



Celebrating **25** *years* *Moving Upstream*

Kids Are Worth It!®

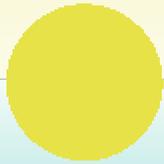
Conference

Registration Brochure

August 31, 2021 - September 30, 2021

Workshops Every Tuesday & Thursday

Virtual Conference



Why Virtual?

Due to the COVID-19 pandemic and the safety of our participants, we are once again hosting our conference virtually this year. The 25th Annual Kids Are Worth It!® Conference will take place August 31st- September 30th. We are offering a minimum of 14 workshops, a pre-conference institute, three keynote sessions and the opportunity to network with exhibitors. This is the same Kids Are Worth It!® Conference you have come to know and love, just from the comfort of your own home or office! Join us as we delve into a variety of hot topics such as racial inequity, child trafficking, supporting youth to prevent suicide, electronic crimes against children, building resilient families, self-care, secondary trauma and more! We look forward to seeing you on screen throughout the month of September as we learn from professionals and experts across the field of prevention. After all, kids are worth it!

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How will the virtual format work?

Throughout September, two workshops will be offered on Tuesdays from 10 a.m. to 11 a.m. (ET) and Thursdays from 1:30 p.m. to 2:30 p.m. (ET). Each one hour workshop will also include an additional ten minutes for participants to ask questions. You may register for each workshop or keynote at a rate of \$20, or a full conference registration for \$100 and have the option to choose up to **seven** workshop selections throughout the month. **Pre-registration is required.** There will be no refunds issued for cancellations received after August 27, 2021. Please refer to our cancellation guidelines listed on page 21. You may register for each workshop/event up to one week prior to the scheduled event, but no refunds will be issued after August 27th. After you complete the registration process, you will receive a confirmation email with your selections. Several days prior to each virtual event you will receive an email with the ZOOM link and password required to enter your workshop or keynote. These emails may go to your “junk” or “clutter” folders. Please check those folders to ensure you receive your links.



Conference-At-A-Glance

Tuesday, August 31st
10:00 AM - 12:00 PM

Pre-Conference Institute

Racial Wealth Gap Simulation
Metro United Way Staff

Thursday, September 2nd
10:00 AM - 11:00 AM

Keynote Address

Upstream: The Quest to Solve Problems Before They Happen

Dan Heath

Wednesday, September 15th
9:30 AM - 11:00 AM

Keynote Address

Secondary Traumatic Stress: Understanding and Managing the Impact on Helping Professionals

Becky F. Antle, PhD, MSSW, LMFT
Professor and University Scholar Director,
Center for Family and Community Well-Being
Kent School of Social Work, University of Louisville

Thursday, September 16th
1:30 PM - 2:30 PM

Keynote Address

Promoting Hope & Resilience in America's Families... Before, During and After the Pandemic: An Anecdotal Examination of 'Pre-Existing Conditions' and Social Determinants of Health

Rev. Darrell Armstrong, Shiloh Baptist Church

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Tuesday Workshops

Offered on these dates

Series A - 10:00 - 11:00 am - September 7

Series C - 10:00 - 11:00 am - September 14

Series D - 10:00 - 11:00 am - September 21

Series F - 10:00 - 11:00 am - September 28

Two exhibits are offered each day from
9:15 - 9:45 am

**All times are Eastern*

**At the conclusion of each hour-long workshop, an additional ten minutes will be provided for questions.*

Thursday Workshops

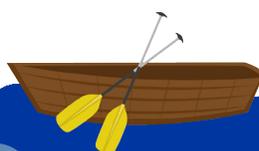
Offered on these dates

Series B - 1:30 - 2:30 pm - September 9

Series E - 1:30 - 2:30 pm - September 23

Series G - 1:30 - 2:30 pm - September 30

Two exhibits are offered each day from
12:45 - 1:15 pm



Presented in conjunction with our Signature Sponsor



KENTUCKY
Cabinet for Health and
Family Services
and Supporting Sponsors

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Workshop Sponsors

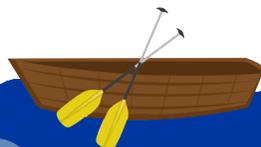


Check back to see more sponsors in the coming weeks!



#KAWI2021

Register online at: www.pcaky.org/KidsAreWorthIt



#MovingUpstreamKY

Keynote Speakers

Thursday, September 2nd

10:00 AM - 11:00 AM

Keynote: "Upstream: The Quest to Solve Problems Before They Happen"



Dan Heath

Dan Heath is the co-author, along with his brother Chip, of four long-running bestsellers: *Made to Stick*, *Switch*, *Decisive*, and *The Power of Moments*. The Heath brothers' books have sold over three million copies worldwide and been translated into 33 languages. Dan's new book *Upstream: The Quest to Solve Problems Before They Happen* was an instant Wall Street Journal bestseller, and it was included on "best books" lists from Apple, Amazon, the Financial Times, and others.

Dan is a Senior Fellow at Duke University's CASE center, which supports entrepreneurs who fight for social good. He is an entrepreneur himself, having founded Thinkwell, an innovative education company that next year will celebrate its 25th anniversary. Dan was named in 2013 to the Thinkers 50, a ranking of the world's 50 most influential management thinkers, and also to Fast Company magazine's list of the Most Creative People in Business. He has spoken to teachers, police chiefs, U.S. senators, interior designers, Navy admirals, health care leaders, marketers, ministers, and countless executive teams, across 26 countries on 6 continents. (He's still waiting for that invitation from Antarctica.)

Dan has an MBA from Harvard Business School and a BA from the Plan II Honors Program at the University of Texas at Austin. One proud geeky moment for Dan was his victory in the New Yorker Cartoon Caption Contest, beating out 13,000 other entrants. He lives in Durham, NC.



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Keynote Speakers

Wednesday, September 15th

9:30 AM - 11:00 AM

Keynote: "Secondary Traumatic Stress: Understanding and Managing the Impact on Helping Professionals"



Becky F. Antle, PhD, MSSW, LMFT



Dr. Becky Antle is a longtime friend of Prevent Child Abuse Kentucky. As the Director of the Center for Vulnerable Families and Communities, University of Louisville, Dr. Antle is known for her research and interests around family relationships on topics such as child welfare, interpersonal violence, relationship education, and the impact of medical and mental health issues on the family. In the area of child welfare, she has conducted a number of research studies on Solution-Based Casework practice and co-morbidities of child maltreatment (e.g. domestic violence and substance abuse). She has also developed a comprehensive model of training evaluation for child welfare that has been utilized for multiple federal and state grants in the area of practice models, couple/family relationships, adoption and family formation, independent living, and medication management for children in care.

