



Ensuring that all children are safe, healthy,
nurtured and encouraged to learn!

PROGRESS REPORT

2011



Prevent Child Abuse
New Jersey

The programs and activities shared in this report represent highlights of our work in all 21 counties across the state. For more comprehensive information and updates on our programming, visit www.preventchildabusenj.org.



Mission

Helping Ten Tiny Toes Become Happy, Healthy Children

Prevent Child Abuse-New Jersey is leading child abuse prevention programming throughout the state. Our commitment to ending child abuse begins by ensuring that families have the knowledge, support and skills needed to raise their children. We do this by developing, training and coordinating prevention programs with the health care providers, educators and other child advocates who interact with families in the very places where children grow, learn, and play. We are the NJ Chapter of Prevent Child Abuse-America, one of the largest among a network of 49 independent organizations sharing national practices and knowledge.

OUR FAMILY OF PROGRAMS

Our family of programs includes home visitation services, parenting education programs, professional training, community education, initiatives that engage parents as active partners in their child’s learning, and programs for children in highly vulnerable families – including those headed by adolescent and incarcerated parents. Through decades of research and experience with families, all of these programs have proven to be effective at preventing child abuse and promoting healthy, happy childhoods.

Learn about the families behind Prevent Child Abuse-New Jersey’s work. Consider your own level of support for children and healthy childhoods. If you can give a little, every bit counts. If you can give generously, we have lots of work to do together. There is no better investment and no time of greater need for your support.



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FROM THE EXECUTIVE DIRECTOR'S DESK

We live in a challenging time. Due to the economic struggles of the past several years, we read that families are facing an even greater stress in keeping jobs, their homes and making ends meet. Several studies have unfortunately shown that the incidence of child abuse and neglect has also increased, due to the levels of “toxic stress” faced by families.



Rush L. Russell, MPA
Executive Director

The prevention programs supported by PCA-NJ not only save lives and build healthy families, they also save taxpayers money. Child abuse dramatically increases a child’s risk for future health and mental health problems, including substance abuse, depression, anxiety, suicide and chronic health problems. Victims of child abuse fill our nation’s juvenile justice and prison systems and the latest brain research confirms that victims of abuse suffer often irreversible changes in their developing brains that lead to these permanent health consequences. Studies of rigorous home visitation programs show they save more than \$3 for every dollar spent by offsetting future costs for the expensive crisis programs, such as substance use treatment, protective services, law enforcement and health care.

PCA-NJ also focuses on assuring that taxpayer dollars support programs that work. We emphasize the use of evidence-based programs founded on solid research and require rigorous evaluations to measure results. We provide extensive training, technical assistance and measurement to make sure programs operate at the highest levels of quality and follow protocols that are linked with effectiveness.

We are proud of our track record – but it’s not enough. During the past year, we have developed a new initiative to prevent child sexual abuse throughout New Jersey, the first of its kind in our State. Up to 1 in 4 adult women have experienced an incident of child sexual abuse before they were 18 and nearly 1 in 6 men. The recent Penn State situation underscores that this is a public health problem that causes devastating harm for victims and one deserving of a much stronger prevention effort.

We’ve also developed new strategies to address the challenges of the three greatest risks for child abuse – substance use, mental health and domestic violence. By identifying these issues early among families with young children and helping parents get the care they need, we can help children grow up in a safer and more positive environment.

Finally, we are also developing new ideas to prevent childhood obesity among families with young children in a partnership with Rutgers University. These are just a few of the headlines of our work at PCA-NJ and our team of talented and dedicated professionals. We know we can help assure that every child throughout New Jersey enjoys a happy, healthy and safe childhood.



