Ready to Roll Off the Tipping Point

INSIDE:
- Supporting and Scaling Evidence-Based Programs  Pages 3 - 5
- Building Community Will to Support Prevention  Pages 7 - 10
- Building Policy Support for Prevention  Page 11

Prevent Child Abuse North Carolina™

ANNUAL REPORT FY 2017 - 2018
In his widely acclaimed book, *The Tipping Point: How Little Things Can Make a Big Difference*, Malcolm Gladwell defines the Tipping Point as “that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.” Prevent Child Abuse NC (PCANC) has experienced a rich, vibrant, and deeply impactful year. We have made friendships and alliances with nontraditional partners. Our message that **Prevention is About All of Us** is not only being heard, it’s being repeated! Mr. Gladwell illustrates this phenomenon as required to reach the Tipping Point, “Two people may arrive at a conversation with very different conversational patterns. But almost instantly they reach a common ground.”

We have been both **pushed** and **pulled** towards the Tipping Point.

We have been **pushed** by the data revealing that our state is spending too much money on a preventable problem. In 2017 the NC Budget & Tax Center reaffirmed a 2010 study by Prevent Child Abuse America, that NC is spending $2 billion in downstream interventions with about $2 million state dollars being invested upstream in prevention.

We have been **pushed** by the data highlighting the coaching and technical assistance to the evidence-based programs we support.

We have been **pulled** by communities motivated to organize around child abuse prevention planning locally.

We have been **pulled** by brilliant partnerships seeking to align work to build strong families and ensure NC’s children are safe and loved.

We have been **pushed** and **pulled** by monumental investments in our work, championing the spread of our mission and message across the state.

Wow! The view is pretty good as we get closer to the Tipping Point! Join us and explore the journey of this past year in the following pages. And, join us as we continue to tip and roll with incredible momentum into our new year.

“The Tipping Point is a place where ... radical change is more than possibility.” Malcolm Gladwell

In deep gratitude,

Sharon Hirsch, President & CEO
Supporting and Scaling Evidence-Based Programs

Prevention Programs

Research indicates that program outcomes improve when practitioners receive ongoing support, including technical assistance prior to, during, and after implementation. PCANC is dedicated to providing support for quality implementation of Circle of Parents, The Incredible Years (IY) BASIC Preschool and School Age Parent Programs and Strengthening Families Program 6-11 (SFP).

This year PCANC began an exploration process to provide implementation support for the Positive Parenting Program (Triple P). Together with our partners at NC Department of Health and Human Services, The Duke Endowment, and The Impact Center at Frank Porter Graham Institute, we are very excited to begin serving agencies delivering the most rigorously studied and successful evidence-based parenting program, serving the entire population of our state, Triple P. We mark this year’s exploration of Triple P by:

- Capacity Building and Training
- Building Relationships with Triple P America Stakeholders
- Learning Systems
- In-depth Implementation Science Orientations
- Planning

We were thrilled to welcome Kimberly Ingram back to the helm of Prevention Programs in spring 2018.

As the Director of the Prevention Programs Team, I have the tremendous opportunity to partner with agencies across North Carolina, in support of effective implementation of parent education programs. Through this collaboration, we strive to ensure that agencies receive the support needed to ensure the best outcomes possible for families engaged in their parenting programs.

- Kimberly Ingram
  Director of the Prevention Programs Team

PreventChildAbuseNC.org
We polled 122 agency partners about our services; here is how they rated us:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility</strong></td>
<td>4.9/5 Stars</td>
<td>98% of respondents reported receiving timely support: “I wouldn’t change anything. We’ve been able to utilize our coach for as much support as we’ve needed.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-New Hanover Smart Start</td>
</tr>
<tr>
<td><strong>Coach Relationship</strong></td>
<td>4.6/5 Stars</td>
<td>The majority of agencies reported strong or very strong relationships with their coaches. “My coach has been invaluable to us and we thank you for allowing us to benefit from her expertise.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Fairgrove Family Resource Center</td>
</tr>
<tr>
<td><strong>Quality of Coaching</strong></td>
<td>4.5/5 Stars</td>
<td>“My coach did role plays with me so that I would feel more confident in helping my parents...My coach makes me feel that no matter what question I have is important.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Family Resources of Cherokee</td>
</tr>
<tr>
<td><strong>Use in Implementation</strong></td>
<td>4.1/5 Stars</td>
<td>The majority of agencies reported “Usually” using what they learned in coaching while implementing the three child abuse prevention programs.</td>
</tr>
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</table>

16,454 Miles Traveled for Site Visits

78 Site Visits

432 Coaching Calls

94% of agencies participated in orientation calls
Meet Dani, Our Data Specialist

Hometown
I was born in Somerville, NJ and raised in Locktown, NJ. It is a very small town. Very rural. I know all the New Jersey haters out there probably won’t believe it.

