Four decades later and we’re still building strong families, safe children and supportive communities!
In many ways fate conspires with action to lead you into work that is both unexpected and meaningful. I found myself at this intersection in 2013 when I was invited to serve on the board of Prevent Child Abuse North Carolina (PCANC).

As the daughter of a loving and nurturing single mom and the mother of a teenage son (who is adored), the notion of strong, informed parenting struck me as a ‘no brainer’; and before my work with PCANC, I would have considered myself a champion of parenting and fiercely protective of kids.

If I’m to be honest however, I was woefully uninformed and critical of parents who ‘didn’t have it together.’ The truth was, I hadn’t considered the gaps and the inherent obstacles and barriers that exist, preventing many families from flourishing into safe and healthy units.

Oh, how times have changed! In my first year of this work, I decided to own my blind spots, listen, learn and ask questions. I learned from our diverse board and expert staff that this work is not just a notion…but the place where real change occurs.

PCANC puts proven supports in place for real North Carolina families to grow, make better choices and become more connected – where children are more likely to grow up healthier and ready to reach their fullest potential. YES!! Now that’s good work!

That is my story and my evolution. What is yours?

For such a time as this...we hear this phrasing a lot. The context, which is a Biblical reference to the Book of Esther, is actually a challenge or rebuke, not an inspiring pep talk. Queen Esther was being reminded that she was set apart to do God’s work, not to get caught up in her title and position as queen. The same can be said for each of us today, as members of a broader community. It’s not enough to say you’re a concerned citizen and pontificate over dinner about the ‘long way we have to go’ to turn things around. I believe we have been set apart for a greater purpose: to meaningfully engage with our children and their families, to keep a watchful eye on our community and speak up around issues of abuse and neglect.

To help amplify this calling, PCANC is rolling out a statewide social norm campaign called “Connections Matter,” a game changer for North Carolina. This campaign will demystify and remove the stigma around parental supports and community involvement, because we KNOW that connections DO matter.

As part of this campaign, you will learn to increase the Five Protective Factors in your family and community – and become equipped, in partnership with PCANC, to help move North Carolina forward. Take just a second to consider how we are all connected through varying touch points, be it schools, parks and recreation, the YMCA, pediatricians, fire and law enforcement, places of worship, and even your local grocery store. No longer can we be ‘eyes wide shut’ on the topic of our children. They need us to see them and their families need our support and encouragement in such a time as this.

I encourage you to review our latest annual report and really consider the work that is taking place at Prevent Child Abuse NC. I think you’ll find it inspired, thoughtful and relevant. As you walk alongside this work, keep an eye out for policy implications, engage with us during Child Abuse Prevention Month (CAPM) in April by planting a Pinwheel Garden and consider a gift to further the mission. It all matters at the end of the day and we’ll all be able to celebrate the wins together!

On behalf of our children and families across the state, let’s do this...TOGETHER!

In deep gratitude,

Jes Averhart
Chair, Board of Directors
Prevent Child Abuse NC
**Policy**

We have been working in coalition to build support for policies at the federal, state and local levels, including implementation of the federal Family First Prevention Services Act (FFPSA), advocacy for modernization and reauthorization of the Child Abuse Prevention and Treatment Act, supporting Paid Family Leave with the Think Babies™ Coalition and supporting the redevelopment of a coalition to focus on strengthening prevention for child sexual abuse in NC. Our biggest policy wins were seeing Governor Cooper sign Executive Order No. 95 extending paid family leave to more than 56,000 state employees, and engagement of partners across the state to support implementation of FFPSA.

**Prevention Programs**

We provide training, coaching and technical assistance for professionals implementing The Incredible Years, Strengthening Families, Circle of Parents, Triple P* parenting programs statewide. Ratings are based on five stars.

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*Results do not include Triple P respondents.

**Community Based Child Abuse Prevention Plans**

We mobilize and support communities to build a roadmap that engages stakeholders and galvanizes public and private action to create safe, stable, nurturing relationships and environments so children in every NC community can thrive.

With Cumberland County’s Prevention Plan launched, we are proud to announce our partnership with community leadership of Pitt, Onslow, Transylvania, Wake, and Clay counties who have started their planning process in 2019.

