



ANNUAL REPORT 2021

Nurturing Children's Hearts and Minds



This year we reached more than

68,000

children and families.



Prevent Child Abuse-New Jersey builds a brighter future for children by promoting Great Childhoods, positive parenting and healthy child development. We educate parents, provide training and technical assistance to youth/family serving organizations and schools, and keep community members informed. We help transform homes and schools into nurturing, trauma-informed environments. PCA-NJ is the New Jersey State Chapter of Prevent Child Abuse America, a network of chapters in all 50 states.



The Child Wellness Institute (ChildWIN®) is a nonprofit subsidiary of Prevent Child Abuse-New Jersey. Founded in 2019, ChildWIN® builds resilience and social-emotional health within children and families.

Our **Mission**



Dear Friends of PCA-NJ and ChildWIN®,

2021 was a year of continued stress and demonstrated resilience.

In April, I was honored to be appointed as the Executive Director of Prevent Child Abuse-New Jersey and the Child Wellness Institute (ChildWIN®). After 16 years of working for PCA-NJ, I was proud to step into this role alongside the talented staff and incredible Board of Directors.

Many of us thought this year life might begin to get back to our new normal. It turned out to be another year filled with constant changes and challenges as families and children continued to endure the pandemic.

With these challenges opened opportunities to focus on ways to stay connected to each other, be creative in our approaches and join together now more than ever in our mission to protect and nurture children. Our accomplished team of more than 60 professionals have not stopped working. They consistently looked for ways to keep communities strong, families connected and kids safe and nurtured. Their accomplishments are nothing short of amazing.

We want to thank our generous funders and donors who made the following highlights of the past year possible:

- More than 68,000 families were reached. We developed new, online programming to ensure families we served could stay connected to services and be the best parents they could be.

- Our community education reached thousands of parents through our various programs including: an interactive film screening of the Spare the Child documentary (addressing the harm of corporal punishment on our children) and an incredible “Ask A Pediatrician” webinar. Parents raved about the events and have asked for more!
- Impact100 Essex awarded us a grant to serve 5 Essex County schools with our trauma informed work, reaching hundreds of educators, children and families. As a result, they improved their knowledge about Adverse Childhood Experiences (ACES) and learned compassionate, healing ways to recognize and respond to children who experienced trauma.
- ChildWIN® reached more than 6,000 educators and 1,000 children across New Jersey in trauma-informed practices with our research-based, highly effective Trauma Transformation Initiative.

As we look ahead, we need your continued support of our children. We hope you will learn about our mission, our commitment and passion that keep children safe. Your investment in our work will make an impact in the lives of children now and for their future.

We cannot do this without you.

Thank you and best wishes for a safe and healthy 2022.

Gina Hernandez, MA, LPC, CCTP - Executive Director

Message from our **Executive Director**

In addition to our nonprofit subsidiary, the Child Wellness Institute — ChildWIN® — our programs include: Connections Matter, Essex Pregnancy & Parenting Connection, Grow NJ Kids, Home Visiting, Human Trafficking Prevention, Parent Linking Program, and the Period of PURPLE® Crying.

***This year, we're sharing our outcomes in three sections:
Working with Parents, Working with Youth, and Working with Professionals.***

***We hope you enjoy learning more about all the great things
we have achieved with your support.***

Thank you.





Working With **PARENTS**

“Thanks to the program, I learned to recognize at what level my baby’s development is and in which areas she needs more support.”

HFA & PAT Parents:

- **4,739** families served
- **95%** have a primary care provider
- **92%** were screened for intimate partner violence
- **90%** successfully attended their 6-8 week postpartum visit

HFA: Healthy Families America is a national home visiting program that promotes child well-being and prevents abuse and neglect of children through family-focused and empathic support provided in the home.

PAT: Parents as Teachers is a national home visiting program that builds strong communities, thriving families, and children who are healthy, safe and ready to learn.

EPPC Parents:

- **392** parents received EPPC services
- **40%+** were referred for: breastfeeding consultation, WIC, childbirth education, SNAP, clothing/furniture/household items, housing assistance, mental health counseling, support groups, and employment services
- **Participated in a Zoom session:**
“Newark Trust for Education’s Great Start, Great Future Series”
- **Fathers** attended the Milestone Madness event
- **42** attended CAB meetings



Period of PURPLE® Crying Parents:

- **40,000** new parents were educated in their hospital room by a maternity or neonatal nurse
- **6,000** received handmade infant caps to reinforce safety

“Being able to talk to someone about being a first-time parent has helped our family a lot.”

“As a parent, I can acknowledge now that children have feelings too and they need a good and peaceful environment, especially during these times, to develop properly.”