Degree
I have a bachelor’s from Elon University in Psychology with a minor in Public Health and a master’s in Public Health from University of North Carolina at Chapel Hill with a concentration in Health Behavior.

When did you develop your love of data?
I developed my love of data when I realized that it wasn’t just meaningless numbers, but a tool that can and should be used in every stage of program implementation. In the Peace Corps, the first three months of my service were spent conducting a community assessment. Without that data I would have had no idea how I could be most useful to the people I was there to work with. I could have wasted two years of my life while meaningfully doing work that no one need or wanted! I mean really when you think about all of the things data can do - from identifying community strengths to explaining programmatic outcomes - it is hard not to love it.

What has been the most interesting part of the job so far?
Exploring what it is the Prevention Programs team does, why they do it, and then translating that into an evaluation plan, measures, and a data entry system. The really cool thing about working with this team is how ready they are to think about how we can use data to capture what they do and prove what they are doing is producing intended outcomes. Also, they are so awesome at their jobs it has been really great to see all the positive feedback coming in on our first round of surveys to our agency partners.

What do you believe to be the best and highest use of data?
Wow, it is hard to pick a “best” use for data because the best thing about good data is that it can have so many uses. There probably won’t be room to list them all, but to name a few: Identify statewide trends, identify community strengths and areas for potential improvement, determine goodness of fit, show programmatic outcomes, and so on. To put it simply data should act as a guide to determine where we are going, why we are going there, and then help us measure our progress to getting there! Does that answer your question? Data is king; without it we would all be wandering around this world blindfolded.
Increases Over Previous Fiscal Year

117% Prevention Network Subscribers

117% Implementation Support Sites Served

293% Public Awareness

Individuals/Organizations Served

497% Professional Education

Participants/Trainees

Pinwheels for Prevention® Distributed

<table>
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<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
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<tr>
<td></td>
<td>69,744</td>
<td>50,484</td>
<td>42,716</td>
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Child Abuse Prevention Month Signs Distributed

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<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>473</td>
<td>267</td>
<td>340</td>
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Child Abuse Prevention Month Website Visits

<table>
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<tr>
<th>Time Period</th>
<th>Page Visits</th>
<th>Rank</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1, 2018 through April 30, 2018</td>
<td>1,141</td>
<td>3rd</td>
<td>933</td>
</tr>
<tr>
<td>March 1, 2017 through April 30, 2017</td>
<td>565</td>
<td>13th</td>
<td>460</td>
</tr>
<tr>
<td>March 1, 2016 through April 30, 2016</td>
<td>496</td>
<td>13th</td>
<td>388</td>
</tr>
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CUMBERLAND COUNTY approves 1st Community Child Abuse Prevention Plan

Innovation is happening at the local level. Cumberland County stands out as an example thanks to its creation of a Community Child Abuse Prevention Plan (CCAPP) in 2017. Twenty-two local public and nonprofit agencies helped develop the plan, which provides a framework for improving child abuse prevention. The primary goal of the CCAPP is to reduce childhood maltreatment in Cumberland County by 90 percent by 2030.

SOAR is a group of more than two dozen organizations and individuals with a shared vision to make Cumberland County a safe and stable community where children are nurtured and families thrive,” said Sharon Moyer, spokeswoman for the Partnership for Children of Cumberland County. “Their mission is to educate, empower and support families so they are able to provide nurturing homes for their children.

Along with our friends at SAFEchild, we were fortunate to be funded by the John Rex Endowment to begin the CCAPP planning process in Wake County. The work began in May and will take 18 months to create along with our partners to support cross-sector collaboration. The project will identify strategies that can be used throughout the community in government, philanthropic, business and nonprofit organizations.

“The greatest impact on preventing childhood injury comes from comprehensive strategies that work at multiple levels: from educating the community to efforts focused on influencing policy,” said Kellan Moore, president and CEO of the John Rex Endowment. “We can all play a role to help keep our children safe; we applaud these planning efforts and believe once implemented can have a positive influence on behaviors, policies, environments and social norms.”
Building Community Will to Support Prevention

Community Engagement & Education

Blue Cross NC announced this spring that it is investing $1 million in the work of PCANC. This upstream investment will focus on building greater understanding in all sectors about the importance of creating safe, stable, nurturing relationships and environments to prevent toxic stress from adverse childhood experiences (ACEs), like child maltreatment. This investment will allow PCANC to build protective factors and grow public understanding about the importance of investing in families, parenting, and how to implement strategies built on evidence to prevent ACEs.

