



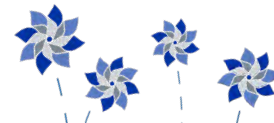
# Annual Report 2020



Prevent Child Abuse Illinois is the chartered  
state chapter of Prevent Child Abuse America  
[www.preventchildabuse.org](http://www.preventchildabuse.org)



# Letter from the President & Executive Director



Dear Friends,

The Board of Directors and Staff of Prevent Child Abuse Illinois (PCA Illinois) are pleased to present our 2020 Annual Report. 2020 will go down in history as the start of the COVID 19 pandemic in America, and a year punctuated with racial unrest, and political turmoil. We saw many people die, many people hurt, and our country divided by trauma, hate, and confusion. Many of us will remember 2020 as the year we worked from home or lost our jobs; the year we missed seeing our friends, missed hugging our loved ones, missed traveling, and missed attending sporting events; and for many it will be remembered as the year we ordered everything online, homeschooled our children, and attended way too many virtual meetings.

But 2020 was more than that. For most, 2020 was the year we learned that we are stronger than we think, and we can adapt to new situations. We discovered we can rethink how we live and how we learn. Many of us completed projects or started new ones we had been putting off. And for some, it gave us time to reconnect with our children, and others we live with. Yes, there was stress. But there was also support, ingenuity, and growth.

For PCA Illinois, 2020 marked our 30th Anniversary. 30 years of raising awareness, community education, advocacy, and partnership to prevent child abuse and neglect in all its forms. As you can guess, many of the activities and celebrations we planned for 2020 to honor this special year had to be canceled. But that's okay. Because 2020 gave us something else. It gave us the opportunity to rethink our programs and services like developing training webinars and new parenting slicks. It gave us the ingenuity and initiative to hold our first ever Annual Statewide **Virtual** Conference with more than 500 participants. And it provided numerous opportunities for new partnerships, collaborations, and growth.

2020. A year of chaos and creativity. We choose to focus on the creativity!

Becky Weber  
Board President

Denise McCaffrey  
Executive Director

## VISION

Prevent Child Abuse Illinois envisions an Illinois where all children grow up in healthy, nurturing homes and communities free of abuse, neglect, violence, or endangerment of any kind.

## MISSION

The mission of Prevent Child Abuse Illinois is to prevent child abuse by providing statewide leadership through education, public awareness, support for community initiatives, and advocacy.



## Board of Directors

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## Honoring 30 Years in 2020

October 25, 2020, marked the official 30th anniversary of Prevent Child Abuse Illinois. It is humbling to reflect on what we have accomplished in our time as an agency; our incredible partnerships, our evolving programs, and the thousands of children and families we have impacted during the past three decades. Throughout 2020, we honored our 30 years of service in many ways. From special events on social media, to a video series highlighting our work and our history. Leading up to our anniversary, we worked very hard to create brand new 2-sided parenting education slicks, which offer important information about child abuse and neglect in a re-imagined, easily digestible format. We also hosted our 30 for 30 Campaign over the course of the year, where we offered suggestions for ways the community could get involved and how to recruit others to join the cause. Although our 30th anniversary events had to be modified due to the pandemic, we still found ways to honor our history. As a society, our children are our most precious resource; nurturing and protecting them is one of our most sacred duties. We at Prevent Child Abuse Illinois believe that all children deserve safe, happy childhoods and it is up to all of us together to make that a reality.



## 2020 At-A-Glance

Prevent Child Abuse Illinois strives to provide high-quality, best-practice training, education, and public awareness programs throughout the state. Due to the pandemic, PCA Illinois had to reinvent our work and make the transition to providing virtual trainings and webinars to organizations and communities throughout the state. One of the first virtual training events sponsored by PCA Illinois was "Addressing Secondary Trauma in a Virtual World" presented by our very own Home Visiting Specialist, Kristin Kaufman. This training hosted over 250 participants and was very well received. In 2020 we continued our commitment to provide statewide leadership, partnership and stewardship for the families of Illinois despite the challenge of the pandemic.