In the area of professional development in child welfare, she has completed research on supervision, training reinforcement, specialized educational programs, virtual office configurations, cultural competency, recruitment and retention, and trauma screening/assessment. Similarly, she has researched the use of relationship education as a strategy to prevent interpersonal violence and promote child well-being among high-risk populations through programs on healthy relationships, pregnancy prevention, and fatherhood.

A second major area of her research interests is health and mental health. She is currently completing a dissemination study of the use of computerized cognitive behavioral therapy for the treatment of depression in primary care. She has also conducted research on evidence-based approaches to other health/mental health conditions such as schizophrenia, cancer, obesity and HIV.

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Keep up with us on social media!



@PCAKY

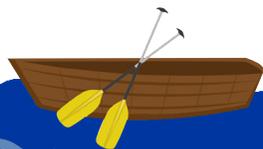


@PreventChildAbuseKY



@PCAKY

#KAWI2021



Keynote Speakers

Thursday, September 16th

1:30 PM - 2:30 PM

Keynote: "Promoting Hope & Resilience in America's Families... Before, During and After the Pandemic: An Anecdotal Examination of 'Pre-Existing Conditions' and Social Determinants of Health"



Rev. Darrell L. Armstrong, DDiv (Honorary), MDiv

The Reverend Darrell Armstrong is a civic leader, a grassroots community organizer, and a child welfare and family strengthening advocate. Elected as the pastor of Shiloh Baptist Church in Trenton, NJ in 2000, he is only the third pastor over the last 100+ years in church history. He was named the 2014 recipient of the Casey Foundation's Excellence for Children Award, which is reserved for those once in foster care.

Rev. Armstrong believes learning is a lifelong endeavor and a mutual process. His training at Stanford University (BA in public policy), Princeton Theological Seminary (MDiv), and The College of New Jersey (EdS in Marriage and Family Therapy) have uniquely prepared him to be a respected voice in the national and international child welfare and family strengthening communities. He views his calling as a global ministry that works to make families stronger by equipping them with lessons of hope and resilience.

In 2001, he carried the Olympic torch for the Winter Olympic Games in Salt Lake City, a run he dedicated to the nation's 600,000 foster children. In 2005, he was featured on a national PBS special entitled "Faith and Family in America," which discussed the role of the church in family services. In 2009, he gave the opening prayer for the US House of Representatives.

Follow the river below to learn how PCAK has been moving upstream for the past 25 years!

**Starting page 9*

 **Prevent Child Abuse**
Kentucky

#KAWI2021

Register online at: www.pcaky.org/KidsAreWorthIt

#MovingUpstreamKY

Thursday, August 31st

Pre-Conference Institute

10:00 AM - 12:00 PM

Racial Wealth Gap Simulation

Metro United Way Staff

This pre-conference institute will provide an interactive tool that helps people understand the connections among racial equity, hunger, poverty and wealth. It's a good first step for people unaware of structural inequality, a support tool for those who want a deeper understanding of structural inequality and a source of information for experts who want to know the quantifiable economic impact of each policy that has widened today's racial hunger, income and wealth divides. Metro United Way staff has been trained to execute the simulation and offer a safe, confidential and engaging space to help elevate the conversation around policies that have been in place for decades that have affected generations of families in our community.

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Thursday, September 2nd

Keynote Address

10:00 AM - 11:00 AM

Upstream: The Quest to Solve Problems Before They Happen

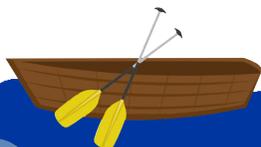
Dan Heath

Best-Selling Author

So often in our organizations and communities, we fall into a cycle of reaction. A problem happens, and we respond. We fight fires. We contend with emergencies. Researchers call this "tunneling." We don't see the big picture, and we don't think about the future, we just keep pushing forward from one crisis to the next. What if instead we could shift our energies upstream -- uncovering and addressing the source of those problems?

In this talk, Heath will reveal how some leaders have learned to spot problems in advance: There's a school district that can predict which students will drop out -- a full 4 years before graduation. There's an internet service company that can predict which customers are likely to cancel their subscriptions -- as early as two weeks after they sign up! When we shift from downstream response to upstream planning, it can cause miracles: One company eliminated 20 million customer support calls by asking, "How can we make sure our customers never need to call us?" And one nation in Europe has almost eliminated teenage substance abuse by asking, "How can we create a teenage culture that offers such compelling sober activities that teens simply don't feel like drinking or doing drugs?"

Heath will share the three forces that push us downstream, as well as the powerful levers we can use to start preventing problems before they happen.



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Tuesday September 7th

Workshop Series A

10:00 AM - 11:00 AM

A1. No HIT Zone

Kelly L. Dauk, M.D. (PCAK Board Member)

Norton Children's Medical Group



Prevent Child Abuse Kentucky is proud to be an official No HIT Zone. No HIT Zones are a proactive way to promote calm, safe and caring environments where violent behavior is not tolerated. It not only provides public notice that hitting is not acceptable in the identified No HIT Zone property but provides training to staff and volunteers on addressing situations in which adults are using physical discipline with children or need to de-escalate a situation which may lead to violence.

A2. The U.S. Children's Bureau and the Annual Child Maltreatment Report: How Should Kentuckians Read it?

Secretary Eric Friedlander

Kentucky Cabinet for Health and Family Services



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Each year, the U.S. Children's Bureau releases the Child Maltreatment report. This report, based on data contained in the National Child Abuse and Neglect Data System, is an important resource for professionals who endeavor to serve the needs of vulnerable children and families. If this report is to be used to guide important decision making, it is critical to understand what it can tell us – and perhaps even more importantly – what it cannot tell us. This presentation will cover relevant child welfare topics to help the audience understand how the Child Maltreatment report is structured and why it is important to remember that each state can be very different from the others when interpreting these statistics.

Our guiding principles in the late 90's reflected our commitment to cultural diversity and respect. We have not wavered.

Parent Helpline & Local Councils

Education to Incarcerated Dads Participant Testimonial

PCAK Mission:
To prevent the abuse and neglect of Kentucky's children.