Resilience Screenings

Presented 87 screenings in 33 counties to more than 4K people!
PCANC in the News

WRAL, Dr. Allen Mask
July 12, 2018
“The problems increase a child’s risk for health issues like heart disease, diabetes, cancer, depression and addiction,” Hirsch said. Those problems impact our education, healthcare and criminal justice systems. Hirsch believes the problems are not unsolvable. She says solutions require more government, community and business support.”

Fayetteville Observer Op-Ed, October 13, 2017:
“The Cumberland County Child Abuse Prevention Plan holds the potential to be a model for the state, but more importantly, to change the outcomes for our children. Investing upstream in kids and families is good for our community, good for the economy, good for our future workforce, and good for our bottom lines. We’re hopeful.”

WTVD, Ed Crump interview, November 7, 2017
“The president and CEO of the group, Sharon Hirsch, told ABC11, “Parenting is going to be the hardest thing that you ever do. And if we can just change that social norm around the fact that going to a parenting class is a really wise and wonderful thing to do.”

Durham Herald-Sun, May 2, 2018, Sharon Hirsch together with David Reese, President & CEO of East Durham Children’s Initiative (ECDI)
“EDCI also works closely with parents to cultivate Protective Factors that reduce the risk for child abuse and neglect, including social and emotional competence, parenting skills, social connections, resilience, and concrete supports for families in times of need. Via home visits and educational workshops, EDCI Parent Advocates help families develop these skills and also connect them to needed resources and services.”

“Prevent Child Abuse is all about creating safe, stable and nurturing environments for children, especially in North Carolina,” Zeke Bridges (PCANC Board Member) said. “We only put our fundraising dollars behind evidence-based programs. We look at programs that work and only invest in those. We want to prevent abuse from even happening in the first place, so that money doesn’t have to be spent on those other costs.”

- Kinston Free Press, April 25, 2018
We were thrilled to host our first annual 5 Factors Fund 5K this April at Dorothea Dix Park in Raleigh, NC. It created a great opportunity to showcase the five Protective Factors – Parental Resilience, Social and Emotional Competence of Children, Parental Knowledge of Child Development and Parenting Skills, Concrete Support for Parents, and Social Connections – which, when present in the families and communities increase the health and well-being of children.

The event highlighted the connection between the Protective Factors and the social and emotional benefits of walking. People of all ages and abilities came out to share in the very tangible preventions of walking or running in a race together!

What do you get when you mix 70 miles of the Neuse River, two paddles, two dads (and board members) with an organization that focuses on strengthening families and building capacity at the local level to prevent abuse and neglect? You get Paddling for Prevention.

Our board members, Zeke Bridges and Thomas Moore, began their journey in Seven Springs, NC on April 24 and 70 miles later, by way of the Neuse River, ended up in New Bern on April 26. They battled muscle fatigue, heavy downpours, wind and the occasional snake in an effort to raise awareness and funding for this preventable problem.
Policy

Families First Prevention Services Act (FFPSA) convening: PCANC’s entrance into the policy arena

What is the FFPSA? It is the most sweeping legislation impacting child welfare services in a generation. It is crucial that child welfare stakeholders are part of the planning process as we discuss what these changes could mean for families and children in North Carolina.

Asked by The Duke Endowment to co-convene this policy briefing with NC Child and DHHS as an opportunity to learn, ask questions and engage in the planning process of this important legislation.

- 200+ participants
- Engaging stakeholders
- Setting the stage for benefits of FFPSA in our state workshops

“We know that child abuse and neglect is a very expensive yet entirely preventable social issue. With the right level of commitment to aligning, promoting, and investing in state, local, and federal policies that support prevention programs and services, there’s no reason to believe we can’t end child maltreatment within our lifetimes. Study after study - from fields as diverse as economics and medicine - demonstrate that investing in prevention is good public policy, good fiscal practice, good medicine, and, of course, makes good moral sense.”