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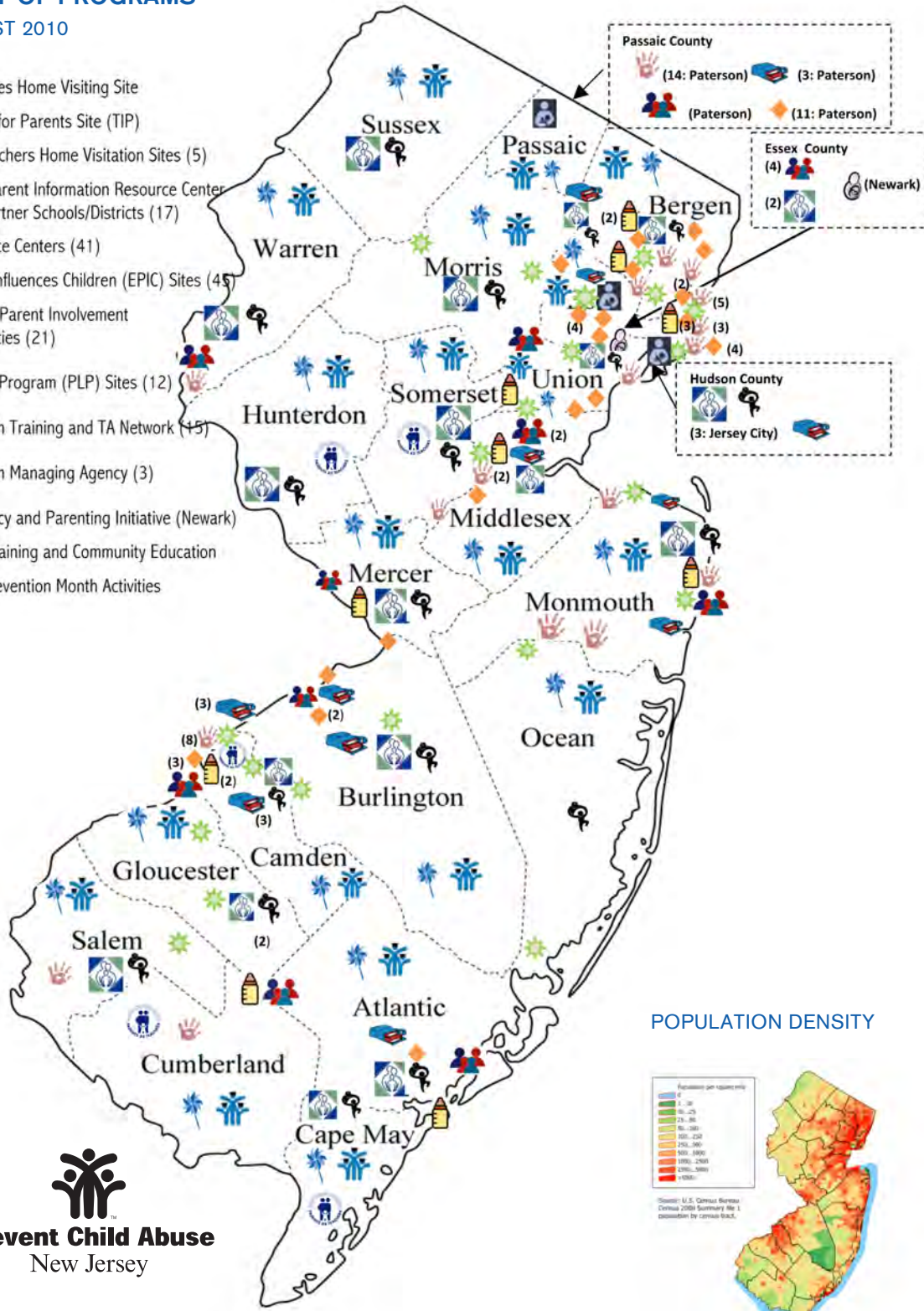




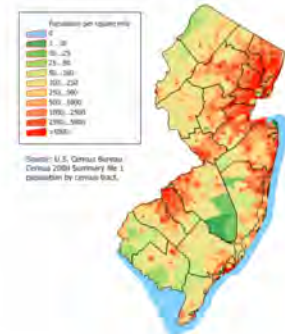
OUR FAMILY OF PROGRAMS

AS OF AUGUST 2010

-  Healthy Families Home Visiting Site
-  TANF Initiative for Parents Site (TIP)
-  Parents as Teachers Home Visitation Sites (5)
-  New Jersey Parent Information Resource Center (NJPIRC) Partner Schools/Districts (17)
-  NJPIRC Resource Centers (41)
-  Every Person Influences Children (EPIC) Sites (45)
-  NJPIRC-funded Parent Involvement Month Activities (21)
-  Parent Linking Program (PLP) Sites (12)
-  Family Outreach Training and TA Network (15)
-  Family Outreach Managing Agency (3)
-  Essex Pregnancy and Parenting Initiative (Newark)
-  Professional Training and Community Education
-  Child Abuse Prevention Month Activities



