

# HONORING OUR PAST... ENVISIONING OUR FUTURE.





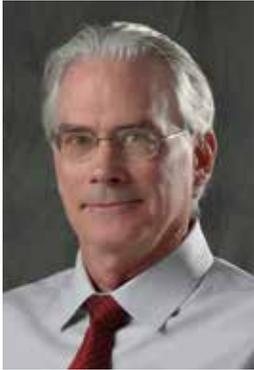
## Our Mission

Founded in 1979, Prevent Child Abuse-New Jersey promotes “Great Childhoods”, positive parenting and healthy child development. Our research-based programs are designed to prevent all forms of child abuse and neglect and build a brighter future for all NJ children.

This year, PCA-NJ reached 54,000 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.



## Dear Friends:

In 2019, Prevent Child Abuse-New Jersey celebrated its 40th year as NJ's most effective organization protecting and preventing our children from any form of maltreatment. Originally established with a grant from friends at Johnson & Johnson, PCA-NJ now has more than 60 employees, two offices in New Brunswick and Newark, and an annual budget in excess of \$6 million.

We believe every child deserves a "great childhood"—one that builds a strong foundation for their future success and productivity... and free from all forms of maltreatment. While this year was a time to look back and celebrate our past accomplishments, we know our work is far from being done. There is so much more we can all do to improve outcomes for children. Here are a few highlights from the past year before we look ahead:

Recognizing that our work extends well beyond the topics of child abuse prevention, we launched a new subsidiary, the Child Wellness Institute of New Jersey (ChildWIN). This new nonprofit organization will host many of our trainings for community partners in NJ and other states and rebrand some efforts with a name that may better describe who we are and the work we do.

ChildWIN developed a major new initiative—Trauma Transformation Initiative (TTI)—a comprehensive effort to transform preschools, childcare centers and entire school districts to becoming trauma-informed. Our TTI was built on 25 years of research from the Adverse Childhood Experiences Study, which shows that children who experience severe stress are more likely to do poorly in school and experience a long list of poor health and life outcomes. TTI provides new policies for schools and new tools for teachers and parents that allow them to be more effective in managing challenging behaviors, strengthening resilience and preventing further trauma. We piloted TTI in two Camden preschools with remarkable evaluation results. We've now expanded our work to other schools, before and after school programs, and districts statewide.

We also worked in partnership with other stakeholder groups to help pass legislation to prevent child sexual abuse from happening in our schools and to educate teachers and students about human trafficking. The U.S. Advisory Commission on the Prevention of Human Trafficking cited our prevention efforts as a national model.

These are but a few of the many accomplishments from our extremely talented and dedicated team of professionals who lead our work. However, to help more children and families, we need your continued support. We hope you will read this report and join our effort by making a generous gift to strengthen our efforts to make New Jersey the best place for families to raise their children. Thank you!

Sincerely,

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

Rush L. Russell  
Executive Director

## PCA-NJ Launches the Child Wellness Institute of New Jersey

We are proud to announce the launch of the Child Wellness Institute of New Jersey (ChildWIN), a subsidiary of PCA-NJ. ChildWIN offers state-of-the-art trainings and parent workshops to any organization or school that works with children and families. The goal is to support parents and professionals in strengthening children's resilience and social-emotional health and preventing trauma, helping children grow into healthy and productive adults.

ChildWIN has already reached more than 1,000 professionals and parents across New Jersey with engaging and interactive trainings that get people thinking, moving and changing their approaches to challenging behaviors. Topics include Understanding Trauma's Impact on the Brain and Body and Positive Parenting.

ChildWIN also developed and brought a signature, evidence-based program statewide – The Trauma Transformation Initiative – to three child care centers and several elementary schools. The results of this project are remarkable. Schools have been transformed into nurturing, calm and trauma-sensitive environments via trainings, webinars, classroom coaching, parent workshops and creative toolkits for parents/classrooms.

