



Hope Blooms Here

CULTIVATING
CHILDREN'S
WELL-BEING

ANNUAL REPORT 2024



ChildWIN®



Prevent Child Abuse-New Jersey builds a brighter future for children by promoting family wellness, positive parenting, healthy child development, and nurturing communities.



The Child Wellness Institute builds resilience and social-emotional health in children and families.

OUR VISION

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

OUR 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 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.

OUR MISSION, VISION AND VALUES



DEAR FRIENDS

Hello. I'm Gina Hernandez, CEO and Executive Director of Prevent Child Abuse - New Jersey and the Child Wellness Institute. We are so proud of our growth this year, and our programs are in full bloom.

As you know, children blossom when they're nurtured and loved - and their parents and caregivers receive the support they need to strengthen the family. Supporting a child physically, emotionally, and even financially are all aspects of the parenting process. Our work helps families be stronger so that their children can be safe and thrive.

But we cannot do this alone. Our staff and board of directors are committed to our mission. And the support of our funders, and community partners is essential to our success.

This past year, with more than **500 partners**, we've reached more than **100,000 children** and families. So, thank you from all of us. Please consider donating to our prevention community so we can plant more seeds for a healthy, safe, and wonderful environment for our children.

Thank you!

Gina Hernandez, MA, LPC, CCTP, ACS
CEO & Executive Director

MESSAGE FROM OUR CEO & EXECUTIVE DIRECTOR

A woman with curly hair and a young girl are sitting on the grass in a garden. The woman is holding a small plant in her hands, and the girl is looking at it. They are both smiling. The background is a soft-focus garden scene.

OUR GARDEN OF PROGRAMS

COMMUNITY EDUCATION:

We teach parents about positive parenting, and we educate professionals about how to support parents in raising healthy children.

CONNECTIONS MATTER:

We provide training and technical assistance to a statewide network of 100+ facilitators reaching every county to prevent and heal from Adverse Childhood Experiences and promote Positive Childhood Experiences.

ESSEX PREGNANCY AND PARENTING CONNECTION (EPPC):

We link expectant and new parents in Essex County to a range of supportive services, including home visiting.

GROW NJ KIDS:

Our Technical Assistance Specialists coach and mentor early childhood education professionals in 7 counties as they work to improve the quality of their infant/toddler, preschool and family childcare programs.

The Grow NJ Kids quality rating and improvement system will help parents to make more informed decisions about their child's education.

HEALTHY FAMILIES AMERICA (HFA):

This national home visiting program promotes child well-being and prevents abuse and neglect of children through family-focused and empathic support provided in the home.

Our evidence-based home visiting programs are the most effective strategy known to prevent child abuse and improve a broad array of child health and development outcomes. Healthy Families America and Parents as Teachers are in all 21 NJ counties.

HUMAN TRAFFICKING PREVENTION:

We educate those who work with youth about the danger of commercial sexual exploitation of children.

PARENTS AS TEACHERS (PAT):

This national home visiting program builds strong communities, thriving families, and children who are healthy, safe and ready to learn. We also support PAT affiliates throughout Maryland, New York, Vermont and Washington, DC.

PARENT LINKING PROGRAM (PLP):

We provide adolescent parents at 8 schools with the support needed in order for them to graduate high school and strengthen their parenting skills.

PEACEFUL PRACTICES:

Via our Child Wellness Institute, we teach students techniques to help them self-regulate.

PERIOD OF PURPLE® CRYING:

We prevent shaken baby syndrome (abusive head trauma) with the evidence-based Period of PURPLE® Crying Program and Click for Babies campaign, providing educational materials and infant hats to partnering agencies.

YOUNG PARENT COALITION

We increase access to evidence-based prevention programs for young parents and improve overall fathering practices for young dads ages 14-21.



A photograph of a man and a young boy. The man is leaning over the boy, and they are both smiling. They are looking at a bouquet of pink flowers. The background is blurred green foliage.

Parents

HOME VISITING

3,436 families served across 42 program sites supported by PCA-NJ

76% of families stay enrolled for at least 1 year (increased from 67% of families in FY23)

85% of primary caregivers screened for IPV

96% of primary caregivers screened for depression

87% of families initiate breastfeeding with their newborn

365 families graduated from their program in FY24

EPPC

5,000+ families were referred to EPPC for support.

