

2013 Annual Report for Five-Year Prevention and Permanency Objective

Reporting Period: January 1, 2013 – December 31, 2013

Summary of Plan Activities

CAN 3.1. Public Awareness and Education: Prevent Child Abuse Florida at the Ounce of Prevention Fund of Florida

During this reporting period, Prevent Child Abuse Florida provided training and technical assistance on messaging standards for the statewide Pinwheels for Prevention campaign; developed and disseminated printed resource materials focused on healthy child development, positive parenting practices and information on community resources; equipped local communities with tools to raise awareness on the importance of preventing child abuse and neglect before it occurs and how to get citizens engaged in the solution.

The printed materials that are developed and distributed by Prevent Child Abuse Florida are published with the Five Protective Factors embedded into the literature. For example, in Prevent Child Abuse Florida's Pinwheels for Prevention Caregiver's Guide, each age group of a child's life includes information on their development, and provides examples of activities that promote nurturing and attachment. The Caregiver's Guide also provides parents with strategies for coping with stressful situations and the advantages of having a social network of support. Finally, the Caregiver's Guide provides national, state and local resources on where to find out more information on a variety of child and family topics.

The 2013 campaign has grown with more partners taking part in campaign activities. The efforts are generating more awareness of actions that can be taken to promote healthy child development and prevent child abuse and neglect before it ever occurs.

Providing a variety of tools to our partners to assist in raising awareness has helped with the success of the campaign. There are many opportunities to engage the public in a conversation about the importance of prevention services. Prevent Child Abuse Florida provides examples and technical assistance in being able to raise awareness in a range of forums and settings. Examples of these forums include: broadcast of television and radio public service announcements, printed materials, printed news articles and letters to the editor, articles for inclusion in newsletters, social media messages, pinwheels gardens, preschool lesson plans, awareness during conferences and ceremonies, and many more.

During the 2013 campaign, Prevent Child Abuse Florida in collaboration with the Florida Department of Children and Families and the Office of Adoption and Child Abuse Prevention and Permanency Council created and provided a "Legislator Card" for all 160 members of the Florida Legislature, the members of the Faith-Based Advisory Council and the members of the Children and Youth Cabinet. The "Legislator Card" was signed by the Secretary of the Department of Children and Families, Florida's Chief Child Advocate and the Director of PCA Florida. The card described the efforts of the Pinwheels for Prevention Campaign and included a pinwheel lapel pin. Those receiving the cards were asked to wear it during April to show their support of child abuse prevention efforts in Florida.

In addition, on behalf of PCA Florida, Florida's Chief Child Advocate from the Governor's Office of Adoption and Child Abuse Prevention and Permanency Council contacted the Florida League of Cities and requested to send out a letter to all majors in the state of Florida asking them to issue proclamations recognizing April as Child Abuse Prevention Month. As a result of these efforts, PCA Florida received 67 proclamations from the following cities: Atlantic Beach, Avon Park, Bartow, Bay Harbor Islands, Bellair Beach, Belleair Bluffs, Bradenton, Bonita Springs, Bushnell, Clearwater, Clermont, Coleman,

Coral Springs, Dade City, Dania Beach, Davie, Daytona Beach, DeBary, Dunedin, Eagle Lake, Edgewater, Green Cove Springs, Grant-Valkaria, Gulf Breeze, Gulfport, Hilliard, Indialantic, Indian River Shores, Juno Beach, Lakeland, Lake Placid, Lake Wales, Lauderhill, Live Oak, Longwood, Malabar, Marathon, Melbourne, Naples, North Port, Ocala, Palatka, Palm Shores, Panama City, Pembroke Pines, Punta Gorda, Royal Palm, Sarasota, Sebastian, Sebring, Tavares, Tarpon Springs, Titusville, Venice, Weston and Wauchula.

PCA Florida in collaboration with the Department of Children and Families were asked to develop a “Tip-sheet” for All Pro Dad and iMOM on “Supporting Families In Your Community”. All Pro Dad disseminated the developed tip-sheets to Parent Teacher Associations throughout the state of Florida during the month of April. In addition, All Pro Dad developed and run a public service announcement (PSA), featuring Tony Dungy, founder of All Pro Dad, during April raising awareness about child abuse prevention. The PSA can be viewed at: <http://www.youtube.com/watch?v=BUF1vQzuc1E>

During the 2013 campaign, PCA Florida also developed two new educational sections “Coping with Crisis” and “Parenting During Homelessness” for the Pinwheels for Prevention Caregiver’s Guide. The “Coping with Crisis” section addresses the big changes in everyday family life that can be difficult for both adults and children such as natural disasters, layoffs, serious accidents and other conditions beyond our control and provides tips on how to overcome these challenges. The “Parenting During Homelessness” section provides information and tips for promoting healthy child development despite homelessness.

