



**Prevent Child Abuse**  
Virginia™



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# 2015-2016 PCAV ANNUAL REPORT

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PCAV is the Virginia chapter of Prevent Child Abuse America/Healthy Families America and National Circle of Parents. Our mission is to prevent the abuse and neglect of children in the Commonwealth of Virginia.

We promote services that improve child well-being in 109 localities throughout Virginia and develop programs that help to prevent all types of abuse and neglect. Our public awareness materials are used in virtually every city and county across Virginia.



# Prevent Child Abuse Virginia™



The Board of Directors and staff of Prevent Child Abuse Virginia are pleased to present our 2015 Annual Report highlighting the key activities and accomplishments of the past year.

There is nothing more important to the future of our nation and Commonwealth than the well-being of our children. The long term damaging effects of child abuse and neglect are well known through such studies as the Adverse Childhood Experiences (ACE) research from Kaiser Permanente, the Center for Disease Control, and others. The direct and indirect financial costs of child abuse are estimated at upwards of \$80 billion in a recent analysis by the University of Pennsylvania. In Virginia, the cost is estimated at more than \$1 billion annually. The direction is clear. We must work together to nurture children, support families and build strong communities in Virginia.

Combining our resources, human and financial, creates a huge payoff for children, families and communities. At our child abuse prevention conference this year, the closing speaker, Ben Tanzer, the Senior Director for Strategic Communications for Prevent Child Abuse America, made a clear case for working together to improve the well-being of children - in early education, in health services, in child care, in parent support programs and more. We were challenged to "Connect the Dots" and to identify our own personal "dot". We were reminded that no one can do everything, but everyone can do something to prevent child abuse and neglect.

Every child must have a safe, secure, stable and healthy home and community. Prevent Child Abuse Virginia remains fully committed to this goal. Despite the challenging economy, we have continued our full range of prevention efforts and even expanded in some areas. We are working and will continue to work with our national organizations, Prevent Child Abuse America/Healthy Families America and National Circle of Parents, as well as our state level and local partners to advocate for families and children and for investment in the programs and services they need.

Thank you to our friends, neighbors, colleagues and partners for the role you play and for your personal investment in Virginia's children and families.

Rudy Garcia, President  
PCAV Board of Directors

Johanna Schuchert  
PCAV Executive Director



# Prevent Child Abuse Virginia™



## Our Signature Programs



Hugs & Kisses is a child sexual abuse prevention program developed in partnership with the Virginia Repertory Theatre and the Virginia Department of Social Services. The program, which teaches kids how to keep safe from and to report sexual abuse reaches more than 40,000 students and their teachers each year. This program includes teacher training and is evaluated annually.

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1-800 CHILDREN is a statewide, toll-free helpline providing parenting guidance and support, free educational materials, and referrals to community resources - for parents, other caregivers, citizens, and professionals across Virginia.



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PCAV coordinates this statewide system of parenting support that is available to expectant and new parents. Families can choose from a variety of services, including - for the most overburdened families - a free home-based mentor who can work with the family beginning before the child's birth and remain for 3-5 years if necessary. There are currently 32 Healthy Families sites serving 74 localities.



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Circle of Parents is a community-based program of parenting groups, which provide emotional support and education for parents of children through age 18. PCAV oversees groups which meet in 16 communities and give parents a safe space to learn and mature in their parenting roles.





# Prevent Child Abuse Virginia™



## Program Statistics



Hugs & Kisses presented over 160 performances during the year and reached over 40,000 school aged children and their teachers.

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1-800 CHILDREN received  
135 calls.



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Healthy Families Virginia  
served 3,284 families during  
the year in 74 localities  
around Virginia.

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Circle of Parents served over  
150 families in the 2015-2016  
year.





# Prevent Child Abuse Virginia™



## PCAV Training Institute

PCAV trainers provided 10 classes which prepared 141 professionals to work directly with families in home visiting programs, parent education classes, and a variety of other human service programs.

## The Virginia Statewide Parent Education Coalition (VSPEC)

VSPEC, coordinated by PCAV, is a professional organization comprised of members in the public and private sectors who work with families and/or conduct parent education classes. In its 10th year with 70 members, VSPEC continued sharing the Parent Education Toolkit with judges, court staff, and other professional groups. The purpose of the Toolkit is to help determine whether parent education classes available in their communities will meet the needs of the people who are being referred. It defines three types of parent education and describes the population served and the recommended expertise of the providers and services.



## Child Abuse Prevention Month Activities

The 2016 Child Abuse Prevention Month theme was "Child Abuse and Neglect: Educate, Guide & Protect". We distributed over 49,000 individual materials and 25,000 pinwheels across the Commonwealth including 3,000 at our signature display at Lewis Ginter Botanical Gardens. Over 53,000 visitors saw the display this year! Our annual Child Abuse Prevention Conference was a great success with 303 attendees participating in 18 separate breakout sessions!



## Advocating for Change

PCAV revised its position statements that guide our advocacy activities with public policy makers. With committee members and local affiliates, PCAV offered 3 regional advocacy basics classes to empower citizens and professionals to become effective advocates at the local and state levels, where 98 people were trained.