92% of referrals were for pregnant women/expectant families.

EPPC received referrals from **20** of the 22 municipalities in Essex County

180+ new parents and new community partners reached through Community Advisory Board meetings.

Early Childhood Specialists attended **64** plans of safe care meetings to provide input for families with substance affected newborns.

200 families were referred from Department of NJ Department of Child Permanency & Protection.

Our Community Alignment Specialist connected with over **65** community resources to provide information for a database nurses will access to support families.

We hosted five Monthly Community Information sessions on topics related to maternal health and parenting an infant including: effective communication, sex after birth, equitable birth support, preeclampsia, and the Lamaze 6 care practices.

CHILD WELLNESS INSTITUTE

195 parents received training on vital topics: impact of trauma on children's developing brains, Positive Discipline Techniques, and the significance of self-care.

We reached **1,600+** educators and other adults working with children — social workers, family workers, and security guards — providing training on trauma-Informed topics and Human Trafficking Prevention.

These initiatives reflect our commitment to supporting and empowering individuals and communities to create safe, nurturing environments for children's holistic development.

PARENT LINKING PROGRAM

- 90%** of our teens in grades 9-11 were promoted to the next grade level! 90% of our seniors graduated!
- 605** group sessions were held last year for teen parents to learn about child development, parenting, healthy relationships, and life skills.
- 60** students from 7 high schools attended our annual Teen Conference in May.
- 98%** of teen parents did not have another pregnancy while in high school after joining PLP.
- 93%** of participants agreed with the statement "PLP has helped me become a better parent."

YOUNG PARENT COALITION

- 2** high school students, joined the Young Parent Coalition as Young Parent Leaders.
- 8** young fathers completed the Young Fathers United group sessions. 4 young fathers are featured receiving their certificates of completion.

COMMUNITY EDUCATION

- 65** parents were provided Positive Discipline workshops on healthy and safe parenting strategies.



PCA-NJ's Isais Calderon with YPC participants

"This program helped me become a better father"

"Being a teen parent is not easy and having support is a real blessing"

"Because of you (PLP staff) today we are able to continue our studies and pursue our education"

Youth

GROW NJ KIDS

Grow NJ Kids Technical Assistance Specialists provided over **4,000** hours of coaching and support to improve the quality of children's daily experiences in 399 early childhood programs throughout the counties of Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean, and Somerset. Services were delivered to 204 childcare centers, 32 family childcare providers, 106 Department of Education sites, and 57 Head Start sites.

HOME VISITING

2866 focus children served by 42 program sites

99% of children have a primary care provider

97% of children have health insurance

90% of families read, tell stories, or sing with their children every day

CHILD WELLNESS INSTITUTE

1,347 children participated in our Peaceful Practices program, learning engaging ways to regulate their minds and bodies, effectively manage stress, and prepare for learning.

PARENT LINKING PROGRAM

86 out of 175 (49%) children utilized PLP childcare.

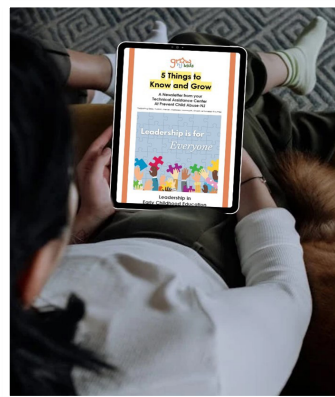
90% of our children have an identified primary care provider

COMMUNITY EDUCATION

2,940 purple caps were distributed to newborns throughout 15 hospitals across NJ to raise awareness of the Period of PURPLE Crying to prevent Shaken Baby Syndrome and infant death.



Carrie Speiser teaching
Peaceful Practices



Grow-NJ Kids Newsletter



Assorted purple caps

CHILD WELLNESS INSTITUTE

We remained steadfast in our support of the Trenton School District as they embarked on their third year of becoming trauma informed. Under the guidance of CEO/ED Gina Hernandez, we worked closely with 25-30 administrators from Trenton each month, delving deep into the principles of trauma-informed care and strategies to support children. We commend Trenton's unwavering commitment to embracing trauma-informed practices, and their dedication is clearly reflected in the positive data outcomes shared with us. Key highlights from the data include:

96% of staff are actively implementing Trauma-Responsive Strategies with their students

84% have reported increased confidence in managing dysregulated students

93% of staff recognize challenging behaviors as a symptom of an unmet need or a form of communication

89% attribute challenging student behaviors to past experiences

92% emphasize the importance of addressing social and emotional needs before learning can occur

92% acknowledge that relationships have a greater impact on behavior than rules

96% agree that students perform better when they have positive relationships with their teachers

90% indicate that they are fostering more positive relationships with students following Trauma-Informed Care professional development

96% approach dysregulated situations with empathy, considering the question, "What happened to you?"