Total Trainings in  
2020:

52

People Trained in  
2020:

2,794



Number of  
Brochures  
Distributed  
in 2020:

6,660



## Thank you to our partners!



EMPLOYEES  
COMMUNITY  
FUND  
OF BOEING



The Poshard Foundation  
for Abused Children

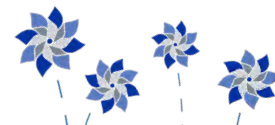


Illinois General  
Federation of  
Women's Clubs



Illinois Department of  
**DCFS**  
Children & Family Services





## Effects of Domestic Violence on Children



Prevent Child Abuse Illinois provided training and support materials in 2020 outlining the devastating effects of domestic violence on children. PCA Illinois staff were actively involved with events, meetings, trainings, and social media campaigns that were focused on the dangers related to domestic violence and children living in violent homes. PCA Illinois joined thousands of DV advocates locally and nationally to recognize Domestic Violence Awareness Month in October raising awareness and making the connection between family violence, child abuse and childhood trauma. In October 2020, PCA Illinois assisted with a "Purple Pumpkin" Scavenger Hunt in Southern Illinois. This scavenger hunt was geared towards the general population

and raised awareness of the dangers of Domestic Violence, the DV Hotline number, and ultimately encouraged communities to learn how they can get more involved in preventing and ending Domestic Violence. In 2020, PCA Illinois distributed over 900 Effects of Domestic Violence on Children brochures across the state.

## Substance Abuse and Families

Director of Programs, Tarra Winters, continues to provide leadership for the Illinois Alliance for Drug Endangered Children (IL DEC). Drug endangered children, as defined by the National Alliance for Drug Endangered Children, are children who are at risk of suffering physical or emotional harm as a result of drug use, possession, manufacturing, cultivation, or distribution. They may also be children whose caretaker's substance misuse interferes with the caretaker's ability to adequately parent and provide a safe and nurturing environment. PCA Illinois believes local, state, and federal agencies working together can provide drug endangered children opportunities to live in safe and caring environments free from abuse and neglect.



In November 2020 PCA Illinois hosted a Marijuana Legalization virtual training with over 250 people in attendance. This training provided an overview of cannabis laws in Illinois as well as an overview of the scientific research showing the impact of cannabis use on the developing adolescent brain. Strategies for educating youth and parents towards prevention with a focus on health and safety was provided to attendees. Also in 2020, PCA Illinois continued to facilitate the Illinois Department of Children and Family Services (DCFS) and Illinois Department of Human Services Substance Use Prevention and Recovery (SUPR) Partnership meetings to identify and discuss various issues related to substance use treatment, referral processes, program services, policies and procedures, and other relevant topics. The meetings also provide an opportunity for members to network and share resources. In 2020, PCA Illinois distributed more than 500 Substance Abuse and Families brochures.

## Shaken Baby Syndrome & Happiest Baby on the Block



Our Shaken Baby Syndrome (SBS) Prevention and the Happiest Baby on the Block programs continued to provide vital information to new parents and caregivers in 2020. Shaking a baby can cause serious injury and even death. Crying is the number one trigger for shaking a baby. Dr. Harvey Karp's Happiest Baby on the Block program teaches parents and caregivers how to calm a crying baby. In 2020 PCA Illinois staff integrated information about safe sleep environments into both programs creating a focus on infant safety and providing hands-on techniques and resources for parents. Keeping the most vulnerable children safe is one of our highest priorities.

In 2020, PCA Illinois distributed more than 1,600 copies of our Shaken Baby Syndrome brochures and the New SBS Parent Slick across the state combined.





## Home Visiting

Home Visiting is one of the most effective ways to ensure safe and happy childhoods. Home visitors provide parental support, educational materials, developmental screenings, and so much more. Prevent Child Abuse Illinois works diligently to support all forms of home visiting through program and network leadership as well as through our membership on the Home Visiting Task Force and other home visiting coalitions. As always, the 2020 PCA Illinois Annual Conference included workshops specific to the needs of home visitors. Through a grant from the Governor's office of Early Childhood Development over 250 home visitors received scholarships to attend the annual conference. Unfortunately, due to the pandemic, the 2020 Home Visitor Celebration Dinner had to be canceled. PCA Illinois, along with several home visiting funders created an appreciation message to ensure programs felt appreciated and recognized.

Home Visiting Specialist, Kristin Kaufman worked closely with programs and the National Healthy Families America office to ensure communication was happening at all levels, so programs had the guidance needed to navigate through the pandemic.

## Childhood Trauma and Resilience

In 2020, over 900 individuals were trained through PCA Illinois' Impact of Childhood Trauma Program. Those trainings included Trauma 101, Addressing Secondary Trauma, Poverty: Cycles of Risk, Effective Engagement, Building a Road to Resilience, and Understanding ACEs. Trainings were held in every region of the state and included partners such as Court Appointed Special Advocates (CASA), Head Start, childcare programs, juvenile detention centers, law enforcement agencies, school districts, and multiple social service organizations. PCA Illinois also hosted screenings of the documentaries films *Paper Tigers* and *Resilience: The Biology of Stress*. In 2020 over 600 individuals attended screenings.



