

Prevent Child Abuse Kentucky™ *Annual Report 2020*



OUR MISSION:

*To prevent the abuse and neglect of
Kentucky's children through advocacy,
awareness, education and training.*

July 1, 2019 - June 30, 2020

**EVERY 18 MINUTES, A
CHILD IS FOUND TO BE A
VICTIM OF CHILD ABUSE
OR NEGLECT IN KENTUCKY.**

**PREVENTION BEGINS WITH
ALL OF US.**



@PCAKY



@preventchildabuseky



@PCAKY

STAFF:

(As of November 2020)

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Emily Bandy, BS
Brandy Britton, BS
Janna Estep Jordan, MSW
Jill Seyfred (Executive Director), MSW
Olivia Thompson, BS
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(As of November 2020)

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"The truth is, children live in families, who live in communities, who live in societies, so each of us has a role to play in prevention."

- Dr. Melissa Merrick, President and CEO of Prevent Child Abuse America

ADVOCACY:



During the 2020 fiscal year, Prevent Child Abuse Kentucky ***advocated for children and families' well-being*** through a series of public policy priorities. We are thankful for our partners at Top Shelf Lobby for their pro-bono work on our behalf, and on behalf of Kentucky's families.



The Launch of the Legislative Action Network!

Through the Legislative Action Network, Prevent Child Abuse Kentucky is empowering Kentucky citizens to involve themselves in the legislative process to advocate for children and families.

- ❁ Over **140 invested subscribers** engaging at high rates.
- ❁ **268 total clicks** to contact representatives and stay abreast of legislative processes.
- ❁ [Click here to view our 2020 public policy priorities.](#)



AWARENESS:

At Prevent Child Abuse Kentucky, we know child abuse and neglect can be prevented. Bringing awareness to prevention efforts and ways the community can be involved is critical to our mission and vision. We can all build a brighter future for Kentucky's families *if we work together*.

Volunteers and Partners make a difference!

- ✿ Volunteers provided **840 hours of service** this year with an **estimated value of \$20,824**.
- ✿ **238 Partners in Prevention** assisted Prevent Child Abuse Kentucky in our mission during the 2020 fiscal year through financial support, awareness campaigns and more!

Follow us on social media!

Over the course of the 2020 fiscal year, we increased our following across social media platforms by **nearly 2,000**.

Click the icons to follow:



Thank you for making Child Abuse Prevention Month 2020 such a success!

April, Child Abuse Prevention Month, is one of the *largest awareness campaigns for child abuse and neglect prevention across the nation*. We appreciate our partners, donors and supporters for making April 2020 a success - even though it looked much different this year.

- ✿ Staff planted **2,700 pinwheels** on the Capitol lawn, **each representing 20 live births in Kentucky**. All children deserve happy, safe childhoods.
- ✿ **47,848 pinwheels** were distributed statewide to raise awareness for prevention efforts.
- ✿ Despite the challenges of COVID-19, PCAK was able to track **38 prevention events and activities across the state**.