Core Values

- Valuing Children:** Every child deserves to be cherished and nurtured in a safe environment. Harming a child in any way is unacceptable. We seek to raise the value society places on children and to prevent abuse and neglect, so that our state's children can grow to their full potential.
- Strengthening Families:** We believe that family members and caregivers want to be successful in raising children. We help strengthen families and prevent child abuse and neglect by providing families with the information and support they need and want.
- Engaging Communities:** The prevention of child abuse and neglect occurs most effectively at the local level, in safe and caring communities. By giving communities access to the support, education and tools they need to care for and nurture their children, we will prevent child abuse and neglect.
- Leadership:** We will provide leadership to advance the cause of child abuse and neglect prevention.
- Collaboration:** We will seek opportunities for collaboration and shared leadership with individuals and organizations that share our mission and core values.
- Integrity:** All of our actions will be guided by adherence to the highest standards of conduct.
- Diversity and Respect:** We embrace diversity in all aspects of our organization, from the people with whom we work, collaborate and serve, to the ideas and solutions we develop in support of our mission. We are committed to providing an environment in which people, their cultures, their ideas, their beliefs and their opinions are respected.

PARENT HELPLINE
1-800-422-3844

LOCAL COUNCILS

- Bartlett County Youth Service Center
- Bell County and Family Resource Center
- C.A.R.E. Council of Paducah
- Center for Women, Children and Families
- Courtesy County Council on Child Abuse & Neglect
- Clinton County Family Resource Center
- Elm City/Elmwood Family Resource Center
- Family & Children's Counseling Center
- Family Advocacy Center
- Family Enhancement Center
- Family Nurturing Center of Kentucky
- Franklin-Simpson I.B.F.
- Grant County Family Resource Center
- Hardin County Family Resource Center
- Harrison County Child Victim Task Force
- Home of the Innocents
- Lee County Youth Service Center
- Letcher County
- L&P Community Action
- Madison County Family Resource Center
- Marshall County Child Advocacy
- Martin County Family Resource Center
- Martin County Family Resource Center
- Martin County Family Resource Center
- Meigs County Family Resource Center
- Morehead State University
- Morgan County Family Resource Center
- Salisbury County
- The Family Place
- Volunteers of America of KY
- West Liberty Family Resource Center
- Whitesburg Family Resource Center

"I loved the whole program. I've learned more in this one program than any other I've been in. I would recommend this program to all my friends."
-JACIE PUGH, Participant

*For more details, see page 17.

1996

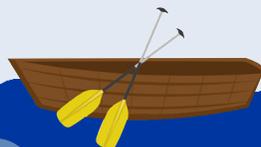
1997

2000



#KAWI2021

Register online at: www.pcaky.org/KidsAreWorthIt



#MovingUpstreamKY

Thursday, September 9th

Workshop Series B

1:30 PM - 2:30 PM

B1. Electronic Crimes Against Children: How to Educate, Monitor, and Communicate Internet Safety

Major Jeremy Murrell (PCAK Board Member)

Technical Services Division, Kentucky State Police



Lt. Mike Bowling

Commander for the Statewide Internet Crimes Against Children (ICAC) Task Force, Kentucky State Police

Learn from Kentucky's top experts on electronic crimes against children. This presentation will provide an overview of internet crimes committed against Kentucky's children, Kentucky laws, and how we can minimize this threat. Participants will learn to recognize, prevent, and report online predator behavior.

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B2. Unpacking Poverty and Differentiating Poverty from Neglect: An Economic Justice Perspective

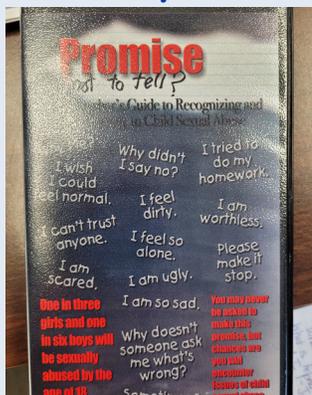
Commissioner Marta Miranda-Straub

Department for Community Based Services



This presentation addresses the biases and stigma commonly associated with families and populations living below the established social economic threshold. Additionally, it will explore the attitudes and behaviors that are routinely perceived as neglect by highlighting strengths, coping mechanisms and cultural practices that serve as survival strategies and are not necessarily a sign of neglect.

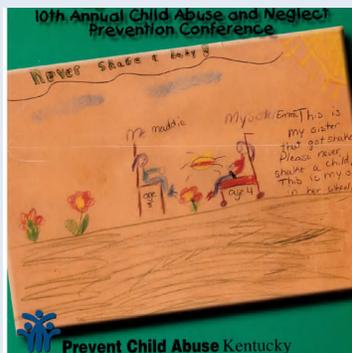
"Promise Not to Tell" Video
educating teachers how to recognize and report abuse.



*For more details, see page 17.

2003

Child Abuse Prevention Month art contest winner, Maddie, highlighted a drawing of her and her sister, a survivor of Abusive Head Trauma.



2006

Workshop highlighting the need for racial equity in the child welfare system.

September 10th, 2009 WORKSHOPS
3:45p.m. - 5:00p.m.

VI: WHAT'S RACE GOT TO DO WITH IT? AN HONEST CONVERSATION ABOUT THE IMPACT OF RACISM ON THE CHILD WELFARE SYSTEM
Please note this workshop is limited to the first 40 registrants.
Cand Taylor, MSW - Program Director, Comprehensive Family Services, University of Kentucky College of Social Work Training Resource Center
There is a big pink elephant in the living room of the child welfare system; rather, we see it everyday and we walk around it on a daily basis. The question is: what can we do about it? This workshop will provide a safe environment for people to have an honest conversation about race, learn how it affects the entire child welfare system and ways that organizations can effectively address it.

IV: CHILD SEXUAL ABUSE: Myth vs. Reality
Janiquita Agnew, MEd - Associate Professor of Pediatrics, UK College of Medicine and Pediatrics, Child Advocacy Center of the Harrogate
This workshop will address common misconceptions regarding the medical examination of the sexually abused adolescent child. Recent studies and research will be discussed that refute some of the myths surrounding medical findings and the medical examination in child sexual abuse and those that support the (sometimes surprising) realities.

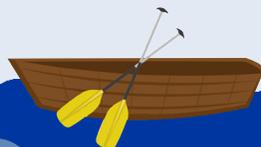
III: A CORONER'S ROLE IN CHILD DEATHS
Britta E. Hatcher - Adams County Coroner, Executive Secretary of Kentucky State Coroner's Association
Presentation will give an understanding of the role of the coroner in multiple types of child death.