PCA Florida in collaboration with the Department of Children and Families provided three Parent Leadership Ambassador Trainings (PLAT) in Orlando, Jacksonville and Tampa for the Florida Office of Early Learning, its coalitions and for the Head Start program offices during the reporting period. These trainings were attended by 30 teams, comprised of a practitioner and parent leader. These trained and certified ambassador teams are to provide the parent leadership training to other practitioners and parent leaders in their communities.

PCA Florida provided a “Parent Leadership and Parent Engagement” presentation to program managers and lead entity representatives at the Annual Healthy Families Florida Leadership Meeting in Orlando on September 20, 2013. The presentation highlighted parental engagement opportunities for local projects, the benefits of parent leadership in policy development, program improvement and advocacy. The presentation also involved and highlighted two parent leaders from two of the local Healthy Families home visiting programs from Leon and Marion counties.

During the month of September, PCA Florida submitted an opinion editorial article titled “On Family Day, savor everyday contacts” as an expansion of the statewide child abuse prevention public awareness campaign. The article referenced a national initiative that promotes simple acts of parental engagement to help prevent substance use and other risky behaviors in children and teens. The article was featured in seven daily newspapers, including two of the top three papers in the state.

Progress

During this reporting period, Prevent Child Abuse Florida generated 1.2 million impressions through newspaper articles, website and social media sites. Over 65,000 Caregiver’s Guides in English, Spanish and Creole were disseminated to local communities. Television and radio broadcasts of the public service announcements in English, Spanish and Creole began March 15, 2013 and ran through May 31, 2013. Data submitted to Prevent Child Abuse Florida by the Florida Broadcasting Association indicates 453 television spots and 2,733 radio spots between March 15, 2013 and May 31, 2013. Over 40,000 pinwheels

were also ordered and distributed through Prevent Child Abuse Florida that generated awareness throughout April in Florida communities.

Unsafe sleeping environments and drowning are two of the leading causes of preventable deaths in Florida, according to the 2012 Annual Report of the Florida Child Death Review Committee. In an effort to educate parents and caregivers about safe sleep environments and practices as well as the layers of protection parents and caregivers can provide around water safety, PCA Florida disseminated over 115,000 printed materials in English and Spanish from the “Sleep Right, Sleep Tight” safe sleep campaign and over 16,000 printed materials in English, Spanish and Creole from the “Keep Your Eyes on the Kid” drowning prevention campaign during the reporting period.

Please identify the percentage of achievement of your objective in the five-year prevention and permanency plan you think your team has achieved, and describe why.

PCA Florida achieved 100 percent of the CAN 3.1. Public Awareness and Education objective. The 2013 public awareness campaign has grown with more new statewide partners taking part in campaign activities, disseminated more printed educational materials and implemented new strategies to generate more awareness of actions that can be taken to promote healthy child development and prevent child abuse and neglect before it ever occurs.

Do you think your team is on target to accomplishing your objective by June 2015? Why or why not?

PCA Florida plans on accomplishing the CAN 3.1. Public Awareness and Education objective by June 2015. However, this is dependent on funding from the Florida Department of Children and Families. If PCA Florida is provided with the same funding and number of printed materials disseminated might decline due to increased cost of printing and shipping costs. If PCA Florida is provided with additional funding the public awareness campaign could be further expanded to a year-round effort with additional, new quarterly public service announcements and additional printed materials for dissemination.

Highlights and Accomplishments

The new highlights/accomplishments for the reporting period have been listed under “Summary of Plan Activities” and also listed below:

- Legislator Card
- Proclamations
- All Pro Dad Collaboration
- “Coping with Crisis” and “Parenting During Homelessness” sections in the Caregiver’s Guide
- Parent Leadership Ambassador Training (PLAT)
- Family Day opinion editorial article

Next Steps

PCA Florida is planning on conducting the same activities for 2014 as it was for proposing a new type of kick-off event for recognizing April as Child Abuse Prevention Month. The proposal is to conduct a true public awareness event in Tallahassee, Florida in early April to the general public.

Please identify what your objective's proposed next steps are for the next five-year plan, to be launched in July 2015.

PCA Florida would continue to implement the same educational and training activities for the next five-year. In addition, PCA Florida will seek out more funding to conduct public awareness activities year long, further strengthen Florida's families and communities by expanding parent leadership activities between parents/caregivers and providers and advocate for policies and practices that support families and their children in the state of Florida to reduce the overall maltreatment rate.