### **EDUCATORS, PARENTS AND CHILDREN ARE ENJOYING THE RESULTS:**

*"Thank you for letting me use the calm-down kit. It really helped me to take my mind off of why I was upset. I liked using the kaleidoscope."*

*—Student*

*"I have been a teacher for 20 years. These trainings have changed my lens and have helped me support students in such a practical way. Thank you for inspiring us to be our best!"*

*—Elementary school educator*



**CHILD  
WELLNESS  
INSTITUTE**  
OF NEW JERSEY



*Building a Healthy (Yarn) Brain during training*



*Feelings Thermometer – Keeping My Cool*



*Creating a Cozy Corner in the preschool classroom*

## Overseeing New Jersey's System of Evidence-Based Home Visiting Programs

Imagine having help with your newborn baby right in the comfort of your own home? With services available in every county, our Home Visiting programs helped nearly 5,000 New Jersey families this past year. We ensured via our partnerships that families received regular, personalized home visits that support expectant parents and parents with young children. At more than 53,000 home visits, parents and home visitors discussed healthy births, attachment, breastfeeding, safe sleep, parenting behaviors, and family well-being.

This year, we presented at several major national conferences to spread the word about results we are seeing with Home Visiting in New Jersey. We gave workshops and poster presentations at the Parents as Teachers National Conference in October 2018 and the Georgia State Home Visiting Conference in March 2018, which included the topics of intimate partner violence, impacts of trauma on children and families, and reflective supervision.

We also provided enhanced trainings on helping families to set their own goals using motivational interviewing and coaching skills. Research shows that when families achieve goals while enrolled in Home Visiting, they remain in the Home Visiting programs longer. Our program sites feel supported by our staff, as evidenced in satisfaction surveys:

**96% OF NJ HOME VISITING SITES** agree that PCA-NJ provided training support that improved their work with families

**98% OF SITES TRUST PCA-NJ LEADERSHIP** to make good decisions for their Home Visiting program

*And, our families are succeeding!*

**97% OF CHILDREN** have health insurance

**96% OF MOTHERS** have a primary care provider

**95% OF PARENTS REPORT** an increased knowledge of child development after 6 months

### PROGRAM SUPERVISORS SHARED THEIR THOUGHTS:

*"The PCA-NJ staff have always been helpful and available when needed. They understand the challenges of managing the program and work with us to be successful."*

*"The level of support we feel from PCA-NJ is helpful because we know we can trust and count on them."*

*"The communication I have with PCA-NJ is excellent. I know I can call with a problem and get help with a solution. I also can get questions answered and a listening ear."*

## **PARENTS AS TEACHERS REGIONAL TECHNICAL ASSISTANCE**

In 2012, PCA-NJ was named the first Parents as Teachers Regional Technical Assistance Hub. PCA-NJ was selected for this honor because of its longstanding partnership and high-quality support of affiliates in New Jersey . PCA-NJ supports 16 affiliates throughout Massachusetts, New York and Washington, DC. Our Regional Technical Assistance Hub provided more than 500 technical assistance sessions to affiliates in this region during this past year, including in-person site visits in each region. The affiliates in these three states provide Home Visiting to more than 700 families annually.

*"I just wanted to thank you for everything this morning. You both were very helpful and supportive as always. I know we have weekly/bi-weekly/monthly calls, but I love face-to-face. I feel that more comes out of visits. It's good to know we have your support and that you are both always willing to help when needed."*



*Books Balls & Blocks attendees*



*Parents and Babies enjoying music at Parenting Palooza*



*Mother and Child at Parenting Palooza*

## Thousands of Families Were Connected Thanks to Essex Pregnancy and Parenting Connection

The Essex Pregnancy and Parenting Connection (EPPC) continued to connect Essex parents and parents-to-be with resources, information and links to services plus fun, interactive opportunities to meet other families who were expecting or had young children. We worked with dozens of partners to receive more than 2,770 referrals and provide parents with links to the support they were seeking: home visits, parent groups, community doulas, early intervention, help for domestic violence situations, and parent-child activities. Through a March of Dimes/Anthem Foundation grant, our EPPC Liaison reached hundreds more families with information and materials about preventing prematurity in subsequent pregnancies and linking women to supportive services as needed. Parents call us, and we connect them!

Our 6th Annual Parenting Palooza was a big hit. With support from generous sponsors and participation from many local organizations, more than 125 people attended. New this year were demonstrations on healthy nutrition and baby wearing, and information about NJ's sick time, temporary disability and family leave laws. Some families accepted bus tickets and ride share discounts to help them attend. We know this is an event we'll keep hosting when we hear comments from participants like "Everything was amazing"; "I loved it"; "We are so happy. Thank you very much"; and "Awesome experience, really glad that I came. Keep up the good work"!

