



Prevent Child Abuse
New Jersey™

Standing tall and proud

ANNUAL REPORT

2017

Our Mission

Prevent Child Abuse-New Jersey (PCA-NJ) was founded in 1979 as a statewide nonprofit organization dedicated to the prevention of child abuse and neglect in all forms for all New Jersey children.

Annually PCA-NJ serves tens of thousands of children and families throughout New Jersey. PCA-NJ is the New Jersey Chapter of Prevent Child Abuse America, a network of chapters in all 50 states.

Our Vision

We envision a world where every child has a safe, happy and healthy childhood—free of abuse and neglect.

Advice from a Tree is (c)1993-2017 Ilan Shamir and used by permission. www.yourtruenature.com



Sink

YOUR

ROOTS

deeply

INTO

THE

Earth...

Think

LONG TERM.

Go Out

ON A

Limb.



Dear Friends:



Since 1979, Prevent Child Abuse-New Jersey has been New Jersey's strongest champion for efforts to prevent any child from experiencing any form of maltreatment. We see a growing body of research documenting the long-term harm to children who experience serious trauma during their childhood. This groundbreaking study – the Adverse Childhood Experience Study – found that children who experience trauma during their childhood years face substantially increased risks for a long list of poor health and life outcomes including smoking, alcohol and drug use, crime, unemployment, marital problems, and chronic health conditions. The cost of failing to prevent child abuse costs American taxpayers more than \$100 billion each year. The cumulative research from the study over the past two decades is now leading to major changes in policy and practice in health care, education, juvenile justice and child welfare systems.

The progress has been heartening and continues to build.

But so far, much of these efforts are still focused on trying to fix the problems after they occur. PCA-NJ, in all of our programs, is committed to finding answers that help parents learn about positive parenting, healthy child development ... along with patience and calm ... before trauma ever happens. "An ounce of prevention is worth a pound of cure".

We continue to use rigorous research to measure results. We can show that tens of thousands of children are getting health care they need, parents are connected to supports that reduce stress, and parents learn about effective parenting so their children can enter school healthy and ready to learn.

We hope you will read through this year's report to learn more about our agency and the amazing team of talent and expertise we have brought together to support prevention efforts in all 21 counties of New Jersey. While we are proud of our accomplishments, our work is never done and we continue to work every day to identify new ideas to strengthen our impact.

Your support helps us reach more families, turn around more lives, and help more children experience the "great childhood" that every child deserves. We appreciate the generous support from the many individuals and organizations that share our cause to help children and families in New Jersey.

We hope you will consider making a tax-deductible donation to support our efforts!

Sincerely,

A handwritten signature in blue ink, appearing to read "Rush L. Russell". The signature is fluid and cursive.

Rush L. Russell
Executive Director

Home Visitation

With services available in every county, our Home Visitation programs helped nearly 5,000 NJ families this year. Our efforts ensured that families received regular, personalized home visits that support expectant parents and parents with young children. The more than 55,000 home visits received by families discussed healthy births, attachment, breastfeeding, sleep, parenting behaviors, child development, and parents' and families' well-being.

Our programs keep kids healthy! Home visitors help NJ families build trusting relationships with doctors, leading to improved access to preventative care.

This year, we took our success stories on the road to spread the word about home visiting. We met with legislators in NJ and Washington DC to advocate for federal funding for all NJ home visiting programs. Rosa (a home visitor) and Crystal (a parent in our home visiting program) traveled to DC. Crystal shared her personal experiences with legislators and talked about the tremendous impact on her family's life. We also created a postcard campaign to collect stories from our families:

"I love the weekly activities that my worker brings for me to do with my son and the information provided that lets me know where he should be with his development. I've learned how to communicate with my baby and teach him new things."

Technical Assistance

In 2012, PCA-NJ was named the first Parents as Teachers Regional Technical Assistance Hub. The establishment of the Hub is part of the Parents as Teachers strategic plan to better support affiliates implementing its evidence-based model in Massachusetts, New York, and Washington DC. The Parents as Teachers Regional TA Hub provided over 370 technical assistance sessions to affiliates in this region during 2016-17.



FEEL THE

Wind

AND

Sun

AND

Delight

IN THEIR

Presence

Seek

NOURISHMENT

From

THE GOOD

Things

IN LIFE



Essex Pregnancy and Parenting Connection

& Project LAUNCH

3,178
families referred

27%
of referred families
were Hispanic

304
pregnant or parenting
teens were referred

65%
of referrals were for
pregnant
women/expectant
families

Our Essex Pregnancy and Parenting Connection is an easy, one-stop place for expectant families and those with young children to find community supports in Essex County. We partnered with dozens of service providers to help connect the nearly 3,200 families referred to us this past year. We received referrals from hospitals, pediatric offices, schools, women's resource centers, other community agencies, NJ 2-1-1 and parents. EPPC staff participated in events throughout the year to directly reach even more families. We linked families to services including home visitation, child care assistance, breastfeeding support, WIC and public benefits, parent support groups, recreational activities, and opportunities to utilize their parent leadership skills. Our work ensures families in Essex County are truly connected to what they need!

