Dear Supporters,

The past year has been hard – physical distancing; virtual school; juggling work, school, and family all from home; Zoom fatigue; vaccination-envy; racial inequity; postponed weddings and graduation celebrations; and continuous worry about getting sick for ourselves, our families, and friends.

At Prevent Child Abuse North Carolina (PCANC), we’ve talked about how it’s all been “too much-ery.” Yet, our team is extraordinarily resilient and dedicated to building safe, stable, nurturing relationships and environments for North Carolina’s children and families.

That resilience and dedication, bolstered with a commitment to being data driven, should be clear as you read through this Impact Report. Despite a pandemic, PCANC staff has persisted in our work to build capacity to prevent child maltreatment and to make prevention a larger priority in our state. From expanded public awareness efforts to building parenting program capacity in a virtual environment, from two statewide conferences to building evaluation and exploration capacity, our team has remained steadfast in our commitment to prevent child abuse, North Carolina!

Thank you for your support for our work…because childhood lasts a lifetime,

Sharon Hirsch, President & CEO

Capacity Building

Engaging Prevention Professionals

Prevention Action Network

The Prevention Action Network (PAN) gives individuals and agencies who support families with children access to trainings, research, and statistics, as well as a network of peers who are also committed to ensuring all of North Carolina’s children and families remain strong. Several professional development opportunities were offered throughout the year, including webinars on topics such as “Economic and Concrete Supports as a Prevention Strategy” and “Recognizing, Supporting, and Advocating for Children of Incarcerated and Returning Parents.”

It was clear, well-paced, and engaging. I really appreciated the ‘quiz questions’ as they helped me check whether I was fully understanding and following along. Both Melea and Jessica were engaging in the way that they talked through the topic.

- PAN Member
Online Courses by the Numbers...
Recognizing & Responding to Suspicions of Child Maltreatment

- **99.6%** Passed
- **19,567** Total Completed
- **99** NC Counties Participated

Number of participants by industry:
- Child Care: 25,501
- Preschool: 7,755
- K-12: 3,641
- Non-Profit: 1,848
- Parks: 120
- Other: 3,790
- Faith: 367

What is Prevention?
- **96.7%** Passed
- **2,745** Total Completed

PCANC hosted a **free, virtual, one-day conference** where community members could learn from experts about how to prevent Adverse Childhood Experiences (ACEs) in North Carolina.

**Keynote Speakers:**
- Leslie Crutchfield, Author of *How Change Happens*
- Kody Kinsley, Deputy Secretary, NC Department of Health & Human Services

Prevent Child Abuse North Carolina’s **biennial Learning & Leadership Summit** offers insight into strategies for increasing protective factors and building connections, effective implementation, public awareness, and advocacy skills for anyone interested in going upstream to prevent child abuse.

**Keynote Speakers:**
- Dan Heath, Author of *Upstream*
- Melissa Merrick, CEO, Prevent Child Abuse America
North Carolina’s First Regional CPAP

PCANC offers support to interested community members who want to build Community Prevention Action Plans (CPAPs). The CPAPs are based on the Strengthening Families Protective Factors Framework and are built by community members across all sectors. The stated mission of the plans is to educate, empower, and support communities to implement effective child abuse and neglect prevention strategies so every child grows up in a safe, stable, nurturing environment.

PCANC received a grant from The Kate B. Reynolds Charitable Trust to facilitate the creation of a Regional CPAP in Southeastern NC, in partnership with agencies from Robeson, Bladen and Columbus Counties.

Despite COVID-19, the planning group completed an environmental scan of the region, hosted several (virtual) Community Cafés and conducted a Parent & Caregiver Survey in order to ensure that local families could express what support they felt was needed in their community.

Supporting Parenting Education Programs in NC

Parenting education can be delivered in a home setting (home visiting) or group setting (parenting education groups). Home visiting programs help parents gain basic parenting skills by matching new families with trained providers, such as nurses, social workers, or parent educators. Similarly, group-based parenting education increases the skills and knowledge of parenting and child development but in a setting outside of the home.

Evidence-based parenting education, whether delivered in the home or in a group setting, has been shown to prevent child abuse and neglect. However, to truly have an impact, it is crucial that these programs are implemented effectively. Research shows that programs are most effective when providers receive regular ongoing support.

Across North Carolina, PCANC supports agencies and trained professionals who offer parenting support programs that teach strategies for handling challenges, understanding developmental milestones, and provide opportunities for parents to connect with one another for support.

Circle of Parents, The Incredible Years, & Strengthening Families

Despite shifting all support services to a virtual format due to the COVID-19 pandemic, Prevention Programs Specialists maintained strong relationships with agencies and had a positive impact on coordinators/facilitators’ skills and overall programmatic outcomes.
Triple P
PCANC also provided professional development specific to agencies delivering and supporting Triple P across North Carolina.

Intermediary Support by the Numbers...