Northern Region Prevention Specialist, Jennifer Samartano worked with KPJR Films and Chicago PBS - WTTW to air *Resilience: The Biology of Stress* on public television. While there is no way to accurately determine the total number of viewers, Chicago PBS - WTTW was able to show that there were around 8,000 viewers of the program.

Due to the pandemic, PCA Illinois had to make the transition to providing virtual trainings to organizations and communities throughout the state. One of the first virtual training events sponsored by PCA Illinois was Addressing Secondary Trauma in a Virtual World." This training had over 250 participants and received great reviews. In the few months after hosting the training, there were over 10 requests for additional webinars at organizations throughout the state.

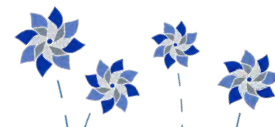
## Child Sexual Abuse Prevention

As we keep saying, this past year was a challenging year! Due to the pandemic child sexual abuse prevention trainings were not delivered to community partners as in years past. However, a couple of key educational highlights were accomplished. PCA Illinois created an educational parent friendly Child Sexual Abuse Prevention Slick in both English and Spanish. The Slick can be used on its own or in conjunction with our Child Sexual Abuse Prevention brochure that are available in both English and Spanish as well. In 2020 PCA Illinois distributed over 1200 Child Sexual Abuse Prevention brochures and slicks.

Northern Region Prevention Specialist, Jennifer Samartano also kept the Northern Region Prevention Coalition members up to date with the most current issues as related to keeping kids safe from child sexual abuse and addressing the trauma and

challenges of the stay-at-home order that was implemented in March. Jennifer and the Cook County Prevention Specialist, Belinda Farr both continued to serve on the Chicago Prevention Alliance (CPA). The work of the CPA focuses mostly on child sexual abuse prevention education and training in Cook County schools but includes other work as well.





## CAP Coalitions

Child Abuse Prevention (CAP) Coalitions are local groups of community members made up of parents, social service providers, law enforcement, health care professionals, educators, business representatives and others working together to address and prevent child abuse and neglect within their community. Eleven coalitions are meeting regularly across the state serving communities in twenty-nine counties with the help of PCA Illinois staff and resources.

As with everyone else, in 2020 the CAP Coalitions had to find a way to meet virtually and to reinvent their work in the new work-from-home world. Some coalitions stopped meeting for a while. Some began sponsoring online webinars and parent forums.

Event during this difficult time, Southern Region Prevention Specialist, Amber Anderson was able to start a CAP Coalition serving Gallatin, Saline, and Hardin Counties, some of the hardest hit communities in the opioid epidemic in Illinois.

## Advocacy

Prevent Child Abuse Illinois works closely with our advocacy partners including Start Early (formerly The Ounce of Prevention Fund), Voices for Illinois Children, Children's Home and Aid, the Illinois Department of Children and Family Services and many other state and national organizations to prioritize and maximize our advocacy efforts. In January 2020 we held our Annual Advocacy Partnership call bringing together agencies from around the state to share their current advocacy efforts, to generate a statewide agenda of issues impacting families and to create a network of allied supporters.

In 2020, Home Visiting Specialist Kristin Kaufman joined the Campaign for Trauma Informed Policy & Practice, a national coalition of advocacy partners to collaborate with government leaders to develop and adopt trauma informed, prevention focused, evidenced-informed policies and practices. Kristin also joined the Early Childhood Funding Coalition to work with statewide partners to develop recommendations for the Governor's Office on how to ensure the early childhood system is fully funded, has equitable resources, and provides stability and transparency to all children and families.



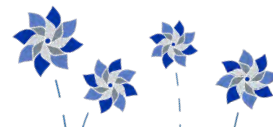
PCA Illinois also worked closely with other partners to promote legislation in areas such as paid family leave, expanding Medicaid funds for home visiting and Doula services, and work being done on the Family First Prevention Services Act.

## Literature Distribution Program & New Parenting Slicks

Prevent Child Abuse Illinois' Literature Distribution program began by distributing Shaken Baby Syndrome Prevention brochures to hospital maternity wards almost 30 years ago. As PCA Illinois' capacity and expertise grew, so did our inventory of brochures. Today we offer brochures related to a variety of topics on child abuse prevention and positive parenting, most in English and Spanish. Here's the bad news... with the stay-at-home order in place and everyone working from home our literature distribution numbers dropped from over 23,000 in 2019 to just over 6,600 in 2020. That's sad, but it's okay.

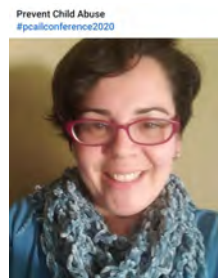
It's okay because working from home actually gave us more time to complete our new more modern, parent-friendly double-sided slicks that provide tools and skills that help spread our message that all children deserve great childhoods and that we all have a role to play in preventing abuse. We are proud to offer these new parenting slicks in both English and Spanish. Order yours today!