2009



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Register online at: www.pcak.org/KidsAreWorthIt



#MovingUpstreamKY

Tuesday, September 14th

Workshop Series C

10:00 AM - 11:00 AM

C1. Kentucky's Prevention Initiatives: What Moving Upstream Means to You

Christa Bell, MSW

Department for Community Based Services



This workshop will provide an overview of Kentucky's prevention journey and how we have arrived at this point. Focus will be on discussion of federal and state funding streams and legislation on which Kentucky has capitalized to help move primary, secondary, and tertiary prevention forward. If you want to hear about progress being made, what's on the horizon, how your agency will be impacted, and what all this means for the programs, families and children you serve, then this is the workshop for you!

C2. Changing the Landscape of Abuse for the Commonwealth of Kentucky: Recommendations from the Child Fatality Review Panel

Jaime Pittenger, M.D.

University of Kentucky Children's Hospital

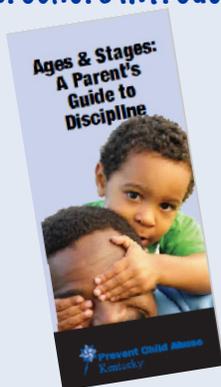
Prevent Child Abuse Kentucky Panel Representative



Established by law in 2012, the Kentucky Child Fatality and Near Fatality External Review Panel was created for the purpose of conducting comprehensive reviews of child fatalities and near fatalities suspected to be the results of abuse or neglect. Reviewing an average of 144 cases annually, this panel of experts make recommendations based on their findings. Most often, opportunities for prevention of these occurrences are identified and involve all systems surrounding families and children. Join former PCAK Board President and Hospitalist, Dr. Jaime Pittenger as she walks us through trends and recommendations aimed at moving prevention of child fatalities and near fatalities upstream.



Ages and Stages brochure introduced.



Child Abuse Prevention Month art contest winner.



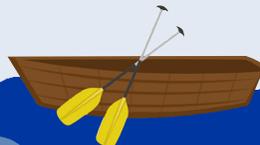
Fleming County business participates in Child Abuse Prevention Month!



*For more details, see page 17.

2010

2011



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Register online at: www.peaky.org/KidsAreWorthIt

#MovingUpstreamKY

Wednesday, September 15th

Keynote Address

9:30 AM - 11:00 AM

Secondary Traumatic Stress: Understanding and Managing the Impact on Helping Professionals

Becky F. Antle, PhD, MSSW, LMFT



Professor and University Scholar Director, Center for Family and Community Well-Being, Kent School of Social Work, University of Louisville

To move upstream, we must take care of ourselves! This workshop will explore the causes and consequences of secondary traumatic stress among helping professions. Join Dr. Becky Antle as she helps attendees identify mediators of secondary traumatic stress at the individual and organizational level, as well as strategies EVERYONE can use to prevent and reduce this stress.

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Thursday, September 16th

Keynote Address

1:30 PM - 2:30 PM

Promoting Hope & Resilience in America's Families...Before, During, and After the Pandemic: An Anecdotal Examination of 'Pre-Existing Conditions' and Social Determinants of Health

Rev. Darrell Armstrong

Shiloh Baptist Church

The world has just endured one of the most catastrophic global events in the last century, if not longer. During the COVID-19 crisis, colloquially referred to as "The Pandemic," one of the oft-repeated phrases was "pre-existing conditions." This presentation will explore what were "pre-existing conditions," especially for BI-POC (black, indigenous, and people of color) communities, and how "The Pandemic" only exacerbated those pre-existing conditions, especially in the following three areas: (1)...food insecurity; (2)...mental-health, and (3)...the digital divide.

After surveying communities, 15 action plans were created to boost child sexual abuse prevention efforts at a local level.

*For more details, see page 17.

2012



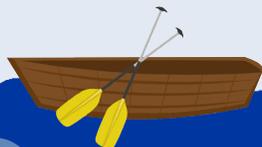
Pulaski County hosted a proclamation signing during Child Abuse Prevention Month.

2013

Prevent Child Abuse Kentucky

#KAWI2021

Register online at: www.peaky.org/KidsAreWorthIt



#MovingUpstreamKY

Tuesday, September 21st

Workshop Series D

10:00 AM - 11:00 AM

D1. Child Sex Trafficking: NCMEC Data, Response & Resources

Eliza M. Reock



Strategic Advisor, Child Sex Trafficking, National Center for Missing & Exploited Children

In 2020, the National Center for Missing & Exploited Children (NCMEC) responded to over 17,000 cases of child sex trafficking related to both missing and non-missing children. These growing number of reports have not only lead to NCMEC providing analytical and victim services support to individual cases but have also provided a tremendous amount of data and information about this often hard to identify type of child abuse. During this session, participants will be provided an overview of the most recent trends NCMEC has observed related to child sex trafficking including information specific to impact of the Preventing Sex Trafficking and Strengthening Families Act passage and implementation. They will also learn about NCMEC's comprehensive response to child sex trafficking reports including analysis, technical assistance, case management and survivor-centered support and how to access these services.

D2. WHEW! Self-care and How to Take Care of You Now

10:00 AM - 11:30 AM *This workshop is 90 minutes in length.

Becky F. Antle, PhD, MSSW, LMFT



Professor and University Scholar Director, Center for Family and Community Well-Being, Kent School of Social Work, University of Louisville

As service providers, parents, caretakers and neighbors we wear many hats. During the last 18 months we've had to make significant adjustments to each hat we wear, leading to additional stressors, anxiety and plenty of uncertainty. How have YOU fared during all of this, and how can you continue (or start) to take care of yourself? A panel of diverse providers will walk us through their experiences, challenges, successes and provide insight into how we can help ourselves and those we serve navigate the self-care waters in a "new normal." Participants will walk away with self-care strategies and solutions for use in their personal and professional lives.

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The Love Interest brochure introduced.

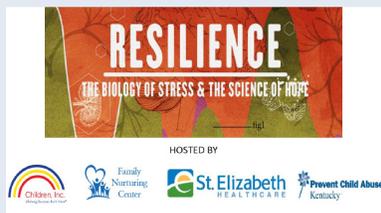


*For more details, see page 17.



2014

First showing of Resilience took place in Northern Kentucky with the help of Family Nurturing Center.



#KAWI2021

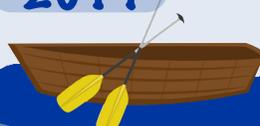
#MovingUpstreamKY



22 trainings providing youth service organizations with strategies to prevent abuse were conducted statewide.

2017

Register online at: www.peaky.org/KidsAreWorthIt



Thursday, September 23rd

Workshop Series E

1:30 PM - 2:30 PM

E1. Working Together to Keep Our Kids Safe from Suicide

Beck Whipple

Statewide Suicide Prevention Coordinator



Youth Suicide Prevention is everyone's business. Join us to learn what you and your organization can do to help young people maintain their mental wellness. Kentucky, we do Suicide Prevention together.