Our special initiative called Project LAUNCH engaged Essex families in other ways. Through Music Together® (a parent/child music and movement series) in Newark and Irvington, we highlighted the importance of social-emotional wellness of young children. And we held our annual Parenting Palooza, again a great success in bringing parents and parents-to-be together for a day of fun and interactive education supporting healthy pregnancies and positive parenting. This year, we added infant CPR, infant massage, and early literacy to the event.

To engage and support our partners who serve Essex County parents, EPPC organized a Networking Café event on National Children's Mental Health Awareness Day – providing education and resources on infant mental health. We also held a training about domestic violence and hosted screenings and discussions on the documentary film Resilience about adverse childhood experiences.

Middlesex County Council for Young Children

The Middlesex County Council for Young Children focuses on improving the lives of children by developing stronger communities. The program empowers families through the development of committees in which they assess their needs, challenges, goals and aspirations, and develop plans to meet them. Topics addressed include nutrition, bullying, positive parenting, finance management, creating partnerships with schools, and addressing literacy gaps. The program also connects families with available resources and supports. Parent workshops and trainings are offered to help residents become the best parents they can be and community leaders. This past year, more than 110 families were actively engaged in committees and 1,365 residents were served through community events and partnerships.

Parent Education and Technical Assistance

PCA-NJ recently launched three new exciting education initiatives for parents and professionals that help keep kids safe. The first is a training focused on raising awareness about emotional abuse and prevention – Sticks and Stones: When Words Become Weapons. It explores how things we say to children can have a long lasting effect on their brains and development. The workshop shares tools parents can use to re-frame their approach for a healthier, happier experience for all. The second is an effort to host statewide community film screenings of the documentaries Paper Tigers and Resilience. The films are a testament to what the latest developmental science shows: just one caring adult can help break the cycle of adversity in a young persons life. Both tools were well received by parents and professionals, and hundreds of community members were reached.

The third initiative is a training that promotes healthy interactions between caregivers and children when disciplining. It teaches parents and caregivers that all behavior has meaning; it encourages exploring the meaning behind behaviors. The training reviews temperament, examines challenging behaviors, and considers responses to behaviors. It also addresses the differences between discipline and punishment.

In addition, we co-sponsored National Day of Hope during Child Abuse Prevention Month; the Human Trafficking Community Forum: Part III, featuring a keynote address from Anthony N. Talbot, Co-Founder/Chair of Abolition Ohio and workshops focused on community advocacy, education, healthcare, law enforcement and social services.



3

**on-site educational
mini-conferences
reaching 450
professionals**

15

**local fairs and
conferences**

28

**child abuse and neglect
prevention trainings
to more than 500
community members**

We acknowledge and thank the following agencies, funders and organizations for their support:

Advocates for Children of New Jersey
Alliant Insurance Services
Allied World Insurance
Becker's School Supplies
Care Station Management
CARES Institute
CBRE Foundation
Chicago Alliance Against Sexual Exploitation
Chiesa, Shahinian & Giantomasi
Church & Dwight
Dandelion Foundation
Delisi Family Foundation
Education Association of Nutley
Elberon Development Group
Environmental Waste Management
Fortune Metal Recycling
Fullerton Grounds Maintenance
GPB Capital Holdings
Harold I. and Faye B. Liss Foundation
Healthy Families America
HSBC Philanthropic Holdings
Justice Resource Inc./My Life, My Choice
Kappa Delta Zeta Theta Chapter
Kiwanis Club of Parsippany
Littler Mendelson PC
Matilsky Construction
National Center on Shaken Baby Syndrome
Navigators Management Company

New Jersey Department of Children & Families
New Jersey Department of Human Services,
Division of Family Development
New Jersey Natural Gas
New Jersey State Federation of Women's
Clubs
Newmark Associates
Nisivoccia & Company
NJM Insurance Group
Parents as Teachers National Center
Pechter Foundation
Pellegrino Construction Services
PNC Wealth Management
Prevent Child Abuse America
Porch Club of Riverton
Prager Metis
Ravitz ShopRites
Robert Wood Johnson Foundation
Rotary Club of New Brunswick
RWJBarnabas Health
SNL Construction Group
Sobel & Co.
Texas Roadhouse
Update Inc.
Verizon
Verizon Wireless
VNA Health Group
WCTC Talk Radio 1450 AM
Woman's Club of Morristown

**INDIVIDUAL DONORS
\$500 AND ABOVE:**

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PCA-NJ LEGACY SOCIETY

We gratefully acknowledge the generosity of Nicholas D. Borrelli and the Marjorie B. Weissman Endowment Fund for their planned gifts.