Another exciting family event was our 2nd Annual Books, Balls and Blocks. Parents, with their children, came to learn about their baby's development and important milestones. In collaboration with a local Family Success Center, we taught parents how to complete a developmental screening so they will know what to look for as their child develops. We also launched our free online Ages and Stages Questionnaires screening tool available in English and Spanish to any Essex family with a child up to 5 ½ years old. This is a free, easy way for parents to see if their child is meeting developmental milestones and connect them to resources if their child needs support.

EPPC added two new Early Childhood Specialists to our team in the spring of 2019. The Specialists have training and experience in infant mental health. They will assist families identified by local child welfare offices who are in need of more urgent help by connecting them to community services.

2,770

*families were formally referred; we reach hundreds of others through informal links, social media, texting, and in-person outreach*

72%

*of completed referrals were for pregnant women/expectant families*

23%

*of referrals were for first-time parents*

91%

*of referrals were for families from East Orange, Irvington, Newark and Orange with the majority from Newark*

30%

*of referred families were of Latino/Hispanic origin*

80+

*partner agencies made referrals to EPPC*

33

*Childcare centers and family childcare providers successfully achieved a high quality star rating*

238

*Childcare centers and family childcare providers received customized coaching and in-classroom support*

1,935

*On-site visits made to early childhood programs to support their improvement efforts*

35

*Peer Learning Communities facilitated with early childhood providers in 7 counties*

12,961

*Early childhood professionals completed our online training—Mandated Reporting in Early Care and Education Settings*

1,451

*Early childhood professionals trained on the benefits of family partnerships through home visitation*

## Grow NJ Kids: Ensuring our Youngest Learners Have Access to High-Quality Childcare

Brain research tells us that the early years of life are critical to a child's development and future success. Children in quality childcare are better prepared for school and beyond, which is why NJ has invested in a statewide initiative called Grow NJ Kids to improve the quality of childcare and early learning. In 2015 PCA-NJ was awarded a 5-year grant to develop a Technical Assistance Center to support early learning programs in Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean and Somerset Counties participating in Grow NJ Kids. Every day, our team of dedicated early childhood specialists provide personalized coaching, goal-setting and resource referral to over 250 childcare centers and family childcare providers. These programs work to improve by meeting a set of rigorous quality standards established by the state of NJ. Once these standards are met, programs participate in a rating process designed to show their level of quality through a 5-star system.

To date, we have supported 52 programs to achieve a star-rating; as a result, parents across the state may now make more informed choices when searching for childcare. This year, Grow NJ Kids and PCA-NJ's Parent Linking Program (PLP) worked together to ensure the children of our teen parents have access to the highest quality childcare. Le Petit Jardin is a PLP childcare center in Union City that recently received a 4-star rating through Grow NJ Kids.

They shared their thoughts about the experience:

*"I love this program because I can come down to the daycare during my free periods and bond with my child. There are times when I feel like giving up because it is hard. I go to school and work, but Ms. Pam tells me that it will be better for my child and me if I stay in school, go to college, get better pay and give my son a better life. This program taught me to never give up on my dreams. Even though I had a kid at a young age doesn't mean I have to give up on everything. I like this program because I know I'm leaving my child in good hands. I don't have to worry about him, because he is in a quality program."—Roxana, Parent*

*"It's meant so much being a part of Grow NJ Kids. Wow, we grew! We all learned so much. It became this wonderful new world for all of us. Babies are happier. Everyone is happier!"*

*—Pamela Loor de Sotomayor, Director*

*"Grow NJ Kids was a lot of work – a lot! But, in the end it was all worth it because when the children are happy, the teachers are happy."—Natasha, Teacher*

*"I'm so proud of the 4-star rated center that my daughter is a part of."—Genesis, Parent*

The Parent-Infant Care Center at New Brunswick High School also achieved a 4-star rating through Grow NJ Kids. The Center's director shared how Grow NJ Kids and PCA-NJ have influenced their program.