- 23 on the Triple P PASS Model/Coaching Best Practices/Facilitation skills
- 7 on Communications
- 5 on Policy Advocacy

PCANC Staff, they are awesome... they come up with such great ideas. They are not even telling you; they are making you think... that is why I find what you are doing so effective.
- Triple P Agency Staff

Raising Public Awareness

Child Abuse Prevention Month (CAPM)
Communities statewide planted (real and virtual) pinwheels and attended virtual events throughout the month such as Wear Blue Day, #BeAConnection Campaign, Children’s Sabbath Celebration, and National Child Abuse Prevention Digital Advocacy Day.

CAPM by the Numbers...

- 559 New Social Media (SM) Followers
- 4,000 Total Engagement with CAPM SM Posts
- 495 People reached in 13 CAPM information sharing sessions
- 9,300 Pinwheels distributed
- 10,000 Partners received CAPM Resource Packets

Parenting Education Awareness Month
February 2021 was the first-ever Parenting Education Awareness Month in North Carolina. PCANC worked with partners at NC Partnership for Children, the Think Babies™ NC Alliance, and the Home Visiting and Parenting Education (HVPE) Communications Work Group to write a proclamation and develop a communications plan for the month.
Policy

Regional Policy Institutes

Last year, PCANC hosted free, virtual Regional Policy Institutes in partnership with the NC Collaborative for Children, Youth and Families.

Each Institute offered youth, family members and advocates an opportunity to develop their skills in impacting legislation and policy related to preventing child abuse.

Click here to access recordings of these events.

Institutes by the Numbers...

1,000+ Registrations

4 Regional Institutes

92% Increased knowledge of the ways to effectively advocate

4.4 out of 5 stars Respondents satisfied with the Institute

Progress on Key Projects & Policies

The 2021 NC legislative session led to several of our policy priorities having bills introduced including:

- Recovery Rebate for Working Families Act (Reinstate the State EITC) (H499/S576)
- NC Paid Family Leave Insurance Act (S564/H597)
- Enact Kin Care and Safe Days Act (H875)
- NC Healthy Pregnancy Act (H514)
- Enact Parental Leave for State Employees (S648)

We were pleased to see Governor Cooper’s budget recommendations included reinstating the NC State Earned Income Tax Credit.

Special Event with District Attorney Ben David

In May 2021, PCANC hosted District Attorney (DA) Ben David for a special presentation on how direct service providers and courthouse professionals in New Hanover County work together to prevent crime and reduce recidivism using the science of resilience and Adverse Childhood Experiences (ACEs).

DA David’s presentation explored best practices developed in southeastern North Carolina and provided the tools for others to bring similar resources to their communities.

Survey Respondents...

4.7 out of 5 stars Respondents satisfied with the presentation

It made me feel confident in my advocacy skills again and renewed my interest in calling legislators.

- Policy Institute Attendee

This webinar helped me to realize even more the importance of advocating for young people. I am more excited to take what I have learned and continue to advocate for the youth in my community.

- Policy Institute Attendee

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Investing in Evaluation

Since 2018, the Evaluation team has grown from one Evaluation Specialist, responsible for evaluating implementation support services and providing data coaching to external partners, to three team members tasked with evaluating projects across the agency.

In additional evaluating projects, the Evaluation Team is also:

- Leading a landscape analysis project on Family Resources Centers in NC
- Co-leading a research project with the policy team
- Managing the evaluation contract for IY, Circle and SFP on behalf of NC DSS
- Conducting the program evaluation of Triple P Level 4 on behalf of NC DSS
- Managing grant reporting for eight different grants

Evaluation Team by the Numbers...

- 10 Externally-facing projects
- 4 Internal projects
- 235 Evaluation Reports
- Developing & managing 6 databases
- Developing & managing 5 dashboards

New staff members have not only allowed PCANC to evaluate more projects but have also provided additional support to teams. This past year, the Evaluation Team piloted a report reflection meeting process. For every PCANC training and webinar, the team creates the evaluation plan and develops a report. They then meet with teams to reflect on the results and set action steps based on the feedback.

Comprehensive Staff Survey

The Evaluation Team developed a survey for PCANC’s staff to establish a baseline for progress towards three objectives in the agency’s strategic plan, professional and technological support, equity, and internal communications. The team administered the survey, analyzed the results, and produced a 38-page report with the findings and synthesized recommendations to address opportunities for improvement.

Child Sexual Abuse (CSA) Prevention Landscape Analysis

In February of this year, PCANC received funding from The Oak Foundation to identify emerging or existing needs for policy, workforce development and/or public awareness in the primary prevention of CSA in North Carolina.

PCANC contracted with ETR Services to conduct a formal landscape analysis of CSA prevention in North Carolina and to identify PCANC’s role in the work and determine a strategy for moving forward.

What has been accomplished to date:

- Selected ETR Services to conduct analysis
- ETR conducted focus groups with PCANC Staff
- ETR reviewed literature on CSA prevention strategies and published a white paper summarizing their findings.
- PCANC met with The Oak Foundation for mid-project reporting.
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