“PLP gave me more information and insight proving to me I can be the best mom.”



“PLP has not only helped with school but also with at home problems. Without this program I wouldn’t have been able to graduate high school or even make it to college.”

“When I got pregnant at 15, I thought my life was over, but they helped me pull through it. Now I’m graduating and am doing better than ever!”

PLP: Parent Linking Program provides pregnant and parenting adolescents with the support they need to graduate high school and strengthen their parenting skills.

PETA: The Parent Education Technical Assistance program raises awareness and educates New Jersey parents and professionals on prevention of child abuse and neglect.

ChildWIN® Parents:

- **12** parent workshops were held
- **325** parents attended a workshop

PLP Parents:

- **410** parent groups were held for teen parents to learn about child development, parenting, healthy relationships and life skills
- **61** attended the virtual 2021 conference
- **98%** were promoted to the next grade level

PETA Parents:

- **270** were trained on prevention of child abuse and neglect
- **3,150** received evidence-based information on child abuse prevention topics



“I learned how to control my emotions with a few breathing exercises. I liked how they taught me about the cortex. It was helpful and fun.”

PAT: Parents as Teachers is a national home visiting program that builds strong communities, thriving families, and children who are healthy, safe and ready to learn.

HFA: Healthy Families America is a national home visiting program that promotes child well-being and prevents abuse and neglect of children through family-focused and empathic support provided in the home.

HFA & PAT Children:

- **99.5%** have a primary care provider
- **98%** of eligible children have health insurance

EPPC Youth:

- **414** infants and young children were referred for additional support services

Period of PURPLE® Crying Infants:

- **40,000** babies were born at our participating hospitals

Grow NJ Kids:

- **14,000** children were supported in the counties of: Mercer, Monmouth, Middlesex, Ocean, Somerset, Essex and Hudson

ChildWIN® Youth:

- **749** children participated in a Peaceful Practices session

PLP Children:

- **80%** attend PLP childcare
- **85%** are up to date with immunizations
- **100%** have a primary care provider

HT Prevention:

- Nearly **3,500** youth were reached via prevention curricula and assemblies between 2014-2021



HT – Human Trafficking

PLP: Parent Linking Program provides pregnant and parenting adolescents with the support they need to graduate high school and strengthen their parenting skills.



Working With **PROFESSIONALS**

“PCA-NJ was a place for solutions throughout the pandemic. Whenever we needed guidance, our response was: let’s call PCA-NJ”

“The Regional TA is a great support. It’s good to hear what others are successful with and areas everyone works to improve throughout different states.”

Home Visiting in NJ:

- › We completed **78** site visits
- › We provided **33** trainings
- › **445** home visitors and supervisors were supported

Regional Northeast PAT Hub:

- › **20** affiliates were supported in Maryland, Massachusetts, New York, Vermont and Washington, DC
- › **504** technical assistance sessions were provided
- › We provided **42** CoP

CoP: A Community of Practice is a group of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

CAB: Community Advisory Board

EPPC:

- **62** community agencies participated in 3 CAB meetings

Grow NJ Kids:

- Coached and supported **198** childcare centers, 46 family childcare providers, 38 school district preschool programs and 10 Head Start preschool programs
- Provided **1,186** hours of virtual coaching/mentoring/consultation to childcare directors, principals and teachers
- Facilitated **32** Peer Learning Communities, uniting directors and teaching staff from 7 counties
- Trained **7,114** early childhood professionals on Developmentally Appropriate Practices

“EPPC has helped tremendously with connecting YCS Institute for Infant and Preschool Mental Health to individuals, families and other agencies within the community.”



“I really appreciate the assistance. I want to regularly use it as a resource more frequently.”

“The calls and suggestions are really helpful to me.”

“Amazing support during the pandemic – flexible, creative and patient!”

“I always come to meetings feeling overwhelmed, but leave feeling more hopeful that I am capable and moving forward.”

“The presenter was personable and knowledgeable. I like that we went into a group to discuss our experiences rather than just being lectured at for an hour.”

“We have implemented a curriculum and did not have one before.”

“My TA has been amazing! Her knowledge of the rating process has helped our center improve. She’s the best!”

“I enjoyed learning about the wiring of the brain, red brain reactions and how our students think and respond.”

“We have changed classroom format, hiring practices and the way we work with parents.”

“I now already have ideas for a child who is struggling.”

“This training is a constant reminder to make connection and relationships with our more difficult students.”

“This was incredibly relevant to the work we do as the child protection agency. This would be a great training to have new workers complete as part of their new worker training.”

“I will plant the seed in every parent I work with to encourage them to build better connections—specifically, by helping build resiliency and teaching how to build resiliency.”