*"Achieving a 4-star rating means our Center provides top-notch care. We are a successful program with superb staff that truly care about the families we work with each day. Being rated so highly in the Infant-Toddler Rating Scale has given our staff a strong confidence in the services they provide to parents and their children. The hard work and dedication through the years of the rating process really paid off for us, and we couldn't be more proud of each other. Leanna, our Technical Assistance Specialist, has been patient with us and a cheerleader. She sought out training for us when we requested it and allowed her colleagues to come in and work with our team. PCA-NJ respects our services and boosts our confidence in the care we provide daily. The trainings, tips, feedback and observations were educational. We look forward to our continued partnership in maintaining quality care."*

*—Janice Tumbleson, Director*



*Teacher interacting with students at Le Petit Jardin*



*Parent-Infant Care Center*





# Celebrating 40 Years!

**1979**

Incorporated and Chartered as the New Jersey Chapter of the National Committee for Prevention of Child Abuse, later to become Prevent Child Abuse America.

First office opened on Halsey Street in Newark, with ACNJ, and established 501(c)3 nonprofit status.

**1980**

Parent Linking Project launched as a hospital-based parent education and support program for teen parents.

**1981**

Parent Linking Project II developed to serve pregnant teens at Barrington HS in Newark.

**1982**

Parent Linking Project was presented at International Child Abuse Conference in Paris.

**1984**

Parent Linking Program expanded to include on-site child care.

**1987**

Initiated the Parenting Education Technical Assistance Program (PETA) to educate parents and professionals statewide about child abuse and prevention.

**1989**

Began the Effective Parenting Information for Children (EPIC) program in South Brunswick.

**1992**

Initiated the Healthy Families NJ Consortium to advocate and promote Home Visiting programs for NJ.

**1995**

Brought first Parents as Teachers (PAT) home visiting program to NJ.

**2001**

Began Family Outreach Program to promote greater parental involvement in their children's education.

**2003**

TANF Initiative for Parents (TIP) created to provide Home Visiting services to TANF recipients.

**2006**

RWJ NJ Health Initiatives funded the NJ Academy for Home Visiting Training.

**2008**

Selected by the U.S. Department of Education to serve as NJ's Parent Information Resource Center (NJPIRC), providing information and resources to parents and schools to support parental involvement in schools to improve educational achievement.

**2009**

With funding from the Nicholson Foundation and matching funds from NJ-DCF, creation of the Essex Pregnancy and Parenting Connection, the state's first central intake program to help families link with prenatal care, home visiting services and other family supports.

**2011**

Selected by Prevent Child Abuse America to partner on a grant from the Ms. Foundation to create the Enough Abuse Campaign, to end child sexual abuse in NJ. Created NJ Partnership to Prevent Child Sexual Abuse, a group of expert stakeholders to strengthen prevention efforts in NJ.

PCA-NJ received funding from the NJ Department of State Office of Faith-Based Initiatives and training from Rutgers NJ Social Innovation Institute to pilot a new social entrepreneurship program – Parent Universe – offering Home Visiting services to parents with middle and higher incomes.

**2012**

Partnered with National Center for Shaken Baby Syndrome to launch the Period of PURPLE Crying Program, focused on the prevention of shaken baby syndrome, at St. Barnabas Medical Center. Now expanded to 15 hospitals reaching more than 40,000 births by 2019.

# Highlights of Our Achievements

## 2013

Executive Director Rush Russell chosen by Prevent Child Abuse America to ring the opening bell at NASDAQ, with Board members from PCA-NJ and the national office, members from local sororities and officers from the Help For Children Foundation.

Published the NJ Safe Child Standards, a guide to help youth-serving organizations strengthen their policies to prevent child sexual abuse. The Standards were endorsed by the NJ-DCF and built into the state contracting process for funding starting in 2015.

Project LAUNCH, a program supported by the federal Substance Abuse Mental Health Services Administration (SAMHSA) to help families with children up to age 8 link with community-based health and social services, was added to the Essex Pregnancy and Parenting Connection in Newark.

With support from the NJ-DCF, PCA-NJ partnered with Justice Resource Institute and Chicago Alliance Against Sexual Exploitation to prevent commercial sexual exploitation of children.

## 2014

Expanded the PLP Program to provide direct services to students in six alternative high schools in NJ, Project GRAVITY.

Executive Director, Rush Russell, chosen by the federal Administration on Children, Youth and Families as recipient of the ACYF Commissioner's Award for NJ.

