

2013 Annual Report for Circuit 13

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

Summary of Plan Activities

Please provide a summary of five-year plan activities for the five-year **prevention** and permanency plan. For each activity, please identify how they support/promote the 5 Protective Factors of the Strengthening Families Approach (Parental Resilience, Social Connections, Concrete Support in Times of Need, Knowledge of Parenting and Child Development, Social and Emotional Competence of Children)

Strategy 1

By June 30, 2015, Circuit 13 will plan, develop, and implement community-specific public awareness and education campaigns to prevent child abuse

Strategy 2

Circuit 13 will support the statewide efforts to increase the availability and capacity of Healthy Families Florida to provide home visitation for families at high risk of abuse and neglect and in need of parenting education and support over the five-year period from July 2010 – June 2015. (Decreased funding may necessitate a slight reduction in services.)

Strategy 3

By June 30, 2015, Circuit 13 will implement tracking mechanisms, assessment tools, and provider awareness regarding domestic violence, substance misuse and inadequate supervision.

Progress

Please describe your circuit's progress towards achieving each objective outlined in the five-year plan for Prevention, Adoption Promotion, and Support of Adoptive Families. (Please see Planned Objectives and Strategies document) (If your objective focuses on the State Fiscal Year, please report accordingly. If not, report information based on the 2013 calendar year.)

Example: Objective # - Progress achievement response

Strategy 1

Objective 1.1 Utilize existing mortality review teams to identify opportunities for advocacy, education and awareness beginning July 1, 2010.

Our Domestic Violence Fatality Review Committee was able to review only 4 cases this year. We had to cancel two of the scheduled reviews, one review because we did not have a case that had been cleared through the court system and another review was cancelled due to an out-of-the-ordinary appeal. We continue to find in the reviewed cases that there were people around the victim and/or the batterer (typically family, friends, co-workers) who were aware of the Domestic violence prior to the murder.

Both our local Fetal Infant Mortality Review Committee and our Child Abuse Death Review Committee continue to meet on a regularly scheduled basis. A continuing theme for FIMR is co-sleeping, which is actively addressed through the social marketing messages of the Healthy Start Coalition of Hillsborough County. A continuing theme for our CADR is drowning.

Objective 1.2 Ensure high level of awareness of Hillsborough County's Collaborative Child Abuse Prevention Campaign Pinwheels for Prevention beginning March 1, 2010.

A special thanks to everyone that helped out, participated in and supported our 2nd annual – Child Abuse Prevention Campaign “Pinwheels for Prevention” held at the Glazer Children’s Museum on Tuesday, April 2nd. This was a very successful event which was part of a great collaborative effort. The attendance for the Pinwheel for Prevention campaign was 1,321. This event would not have occurred if it were not without great teamwork and everyone’s participation, contribution and support. It has been very rewarding to see all the efforts pay off. The Pinwheels for Prevention campaign was coordinated by the Children’s Board of Hillsborough County’s (CBHC) Keeping Kids Safe Partnership (KKSP), which is made up of community providers whose mission involves the promotion and safety and well-being for children. The CBHC KKSP Partnership worked very closely with The Department of Children and Families, Glazer Children’s Museum and Prevent Child Abuse Florida.

This year we were also very fortunate to partner with Fit Kids Playground, a group which was very instrumental in providing the outdoor venue for our kick-off. In addition to the 1,321 that entered the museum, there were many more individuals who benefitted from this event by participating in the outdoor activities.

Please see the link to some of the pictures taken at the event. These are posted on the CBHC Facebook page.

<http://www.facebook.com/media/set/?set=a.10151406764119069.1073741826.225500539068&type=3>

Objective 1.4 Utilize community awareness campaigns to educate the community on substance abuse and its impact on children beginning July 1, 2010.

Healthy Start Coalition of Hillsborough County contributions:

1. Safe Baby

All mothers who give birth in Hillsborough County receive targeted education on choosing a safe caregiver, practicing a safe sleep environment and preventing shaken baby syndrome, through the Healthy Start Coalition’s Safe Baby program curriculum to address the leading causes of preventable infant death to abuse and neglect in Hillsborough County. Parents also receive educational materials and onesies that have Sudden Infant Death Syndrome information and Back to Sleep messages.

