

What is Primary Prevention?

Stopping child abuse or neglect before it happens.

PRIMARY PREVENTION

Stopping abuse *before* it occurs.

- Family strengthening & parent supports
- Economic supports for families
- Home visiting (Healthy Families/Parents as Teachers)
- Community Education
- Access to quality and affordable childcare for all children

upstream

SECONDARY PREVENTION

Targeted responses to at-risk populations.

- Parent Education
- Parent Linking Program

midstream

TERTIARY PREVENTION

Long-term responses to stop abuse and neglect & minimize consequences

- Foster Care
- Family Preservation
- Services (FPP)

downstream



Mission

PCA-NJ builds a brighter future for children by promoting family wellness, positive parenting, healthy child development and nurturing communities.

Vision

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

Values

- **Responsibility:** We accept our responsibility as adults to help ensure New Jersey children have healthy, abuse-free childhoods.
- **Integrity:** We act with integrity in everything we say and do.
- **Relationships:** We believe everyone has a role to play in prevention, and we welcome partnerships and alliances to benefit the children and families we serve.
- **Family:** We provide a family-friendly work environment and promote wellness for our staff.
- **Innovation:** We embrace change, using data and research, when it contributes to a healthier, safer world for children.

PCA-NJ is the New Jersey State Chapter of Prevent Child Abuse America, a network of chapters in all 50 states. Our nonprofit subsidiary, the Child Wellness Institute (ChildWIN®), builds resilience and social-emotional health within children and families.

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Our Nonprofit Subsidiary



Prevent Child Abuse New Jersey™

Our Services

Community Education: Provides information to parents and caregivers, the general public and professionals who work with children and families.

Connections Matter: Teaches adults to use the power of connections to develop healthy brains and supportive relationships, prevent and heal from Adverse Childhood Experiences (ACEs), promote Positive Childhood Experiences (PCEs), and strengthen communities by building resilience and compassion.

Essex Pregnancy & Parenting Connection: Serves as the Connecting NJ hub for Essex County. EPPC links parents before and during pregnancy, infancy, and early childhood to a range of supportive services including home visiting.

Grow NJ Kids: A state-sponsored initiative to raise the quality of childcare and early learning throughout New Jersey. PCA-NJ serves Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean and Somerset Counties.

Home Visiting: Evidence-based programs in all 21 counties and the most effective strategy known to prevent child abuse and improve a broad array of child health and development outcomes.

Human Trafficking Prevention: Prevents human trafficking and the commercial sexual exploitation of children through education to communities and professionals who work with children and families.

Parent Linking Program: Provides pregnant and parenting adolescents in eight high schools with support needed to graduate high school and strengthen their parenting skills.

Young Parent Coalition: Increases access to evidence-based prevention programs for adolescent parents and improves overall fathering practices for young fathers ages 14-21.