Our trainers Jillian Faulks and Maria Vasquez delivered Trauma-Informed Trainings to **91** family childcare providers. These providers are now equipped with invaluable tools for understanding the importance of mental health in early childhood development, benefiting **434** children from **36** families across Essex County.



Professionals

PARENT LINKING PROGRAM

81% of PLP staff rated to have a positive relationship with PCA-NJ team

CONNECTIONS MATTER

23 professionals trained to be facilitators, representing **14** NJ organizations (bringing total trained to **128** facilitators from **38** organizations)

Facilitator network reached **1,199** professionals and community members throughout NJ through **59** trainings

98% of participants rated the overall quality of Connections Matter training as high or very high

96% of participants found the Connections Matter training useful to their work with children and families

COMMUNITY EDUCATION

310 professionals trained on the prevention of child abuse and neglect

More than **1,700** pieces of educational materials/activities distributed to professionals to integrate prevention into their work with parents/caregivers.

YOUNG PARENT COALITION

We held **12** meetings bringing together 137 partners across the state to collaborate on service delivery to adolescent parents

Our Annual Summit united representatives from all **3** regional coalitions.

GROW NJ KIDS

Grow NJ Kids Technical Assistance Specialists provided **4,000+** hours of coaching and support to improve the quality of children's daily experiences in **399** early childhood programs throughout the counties of Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean, and Somerset. Services were delivered to **204** childcare centers, **32** family childcare providers, **106** Department of Education sites, and **57** Head Start sites.

HOME VISITING

1 Healthy Families program re-accredited through Healthy Families America

79 site visits provided to HF and PAT program sites to support quality services for families

30 training opportunities provided to home visitors, supervisors, and managers throughout the HF and PAT networks, including **7** model certification courses

Collect and monitor monthly HF-TIP and PAT data

10 CoPs offered on topics such as accreditation, quality improvement, peer supports, and program fidelity.

Coordinated with partners to offer training on perinatal mental health and mood disorders and on safe sleep practices.

2 Parents as Teachers programs were awarded Blue Ribbon status

42 program sites received restructured contracts to reduce caseload sizes and increase the pay of professionals because of the advocacy of PCA-NJ with state partners and legislators. This resulted in decreased staff turnover, with a **45%** reduction in vacant positions over the course of the year. Reduced staff turnover increases the likelihood that families will stay enrolled and receive critical supports throughout their child's early years.

NORTHEAST REGIONAL PARENTS AS TEACHERS HUB

19 affiliate programs supported in Washington DC, Maryland, New York, and Vermont

22 CoP sessions supporting supervisors and managers

233 individual support sessions

3 affiliates were awarded Blue Ribbon Status

PCA-NJ supported the development of a new affiliate in Washington DC



PARTNERSHIPS



Dr. Jacquelyn Duron and Jen Romero

Jen Romero and Dr. Jacquelyn Duron (Rutgers School of Social Work) presented a workshop on our partnership to conduct research of the Parent Linking Program at the APSAC 2024 Colloquium in New Orleans. Their workshop highlights the strength and resilience of adolescent parents, and positive outcomes that result with supportive services like PLP that build from their strengths.

We are pleased to partner again with Rutgers University School of Social Work Center for Research on Ending Violence to evaluate the implementation of this new program to support young parents throughout NJ.

The East Orange Family Success Center offered our Young Fathers United group, using the 24/7 Dad curriculum, for young fathers aged 14-21 in East Orange.

We are pleased to partner with 38 organizations across the state of NJ to deliver Connections Matter with far-reaching benefits. We are part of a larger national network of 8 Connections Matter state partners. We joined the Resilient NJ Taskforce spearheaded by NJ DCF's Office of Resilience.