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E2. Speaking Out Safely: Disrupting Cycles of Intergenerational Abuse and Lifelong Harms

Donna Pollard



Survivor's Corner

With cycles of abuse often spanning multiple generations, it is critical service providers offer accessibility to address childhood traumas in both caregivers and children. Oftentimes, healing from childhood abuses begins when the survivor feels safe and empowered to disclose the abuse. While speaking out can be a transformative experience for deepening the healing of individuals and advancing community protections, sharing one's history of abuse can also be re-traumatizing without supportive internal and external resources. *Speaking Out Safely: Disrupting Cycles of Intergenerational Abuse and Lifelong Harms* is a 60 minute interactive field guide for multidisciplinary professionals and survivors alike, providing insight into the cycles of abuse, trauma bonding, and the grooming process as well as strategies to support adult and child survivors once abuse has been disclosed.

First "Ask the Expert" premiered with Joel Griffith discussing grandparents raising grandchildren.



Ask The Expert: Grandparents Raising Grandchildren

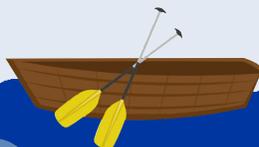
Series of PSAs raising awareness for child sexual abuse prevention were developed and promoted.



Anytime, Anywhere PSA 60sec

*For more details, see page 17.

2018



#KAWI2021

Register online at: www.pcaky.org/KidsAreWorthIt

#MovingUpstreamKY

Tuesday, September 28th

Workshop Series F

10:00 AM - 11:00 AM

F1. Meet Me Where I Am

Karen Hayden, M. Ed. & Racquel Strickland M. Ed., LPCC-S

Home of the Innocents

By nature, we are social creatures designed to help each other survive and thrive. We are dependent upon one another as social human beings. Naturally, we tend to gravitate toward those who are more like us, those we can relate to. Through awareness and connection, we have the potential to become an ally for others, specifically LGBTQ youth. Being an ally is not something one can lay claim to, it is earned through connection, support and upstanding against acts of intolerance. "Meet Me Where I Am" is an invitation to develop one's cultural competency around sexual orientation, identity, and expression. As human beings and those in human services roles, it is an ethical imperative that we meet those we serve where they are! Join us, become an upstander and earn the privilege of becoming an ally to those, who like you, want to be valued and accepted with the opportunity to love and be loved.

15

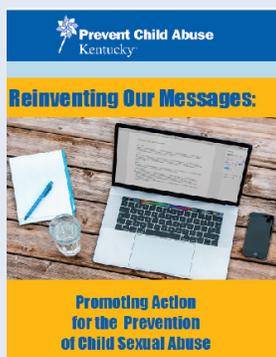
F2. "Headwater Villages" Primary Prevention & Collective Impact Principles

David Cozart

Lexington Leadership Foundation, Fatherhood Initiative and Commonwealth Center for Fathers and Families

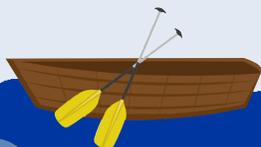
Communities, families, and children of today have as much potential and promise as ever, yet it seems this potential is all too often thwarted or unrealized. However, family service-providers face a host of challenges that seem to lie beyond the reach of the approaches, methods, and structures we have enlisted for decades. This session will discuss shifting from antiquated models focused on isolated intervention within individual organizations and move to broad cross-sector coordination which is required for large-scale change and primary prevention impact. This necessary shift to collaborative approaches and collective leadership will be expressed particularly through existing efforts in the Commonwealth to address and increase the protective factor of positive fatherhood engagement.

After undergoing training with communications expert Dr. Lynn Davey, PCAK released "Reinventing Our Messages" toolkit to motivate action in preventing child sexual abuse.



Award-winning Safe Sleep and Abusive Head Trauma prevention video is released.

*For more details, see page 17.



2019

#KAWI2021

Register online at: www.peaky.org/KidsAreWorthIt

#MovingUpstreamKY

Thursday, September 30th

Workshop Series G

1:30 PM - 2:30 PM

G1. Child Physical Abuse 101: What Investigators Need to Know

Melissa L. Currie, MD

FAAP Chief, Norton Children's Pediatric Protection Specialists, Professor of Pediatrics, University of Louisville School of Medicine



In this session, the basics of common inflicted injuries will be covered, including the TEN-4 Bruising Rule. Participants will learn how to distinguish inflicted from accidental injury, as well as the basics of clinical photography. Please note: This session involves photographs of injured children that may be disturbing to some learners.

16

G2. Child Sexual Abuse Prevention: Getting the Message to Everyone through the "Are They Good for Your Kids" Campaign

Emily Bandy

Prevent Child Abuse Kentucky

Janna Estep Jordan, MSW

Prevent Child Abuse Kentucky

Prevention agencies have been working to combat ill-informed prevention strategies such as "Stranger Danger" or "Good Touch, Bad Touch" that have been ingrained in local culture for decades. In this workshop, Prevent Child Abuse Kentucky will explore the steps taken to understand the current understanding of child sex abuse prevention among the general population and service providers in their state, how they utilized this data to create and distribute evidence-informed messages, and how service providers believe this effort is creating change in local communities.

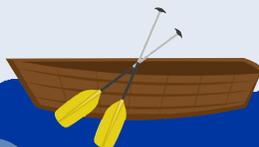


*Workshop details above!

2021

With funding from the Child Victim's Trust Fund, PCAK created the "Are They Good for Your Kids?" Campaign to educate Kentuckians on how to prevent child sexual abuse before it ever occurs.

Learn more about this campaign and how you can apply it to your own work in our workshop!



#KAWI2021

Register online at: www.peaky.org/KidsAreWorthIt

#MovingUpstreamKY

Celebrating
25
years
Moving Upstream

Our guiding principles in the late 90's reflected our commitment to cultural diversity and respect. We have not wavered. **1996**

PCAK hosted a parenting program in a minimal security prison. F.A.C.T. (Fathers and Children Together) taught fathers communication skills, healthy childhood development, nurturing/attachment and much more.

PCAK Mission:
To prevent the abuse and neglect of Kentucky's children.