POPULATION DENSITY



NEW EFFORTS TO PREVENT CHILD SEXUAL ABUSE

In June 2011, PCANJ published its first policy paper, **Strengthening Prevention of Child Sexual Abuse in NJ**. The paper analyzes current efforts in the State focused on preventing child sexual abuse and describes lessons learned from efforts in other states. Finally, the report issues a set of recommendations to strengthen prevention efforts in NJ. The report is based on the fact that there are more than 5,000 cases of child sexual abuse in our state each year and efforts to prevent it are inadequate. Child sexual abuse affects as many as 1 in 4 girls before they are 18, and up to 1 in 7 boys. The tragedy causes devastating harm to an array of health and development outcomes over a child's entire lifetime and costs taxpayers millions of dollars for law enforcement, health care and other crisis services each year.

Based on the report, NJ was selected by Prevent Child Abuse America and the Ms. Foundation to join a national network of projects across the country to strengthen prevention efforts focused on child sexual abuse. In New Jersey, PCA-NJ is leading efforts to replicate a successful education campaign, Enough Abuse, which was originally developed in Massachusetts. Additionally, we are bringing together experts from all parts of the state to work together to develop a new strategic plan to strengthen prevention practices and policies statewide. The initiative has participation from the NJ Department of Children and Families and the Department of Community Affairs, as well as leading experts in the field of prevention and treatment of child sexual abuse throughout New Jersey.

HOLIDAY SHOW BENEFITS PCA-NJ

The Jody Joseph Band selected Prevent Child Abuse-New Jersey as the beneficiary for their 8th Annual Christmas Show at the legendary Stone Pony in Asbury Park. Nearly \$6,700 was raised in support of our strong prevention programs. We are proud to announce that The Jody Joseph Band has selected PCA-NJ as their beneficiary again for 2011 — we will see you at the show again this year on December 11th!

MEET RAMONA Ramona was 21 years old, had four children, and was homeless. Like so many in her situation, she felt as if she had nowhere and no-one to turn to. A Family Worker in the Healthy Families-TIP program was immediately able to connect Ramona with a temporary shelter that allowed children, while in the meantime working to find an apartment for the growing family. Ramona has now found permanent housing and has become educated about healthy child development. She has become a more positive role model for her children and is working hard to be the most positive and proud parent possible. Her thank you letter about how she was able to turn her life around brought tears to the staff that helped her through her difficult time.

MEET MARY Mary was a teen mom with a baby whose eyes were continuing to cross at four months, well beyond the newborn period. When her baby was screened for developmental milestones at six months, she had difficulty with the fine motor skills. At our urging, Mary asked the clinic pediatrician about the eyes. The clinic agreed to refer the baby to an ophthalmologist who prescribed glasses. Once the vision correction was in place, the baby performed appropriately on fine motor tasks—when her daughter was 3½ she also demonstrated advanced verbal ability for her age! Sometimes, something as small as getting a child eyeglasses at an early age can make the difference in a child growing up healthy and ready to learn. Mary, with new information about healthy child development, has become a strong advocate for her child to continue her amazing success.



Training

RAISING THE STANDARDS: PCA-NJ LAUNCHES INNOVATIVE TRAINING PROGRAM

In September 2010, PCA-NJ was awarded a grant from the NJ Department of Children and Families, Division of Prevention and Community Partnerships, to develop and provide an innovative and interactive, state-of-the-art training program based on the NJ Prevention Standards. The NJ Prevention Standards, developed by the New Jersey Task Force on Child Abuse and Neglect, were created in order to ensure that prevention programs in NJ were consistent, were of high quality and were accountable for meeting their goals and objectives. The material is valuable for those seeking to develop and implement effective prevention programs, those currently operating prevention programs and those who might be potential funders of prevention programs.