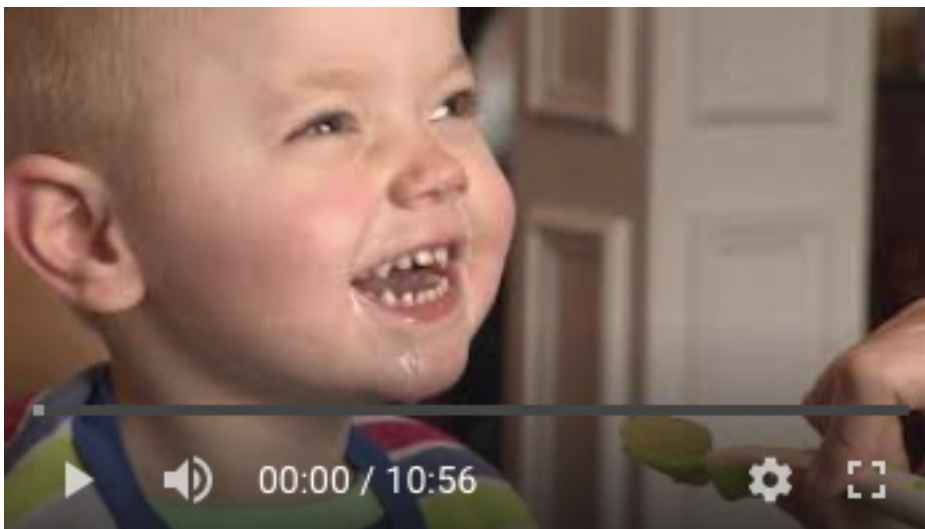


EDUCATION:

When community members, professionals, parents and caregivers are **armed with prevention education**, children have the opportunity to grow in **safe, healthy environments**. During the 2020 fiscal year, Prevent Child Abuse Kentucky was able to provide educational materials to the Commonwealth in a variety of mediums.

Abusive Head Trauma Prevention and Safe Sleep Strategies Video is Distributed to Hospitals Statewide!

Thanks to The Renner Family, WellCare Health Plans of Kentucky and the Kentucky Hospital Association, Prevent Child Abuse Kentucky has been able to distribute this educational video **equipping new parents and caregivers with strategies for safe sleep and abusive head trauma prevention to birthing hospitals across the state.**



We are thankful to the Kentucky Public Health Association for recognizing these efforts.



EDUCATION:

(Continued)

Materials Distributed:

56,350 pieces of educational material were distributed across the Commonwealth during this fiscal year.



Parent Education Programming:

Prevent Child Abuse Kentucky offers a parent education network across the state, *equipping parents of children at every age with the knowledge and tools they need to be the best they can be for their children.*

During the 2020 fiscal year, our parent education providers across the state served a total of **11,950 parents and caregivers.**



"Honestly when my social worker asked if I'd be willing to come to parenting class I said yes, but really thought it was silly and that I didn't need it. It has really surprised me. I really think all parents should come whether they are asked, court ordered or not. It has been so helpful and I have learned so much. I'm glad I came. It has helped me understand my children more & taught me better ways to handle situations. I believe my relationships with my children will improve & benefit from this."

- Parent Education Participant

TRAINING:

As professionals, caregivers and advocates are armed with the right training and tools child abuse and neglect is prevented. Prevent Child Abuse Kentucky **conducts trainings across the state to equip adults with the knowledge they need to feel prepared to prevent abuse and neglect.**

✿ During the 2020 fiscal year, **26 trainings** were conducted statewide to **1,745 individuals.**



Image taken pre-COVID

“The depth of the topic was great! It was wonderful to have ideas and tips rather than just awareness and statistics!”

- Training Participant

The Kids Are Worth It!® Conference:

Data collected pre-COVID - September 9-10, 2019

The Kids Are Worth It!® Conference is the only statewide multidisciplinary conference of its kind across Kentucky. Prevent Child Abuse Kentucky is honored to provide **critical training hours for professionals, advocates and caregivers** which aid in their prevention efforts through this conference.

✿ **604 participants** joined us for the 23rd Annual Kids Are Worth It!® Conference at the Lexington Convention Center.

✿ **100% of participants were satisfied or extremely satisfied** with their conference experience.

✿ 94.12% felt **better prepared to prevent child abuse and neglect.**

✿ 98.03% learned of a new resource to assist in their work to **improve outcomes for families and children.**



Image taken pre-COVID

“The workshops sessions were all so great! I wish I could've went to them all. I loved getting to meet all of the community partners that were exhibiting too! Plenary speakers were great, and the variety of speakers were wonderful.”

- Kids Are Worth It!® Conference Participant

ALL DONORS:

\$1,000 and above

July 2019 - June 2020

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\$0.86 cents of every **dollar** raised is poured back into the community through **programs and services.**



Click here to view a full financial report.