Core Values

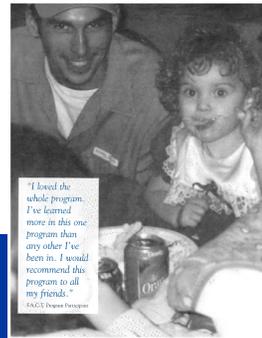
- Valuing Children: Every child deserves to be cherished and nurtured in a safe environment. Harms a child in any way is unacceptable. We seek to raise the value society places on children and to prevent abuse and neglect, so that our state's children can grow to their full potential.
- Strengthening Families: We believe that family members and caregivers want to be successful in raising children. We help strengthen families and prevent child abuse and neglect by providing families with the information and support they need and want.
- Engaging Communities: The prevention of child abuse and neglect occurs most effectively at the local level. In safe and caring communities, by using common sense, parents, educators and adults they need to care for and nurture their children, we will prevent child abuse and neglect.

Guiding Principles

- Leadership: We will provide leadership to advance the cause of child abuse and neglect prevention.
- Collaboration: We will seek opportunities for collaboration and shared leadership with individuals and organizations that share our mission and our values.
- Integrity: All of our actions will be guided by adherence to the highest standards of conduct.
- Diversity and Respect: We embrace diversity in all aspects of our organization, from the people with whom we work, collaborate and serve, to the ideas and solutions we develop in support of our mission. We are committed to providing an environment in which people, their cultures, their ideas, their beliefs and their opinions are respected.

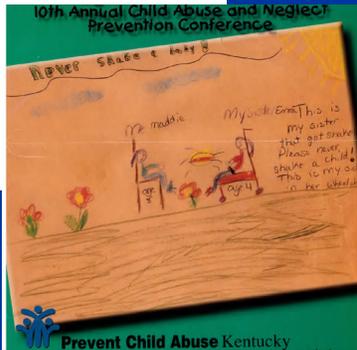
1997

2000

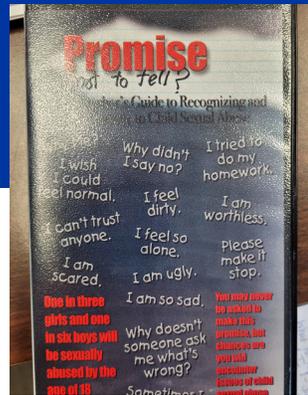


The 10th Annual Kids Are Worth It!® Brochure cover included artwork from our Child Abuse Prevention Month art contest. Winner Maddie drew her and her sister, a survivor of Abusive Head Trauma.

2006



2003



1-800-CHILDREN was known as the Parent Helpline. During this year, over 2,000 calls were answered by PCAK.

PCAK launched an educational program for educators entitled *Promise Not to Tell*. This program taught school personnel how to recognize, respond and report child maltreatment.

2009

September 10th, 2009 WORKSHOPS
3:45p.m. - 5:00p.m.

IN: WHAT'S RACE GOT TO DO WITH IT? AN HONEST CONVERSATION ABOUT THE IMPACT OF RACISM ON THE CHILD WELFARE SYSTEM
Please note: this workshop is limited to the first 40 registrants.
Carol Taylor, MSW - Program Director, Comprehensive Family Services, University of Kentucky College of Social Work Training Resource Center
There is a big pink elephant in the living room of the child welfare system: racism. We see it everyday and we walk around it on a daily basis. The question is: what can we do about it? This workshop will provide a safe environment for people to have an honest conversation about race, learn how it affects the entire child welfare system and ways that organizations can effectively address it.

IT: CHILD SEXUAL ABUSE: Myth vs. Reality
Jacqueline Sogomonian, M.D. - Associate Professor of Pediatrics, UK College of Medicine and Pediatrics, Child Advocacy Center of the Bluegrass
This workshop will address common misconceptions regarding the medical examination of the sexually abused child. Recent studies and research will be discussed that relate some of the myths surrounding medical findings and the medical examination in child sexual abuse and those that support the (sometimes startling) realities.

IS: A CORONER'S ROLE IN CHILD DEATHS
Brian E. Rutledge - Anderson County Coroner; Executive Secretary of Kentucky State Coroner's Association
Presentations will give an understanding of the role of the coroner in multiple types of child death.

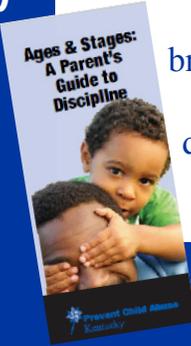
PCAK understands the importance of racial equity. We brought attention to the impact of racism on the child welfare system through a 2009 workshop.

#KAWI2021

Register online at: www.peaky.org/KidsAreWorthIt

#MovingUpstreamKY

2010



The Ages and Stages brochure was introduced, outlining healthy discipline strategies for caregivers.

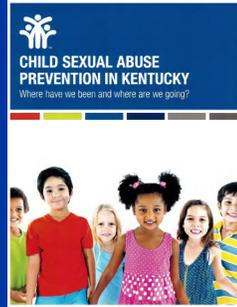
Celebrating
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2011



Businesses play a crucial role in child maltreatment prevention. This photo highlights a Fleming County business participating in Child Abuse Prevention Month.

2012



With funding from the Child Victim's Trust Fund, PCAK surveyed communities about the state of child sexual prevention. 15 action plans were created to boost child sexual abuse prevention efforts at a local level.

2013



Pulaski County hosted a proclamation signing during Child Abuse Prevention Month. Efforts to bring awareness to prevention efforts at a local level continue statewide to this day.

The Love Interest Brochure was introduced, encouraging caregivers to think about who they allow into their children's lives.

2014

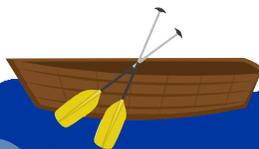


2017

The first screening of Resilience took place in Northern Kentucky with the help of our partners, Family Nurturing Center.



HOSTED BY



Celebrating
25
years
Moving Upstream

2017

22 trainings were conducted statewide to provide youth serving organizations with strategies to prevent child sexual abuse.



2018

A series of nine public service announcements were created to raise awareness and educate about child sexual abuse prevention.



The first *Ask the Expert* was filmed with former PCAK staff member Joel Griffith on Grandparents Raising Grandchildren. Since then, we have spoken to 25 experts about how to keep children safe!

Our public health award-winning safe sleep and abusive head trauma prevention video was released in 2019. Since then, it has been distributed to birthing hospitals statewide.



2019



After intensive research and training with Dr. Lynn Davey, communications expert, PCAK released a toolkit, webinar and training on “Reframing our Messages” to motivate community members to action for child sexual abuse prevention.