Financial Overview

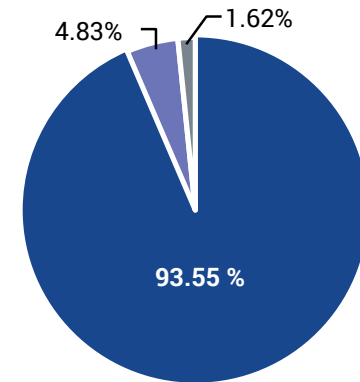
	UNAUDITED Year Ended June 30, 2017	Year Ended June 30, 2016
REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$5,300,276	\$4,444,658
Program Fee Revenue	77,858	54,757
Contributions	77,481	173,365
Other Income	24,483	13,722
In-Kind Donations	4,488	6,440
Special Events Income	181,231	115,902
TOTAL REVENUE	\$5,665,817	\$4,808,844

EXPENSES WERE INCURRED FOR:		
Salaries, Wages, and Fringe Benefits	\$3,471,919	\$2,812,354
Supplies and Expenses	1,910,341	1,685,183
Facilities Expense	250,244	204,784
Depreciation	26,429	17,791
TOTAL EXPENSES	\$5,658,933	\$4,720,112

Net Operating Income	\$6,884	\$88,732
Net Operating Margin	0.1%	1.8%

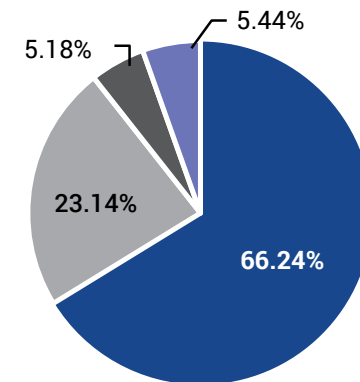
NET ASSET ACTIVITY:		
Increase in Unrestricted Net Assets	\$13,884	\$86,232
Change in Restricted Net Assets	(7,000)	2,500
Increase in Net Assets	6,884	88,732
Net Assets Beginning of Year	689,537	600,805
Net Assets End of Year	\$696,421	\$689,537

REVENUES



- GRANTS AND CONTRACTS
- DONATIONS
- PROGRAM FEE AND OTHER REVENUE

DONATIONS



- SPECIAL EVENTS
- INDIVIDUAL SUPPORT
- CORPORATE/ORGANIZATIONAL SUPPORT
- OTHER INCOME

7

Counties Served

260

Classrooms were supported

885

On-site visits to early
childhood programs to
support improvement efforts

2,313

Early childhood professionals
were reached via online
training – Mandated
Reporting in Early Care &
Education Settings

\$392,258

Worth of classroom materials
purchased to enhance quality





Each day, thousands of parents across NJ decide with whom they'll partner in raising their children. Most often they choose a childcare center or family childcare home with the expectation that their child will be nurtured, have opportunities to play and learn, and be kept healthy and safe. This is a difficult choice to make, but the Grow NJ Kids team at PCA-NJ makes it easier.

Grow NJ Kids is a statewide initiative to improve the quality of child care and early learning in New Jersey. In 2015, PCA-NJ was awarded a 5-year grant to develop a Technical Assistance Center to support the improvement of childcare in 7 counties: Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean and Somerset. Our dedicated early childhood specialists provide support through on-site coaching and consultation to 170 childcare center and family childcare providers. Our goal is to help educators provide the best care – based on research and best practice – for our youngest learners. We prepare them to go through a rating process based on rigorous high-quality standards established by the State of NJ. These ratings show the level of quality through a 5-star system and help parents make informed choices to find the right program that will lead to their child's success.

SPOTLIGHT ON OCEANPORT PRESCHOOL: 4-STAR CENTER

Oceanport Preschool worked for several years to improve the quality of its program and recently achieve a 4-star rating. Their Director, Felicia Slattery, shared her thoughts on the process.

Q – How have changes you made since enrolling in Grow NJ Kids impacted your families, children and teachers?

A – Teachers are more confident that they know they're doing things correctly and it is recognized. Parents are proud. Children have more structure to the day, better use of time, and more time for learning.

Q – Which support did you find most beneficial?

A – Most beneficial were site visits and in-person feedback, particularly classroom observations.

Q – What is it like to have a PCA-NJ support person working directly with you and your staff?

A – It is a relief! There is no way I could have done it without someone helping me.