The **Standards for Prevention Programs: Building Family Success Through Family Support** training course, composed of a series of webinars as well as a full-day training, was designed to introduce DPCP grantees providing a range of family support to the NJ Standards for Prevention Programs and increase their knowledge and abilities to utilize these standards to strengthen existing and future prevention programs to prevent child abuse and neglect. The training includes a track for direct service and supervisory staff to enable them to incorporate this approach into their daily practice and operations. Additional funding from the Doris Duke Charitable Trust enabled PCA-NJ to also provide the training program to staff from domestic violence, substance abuse and mental health agencies.

A LEADING SOURCE OF TRAINING PCA-NJ offers a variety of educational training programs to help schools, child care centers, social service organizations, businesses and health care providers learn about effective ways to prevent child abuse and neglect and strengthen healthy and positive parenting practices. During 2011, professionals gained knowledge at trainings on topics such as the basics about child abuse and neglect, the effects of domestic violence on children, guiding children's behavior, brain development, bonding and attachment, engaging families and diverse populations, preventing shaken baby syndrome, preventing sudden infant death syndrome, and many more. PCA-NJ partners with experts from Princeton University, the NJ Department of Children and Families and independent experts in the prevention field to develop and deliver these trainings. In addition, more than 33 schools and community organizations were supported in their efforts to provide parenting skills to families utilizing **the award-winning EPIC (Every Person Influences Children) Program** for parent education workshops. Visit our website to schedule upcoming trainings and workshops on innovative topics such as tech addiction and parenting in the 21st century!

1,063 hours

COMPLETED WEBINAR TRAINING

709 service agency staff completed all five pre-requisite webinars (spanning 1.5 hours). That is approximately **1,063 hours** of total online training prior to the in-person training sessions!

95%

OUTSTANDING RATING

Of the hundreds upon hundreds of individuals that have completed the **Standards for Prevention** webinars & trainings, 95% rated them as outstanding and helpful

PCA-NJ JOINS WITH RUTGERS UNIVERSITY ON NEW EFFORT TO PREVENT CHILDHOOD OBESITY

PCA-NJ has joined with leading researchers from Rutgers University Department of Nutritional Sciences to develop and evaluate new strategies to prevent childhood obesity. Under the project, families enrolled in our home visiting and early education programs will receive information and support to make lifestyle changes that will improve health outcomes for both children and parents. Prevention is a key step in combating the obesity epidemic that is now facing our nation's children, and this project aims to add to the research base for effective prevention programming. Dr. Carol Bredbenner leads the research team from Rutgers and the project is funded through a grant from the U.S. Department of Agriculture.

10 YEARS

TEN YEARS OF OUTSTANDING FAMILY OUTREACH



Prevent Child Abuse-New Jersey gathered more than 600 family workers from across the state to celebrate the tenth anniversary of NJ's Family Outreach Program on Thursday, May 26th at the Hyatt Hotel in New Brunswick. Conference keynotes, delivered by Cecilia Zalkind, Executive Director of Advocates for Children of New Jersey (ACNJ), and the Reverend Darrell Armstrong, formerly of the NJ Department of Children and Families, emphasized the importance of engaging families to support their child's learning during their preschool years, a formative period of development which sets the potential for future learning.

Speaking of her own experiences as a mother and growing alongside her children, Zalkind inspired the audience with words of wisdom and support. "I had resources to get help if I needed it, and I still felt helpless, inadequate, and very much alone," Zalkind explained. "Being a parent is hard enough without all of these extra challenges. And that is where you as family workers come in. You are the support and the reassurance."

As the source of statewide training and technical assistance, PCA-NJ trained 641 Family Workers during 2011 and made more than 20,000 referrals to help families in need of services. Results from our 3rd Parent Satisfaction Survey show that more than 90% of parents learn crucial information about their child's early health and development from the program. Research has also proven that children participating in these programs perform better in language, reading and math than their classmates who did not attend the program.

