caucus. Other speakers included Rev. Dr. Darrell Armstrong, Dr. Sandra Hassink, immediate past president of the American Academy of Pediatrics, and Dr. Deborah Houry, Director of the CDC's Division of Injury and Prevention.

Thanks to the power of film, this important information was able to reach the hearts and minds of many different groups around the country, and we look forward to continuing this important work in 2017.

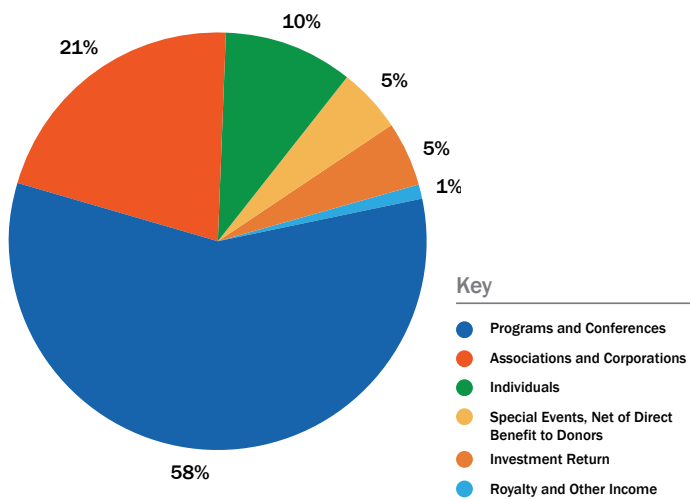
Audited Financial Information

ASSETS		
Cash and Equivalents		\$1,885,200
Receivables		\$402,491
Deposits and Prepaid Expenses		\$16,913
Investments		\$3,914,992
Furniture and Equipment		\$23,444
TOTAL ASSETS		\$6,243,040
LIABILITIES AND NET ASSETS		
Total Liabilities		\$184,278
Total Net Assets		\$6,058,762
TOTAL LIABILITIES AND NET ASSETS		\$6,243,040
FUNCTIONAL EXPENSES		
Total Program Expenses		\$4,350,641
Total Supporting Services Expenses		\$264,523
TOTAL EXPENSES		\$4,615,164
PROGRAM AND SERVICE EXPENSES		
Programs	81%	\$3,508,684
Education	8%	\$360,582
Chapter Activities	7%	\$294,593
Advocacy	3%	\$130,366
Research	1%	\$56,416
TOTAL		\$4,350,641
REVENUE SOURCES		
Programs and Conferences	58%	\$3,378,253
Associations and Corporations	21%	\$1,234,722
Individuals	10%	\$560,731
Special Events, Net of Direct Benefit to Donors	5%	\$282,084
Investment Return	5%	\$278,891
Royalty and Other Income	1%	\$80,658
TOTAL		\$5,815,339

PROGRAM AND SERVICE EXPENSES



REVENUE SOURCES



A LIST OF OUR CHAMPIONS

\$400,000+

Kappa Delta Sorority
Sigma Delta Tau Sorority

\$20,000+

America's Charities
(workplace campaign)
Chartwells
Hilton Cincinnati Netherland
Plaza
KPJR Films

Latham & Watkins LLP
Mueller, Agnes Piel (Estate of)
River Birch Fund
Verizon
Wasily Family Foundation

\$10,000+

A.G. Cox Charity Trust
Bear Construction
Benevity (workplace campaign)
Dudley, Victoria
Fredericks, Donna - in honor
of Sue & Dick Maxwell
Ina Kay Foundation
Kohl's
Latter Day Saints
Liebowitz & Greenway Family
Foundation

Mr & Mrs Michael Keiser Donor
Advised Fund
NBA
New Venture Funds
Perry, Bruce
Robert & Mayari Pritzker Family
Foundation
Uihlein, Richard
WS & ML Meyers Charitable
Foundation

A LIST OF OUR
CHAMPIONS
(CONTINUED)

\$5,000+

Axelrod, Michael & Lillie Barton, John & Myrna Barth, Brian Bonelli, Linda Career Builder Delman, Laura Dervos, Michael Fox, TJ	Monroe College Staff & Faculty Karmin Family Charitable Foundation L4 Foundation Macy's Ohio Children's Hospital Cincinnati Robertson, Andrea	Share Family Donor Advised Fund Somers Dughi, Maura Titan Electric TJX Foundation Tony Schwartz & Deborah Pines Walch, Matt
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\$2,500+

Anonymous Ashwood Properties Autohas on Edens - Toyota City of Chicago Employees (workplace campaign) Blue Cross Blue Shield of Illinois Bridgeview Bank Group Eagle Interiors Edge Electrical Systems Gallagher, Gregory	Giardino, Angelo Great Lakes Heating & Plumbing Houston, Lamarr IBM Employee Servcies Center Juo, Fan Kurinsky, Scott Levine, Cindy Manzardo, Lisa Mendon F. Schutt Family Fund	Metropolitan Fire Protection PNC Bank Ponce de Leon, Alexandra Rex Electric & Technologies Rodriguez, Manuel Scribano, Phil United Way of Greater Cincinnati Weigand, Robert & Barbara
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NATIONAL BOARD OF
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University of Chicago Medicine

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President & CEO, Prevent Child Abuse America

Maura Somers Dughi (Lifetime Member)

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Co-Founder, Cancer Treatment Centers of America

Dr. Bruce D. Perry

Founder and Senior Fellow, ChildTrauma Academy

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of Medicine, University of Pennsylvania, Director of Safe
Place: Center for Child Protection and Health Director of
the Fostering Health Program at The Children's Hospital of
Philadelphia

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Bryan Specht

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Matt Walch

Partner, Latham & Watkins

Beatrice Yorker, JD, MS

Professor Emeritus of Nursing, Criminal Justice and
Criminalistics at Cal State University, Los Angeles and
Retired Dean of Health and Human Services

OUR SENIOR STAFF

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Leslie Mitchel Bond | Director of Peer Abuse Prevention Services

Sherrie Bowen | Controller

Kathryn Harding | Senior Director of Research

Zach Hiner | Director of Communications

Marissa Morabito | Senior Director of Public Policy

David Neuman | Development Manager

Anita Odom | Senior Director of Chapter Services

Cydney Wessel | Senior Director of Healthy Families America



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