Adolescent Parenting Programs

Being a parent can be tough; being a teen parent brings even more challenges! Teen parents are at greater risk of socioeconomic disadvantage throughout their lives than those who delay having children until their twenties. As a result, children of teen parents are more vulnerable to child maltreatment. The Parent Linking Program and GRAVITY Program support expectant and parenting adolescents in an effort to prevent present and future child abuse and neglect. Our programs enhance the adolescent parent's self-esteem and increase their knowledge of parenting and child development. The programs provide parenting education, infant and toddler childcare, and case management with caring staff on school grounds. Within this supportive environment, students pledge a commitment to complete high school and delay a subsequent pregnancy.

In the 2016-17 school year, we added a special focus on teen fathers. We were proud to serve 150 adolescent fathers. These dads benefited from parenting education, learning about healthy relationships and co-parenting, and information about job readiness and career planning. The benefits of paternal involvement are well-researched and extend beyond financial support. Children with highly involved fathers are more likely to have better social, emotional and developmental outcomes.

"The Parent Linking Program was great. I learned how to be a good father."

"The Parent Linking Program made me see my child in a different way."

"The Parent Linking Program taught me how to be more patient."



Simple

PLEASURES

Earth,

FRESH AIR,

Light

Period of PURPLE[®] Crying

PREVENTING SHAKEN BABY SYNDROME/ABUSIVE HEAD TRAUMA

The Period of PURPLE[®] Crying program educates new parents about the normal peak and characteristics of crying in infants and healthy ways to cope with associated frustrations. All families that give birth in a PURPLE hospital receive one-on-one education with a nurse and go home with a “PURPLE kit” including a DVD and booklet or cell phone app.

This year, PCA-NJ recruited the Inspira Health Network to the Period of PURPLE[®] Crying program – bringing the total number of participating NJ hospitals to 14!

In pace with the growth of the program across the state, our Click for Babies campaign is more popular than ever. Volunteers knit and crochet purple baby caps that serve as a reminder of the PURPLE message – it is normal for all infants to cry – and the importance of practicing patience with newborns.

All members of the community, whether or not they knit, can participate in the campaign: Knit. Tell. Give. Knit one cap. Tell two people. Give three dollars to help crafters who would like to make caps but cannot afford yarn.





Let Your

LIMBS

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AND

Dance

IN THE

Breezes

BE

Flexible

REMEMBER

Your Roots

ENJOY

the View



Enough Abuse Campaign

This past year, PCA-NJ added a new site and new county to our growing effort to educate adults about steps they can take to better protect children and prevent child sexual abuse. Under the direction of Helen Archontou, The YWCA of Bergen County became the fifth site to join the Enough Abuse Campaign, making Bergen County the sixth NJ county to implement this research-based program. Bergen County is the sixth NJ county to implement this research-based program. The Bergen Y is noted for its role in addressing issues related to sexual violence. This new initiative further strengthens their leadership in support of women, children and families.

In addition, the curriculum behind the program was updated by national expert Dr. David Finkelhor, citing specific research studies supporting each slide. In August 2016, PCA-NJ provided training to nearly 200 teachers, coaches, counselors and other employees of the Gloucester City school district about steps to prevent child sexual abuse. We congratulate Superintendent Joseph Rafferty for his leadership in requiring this training for employees of his district!

Human Trafficking Prevention

Human trafficking is a serious problem in New Jersey with children and adolescents at risk for being exploited through prostitution and pornography. PCA-NJ offers an array of prevention programs targeted to reach vulnerable adolescents in the child welfare system.

My Life My Choice is a prevention program for adolescent girls that provides education about trafficking and assists in the prevention of recruitment into sex trafficking.

Empowering Young Men is a program for adolescent boys that educates them about trafficking and assists in the prevention of youth involvement by shifting attitudes and behavior towards exploited individuals and sexism in our society.

PCA-NJ trains professionals in youth-serving organizations throughout the state to deliver these prevention programs to youths in their care. In partnership with more than 25 NJ organizations, we reached 242 youths in 2016-17.

In January 2017, we convened a meeting of our prevention partners to network and share best practices, and provided additional training about a growing problem: Internet-based sexual exploitation. PCA-NJ partnered with Homeland Security Investigations to share information about on-line exploitation, ways to keep safe, and resources for youths and adults.

“PCA-NJ’s human trafficking prevention workshop was by far the greatest empowering and impactful workshop given by an outside group to our students.”

2017 Gala Photos



*Honoree T.J. Fox with
Maura Somers Dughi, Esq.*



Honoree T.J. Fox with his family



Dan Duffy, Rush Russell and Mr. and Mrs. Dervos



Chris Alviggi and Nadine Vasquez



Emcee Jeremy Schaap



Steve and Jean Revis

2017 Highlights



2017 Big Pinwheel Garden at Military Park Carousel, Newark



2017 Big Pinwheel Garden



2017 Rags to Runway



Marie & Harvey Lermack at Beef & Beer in Memory of Jessica Miller



Parent & Child at 2017 EPPC Parenting Palooza



Gina Hernandez launching PURPLE Onesies Project

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