We also helped to developed a new tool to assess family friendly services offered at the child care centers in eight at-risk communities in Hudson, Essex, Union and Bergen Counties. Using this Family Friendly Services rating scale, the tool helps child care centers and parents work together to improve a center's environment to welcome parents to visit and be active in their child's earliest education. Studies show a parent's early involvement is crucial to a child's later success in school and the tool developed by PCA-NJ will help improve the quality of early child care centers statewide.

75

"FAMILY FRIENDLY" CENTERS

A total of **75 child care centers** have now been certified by PCA-NJ as "family friendly"

33,143

FAMILIES SERVED

The Family Outreach Program Statewide Technical Assistance Center served **well over 30,000 families** across the state in 2011!

3,000

SATISFACTION SURVEYS

Early childhood families returned over 3,000 satisfaction surveys over the course of 2011



DRAMATIC EVALUATION RESULTS FROM OUR PARENT LINKING PROGRAM (PLP)



Developed over 20 years ago (and one of our longest-running programs), the Parent Linking Program helps teen parents learn about healthy and positive parenting skills while they continue their high school education. The program is located within the high school and is designed to support teen parents in providing child care, parenting support, group and individualized counseling. In 2010-2011, the program's 11 sites served **more than 200 teen parents**. Nearly 10% of the teen parents served this year were teen fathers who were enrolled in the program. The program's main goal is to support each teen parent in graduating from high school and delaying a repeat pregnancy prior to graduation. PCA-NJ and the New Jersey Department of Children and Families also purchased new cribs to make sure every baby involved in the program is safe based on the possible danger posed by "dropside" cribs now banned by federal regulations.

.....
95% of Senior Participants graduated from high school

90% of the graduated seniors plan to attend college

98% did not have a repeat pregnancy

84 fathers of the teen mothers' children were served this program year in support group, outreach, and community referrals

These 2010-2011 outcomes are typically double that for pregnant or parenting teens not enrolled in the program!

PCA-NJ DEVELOPS NEW "CENTRAL POINT OF INTAKE" TO IMPROVE ACCESS TO PRENATAL CARE & HOME VISITATION SERVICES IN ESSEX COUNTY

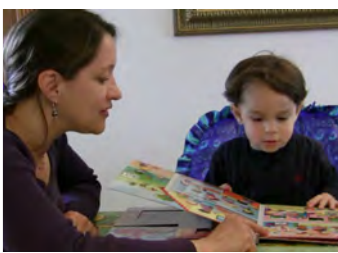
The **Essex Pregnancy and Parenting Connection (EPPC)** represents a cutting-edge effort started in New Jersey to create a single point of entry to link expectant families and new parents in Essex County to home visiting and other supportive services. Between July 1, 2010 and June 30, 2011 EPPC helped more than 1,300 women and families get linked to prenatal care, home visiting programs and other essential services. Of these women, more than half (56%) were Newark residents and more than three-quarters (81%) were residents of East Orange, Irvington, and Newark combined. In addition to linking families to home visiting, EPPC also helped women get access to prenatal care at local hospitals and Federally Qualified Health Centers (FQHCs).

Since program inception, EPPC has collaborated with **more than 75 partners** throughout Essex County including prenatal providers, private obstetricians, pregnancy testing sites, schools, family success centers, managed care plans, community based organizations, and county/state agencies. In collaboration with Newark Innovation Academy and the three home visiting programs in Essex (2 Healthy Families and 1 Nurse Family Partnership), EPPC hosted a community baby shower on June 10th reaching more than 50 expectant women with information about home visiting and the importance of early literacy. PCA-NJ partners in the effort included the Gateway Northwest Maternal and Child Health Network and the Northern NJ Maternal/Child Health Consortium.

Funding was provided by the NJ Department of Children and Families and The Nicholson Foundation.