## 2015

Selected by NJ-DHS to lead Grow NJ Kids in seven counties of NJ to improve the quality of early childhood education. Opened satellite office on Broad Street in downtown Newark.

Selected by NJ-DCF to lead the Middlesex County Council on Young Children, to engage parents in decision-making to improve child health, education and development outcomes.

"Planted" NJ's first Big Pinwheel Garden during Child Abuse Prevention Month in Atlantic City, to raise awareness about our cause and impact.

## 2016

NJ State Federation of Women's Clubs chose PCA-NJ as its 2016-17 Special State Project, resulting in the largest donation in the agency's history.

Created new prevention program to address "emotional abuse", the Sticks and Stones curriculum.

## 2017

Co-sponsored, with APSAC and the Montclair University Center on Child Advocacy, a one-day colloquium on psychological maltreatment and prevention. Attended by 200 professionals, teachers and students.

Developed Trauma Transformation Initiative to address and prevent childhood trauma.

Partnered with NJCASA to support successful and unanimous passage of the "Safer Schools Bill" to prohibit schools from signing non-disclosure agreements related to an employee's sexual misconduct.

## 2018

Created PCA-NJ's New Jersey Diaper Network to address diaper insecurity statewide

## 2019

Launched a subsidiary, Child Wellness Institute of New Jersey (ChildWIN), to build resilience within children and families.

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

ACNJ

Alliant Insurance Services

AtlantiCare Medical Center

Avenel Iselin Medical Group

Bayshore Family of Companies

Becker's School Supplies

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Kiwanis Club of Greater Parsippany

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Monmouth Medical Center

National Center on Shaken Baby Syndrome

Newark Beth Israel Medical Center

New Brunswick Rotary Club

New Jersey Department of Children & Families

New Jersey Department of Human Services

New Jersey Natural Gas

New Jersey Office of Faith Based Initiatives

Newmark Associates CRE

Nisivoccia & Company, LLP

NJM Insurance Group

NJSFWC of GFWC

Nutley Park Shoprite, Inc.

Parents as Teachers National Center

Pechter Foundation

Pellegrino Construction Services

Penn Medicine Princeton Medical Center

Prager Metis CPA's LLC

Prevent Child Abuse America

Pro Bono Partnership

Ravitz Family Markets

Robert Wood Johnson Foundation

Rt 34 Landscape Supply Yard

RWJUH New Brunswick & Somerset

Saint Barnabas Medical Center

Saint Peter's University Hospital

Sax

Sidney J Harris Trust

Sobel & Co. LLC

St. Joseph's Regional Medical Center

Sudler Foundation

Trinitas Medical Center

University Hospital

Verizon

Virginia Metzler Family Charitable Fdn

Virtua - Voorhees & Mt. Holly

Zete Kids USA

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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.