Through our Advocacy Committee, and in partnership with Voices for Virginia's Children, Child Advocacy Centers of Virginia, The Virginia Poverty Law Center, CHIP of Virginia and our local networks, PCAV took positions on 32 House Bills, 20 Senate Bills and monitored 44 additional bills that were introduced in the Virginia General Assembly.



# Prevent Child Abuse Virginia™



## Success Stories



### Healthy Families Virginia™

LT found out she was pregnant after finally leaving an abusive relationship. She joined Healthy Families and began receiving services such as Medicaid, WIC, and counseling.

Her family lives in another state and she had no support system. LT was receiving weekly visits from a Family Support Worker who shared parenting information and a social network that helped LT gain confidence and excitement for life and her unborn child. With the help of Healthy Families she has her own apartment, is working part-time, and taking college credit classes. LT credits much of her accomplishments to Healthy Families. She believes that through this program she has become a positive role model for her son.



A neighbor called about a situation where her children had been playing with a 6 and 7-year-old who lived nearby. When they went home they had been locked out. When the neighbor called their parent she was told they would remain locked out as a punishment because they came home late.

The children also told the neighbor that they were made to sleep on the floor when they got in trouble. The caller kept the children at her home but was unsure about what to do next. She was given the number for the child abuse hotline. Child Protective Services became involved and helped the family.



### CIRCLE of PARENTS® *Sharing Ideas. Sharing Support.*

I am a grandparent, taking full care of my grandson. My daughter is in prison, and the child's father has never been involved and continues to be an absentee dad. My grandson has a lot of challenging behaviors that make it difficult to keep a positive approach in dealing with him.

I did not expect to be a "parent" again at my age. I am so glad that I found the Circle of Parents support group. There are limited resources where I live in Southwest Virginia. Our local Circle of Parents group has been invaluable helping me through many tough times and supporting me in developing the positive parenting skills I need to be successful with my role as caretaker to my grandson.



## Funding Sources

### Events

1%

### Contributed

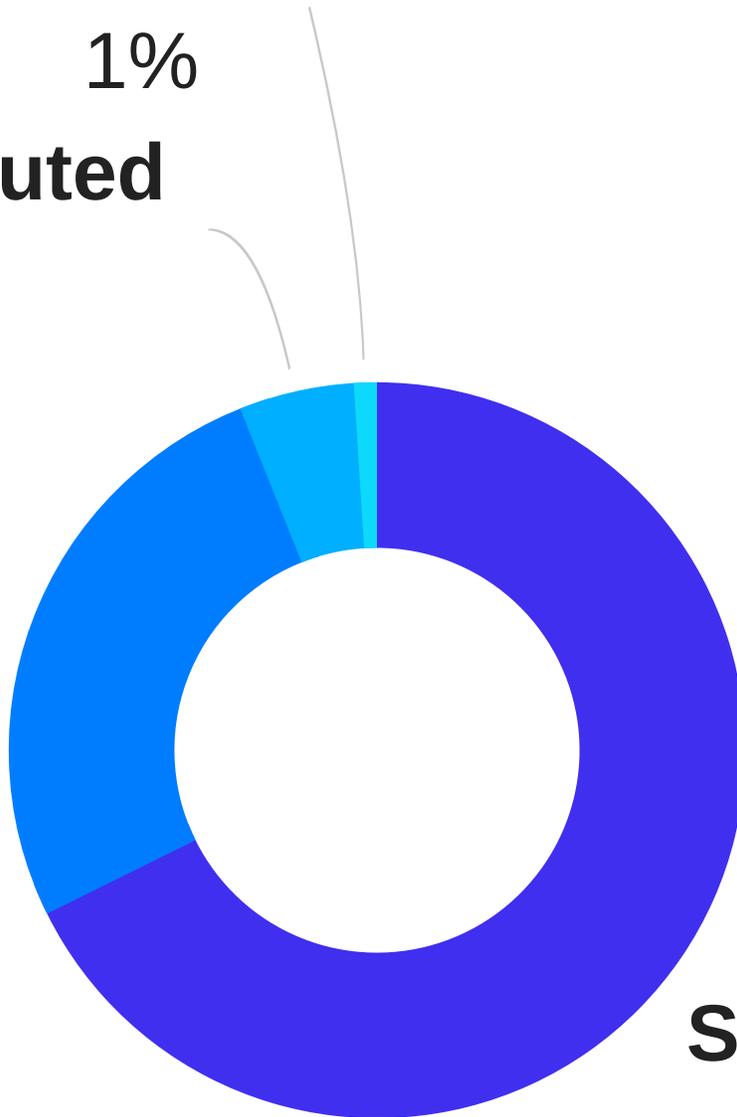
5%

### Earned

26%

### State Grants

68%





# Prevent Child Abuse Virginia™



## 2015-2016 Donor List

### \$1,000+

Mr. Paul Munson  
Mrs. Rebecca Kiefer  
Sisters of Kappa Delta  
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