“ In Newark, too many pregnant women are not able to get the early prenatal care they need. By preventing delays in women accessing prenatal care, EPPC helps improve healthy birth outcomes and strengthens positive parenting by linking parents with home visiting services. One of our clients was woman who was 24 weeks pregnant, new to the area, and in need of a prenatal provider. EPPC confirmed her prenatal appointment, and also connected her to a social worker from her health plan's case management program to ensure coordination of her care. Staff assisted another expectant mom with paperwork and transportation options to the hospital, and also linked her to early intervention services based on her concerns about her two-year-old's development.”



Home Visits

EXPANSION OF EVIDENCE-BASED HOME VISITATION PROGRAMS: HEALTHY FAMILIES & PARENTS AS TEACHERS

There is more than 25 years of rigorous research documenting the impact of the Healthy Families Home Visitation program, including preventing child abuse and improving other child health and developmental outcomes. Based on its effectiveness, the federal government has included Healthy Families as an “evidence-based” model that states can use to expand services.

PCA-NJ’s home visiting programs are located in all 21 counties and continue to grow with additional federal funding. Our programs and home visitors work intensively with families in their homes and teach them how to care for their new babies, keep them healthy, and understand how they learn and develop.

Program support provided involves teaching parents about what to do when a baby cries, how to handle the stress of parenting, and the importance of

getting preventive health care. It also involves teaching parents about reading to and playing with their children, and about the different developmental stages of childhood growth. Our programs also help families overcome barriers to accessing resources in their communities that can assist them in the overall well-being for their family.

We know that child abuse can happen when a parent doesn’t know what to do when their baby won’t stop crying, has the wrong information about normal childhood development, or is simply too stressed to handle the tough job of parenting. **Home visiting not only prevents child abuse, it improves a variety of other important child health outcomes through early childhood screenings.**

GRADUATION & FAMILY LEARNING! How a Family Worker Changed the Life of One Family...

The Atlantic County Healthy Families-TIP program recently had the pleasure of graduating one of the program’s most dedicated participants. Mom became involved in HF-TIP after giving birth to twins. At the time, she demonstrated that she had a learning disability and had difficulty reading. While working with Mom, the Family Worker also realized that one of the twins was demonstrating a delay in his language development. The child was immediately linked with Early Intervention services, and the Family Worker brought books for the little ones on each visit... which in turn helped boost Mom’s reading ability!

Mom was so dedicated that she came to the office when she was unavailable for a home visit. Moved by her commitment, HF-TIP awarded Mom a plaque for her participation and growth. Mom has continued on to participate in parenting groups to connect with and support other families!

In 2011, our programs continued to achieve critically important health and development outcomes for over 3,000 families:

91% of families initiated breastfeeding

96% of children had health care coverage

87% of children had access in their home to age-appropriate books

Community



TACKLING CHILD ABUSE THROUGHOUT NEW JERSEY

Once a year we gather our friends and advocates from across the state to raise support for our child abuse prevention programs. On May 4th, Prevent Child Abuse-New Jersey held its “Tackling Child Abuse” event at the New Meadowlands Stadium, honoring lead sponsor Wolff & Samson.

Thanks to your support and the support of our sponsors, we raised over \$57,000 to fund our evidence-based child abuse prevention programs! The evening, hosted once again by Dr. Randal Pinkett, featured behind-the-scenes tours of the stadium and memorabilia, a live and silent auction, and more. Access directly onto the 50 yard line was also available, giving a breathtaking view of the stadium.

Support for the event came from Wolff & Samson, Apollo Group, PNC, Prudential, PSE&G, US Retirement Partners, Verizon, Kone, Community Foundation of NJ, Sovereign Santander, FedEx, Maura Somers Dughi, Dr. David Feldman and Mrs. Judith Tell Feldman, Bruce and Nanette Arbonies, the Mary and Donato Borrelli Family, and The Bernknopf Group.



TACKLING Child Abuse
NJ's Elegant Tailgate Party at The New Meadowlands Stadium

REMEMBERING JESSICA

Friends and family of little Jessica Lauren Miller gathered in celebration of her life once again this past April, reminding us of the tragic and boundless epidemic of child abuse.

After Jessica lost her life to abuse, grandparents Bernie and Sally called together a community of support to honor her by raising funds for services that would protect other children from harm. Each year they organize a dinner to spread the message that we all have a responsibility to prevent child abuse throughout Camden County and the entire state.