2021



With funding from the Child Victim’s Trust Fund, PCAK created the “Are They Good for Your Kids?” Campaign to educate Kentuckians on how to prevent child sexual abuse before it ever occurs. Learn more in our workshop (page 16)!

How will the virtual format work?

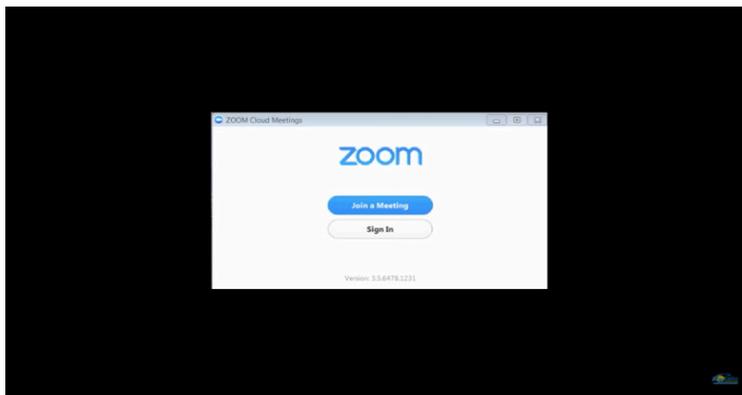
Throughout September, two workshops will be offered on Tuesdays from 10 a.m. to 11 a.m. (ET) and Thursdays from 1:30 p.m. to 2:30 p.m. (ET). Each one hour workshop will also include an additional ten minutes for participants to ask questions. You may register for each workshop or plenary at a rate of \$20 or a full conference registration for \$100 and have the option to choose up to seven workshop selections throughout the month. Pre-registration is required. After you complete the registration process, you will receive a confirmation email with your selections. Several days prior to each virtual event you will receive an email with the ZOOM link and password required to enter your workshop, keynote or fireside chat. These emails may go to your “junk” or “clutter” folders. Please check those folders to ensure you receive your links.

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How does the ZOOM virtual platform work?

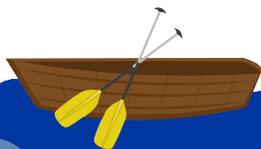
If you have not already, please go to <https://zoom.us/download> and set up a free account. It is suggested you download the free app to your desktop, tablet, laptop or the device you will be using to attend the conference. Due to CEU and training certificate usage, it is best if we can match your attendance to your ZOOM account.

Here is a helpful video:



When you enter a workshop or the keynote, please make sure you have your name listed on your participant box. Once you enter the room, if your name is not listed, you can hover over the top right corner of your personal box, click on the three dots and select “Rename.”

Please make sure your device has a camera function. Social connections are important and we want to see your smiling faces.



What is the cancellation policy?

2021 Kids Are Worth It! (R) Conference Cancellation Policy: Conference registration may be cancelled by submitting a request in writing by August 27, 2021. Written requests may be submitted by emailing pcaky@pcaky.org. Refunds, minus a processing fee totaling 12% of your invoice total will be issued ONLY for written cancellations received by August 27, 2021.

PLEASE NOTE:

- *Telephone and verbal cancellations will not be accepted.
- *PCAK is not responsible for cancellation requests not received.
- *REFUND REQUESTS WILL NOT BE ACCEPTED AFTER THE POSTED DATE.
- *NO-SHOWS WILL BE INVOICED - NO EXCEPTIONS.

In lieu of canceling, you may transfer your registration to another person without penalty. Please allow 6-8 weeks for processing of any approved refunds. PCAK shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, PCAK reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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How do I obtain CEU's or receive a certificate of completion for the workshops I attend?

When you register, we will ask what CEU or type of training certificate you need. If you are required to submit a license number, please do so upon initial registration. Workshops are one hour in length, therefore in order for us to verify your attendance, you must be present for 80% of the workshop. Once you sign into the ZOOM workshop, your time will be recorded. It is important you ensure your name is associated with your ZOOM account. Certificates will be distributed by mid-October via the email you provided during the registration process. Evaluations are not only critical to quality improvements but are required by continuing education providers. At the conclusion of each workshop, a link to survey monkey will be emailed to your email. The survey monkey link will also be displayed in the ZOOM chat box. Completion of the survey is required to receive your CEU's.



CEU Information

PCAK has applied for continuing education credit for various professions represented by Kids Are Worth It!® conference attendance. Please refer to your profession for important information. Please contact us at 859-225-8879 or pcaky@pcaky.org with questions.

Anyone requesting CEUs or any other form of training credit hours **MUST be present for 80% of the workshop**. Once you sign into the ZOOM workshop, your time will be recorded. It is important that your name is associated with your ZOOM account. Evaluations are not only critical to quality improvements but are required by continuing education providers.

- ❁ Nurses, Alcohol and Drug Counselors. Licensed Professional Counselors (*pending minimum of 1 hour to 13 hours*).
- ❁ **CLEs / CJE's**: CEU's approved for 10 hours of credit. Approved workshops include the Pre-Institute August 31, Series A: 1, Series B: 1 & 2, Series C: 2, Series D: 1 & 2, Series E: 1, Series F: 1, Series G: 1, and Keynotes: Sept. 2, Dan Heath, Sept. 15, Dr. Antle and Sept. 16, Rev. Armstrong.
- ❁ **DCBS/TRIS**: Participants will receive training credit for sessions attended. Participants can receive up to 13 hours of training credit.
- ❁ **FOSTER PARENTS**: Participants can receive up to 4 hours of training credit. Approved workshops include the following: B1, E1, E2, F1.
- ❁ **ECE TRAINING CLOCK HOURS**: ECE continuing education credit is approved for up to 11 clock hours. All workshops and keynotes occurring September 2-September 30 qualify for ECE-TRIS credit. Participants must attend 80% of the workshop.
- ❁ **GUIDANCE COUNSELORS/TEACHERS/SCHOOL PROFESSIONALS**: This conference is listed on the Professional Development Bulletin Board for teachers and educators and is approved for 12.5 hours credit.
- ❁ **EDUCATION/INSTRUCTIONAL LEADERSHIP HOURS**: According to 704 KAR 3:325 Section 3 (2) (a) "An instructional leader may count attendance at educational conferences up to six (6) hours of credit each school year."
- ❁ **FAMILY RESOURCE AND YOUTH SERVICES CENTER STAFF**: This conference is approved for up to 13 Professional Development hours for Family Resource and Youth Service Center Staff. Approval code is **0162122**.
- ❁ **SOCIAL WORK**: This conference is approved for up to 13 CE credits through the Kentucky Board of Social Work. PCAK is approved by the Kentucky Board of Social Work to sponsor continuing education for credential holders (KBSWSP 2021007). PCAK maintains responsibility for this program and its content. Participants must be present 80% of the workshop and complete a workshop evaluation to verify attendance.
- ❁ **PSYCHOLOGY**: Psychology Continuing Education Credits are approved for up to 13 hours. All workshops, keynotes and the pre-conference institute are approved with the exception of A2, B1 and D1.
- ❁ **HANDS WRAPAROUND HOURS**: HANDS Wraparound Hours are approved for the pre-conference institute all keynotes and workshops. Up to 13 hours can be obtained.