We co-hosted a conference: "Birth Equity and Beyond: Reshaping Birth Outcomes & Childhood Experiences in South Jersey" sponsored by Bristol Myers Squibb in collaboration with Stockton University, the Southern New Jersey Perinatal Cooperative, Postpartum Support International NJ Chapter, AtlantiCare, and the American

Academy of Pediatrics NJ Chapter. This full day event brought together 112 birthing and social service professionals to explore strategies and initiatives aimed at promoting equity in the birthing process, early childhood, and parenting. Topics included reproductive justice, behavioral health, grief and loss, and the role of the child welfare system.

NJ DIAPER NETWORK

Numerous organizations generously hosted diaper collection drives for our NJ Diaper Network, which provides concrete support in times of need for local parents and babies. We thank these corporations, schools, and houses of worship for their support.

CHILD ABUSE PREVENTION MONTH

Pinwheels were spinning throughout NJ during April, the national observation of Child Abuse Prevention Month, via our Pinwheels for Prevention campaign. Pinwheels were "planted" statewide to form pinwheel gardens demonstrating support for happy and healthy childhoods.



Birth Equity and Beyond Conference Presenters

DIAPER DRIVES



Grace Alliance Church Tom Disch



Jersey College School of Nursing



Manalapan High School

PINWHEEL GARDENS



Ebenezer AME Church of Rahway CAP event



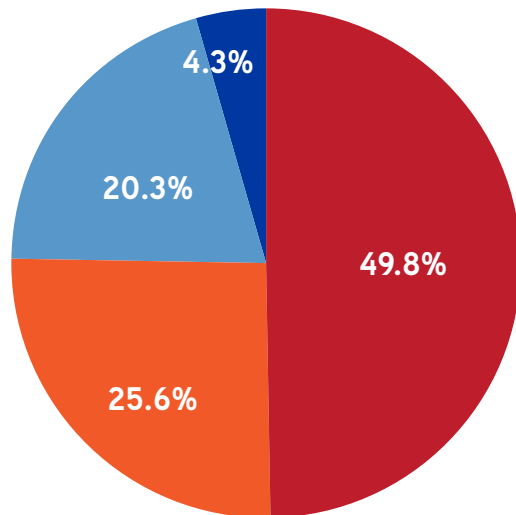
Gloucester Township Police Pinwheel Garden



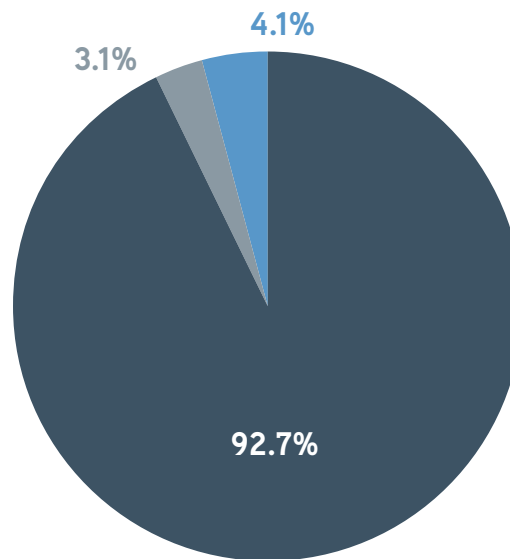
Township of Freehold Pinwheel Garden

FINANCIAL OVERVIEW

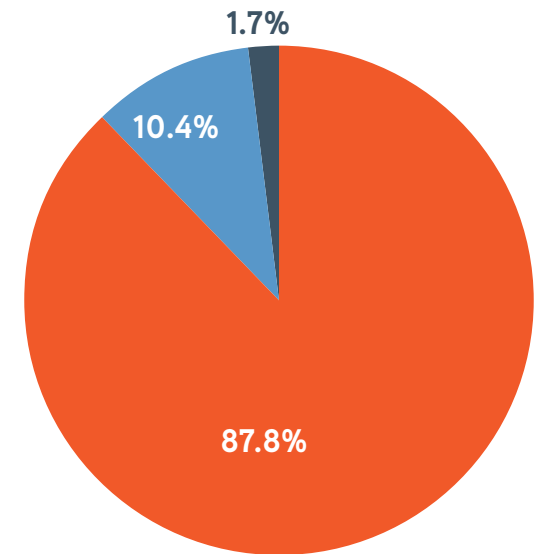
DONATIONS



REVENUE



EXPENSES



(\$ in Thousands)