“What you taught us really puts things in perspective. I have a pre-teen, so your help was not only limited to my work but hit home.”

PLP: Parent Linking Program provides pregnant and parenting adolescents with the support they need to graduate high school and strengthen their parenting skills.

ChildWIN®:

- › Our experts trained **4,787** professionals
- › Our team worked with **7** school districts in 6 counties: Essex, Hudson, Mercer, Middlesex, Monmouth and Somerset

PLP Sites:

- › **100%** of PLP site staff stated they have excellent relationships with PCA-NJ staff
- › **90%** of PLP site staff have taken and are satisfied with PLP Core Trainings led by PCA-NJ staff
- › **100%** of PLP sites have access to self-paced web courses

Connections Matter:

- › **24** professionals were trained to be facilitators, representing 17 NJ organizations
- › The Facilitator network reached **1,220** professionals and community members in 19 counties via 56 trainings
- › **98%** of participants rated the overall quality of Connections Matter training as high or very high
- › **99%** of training participants found it useful for their work with children and families

PETA:

- **2,000** professionals were trained on the prevention of child abuse and neglect
- **1,950** educational materials/activities were distributed to professionals to integrate prevention into their work with parents/caregivers

HT Prevention:

- **1,500** professionals have been reached with DMST training since the start of the program
- Online symposium for Prevention Partners was held on cultivating resilience as a component of prevention, with **95%** of participants feeling more confident in their ability to support youth in building resilience
- Prevention Partners were trained on virtual facilitation of prevention curricula to continue prevention work under social distancing guidelines
- **75** participants received MLMC trainings, representing 21 states and Canada to implement a 10-session prevention program with girls. 100% said they have an increased understanding of their individual roles in identifying victims of exploitation and responding to disclosures.

“The participant has low self-esteem and was very close to getting involved in an inappropriate interaction via the Internet; thank goodness her parents caught it in time. The program helped her see she is worthy of honesty from others and worthy of respect.”



“Great MLMC training and the facilitators were open to discussion and clarifying the materials. I’m looking forward to implementing at our organization.”

PETA: The Parent Education Technical Assistance program raises awareness and educates New Jersey parents and professional on prevention of child abuse and neglect.

DMST: Domestic Minor Sex Trafficking

MLMC: My Life, My Choice empowers vulnerable youth to be agents of change in their own lives and in the movement to end the commercial sexual exploitation of children.

Thank You Individual Donors \$500 And Above

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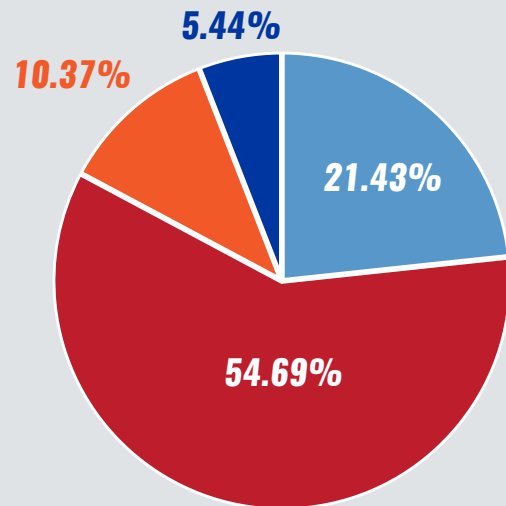
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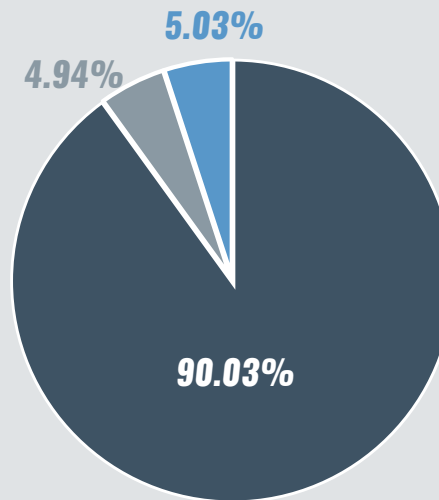
FINANCIAL OVERVIEW