There is no known commercial support for this program or presenters. Additionally, there are no known conflicts of interest. Each presenter is responsible for the content of their individual presentation.



How will virtual exhibits work?

All participants will have the opportunity to attend virtual exhibits. Exhibitors will be available to provide an overview of their programs, services and resources. Time will be allotted for questions.

Two exhibitors will be featured every Tuesday in September from 9:15 a.m. ET to 9:45 a.m. ET and every Thursday from 12:45 p.m. ET to 1:15 p.m. ET. Links to connect to exhibitors will be emailed in advance of the Conference.

Stay tuned for a list of our amazing exhibitors!

Hosting and attending virtual conferences are new for all of us. As we move forward, please let us know if you have any questions or feedback. Contact pcaky@pcaky.org

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Registration Information

How do I register?

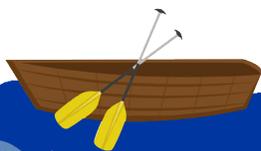
Register online at www.pcaky.org/KidsAreWorthIt, mail-in or email your registration form to Prevent Child Abuse Kentucky.

Pre-registration ends August 26, 2021.

Mail: 801 Corporate Drive, Ste. 120
Lexington, KY 40503

Phone: 859-225-8879

Email: pcaky@pcaky.org



What are my registration options?

We recognize how busy conference participants may be. Therefore, we are offering you the opportunity to purchase one workshop, two, three or up to seven workshops under the full conference registration rate. A full conference registration will include the ability to choose up to seven workshops, participate in exhibit opportunities, attend keynote sessions and gain access to the pre-conference institute.

A list of registration options is below:

Registration Type	Registration Fee	Notes
Each Workshop	\$20	Includes access to all exhibits. <i>*Does not include Keynotes (3) nor pre-conference institute</i>
Each Workshop - PCAK Partner Rate <i>Must be a partner prior to May 1, 2021</i>	\$15	Includes access to all exhibits. <i>*Does not include Keynotes (3) nor pre-conference institute</i>
Each Keynote	\$20	Includes access to keynote only
Each Keynote - PCAK Partner Rate <i>Must be a partner prior to May 1, 2021</i>	\$15	Includes access to keynote only
Pre-Conference Institute	\$20	Includes access to pre-conference institute only
Pre-Conference Institute - PCAK Partner Rate <i>Must be a partner prior to May 1, 2021</i>	\$15	Includes access to pre-conference institute only
Full Conference Package	\$100	Includes 7 workshops, access to keynotes, pre-conference institute and exhibits
Full Conference Package - PCAK Partner Rate <i>Must be a partner prior to May 1, 2021</i>	\$75	Includes 7 workshops, access to keynotes, pre-conference institute and exhibits

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**If you plan to register 5 or more individuals within your organization, you may qualify for a reduced rate. Please contact Laura at landerson@pcaky.org.*

**All DCBS registrants need to contact the DCBS Training Branch for participation.*

**If you are uncertain whether your organization is a Partner in Prevention, please visit the following link <https://tinyurl.com/yceffj4q6> or email us at pcaky@pcaky.org.*





25th Annual Kids Are Worth It!® Conference

August 31st - September 30th, 2021



Registration Form

If more than one person from an agency is registering, please use separate forms for each person.

Please contact pcaky@pcaky.org for group rates.

All DCBS registrants are processed through internal DCBS channels.

By completing and submitting this form, you acknowledge you have read and agree to the cancellation policy found at www.pcaky.org/KidsAreWorthIt.

First and Last Name (Please print clearly above)

Agency/Organization

Mailing Address

City, State, ZIP

County of work

Phone

Email

T-shirt Size

The first 100 registrants will receive a t-shirt. Sizes are limited.

Occupation?

- Legal
- Mental Health
- Law Enforcement
- Community Social Service Provider
- Medical
- Education
- Child Care
- DCBS
- Faith Based
- Advocate
- FRYSC
- Other

Conference Selections

Please select which events you will be attending. Full Conference registration allows you to attend one workshop during each time slot, all keynotes and the pre-conference institute.

Series A

10:00 - 11:00 am - September 7

A1 _____ **A2** _____

Series B

1:30 - 2:30 pm - September 9

B1 _____ **B2** _____

Series C

10:00 - 11:00 am - September 14

C1 _____ **C2** _____

Series D

10:00 - 11:00 am - September 21

D1 _____ **D2** _____

Series E

1:30 - 2:30 pm - September 23

E1 _____ **E2** _____

Series F

10:00 - 11:00 am - September 28

F1 _____ **F2** _____

Series G

1:30 - 2:30 pm - September 30

G1 _____ **G2** _____

Pre-Conference Institute

Metro United Way Racial Wealth Gap Simulation

10:00 am - 12:00 pm - August 31

YES _____ **NO** _____

Keynote Speakers

Dan Heath

10:00 - 11:00 am - September 2

YES _____ **NO** _____

Becky F. Antle, PhD, MSSW, LMF

9:30 - 11:00 am - September 15

YES _____ **NO** _____

Rev. Darrell L. Armstrong

1:30 - 2:30 pm - September 16

YES _____ **NO** _____

Payment Information:

Check (payable to PCAK)

Purchase Order

Visa

MasterCard

American Express

If paying by check, please indicate the amount enclosed:

If paying by Purchase Order, include number:

If I am one of the first 100 registrants, I would like to receive Dan Heath's book, *Upstream*.

I am a PCAK Partner as of May 1, 2021. Yes No

Yes No

Credit Card Number

Expiration Date

Amount to be charged

Cardholder Name

Cardholder Signature

Billing Zip Code



25th Annual

Kids Are Worth It!® Conference

August 31st - September 30th, 2021

Workshops Every Tuesday & Thursday

Virtual Conference

**801 Corporate Dr., Ste. 120
Lexington, KY 40503**

pcaky@pcaky.org

www.pcaky.org

859.225.8879

#KAWI2021