Safe Baby Classes in NICUs at St. Joseph’s Women’s Hospital and Tampa General Hospital:

- 1/22/13- 2 one hour long Safe Baby trainings for Hillsborough County Head Start (75-100 people)
- 1/28/13- Safe Baby trainings for Hillsborough County Sheriff’s Office Child Protective Investigators (75 people)
- 2/6/2013- Safe Baby trainings with REACHUP Community Council
- 2/15/2013-Safe Baby at South County Career Center with pregnant and parenting teens
- 4/11/2014 SB Class at SJWH NICU- 45 staff of NICU nurses
- 4/29/13-SB Class at TGH NICU-2 families
- 5/22/13-SB Class at TGH NICU-7 families
- 5/30/13-SB Class at Babies R Us in Brandon, 3 families
- 6/5/13-SB Class at TGH NICU-3 families
- 6/24/13-SB Class at TGH NICU-6 families
- 7/11/13-SB Class at SJWH NICU-1 mom
- 7/17/13-SB Class at TGH NICU-12 families
- 7/31/13-SB Class at TGH NICU-6 attendees

- 8/5/13 –SB Class at TGH NICU-8 attendees
- 8/19/13-SB Class at TGH NICU-4 attendees
- 8/28/13 - SB Class at TGH NICU-8 attendees
- 9/11/13 - SB Class at TGH NICU-6 attendees
- 9/12/13 - SB Class at SJWH NICU-2 families
- 9/25/13 - SB Class at TGH NICU-6 families
- 10/9/2013- SB Class at TGH NICU

October-December 2013: Ongoing weekly classes at NICU, including trainings for social service and nursing staff to deliver Safe Baby education.

2. Zero Exposure Project (ZEP)

ZEP partnered with the Born Drug-Free Florida statewide campaign by DCF to reduce the number of babies exposed to prescription drugs in Florida and address prevention efforts deemed necessary by the 2013 Final Report of the Florida Statewide Task Force on Prescription Drug Abuse and Newborns led by Attorney General Pam Bondi. The campaign was officially launched on May 10 2013 at St. Joseph’s Women’s Hospital. Attorney General Bondi and State Surgeon General John Armstrong along with other members of the task force, revealed campaign slogans, “A Baby’s Life Shouldn’t Begin with Detox” and “A Pregnant Woman Never Takes Pills Alone.” Public service announcement and ads are statewide via billboards, Internet and radio. The campaign’s website features the ads at <http://www.borndrugfreefl.com/>, where the Healthy Start Coalition’s Zero Exposure Project website is also linked. The toll free hotline from the Zero Exposure Project (1-877-233-5656) will be sponsored by the Born Drug-Free Florida campaign to assist pregnant women to find treatment throughout the state. HSC Executive Director Jane Murphy represented the statewide Florida Association of Healthy Start Coalitions on Attorney General’s Task Force. The final report can be viewed at <http://myfloridalegal.com/pages.nsf/Main/CFC9846F8D7790FC85257A10004AE67E>. The Healthy Start Coalition of Hillsborough County continues to hold its Substance Exposed Newborn Meetings and is currently partnering with TGH clinic for Neonatal Abstinence Syndrome follow up for babies who are substance exposed. ZEP materials are still distributed to OB/Gyn offices and partnering agencies.

ZEP/Born Drug Free Phone line:

Month:	Apr-13	May-13	Jun-13	Jul-13	Aug-13
Total Number of Screenings:	17	5	12	3	8
Other Phone Calls:	4	43	38	19	10
Total Calls:	21	48	50	22	18
Minutes	149	276	303	127	50

3. Preconception Health Messages

The Healthy Start Coalition of Hillsborough County (HSC), in partnership with REACHUP, Inc., received a \$75,000 grant this February from Hillsborough County Department of Health's Office of Health Equity to create and implement a social marketing campaign addressing the importance of preconception/interconceptional health and its role in reducing infant mortality. To narrow the focus for greater impact, African American women were selected as the demographic target for the campaign based on data identifying whose babies are at the highest risk for poor birth outcomes.