It's out there. People have to know this, and they have to look for the signs. Education is key.

~ Grandfather Bernie Miller

SUPPORTING CHILDREN & FAMILIES EACH APRIL IN NJ



April is Child Abuse Prevention Month in New Jersey, and our “Pinwheels For Prevention” campaign once again stretched across the entire state. With pinwheels and support from our organization, an event by Robins’ Nest featured Glassboro Mayor Leo McCabe presenting a proclamation in support of the campaign, while FAMILYConnections held a community workshop led by staff and Orange Mayor Eldridge Hawkins. Several college organizations showed support throughout the state by holding events such as TCNJ Kappa Delta Sorority’s 5K “Shamrock ‘n Run” (shown above). We also held our inaugural photo contest, with Healthy Families-TIP participant Sophia Giuliano — as seen on the cover of this very progress report—taking home the prize! The campaign raised over \$12,000 for PCA-NJ!

NJPIRC: ENGAGING FAMILIES IN THEIR CHILD'S EDUCATION RIGHT FROM THE START!

Engaging families in their child's education right from the start is one of the most crucial indicators of a child's future academic and personal success. Endless evidence suggests that children whose parents are consistently involved in their education are shown to achieve more, regardless of socioeconomic status, ethnic background, or the parents' education level.

For the past five years, through a grant from the U.S. Department of Education, Office of Innovation and Improvement, Prevent Child Abuse-New Jersey has operated the **New Jersey State Parent Information and Resource Center (NJPIRC)**. NJPIRC works with schools and communities, offering training and technical assistance on a variety of evidence-based models to build a continuum of services to help parents understand how their children develop, to foster positive parent-child relationships, and to support healthy child development from cradle to career. National evidence-based models currently being offered through the NJPIRC include: the National Network of Partnership Schools (NNPS), Parents As Teachers (PAT), Every Person Influences Children (EPIC) parenting and literacy programs, and most recently **Abriendo Puertas/Opening Doors**, a family engagement program for Latino families. NJPIRC also offers a variety of trainings and workshops for parents and professionals.

In 2011, NJPIRC was awarded a **2011 Partnership Organization Award** from the National Network of Partnership Schools (NNPS) at Johns Hopkins University for making excellent progress in guiding districts and schools to develop comprehensive programs of school, family, and community partnerships. The program partnered with over 100 schools in low-income communities, including 50 preschools throughout the State on a variety of activities to enhance parent involvement reaching over 40,000 students. NJPIRC led the effort to have October proclaimed as Parent Involvement in Education Month in NJ and led a statewide campaign to activate parent involvement in 21 schools.

NJPIRC BILINGUAL WEBSITE RELAUNCH!

In 2011, we relaunched the NJPIRC.org website as a fully English/Spanish bilingual website. All of our Title I information, parenting resource tip sheets, and even some of our webinars are available in both languages. Give us a visit at www.njpirc.org.



OPENING DOORS FOR LATINO FAMILIES

To more effectively reach Latino parents and increase the number of Latino children that enter school ready to learn and able to succeed in life, NJPIRC recently began implementing the Abriendo Puertas/Opening Doors (AP) program. The program is the nation's first evidence-based parenting, leadership, and advocacy training program for low-income, primarily Spanish-speaking parents of children from birth to age five. The goal of the program is to improve the school readiness of the nation's Latino children by building the capacity and confidence of parents to be powerful advocates in the lives of their children.

Your Membership Gift...

will help us create New Jersey's first ever comprehensive project to prevent child sexual abuse

help us develop tools with Rutgers University that educate young parents about healthy nutrition and lifestyle habits as a means to prevent obesity

help us launch our pilot program to address the effects of parent mental health / depression, substance abuse, and domestic violence upon the incidence of child abuse and neglect

THANK YOU

With grateful acknowledgement to our members & funding partners with gifts over \$5,000 this past year:



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St. Peter's Healthcare System

Ensuring that all children are safe, healthy,
nurtured and encouraged to learn!

PROGRESS REPORT

2011



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New Jersey

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