5 new counties to develop Child Abuse Prevention Plans

**Pinwheels for Prevention®**

83 counties participated in CAPM  494* signs distributed  60,699 pinwheels planted

* Amount includes groups that use the Pinwheels for Prevention logo on their signage & print their own for branding/cost and signs distributed by partners to the community with partner support that references Pinwheels for Prevention, Child Abuse Prevention Month, and/or used the Pinwheels for Prevention logo.
We’re On the Move

A Day in the Life of Prevention

So much of our work is dedicated to providing support for quality implementation of Circle of Parents, The Incredible Years (IY) BASIC Preschool and School Age Parent Programs, Strengthening Families Program 6-11 (SFP) and Triple P Positive Parenting Program.

Meet Abel!
Abel De Luna has been a Prevention Programs Specialist for two years. With over 20 years in social work, Abel has provided direct services to families in various settings across multiple systems of services such as child protection, schools, residential facilities and community organizations.

While each day is different, here’s a snapshot of what a schedule could look like for Abel:

8:00 am to 10:00 am - Drive from home to an agency implementing Incredible Years for site visit.
10:00 am to 1:00 pm - Site visit supporting their fidelity assessment process and time management, keeping the group on track during sessions.
1:00 pm to 3:00 pm - Drive from site visit to home, during this time I am processing the visit and thinking about items that require follow up.
3:00 pm to 4 pm - Attend planning meeting with co-facilitator for upcoming Circle of Parents skill day on shared ownership and parent leadership.
4:00 pm to 5:00 pm - I use this time to enter data from my site visit and follow up on emails and phone messages.

I love my job because as someone who has spent the majority of my career working directly with families, I’ve had my share of success and challenges. Many of those challenges came not because there was a lack of evidenced-based interventions to use, but because there was not always access to good training and on-going coaching to sharpen my skills and confidence in delivering the interventions as intended.

Abel De Luna, PCANC Prevention Programs Specialist
Ways We Support Agencies:

- **Site visits** - Tailored to the needs and wants of the team implementing the program.
- **Coaching calls via phone or video** - Tailored to the needs and wants of the facilitator or supervisor implementing the program.
- **Skill Days** - Regionalized, topic specific, relevant to all supported programs (IY, Circle of Parents, SFP) or program specific, and lots of practice. For instance, a topic could be how to ask good open-ended questions when facilitating parent groups or how to encourage the concept and best practice of Shared Ownership in Circle of Parents groups.
- **Webinars** - Topic specific for information purposes such as how to administer data evaluations.

**Prevention Programs Team has been busy this year!**

- **18%** INCREASE in contacts with partners
- **21%** INCREASE in visits
- **581** coaching calls made

**Abel’s SITE VISITS are three hours long on average**
We are so grateful for your support throughout the years.

Celebrating our 40th anniversary this year is possible because of visionary leaders like Dr. Ronald Keeney, founding PCANC President, who felt it was possible and important to raise awareness about healthy child development. Dr. Keeney has continued to be involved in our mission throughout the years and honored us recently with a $25,000 gift. This gift has established an endowed fund at the North Carolina Community Foundation benefitting our work.

I created an endowment that might grow to honor PCANC’s 40th anniversary, acknowledge our beginnings with dedicated volunteers, provide resources to our exceptional staff and give voice to the children whose lives have been impacted positively by PCANC.

Dr. Ronald Keeney, Founding PCANC President
Our 40th anniversary has been a big year for PCANC! We have expanded our support for Triple P (The Positive Parenting Program) statewide, added more counties to our network of communities creating prevention plans, and held a hugely successful statewide Connections Matter Summit for 400+ prevention professionals. We’re grateful for your support of our work to create connections that matter to build strong families and keep children safe!

Sharon Hirsch, President & CEO
How You Can Strengthen NC Families:

- Follow us on social media to stay in the loop about our work and opportunities to get engaged in your community
- Plant a pinwheel garden in April for Child Abuse Awareness month
- Leave a legacy and enrich the lives that follow by creating a planned gift
- Encourage friends and family to support PCANC – peer-to-peer fundraising is a great way to start the conversation
- Establish connections with families and understand even the smallest of gestures can make a difference