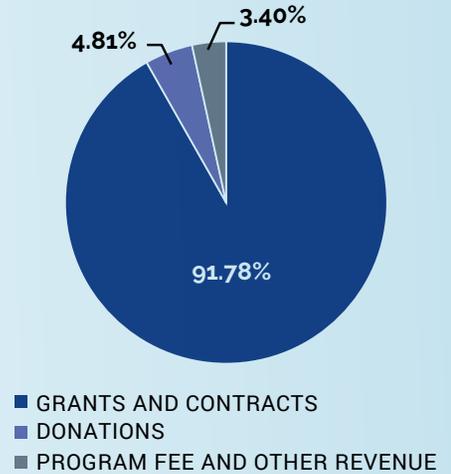
# Financial Overview

**Unaudited  
Year Ended  
June 30, 2019**

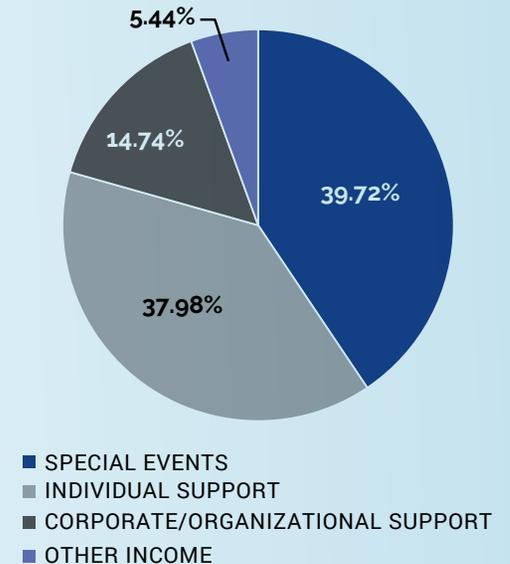
**Year Ended  
June 30, 2018**

<b>REVENUE WAS PROVIDED FROM:</b>		
Grants & Contracts	\$5,344,793	\$6,237,287
Program Fee Revenue	127,829	107,332
Contributions	147,826	133,030
Other Income	75,211	43,178
In-Kind Donations	16,297	18,081
Special Events Income	111,371	195,130
<b>TOTAL REVENUE</b>	<b>\$5,823,327</b>	<b>\$6,734,038</b>
<b>EXPENSES WERE INCURRED FOR:</b>		
Salaries, Wages, and Fringe Benefits	\$4,051,922	\$4,310,192
Supplies and Expenses	1,208,452	1,980,608
Facilities Expense	264,106	253,189
Depreciation	33,293	27,224
<b>TOTAL EXPENSES</b>	<b>\$5,557,773</b>	<b>\$6,571,213</b>
<b>Net Operating Income</b>	<b>\$265,554</b>	<b>\$162,825</b>
<b>Net Operating Margin</b>	<b>4.6%</b>	<b>2.4%</b>
<b>NET ASSET ACTIVITY:</b>		
Increase in Net Assets Without Donor Restrictions	\$265,554	\$162,825
Change in Net Assets With Donor Restrictions	(30,344)	-
Increase in Net Assets	235,210	162,825
Net Assets Beginning of Year	859,246	696,421
Net Assets End of Year	\$1,094,456	\$859,246

## REVENUES



## DONATIONS



## Parent Linking Program Graduate Returns to Teach Adolescent Parents

Sheyla Ojeda was 16 years old when she learned she was pregnant with her daughter. She was fortunate to attend Plainfield High School, a Parent Linking Program (PLP) site. PLP provided Sheyla with on-site childcare so she could continue her education. Further, PLP provided Sheyla with valuable parenting education, life skills education, and support to help her juggle responsibilities as a student and parent.

National statistics indicate that only about half of teen parents will complete high school. With the support of PLP, Sheyla defied the odds. In 2010, she graduated from high school with honors! She received a book scholarship from PCA-NJ and a generous \$40,000 scholarship to Rutgers University, where she received a Bachelor's degree and later a Master's degree in Human Resource Management. After working for some time for a large corporation, Sheyla changed paths and began to work for a nonprofit organization teaching students to delay sexual activity.

Now, Sheyla is building her own nonprofit that will focus on helping teens build character for success and happiness. In 2019, it all came full circle when Sheyla attended PLP's Annual Teen Conference to present a workshop to current participants about character development. "I hope I can be a light at the end of the tunnel for some of these teen parents. I know what it feels like to be in their shoes, because I was in their shoes."

PLP is currently in 8 NJ high schools, helping hundreds of teen parents like Sheyla. The program, created by PCA-NJ more than 35 years ago, has helped thousands of students graduate high school, attend college and reach their potential as both a parent and professional.



*Union City High School students with Keynote speaker Mike Nelson*



*Sheyla Ojeda presents Always Building Character workshop*



*Student winners of "parenting superhero" video contest*



*Raul Castillo*

## Helping Parents to Advocate for Their Children's Needs

This year, we gained a new addition to the PCA-NJ family, welcoming Raul Castillo to the Middlesex County Council for Young Children (CCYC). Raul has been working locally with Middlesex County parents to address the needs and concerns of the community. The most active groups are in Woodbridge, Perth Amboy and New Brunswick. They include incredible parent leaders who are nationally recognized for helping lead the efforts in supporting our children.

From expanding free childcare and promoting anti-bullying messages to successfully advocating for air conditioning in an elementary school, our CCYC identifies issues and then advocates to address them. Our parent leaders Erin Markan and Isreal Ramos are true champions. We are thankful for their commitment and passion to improve the lives of children and families of Middlesex County.

Finally, we expanded our Barbers and Books initiative to eight Middlesex County barbershops to promote reading while waiting for a haircut. Barbershop owners love this program. More than 1,000 books have been delivered and read by children and their parents in our communities!