A creative team was established to oversee the campaign development and implementation beginning with a thorough research process. A literature review and eight focus groups were conducted to gather attitudes and opinions on interconception health. Scripting, recruitment, transcription, coding and analysis were overseen by Dr. Deborah Austin with REACHUP and Dr. Leisa Stanley with HSC.

Other members of the team included: Candice Simon, REACHUP; Dr. John Warford, Florida A&M, School of Business & Industry; Conchita Burpee-Morton, Intermixx Media; Jane Murphy, HSC; Lisa Colen, HSC; Jessica Reynolds, HSC; Guerdy St. Victor, USF College of Public Health; Sandy Cox, HSC; Monica Rodriguez, MomCare; Kristina Crawford, Healthy Start Program; Courtney Murphy, Freelance Graphic Design; Erika Thompson, USF College of Public Health

The following focus group responses and themes helped guide the team to create the most meaningful imagery and messages for the campaign:

- Most people are not sold on the idea of planned pregnancies. There is a common belief that there are no guarantees that planning makes any significant difference in the health of the mother.
- Women stated that they don't think about preconception or interconception health unless they have known health problems, had a poor outcome or are having fertility problems.
- Men believe that they have a great deal of influence on the health behaviors of the women close to them.
- Both men and women believe there should be more emphasis on the individual and family health and genetic status of the father.
- Young women not considering pregnancy in the near future believe that preconception and interconception health messages must focus on things they can relate to now.
- People that are trusted sources of health information included: mom and parents, female doctors, other elder family members, sisters, Google, friends, boyfriends, husbands, partners and Dr. Oz.
- Words and images that came to mind included:
 - You Care, Good Body health, Healthy Moms and Healthy Babies, and Mentor.
 - Emphasize love, compassion, colors that makes women feel warmer; makes people say "aw" or take their breath away
 - Gear messages towards self-improvement, use youth in ads so young people can identify, use varied media, pictures, magazines, music, encourage men to be better dads

As a result of this research, a community driven theme emerged of “You Care” with an emphasis on the significance relationships. Donated original photography was used throughout the campaign wherever possible to capture the community look and feel. Community volunteers donated their talents as models to raise awareness and encourage their local community to get healthy for the future of their families.

Healthy Start Coalition and REACHUP, Inc. launched the You Care campaign Friday, August 2 at the Glazer Children’s Museum in Tampa with about 75 community members and campaign contributors. Advertising began in July with billboard and bus bench print ads in nearly 30 locations throughout Tampa. Multiple community outreach materials are also being disseminated. Visit www.youcareflorida.org to learn more.

DACCO contributions:

1. Strengthening Families

Strengthening Families is an evidence-based program that increases family cohesiveness. Children ages 5-12 receive counseling in their home, in their school, and in the community. Counselors utilize the evidence-based program to increase resilience and reduce risk factors for substance abuse, depression, violence and aggression, delinquency, and school failure in high-risk youth and families. Prevention counselors typically work with the child and family in the home. Each child has a prevention plan with goals outlined and each family receives a minimum of 14 sessions. Since services are provided in the home & the community, the hours of operation are flexible to accommodate work schedules of parents and may include weekends.

How utilized for child abuse or neglect prevention Focus: Originally designed for high-risk substance abusing families [though also studied on lower risk families], Strengthening Families provides up to 6-months of in-home parenting and family skills training. The program is engaging and inclusive of all families members in the home and uses structured activities to significantly reduce problem behaviors, improve social competence and school performance. This program also **reduces child maltreatment** by strengthening parent/child bonds. This longer, more intensive intervention makes it more appropriate for our higher-risk families. Wrap-around services are also provided.