- Karla Buitrago, Policy Director
Financials

REVENUE FISCAL YEAR 2017-2018*

- Memberships/Dues: $106,160
- Foundations/Grants: $928,852
- Earned Income: $79,009
- Contributions: $163,441
- Trainings/Conferences: $26,650
- Contracts: $611,838

Total Revenue: $1,915,950

EXPENSES FISCAL YEAR 2017-2018*

- Management: $141,882
- Programs/Services: $1,629,575
- Fundraising: $97,253

Total Expenses: $1,868,710

*UNAUDITED
PCANC Staff

Sharon Hirsch  
President and CEO

Christy Bradsher  
Director of Finance & Administration

Karla Buitrago  
Policy Director

Eric Canino  
Prevention Programs Specialist

Stacey Cunningham  
Prevention Programs Specialist

Andrea Dalporto  
Prevention Programs Specialist

Abel De Luna  
Prevention Programs Specialist

Kristie Demers  
Communications Coordinator

Sue Gilbertson  
Prevention Programs Specialist

Muffy Grant  
Director of Development

Monica Hicks  
Prevention Programs Senior Specialist

Kimberly Ingram  
Director of Prevention Programs

Anne Korfas  
Training & Events Coordinator

Dawn LeBlanc  
Training and Meeting Planner

Virginia Liverance  
Administrative Assistant

Taylor McDonald  
Partnership Engagement Manager

Suzanne Metcalf  
Director of Civic Education & Engagement

Natalie Pilay  
Staff Accountant

Melea Rose-Waters  
Partnership Engagement Manager

Theresa Ryan  
CRM Manager

Danielle Schenk  
Prevention Programs Data Specialist

Kathy Smith  
Prevention Programs Senior Specialist

PreventChildAbuseNC.org
Heroes for Strong Families $25k+
ChildTrust Foundation
The Duke Endowment
Fidelity Charitable Gift Fund
North Carolina Division of Social Services
Oak Foundation
John William Pope Foundation
John Rex Endowment

Champions for Strong Families $10k+
Kappa Delta Sorority ECU, Gamma Sigma Chapter
Kappa Delta Sorority UNC-Charlotte, Eta Psi Chapter
Kappa Delta Sorority Wake Forest University, Zeta Omicron Chapter
Jed Hysong
NC Youth Classical Arts for Charity
Michael Olander
Kathy Pope
SAS Institute

Protectors of Strong Families $5k+
State Employees Combined Campaign
Wellcare Community Foundation

Advocates for Strong Families $2.5k+
Kappa Delta Sorority, Elon University, Eta Chi Chapter
Kappa Delta Sorority UNC-Pembroke, Epsilon Zeta Chapter
National Christian Foundation
Triangle Community Foundation, Inc.

Promoters of Strong Families $500+
Rosie Allen
Bank of America
Sharon Baxter
Benevity Impact Fund
Blue Cross and Blue Shield of NC, YourCause LLC
Rhonda Bogard
Zeke Bridges
CT Wilson Construction
Pete D’Arruda
Kent Davis
Michael Denning
Family Medical Associates of Raleigh
Gailor Hunt
Girish Haran
George Hillard III
IBM Employee Services Center
Dennis Isiguen
JP Morgan Chase Foundation
Kendra Scott LLC
Lenovo Employees Care Campaign
Nithya Iyer
Rhiett Mabry
Ramashwamy Mahadevan
Carol Mattocks
Gerri Mattson
Kristin McCarthy
Thomas & Jessica Moore
North Raleigh Optimist Club
Old Dominion Freight Line
Narasimhan Raghavan
Balaji Ramadurai
The Redwoods Group Foundation, Inc.
Vaughn Reynolds
Ranjani Ramakrishnan
Ronald Serbin
Dr. Linnea Smith
St. Peter Lutheran Church
Chris Thunes
T. Rowe Price Program for Charitable Giving
Visconsi Companies, Ltd.