*Barbers & Books participant*

## Educating Parents and Professionals to Strengthen Families

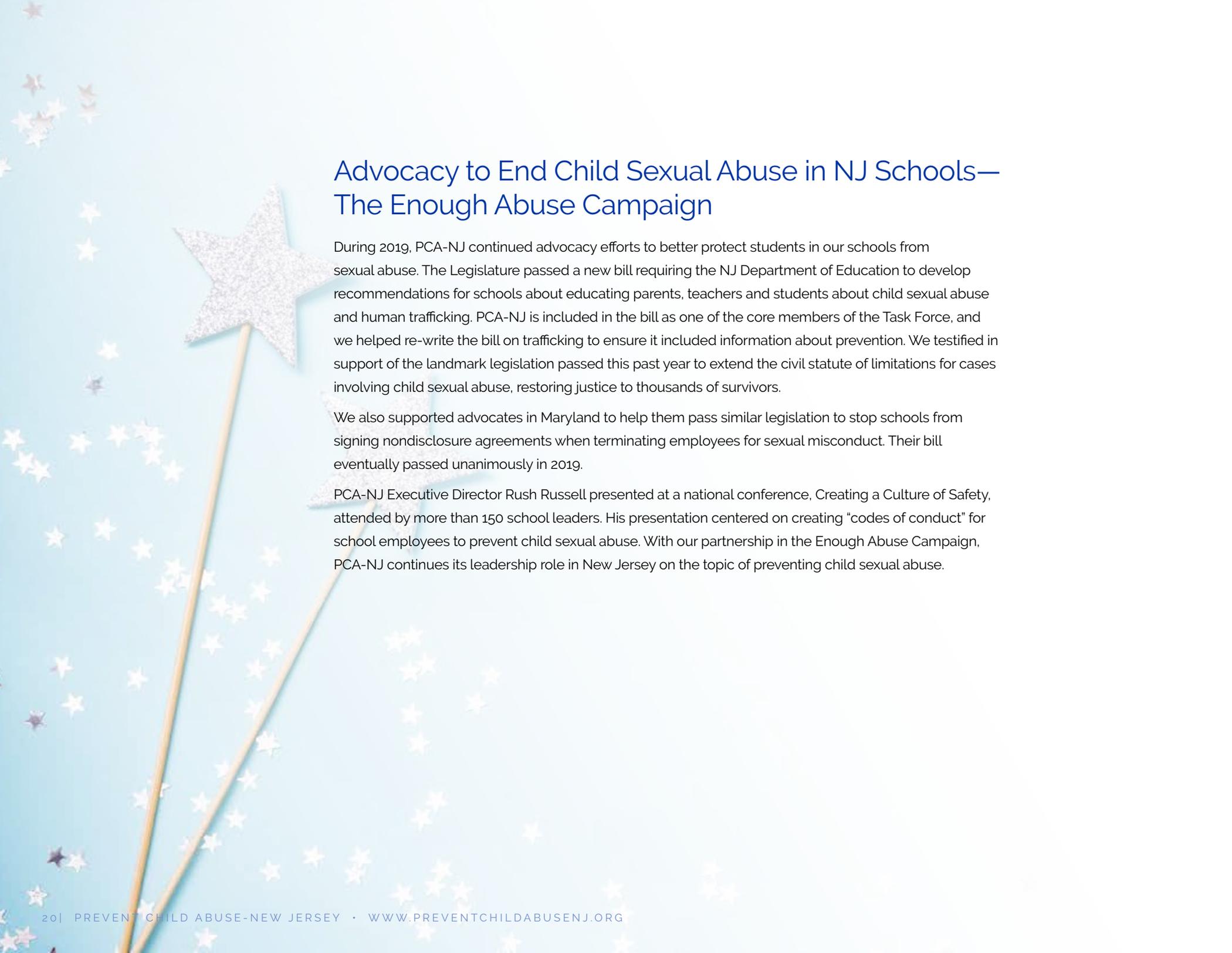
Our Community Education department is hard at work educating parents and professionals in New Jersey with workshops and events. We welcomed our 15th hospital to join our Period of PURPLE® Crying network! Princeton Health-Penn Medicine is the newest hospital to come on board to help prevent Shaken Baby Syndrome/Abusive Head Trauma. This program now reaches 45,000 families of newborn babies in New Jersey each year. We also trained hundreds of professionals in Child Abuse & Neglect prevention. The trainings help people understand how to PREVENT all forms of child abuse before it ever happens.