	Unaudited Year Ended June 30, 2021	Year Ended June 30, 2020
REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$5,586,372	\$5,801,781
Program Fee Revenue	217,140	138,953
Contributions	198,600	200,572
Other Income	108,269	55,920
In-Kind Donations	3,601	17,499
Special Events Income	65,413	4,919
TOTAL REVENUE	\$6,179,395	\$6,219,644
EXPENSES WERE INCURRED FOR:		
Salaries, Wages, and Fringe Benefits	\$4,343,155	\$4,225,547
Supplies and Expenses	1,032,875	1,564,043
Facilities Expense	269,083	266,996
Depreciation	51,278	41,379
NET ASSET ACTIVITY	\$5,696,391	\$6,097,965
Net Operating Income	\$483,004	\$121,679
Net Operating Margin	7.8%	2.0%
NET ASSET ACTIVITY:		
Increase in Net Assets Without Donor Restrictions	\$479,004	\$121,679
Change in Net Assets With Donor Restrictions	4,000	—
Increase in Net Assets	483,004	121,679
Net Assets Beginning of Year	1,216,135	1,094,456
Net Assets End of Year	\$1,699,139	\$1,216,135

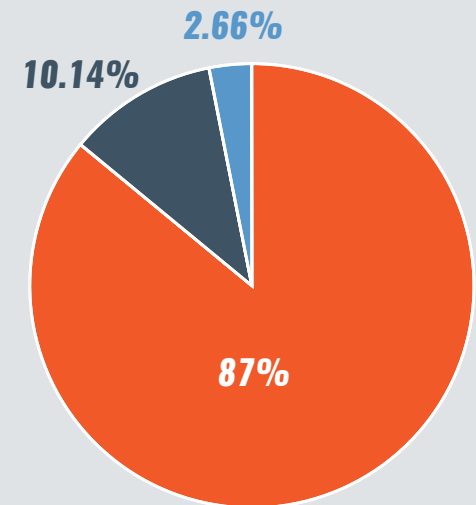
DONATIONS



REVENUE



EXPENSES



Thank You to these agencies, funders and organizations for their support:

ACNJ
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AtlantiCare
Becker's School Supplies
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Bristol Myers-Squibb
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Kappa Delta-Zeta Theta Chapter
Kiwanis Club of Greater Parsippany
Kiwanis Club of New Brunswick
Kiwanis Club of The Haddons
Moms in Security
National Center on Shaken Baby Syndrome
Newark Beth Israel Medical Center
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NJ Department of Human Services
NJ Office of Faith-Based Initiatives
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Parents as Teachers National Center
Partnership to End Addiction
Pechter Foundation
Pellegrino Construction Services
Penn Medicine Princeton Medical Center
Pompton Lakes Senior Housing Group

Prevent Child Abuse America
ProBono Partnership
Ravitz Family Markets
Rite Aid Foundation
Rotary Club of Greater New Brunswick
Rutgers University GlobeMed
RWJ University Hospital - New Brunswick
RWJ University Hospital - Somerset
St. Barnabas Medical Center
St. Joseph's Regional Medical Center
St. Peter's University Hospital
Thomas F. Staley Foundation
Trinitas Regional Medical Center
University Hospital
Virtua Memorial Hospital – Mt. Holly
Virtua Voorhees Hospital

Glossary Of Acronyms/Abbreviations

ACEs: Adverse Childhood Experiences are potentially traumatic events that occur in childhood.

CAB: Community Advisory Board

CHS: Community Health Screen

CI: Central Intake

CM: Connections Matter is a healing-centered curriculum that teaches adults how to use the power of connections to help develop healthy brains and supportive relationships, prevent and heal from ACEs and strengthen communities.

CoP: A Community of Practice is a group of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

DMST: Domestic Minor Sex Trafficking

ECS: Early Childhood Specialist

EPCC: Essex Pregnancy and Parenting Connection

FY: Fiscal Year

HFA: Healthy Families America is a national home visiting program that promotes child well-being and prevents abuse and neglect of children through family-focused and empathic support provided in the home.

HV: Home visit, one that is provided by a PE (Parent Educator for PAT) or an FSW (Family Support Worker for HFA). Home visits support pregnant people and parents with young children in achieving positive maternal and child health outcomes.

MLMC: My Life, My Choice empowers vulnerable youth to be agents of change in their own lives and in the movement to end the commercial sexual exploitation of children.

PAT: Parents as Teachers is a national home visiting program that builds strong communities, thriving families, and children who are healthy, safe and ready to learn.

Period of PURPLE® Crying: The normal, yet frustrating period of time from about 2 weeks of age continuing until about 3-4 months of age when an infant's crying is at its peak; a phase in a child's development that will pass.

PETA: The Parent Education Technical Assistance program raises awareness and educates New Jersey parents and professional on prevention of child abuse and neglect.

PLP: Parent Linking Program provides pregnant and parenting adolescents with the support they need to graduate high school and strengthen their parenting skills.

Postpartum: the period of time just after delivery

PRA: Perinatal Risk Assessment

SBS: Shaken Baby Syndrome

SPECT: Single Point of Entry and Client Tracking

TAS: Technical Assistance Specialist

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