**The SF model serves approximately 120 families throughout the county each year*

2. Parenting Wisely

Parenting Wisely (PW) is a parenting skills education program. Using interactive, computer-based vignettes, coupled with feedback and support from the counselor, this program is proven to reduce problem behaviors and increase communication and family unity. Based on social learning, cognitive behavioral and family systems theories, the program aims to increase parental communication and disciplinary skills. Since services are provided in the home, the hours of operation are flexible to accommodate work schedules of parents and may include weekends.

How utilized for child abuse or neglect prevention Focus: *Parenting Wisely* is a brief, interactive, and non-confrontational parenting curriculum that provides immediate, constructive feedback on parenting behaviors. Its interactive format encourages skill retention with all types of learners. This NREPP program increases knowledge & use of good parenting skills, decrease in child behavior, improved problem-solving, and **reduced spousal violence & violence toward children**, making it a good fit for many types of families who are considered at-risk. Wrap around services are also provided.

**The PW model serves approximately 50 families throughout the county each year*

3. Rx PSA's

This effort works to reduce child abuse/neglect by providing Hillsborough county residents with Public Service Announcement (PSA) with a prescription abuse awareness message. The message increases awareness and motivates viewers to seek additional information and includes a local resource for additional information. The ad, also available in Spanish, **encourages parents to be proactive in securing prescription medications** and discussing this issue with their children. Additionally, the ad promotes permanent prescription "take-back" locations and special "take-back" events. Written literature has also been developed and disseminated to the community, at-large.

**This ad reaches 100,000 people throughout the county.*

4. Zero Exposure Program

This special project contributes to the reduction of child abuse and neglect in Hillsborough County by activities to prevent the births of substance exposed newborns. Included are screening & assessment; supportive counseling; intensive and medical case management, education re: substance abuse, healthy pregnancies, prenatal nutrition, breast feeding, safe baby practices, DOULA services; transportation to OBGYN & pediatric appts: Medication Assisted Treatment; and physician oversight.

This program served 160 pregnant women last year with over 90% delivering substance free newborns

How utilized for child abuse or neglect prevention Focus: This program contributes the reduction of child maltreatment by increasing Mom's understanding of child development, providing training to Moms to safely care for their infants, facilitating parenting skills training, linking infants to pediatric care, and strengthening Mother/infant bonds. Intensive case management services serve the program focus on healthy infants and Mothers as well as enhance Mother/child bonding.

Objective 1.5 Utilize Domestic Violence Awareness Month activities to educate the community about domestic violence issues and its impact on children beginning October 1, 2010.

Hillsborough County's annual Domestic Violence Conference had a great turn-out. This year the local Domestic Violence Task Force, the Sexual Violence Task Force, and the Sexual Abuse Intervention Network (SAIN) worked together to jointly sponsor the conference. The focus this year was on the intersection of human trafficking, sexual, and domestic violence. The event was held at the St Lawrence's Higgins Hall.

Drs. Joan Reid and Robert Wright were the keynote speakers.

Breakout session topics were:

- Practice Issues of Social Networking for Mental Health Professionals.
- Understanding the Impact of DV on our Youth and allowing compassion to lead the way for us to better serve them
- Assessing Juveniles with Sexual Behavior Problems
- Assessing Batterers Intervention Program Treatment Gains
- Trauma Informed Care, Empowerment and Advocacy
- Evaluating and Treating Adolescents in Categorical Denial: Legal, Ethical, and Practical Considerations
- Trauma Bonding and Victims of Human Trafficking
- Human Trafficking: How it Affects Women

Strategy 2

Objective 2.1 Continue, enhance and expand Healthy Families Florida beginning July 1, 2010.

Healthy Families Hillsborough (HFH) was able to increase the local and state funding during the 2013 reporting period. HFH received an increase of \$51, 200 from the Ounce of Prevention Fund of FL/Healthy Families Florida and an increase of \$66, 129 from the Children's Board of Hillsborough County. An additional \$60,000 in Administrative Services Organization funds from the Children's Board were secured to purchase needed services to families that are served by the program.