***“This workshop was really helpful to understand how to support families and help make them stronger! Thank you!”***

***—NJ social worker***

We reached thousands of parents via community-based events and distribution of materials, sharing important information about keeping our children safe.





## Advocacy to End Child Sexual Abuse in NJ Schools— The Enough Abuse Campaign

During 2019, PCA-NJ continued advocacy efforts to better protect students in our schools from sexual abuse. The Legislature passed a new bill requiring the NJ Department of Education to develop recommendations for schools about educating parents, teachers and students about child sexual abuse and human trafficking. PCA-NJ is included in the bill as one of the core members of the Task Force, and we helped re-write the bill on trafficking to ensure it included information about prevention. We testified in support of the landmark legislation passed this past year to extend the civil statute of limitations for cases involving child sexual abuse, restoring justice to thousands of survivors.

We also supported advocates in Maryland to help them pass similar legislation to stop schools from signing nondisclosure agreements when terminating employees for sexual misconduct. Their bill eventually passed unanimously in 2019.

PCA-NJ Executive Director Rush Russell presented at a national conference, Creating a Culture of Safety, attended by more than 150 school leaders. His presentation centered on creating “codes of conduct” for school employees to prevent child sexual abuse. With our partnership in the Enough Abuse Campaign, PCA-NJ continues its leadership role in New Jersey on the topic of preventing child sexual abuse.

## PCA-NJ Continues to Lead the Prevention of Human Trafficking in New Jersey

This spring, PCA-NJ's Human Trafficking Prevention team convened representatives from youth-serving agencies throughout the state for a 2-day symposium: Teen Topics - Sexting, Consent, and Tools for Working with Teens. Sixty professionals attended the symposium representing 31 organizations. The participants, who collectively impact thousands of youth throughout NJ, comprise our Human Trafficking Prevention Network. They are committed to providing prevention education to the adolescents in their care.

At this year's Annual Prevention Partner Symposium, the theme was educating adolescents about sexual consent and the legal consequences of sexting. Three dynamic presenters engaged the audience in interactive discussions on the topics. Participants had valuable networking time and opportunities to learn about local and statewide resources to support their work.

The event was very impactful. Participants walked away with timely and important information as well as tools and strategies to engage youths more effectively.

***"It was not only interesting and engaging; the information was useful. A lot of it made me think differently about my approach to the youth I serve." —Participant***

This event was part of the PCA-NJ Human Trafficking Prevention effort that reaches hundreds of youth annually with sex trafficking prevention education. To date, PCA-NJ has educated 494 professionals reaching 2,030 youth with critical education to prevent children from becoming sexually exploited. Our programs include My Life My Choice, Empowering Young Men, I AM, and Prevention of Commercial Sexual Exploitation of Children for LGBTQ Youth.

# 40th ANNIVERSARY CELEBRATION



*Rush Russell, Reverend Darrell Armstrong, Robert Rotondi*



*Deirdre and Barry Hartmann*



*Dr. and Mrs. Finkel, Michelle Schaap and John Perkoff enjoy dancing to live music by Swingadelic*



*Rush Russell with Kayla Pechter*



*Chris and Brooke Formica with Marie and Harvey Lermack*



*Champions for Children Honorees*

## 2019 HIGHLIGHTS



*Hopewell Valley Vineyards Owner Sergio Neri and wine expert Dr. Gary Pavlis at PCA-NJ's Wine Dinner.*



*Hon. Kelly Yaede, Mayor of Hamilton NJ with Rush Russell, PCA-NJ Executive Director at 2019 Big Pinwheel Garden. Crowd attending the 2019 Big Pinwheel Garden.*



*New Brunswick Rotary Members Michael Blackwell and Joseph Nastus sorting donated knitted infant caps for the Period of PURPLE Crying program.*



*Gina Hernandez presented on PCA-NJ's Trauma Transformation Initiative: Healing Hearts and Improving Childhood Outcomes in Early Education at the The American Professional Society on the Abuse of Children 26th Colloquium in Salt Lake City.*

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