Supporters of Strong Families $1+
Rita Alexander
Charles Allen
Amazon Smile
Geetha Anavankot
Sambhavi Anupindi
Sarada Ashok
Shreyas Ashok
AI&T Employee Giving Campaign
Raju Atri
Jessica Averhart
Dan Baum
Kristie Beavers
Carol Barkley
Henrietta Barksdale
Marsha Basloe
Carolyn & Charles T. Beaird Family Foundation
Jan Benesh
Benita, Inc. d/b/a/ Pantana Bob’s of UNC
Mark Benton
Gorkha Bhachchek LLC
Madhavi Bhagawatula
Laura Boffa
Chandrakehar Botcha
Christy Bradsher
Mary Braithwaite
Paul Brandon
Bright Funds Foundation
Richard Brown
Jeanette Burlock
Perrin Burton
Ashley Campbell
Jim Carey
Thomas Chamberlin
Anjana Chandran
Chitrabharathi Chandrasekaran
Indrajeet Chaubey
Lakshmi Chellamani
Meena Chellury
Pushpalatha Chinnappa
Virginia Clark
Dave Clement
Jessica Coates
Mary Ann Compton
Cayce Connell
Gloria Cook
Christine & Stewart Cooper
Dana Courtenay
Linda Cousins
CP Harris
Kelly Craddock Willman
Stacey Cunningham
Andrea Dalporto
Catherine Davis
Fever Desbesai
Laura DeMaria
Dell Giving
Audra Dellinger
Pamela Dowdy
Susan Dunlap
Foy Edelman
Gleda Edwards
Melissa Essick
Frank Farmer
Pamela Feldman
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Cheryl Fiser
Barbara Fish

Sarah Flanary
Jason Fogelman
Lester Fortney
Roxanne Fortney
Sharon Foster
Janice Freedman
James French
Matt Fury
Venkata Gadepalli
Kowsalya Ganapathiraju
Sathyya Ganesan
Sekar Ganesan
Loga Ganesh
Eura Gaskins
Joseph Gee
Harvey Gold
David Gonzalez
Venkat Gopal
Goodshop
Godha & Ashok Gopalarathnam
Tilak Gopalarathnam
Muffy Grant
Gary Greenberg
Robert Griscom
Dr. Rita Gunter
Evelyn Hawthorne
Susan Heckler
Marilyn Hedgpeth
Kristen Keeney Hernandez
Jane Hervey
Rebecca “Monica” Hicks
Matthew Hirsch
Nancy Hirsch
Sharon Hirsch
Alex Holmes
Elizabeth Holsten
Will Holt
Joseph Hopfinger
Caitlin Howison
Stephani Humrickhouse
Isle Paddleboards
Sumathi Iyengar
Radhika Iyer
Ramani Iyer
Barbara Jackson
Pradeep Jaligama
Vijayanti Jandhyala
Kamaganganalli Jaganatha
Jayanti Jaganathan
Ramesh Jayachandran
Rajaraman Jayakrishnan
JCPenney Change for the Better Campaign
Brent Johnson
Elena Johnson
Robert (Robin) Jenkins
John Jo
Carol Jones
Hanumant Kanthi
Mary Jo Keenan
Elizabeth Keeney
Charles Keith II
Kevin Kelley
Victoria Kelso
Terry Kern
Gail King
Christyn Klinck
Anne Korfas
Victoria Kottyan

Our Donors
Get to Know Our New Board Members

Dan Baum
Hometown: San Francisco, CA
Career Description: Chief Strategy Officer & Foundation Executive Director for the Redwoods Group, a mission-driven insurer that uses incident-driven non-profits prevent sexual abuse, drowning and other injuries and accidents that happen in their programs.

Barbara Morales Burke
Hometown: Passaic, NJ
Career Description: Working to forward public policy and government regulation that achieves the best overall outcome for our citizens and our community and state. In my current job, the outcome is about improved health and well-being.

John Jo
Hometown: Wake Forest, NC
Career Description: Attorney

Dee McDougal
Hometown: Raleigh, NC
Career Description: I currently lead corporate diversity and inclusion strategy at Pacific Western Bank, where I focus on creating innovative, sustainable plans and programs that promote diversity and inclusion internally and externally. I’m a marketer-at-heart, so I do my work through the lens of what my audience’s experience will be.

Ed Speedling
Hometown: Charlotte, NC
Career Description: President, ES Healthcare Consulting, LLC

Please finish this sentence - Nothing motivates me more than......
when people come together across lines of difference to work together for positive change.

What is something you think everyone should do at least once in their lives?
Visit Victoria Falls.

Please finish this sentence - Nothing motivates me more than......

What is something you think everyone should do at least once in their lives?
(Really) get to know someone from a background and culture different from your own.

Please finish this sentence - Nothing motivates me more than......

What is something you think everyone should do at least once in their lives?
Helping others.

What is something you think everyone should do at least once in their lives?
Eat a Char-Grill burger with chili, onions and slaw!

Please finish this sentence - Nothing motivates me more than......

What is something you think everyone should do at least once in their lives?
Hang out in Sydney Harbour in the spring.

Please finish this sentence - Nothing motivates me more than......

What is something you think everyone should do at least once in their lives?
Fly in a helicopter through the Grand Canyon.