	Year Ended June 30, 2024	Year Ended June 30, 2023
REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$7,183.7	\$7,327.6
Program Fee Revenue	\$170.6	\$173.8
Contributions	\$227.5	\$162.4
Other Income	\$87.3	\$33.9
In-Kind Donations	\$12.9	\$6.8
Special Events Income	\$61.4	\$71.7
TOTAL REVENUE	\$7,743.4	\$7,776.1
EXPENSES WERE INCURRED FOR:		
Program Services	\$6,549.4	\$6,520.8
Management & General	\$777.5	\$669.2
Development	\$130.0	\$132.7
TOTAL EXPENSES	\$7,456.9	\$7,322.7
Net Operating Margin	3.7%	6.0%
Net Operating Income	\$286.5	\$464.4
NET ASSET ACTIVITY:		
Increase in Net Assets Without Donor Restrictions	\$286.5	\$464.4
Change in Net Assets With Donor Restrictions	-	\$(11.0)
Increase in Net Assets	286.5	\$453.4
Net Assets Beginning of Year	\$2,499.8	\$2,046.4
Net Assets End of Year	\$2,786.3	\$2,499.8



2024 GALA



Board Member Alycia M. Guichard



Board Member Dr. Joe Colford
with Honoree Christie Pearce



Brooke Formica and
Board Member Chris Formica



Scholarship winner
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Board Member Worlue Kokro



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and Monique Collier-Nickles



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and Honoree Greg Grant



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JennyLynn Maiorano

BIG PINWHEEL GARDEN



PINWHEELS ON IDEAL BEACH



Gina Hernandez and Harvey Lermack receive proclamation from Tony Mercantante in Middletown, NJ



Jersey College of Nursing students in Trenton, NJ



Chief Kelly, Gina Hernandez and Dr. Veronica Ford with firefighters in Middletown, NJ



Gina Hernandez, Board Members and NJDCF Commissioner Beyer in Trenton, NJ



Shiloh Baptist Church Pinwheel Event in Trenton, NJ

THANK YOU

to these agencies, funders and organizations for their support

ACNJ	Jersey College School of Nursing	Old Navy
AME Ebenezer Church	JPMorganChase	Pajama Program/NJ Chapter
AtlantiCare	Katz JCC Community Center	Pechter Foundation
Attitudes in Reverse	Kiwanis Club of The Haddons	Pellegrino Construction Services
Bristol Myers Squibb Foundation	Manasquan Turkey Trot	Penn Medicine at Princeton Medical Center
Community Medical Center	Medford Vincentown Rotary Club	Prevent Child Abuse America
Cooperman Barnabas Medical Center	Mission Kids Child Advocacy Center	Pro Bono Partnership
CrafTech Computer Services	Monmouth Medical Center	Ravitz Family Markets
DiLeo Family Foundation	National Center for Shaken Baby Syndrome	Republic Bank
Education Association of Nutley	National Football League	Rite Aid Healthy Futures
Firmenich Charitable Foundation	New Jersey Department of Children & Families	Riviera at Freehold
George W. Bauer Family Foundation	New Jersey Department of Human Services	Robert Wood Johnson Foundation
Guilford Publications	New Jersey Natural Gas	Rotary Club of Haddonfield Foundation
Healthy Families America	New Jersey State Federation of Women's Clubs	Rutgers University GlobeMed
Holman	Nisivoccia & Co.	RWJ University Hospital - New Brunswick
Inspira Medical Center	NJM Insurance Group	RWJ University Hospital - Somerset
Investors Foundation	Ocean First Foundation	
Jacobi Family Foundation		
James B. Boskey Memorial Foundation		

THANK YOU

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Shiloh Baptist Church
St. Joseph's Regional Medical Center
Stockton University
Sunrise Optimist Club of Freehold
The Ocean is Female Foundation
Trinitas Regional Medical Center
University Hospital
Verizon
Virtua Memorial Hospital -
Mt. Holly
Virtua Voorhees Hospital
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West Morris Regional High School
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THE NEW JERSEY CHAPTER OF PREVENT CHILD ABUSE AMERICA
State Headquarters: 103 Church Street, Suite 210, New Brunswick, NJ 08901
Telephone: 732-246-8060 • Fax: 732-246-1776
www.PreventChildAbuseNJ.org • www.ChildWIN.org