Overall, the statewide system for Healthy Families Florida received an additional \$3 million in non-reoccurring funds to expand the Healthy Families services in locations in Florida which had lost funding as a result of statewide cuts three years ago.

Healthy Families Hillsborough continues to work with community partners to increase awareness of the program and to look for opportunities to increase funding through grants and other contributions.

Objective 2.2 Continue, enhance and expand the Targeted Case Management (TCM) for children at risk of entering the child welfare system beginning July 1, 2010.

We have 12 programs from 9 agencies providing TCM At Risk services now. The estimate thus far is that 246 children and their families have been (will be) served this calendar year.

Strategy 3

Objective 3.1 Track "Parent in Need of Assistance" referrals targeting the reduction of open investigations and recidivism rates beginning July 1, 2010.

During the 2013 year, there remains a steady decline in the number of open investigations received compared with prior years. Comparing reports received in 2013 (13, 155) and in 2012 (15,501), there has been a 1.2% decrease in the number of investigations received. Within the last year, due to the Hotline's change in criteria in the acceptance of PNA referrals, there has been a significant reduction in these types of reports being made. Specifically, the Hotline would only accept a report on the family when in need of assistance if the parent was making the phone call. Therefore, out of 13,155 (projected) reports, 219 (projected) were coded as Parent In Need of Assistance calls. As a result, partners and providers have assisted this community in obtaining resources for our families as a means of intervention rather than utilization of Child Protective Investigations. Designated personnel through the Hillsborough County Sheriff's Office, Child Protective Investigations Division, continues to review each Parent Needs Assistance referrals. In those cases, the Hotline changes the referral to an investigation. At this time, we are evaluating the process to determine recidivism rates on these types of referrals. A well defined process has been implemented which includes, but is not limited to, the tracking of Parent Needs Assistance outcomes through the Florida Safe Families Network. At this time, a process is still being identified to determine the recidivism rates of families when prevention services have been implemented and the family has engaged with providers.

Objective 3.2 Families under investigation by HCSO-CPID for domestic violence, substance misuse, or inadequate supervision, and who do not warrant ongoing child welfare intervention, are provided prevention supports to address their needs thus preventing child abuse or neglect post calls to the Florida Abuse Hotline beginning July 1, 2010.

In 2013, families under investigation by HCSO-CPID for family violence, substance misuse and/or inadequate supervision were referred to the Diversion team if they had not met the criteria for judicial action. A review of Diversionary statistics reflects of the 6779 referrals made to the ECA Diversionary team, 5050 referrals were accepted. While these referrals encompass all maltreatments, the majority of the families accepted experienced all or one of these maltreatments. The Hillsborough County Sheriff's Office received 13, 155 projected reports; of which 577 were Special Conditions reports. Please note** multiple providers may have been involved with these families which could skew the true number of families served by one specific provider.

Since the onset of this plan, Child Protective Investigators and Supervisors identified the need for prevention support services when the maltreatment supported a need for intervention. At this time, CPIs are encouraged to engage families in providers resources and correspond with the resource team within three to five days from receipt of the report. This supports a steady increase in the number of families referred for services. Additionally, there is Diversionary staffings that occur twice weekly on Moderate and High Risk families to obtain updates, brainstorm about additional needs and discuss further linkages to close investigation and keep families preserved.

Objective 3.3 Continue to promote best practices and coordination in the child welfare and domestic violence systems of care beginning July 1, 2010.

The Family Justice Center of Hillsborough County (FJC) closes its doors in mid-2013, due to funding challenges. As a result the course-system committee trains series developed by and for local professional was discontinued. In the meantime, The Spring of Tampa Bay is still offering trainings in the community. They are willing to provide training to child welfare staff, but are not prepared to resurrect the entire CW/DV training series.

On another note, the Child Welfare/Domestic Violence Policy Group – hosted and co-chaired by FJC - seems recently to have regained some momentum since the FJC's closure. We have had good attendance from child welfare representatives over the past two meetings. The Spring is now scheduling training requests from the child welfare system's Case Management Organizations as a result of discussions at those meetings of the Policy Group.