## 26th Annual Conference Goes *Virtual*

The 26th Annual Prevent Child Abuse Illinois *Virtual* Conference was held November 16-20, 2020 and offered access to national speakers and cutting-edge information in the field of child abuse prevention, intervention, and best practices. The conference was our first ever virtual conference and featured 3 plenary sessions, 23 breakout sessions, and a Special Event screening & discussion of the documentary film *Resilience: The Biology of Stress and the Science of Hope*. We did our best to provide virtual resource tables, professional networking opportunities, and CEUs and other continuing professional development credits. Despite having to adapt to an online format, the virtual conference was a huge success with over 500 participants.

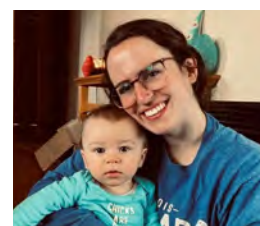
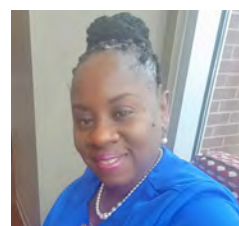
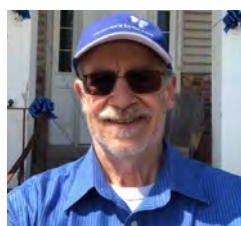


Partners in Prevention: 30 Years of Nurturing Families was the perfect theme for this year's conference as we honored our 30th anniversary.

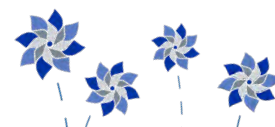
## CHILD ABUSE PREVENTION MONTH

**April** is Child Abuse Prevention (CAP) Month. Across the country thousands of individuals and organizations hold press conferences, sponsor community events, plant pinwheels, tie and wear blue ribbons, and literally turn their communities blue by lighting up buildings, decorating trees, and painting sidewalks. PCA Illinois joins this movement by encouraging businesses, organizations, and individuals to stand up and show their support for protecting children and preventing abuse.

Due to the pandemic, CAP Month in 2020 looked a little different. PCA Illinois and our community partners took to the Internet and social media to hold 2 kickoff events in Springfield and Decatur to signify the beginning of Child Abuse Prevention Month. Throughout the month, we utilized social media to educate the community of the importance of our mission and raise awareness of this essential cause. We had great participation on Wear Blue Day; dozens of people donned blue and sent us pictures to be featured on social media. We continued to offer pinwheels for sale to the public as a part of our Pinwheels for Prevention program. Although our events had to be moved to a virtual format, such as the Virtual Thompson Center Art Display, we still found ways to come together as a community and raise awareness that **all children deserve great childhoods** and we all have a role to play in preventing abuse and neglect.







## Thank you to our Generous Donors!

### \$25,000 and Over

Illinois Department of  
Children and Family  
Services  
Illinois Department of  
Human Services  
Governor's Office  
of Early Childhood  
Development

### \$4,000 - \$9,999

GFWC Illinois Federation  
of Woman's Clubs  
Not In Good Taste Inc.  
DBA

### \$1,000 - \$3,999

Network for Good  
Morris Woman's Club  
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(LICA)  
Kids Like AJ Charities  
Bunn-O-Matic  
Corporation  
Annette Andretich  
Gross  
Sandra Thomas

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of Women's Clubs  
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Linda Boggess

### \$99 and Under

Ben Reyne  
Dana Jorgenson  
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Belinda Farr  
Brittney Hale  
Dawn Marlow  
Elaine Duensing  
Kristin Kaufman  
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Pearl Speis  
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Scott Riddle  
Chris McTearnen  
Mark Mathews  
Timberly Miller  
Amazon Smile  
Waverly Junior  
Women's Club  
Benevity Community  
Impact Fund

### In-Kind Donations

The Springfield Club  
Frontiers International

### Revenues, Gains & Other Support

Figures from FY20 Audit

Contributions (Corporate Gifts)	36,945
Contributions (Private Donations)	57,033
Government Grants & Contracts	672,346
Other Grants	2,400
Conference Registrations	18,820
Interest	1,290
Other	175

Total Revenue, Gains & Other Support \$789,009

### Expenses

Prevention Education & Outreach	410,521
Home Visiting Programs Support	85,593
Conference	136,569
Management & General	67,650
Fundraising	37,538

Total Expenses \$737,871

Revenue Over Expenses \$ 51,138

Net Assets at the Beginning of the Year \$ 69,786

Net Assets at the End of the Year \$120,924

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### STAY CONNECTED WITH PCA ILLINOIS!



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