

Helping YOU to Help Them: Better Protection for PA's Children

2014 - 2015 Annual Report



- Training for professionals
- Support for families
- Education for communities



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- Support for families
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Mission Statement:

Pennsylvania Support Alliance protects children by teaching citizens to recognize and report child abuse and neglect and by providing information, educational materials and programs that promote positive parenting.

Vision Statement:

Pennsylvania Family Support Alliance will be the premier organization in Pennsylvania for training in recognizing and reporting of child abuse and neglect and for advocacy, information and programs that prevent child abuse by promoting positive parenting.

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A Message from the President and CEO

The crafting of this leadership message makes two dozen I have written since I assumed my first position leading a nonprofit organization focused on the prevention of child abuse. Each one pointed to key accomplishments of the organization, milestones, challenges and an affirmation of our mission. None has reflected the scope and depth of accomplishments and activities or environmental changes and associated challenges contained in this annual report. As a result, Pennsylvania's children are better protected and Pennsylvania Family Support Alliance (PFSA) is pleased to join with stakeholders in every region of our Commonwealth to spread the word that every citizen has a role to play in protecting Pennsylvania's children.



As 23 amendments were introduced to PA's Child Protective Services Law, PFSA was a leader in training and educating mandated reporters of child abuse on changes related to our state's definition of child abuse and training requirements for licensed and certified professionals. We also provided education on the reporting process, penalties for failure to report and most importantly- the number one reason for reporting child abuse- the health and safety of our children depend upon the action of professionals, key volunteers and members of the community! An estimated **thirty-five thousand** individuals completed PFSA's acclaimed training, "Recognizing and Reporting Child Abuse" and tens of thousands more sought answers to their questions about the new legislation. Each day more and more citizens in our Commonwealth are learning how to better protect the children around them.

To assist those needing clear, accurate and easy to access information on PA's child welfare law, PFSA introduced a new, technologically improved program. We developed a variety of options, including self-guided/on-demand training, virtual training, on-site face-to-face and a comprehensive train-the-trainer program, available to organizations and institutions wanting to establish their own in-house training program on child abuse recognition and reporting. At the same time, PFSA's Front Porch Project expanded efforts to help an increased number of community members learn how to help children and parents in every region of Pennsylvania. Capacity was increased through the introduction of a train-the-trainer component and outcome measures reflect more and more citizens who are ready and willing to be a part of the solution. With the staggering number of Pennsylvania children who are injured and killed each year as a result of child abuse, every citizen should be involved in child abuse prevention. These accomplishments were made possible by the generosity of private funders who view child protection as their social responsibility. We could not be more grateful.

Thank you to our partners across the Commonwealth who are helping PFSA create a culture that focuses on the safety and well-being of our children. To those who have given funds, sought training, volunteered their time - we are making progress, one child and one community at a time. We can't do it without you!

A handwritten signature in blue ink that reads "Angela M. Liddle". The signature is fluid and cursive.

Angela Liddle, President and CEO



Key Accomplishments in 2014-2015

For mandated reporters of suspected child abuse and neglect:

- PFSA broadened its approach to providing training. In addition to continuing our on-site training and bi-monthly virtual training, we developed an interactive, instructionally designed, on-demand, self-paced, online training module for mandated reporters.
- PFSA is the only approved entity in Pennsylvania able to offer Train-the-Trainer (TTT). We expanded our TTT program this year and now have 367 Organizational Trainers in 47 of the 67 counties in Pennsylvania.
- We provided a record number of trainings - nearly 21,000 mandated reporters were trained between July 1, 2014 and June 30, 2015, an increase of 4,667 from last year.

For communities, neighborhoods and faith-based groups:

- Our primary prevention program, the Front Porch Project (FPP) continued to grow. This year PFSA held 10 local training sessions, preparing 250 “ordinary citizens” to step in and help a child. Since its inception in Pennsylvania in June 2011, 50 FPP training sessions have been held across the state and 1,109 people have been trained.
- Front Porch project continued to be effective in increasing the number of people who are equipped to help a child or parents. This year, the percentage of participants who say they *actually will step in to help often or very often* increased, on average, from 32% to 88% following training. The percentage of participants who say they would “never or almost never” step in before training averages 30%; after training only 1% say they will not get involved.
- We developed a Train-the-Trainer program and added 11 trainers to our corps of local citizens who are committed to preventing child abuse.

For parent education and family support programs (affiliates) across the state:

- In fiscal year 2014-2015, we worked with 56 local organizations, operating 175 programs throughout the state. These programs impact roughly 6,200 families each year.
- We visited roughly half of our affiliates, completing 31 visits in 23 counties. PFSA offered 9 online training events, 2 conferences, 4 skill-building opportunities, and 3 sessions on “broad topics” such as youth mental health and internet safety. We attended or made presentations to 12 affiliate-sponsored events and provided 2 affiliates-only Mandated Reporter Training sessions.
- In our 2015 survey, all affiliates rated PFSA services between “5 and 10 (good and excellent),” with 85% rating the state office quality at between “8 and 10 (excellent).”

To provide information and education to government entities and the general public:

- Launched a newly designed website with greater functionality and access to training opportunities and up-to-date information.
- Appeared on four television news shows and seven radio interviews. Met with dozens of print outlets for comment and information.
- Provided comment upon request by members of the PA House of Children and Youth and Senate Aging and Youth Committees.

Mandated Reporters of Suspected Child Abuse

In the past year, in order to offer children greater protections from abuse and to make the law more prevention-focused and child-centered, the Task Force on Child Protection concentrated its efforts on an extensive reworking of Pennsylvania's Child Protective Services Law (CPSL).

By December 2014, twenty-three pieces of legislation had been enacted. These changes significantly impacted the reporting, investigation, assessment, prosecution and judicial handling of child abuse and neglect cases. Two notable amendments (Act 31 & Act 33 of 2014) broadened the categories and classification of mandated reporters and specified groups that were required to receive training. The Legislature acknowledged the need for accurate and effective training and education to have the changes to the law become reality as a way to protect our children.



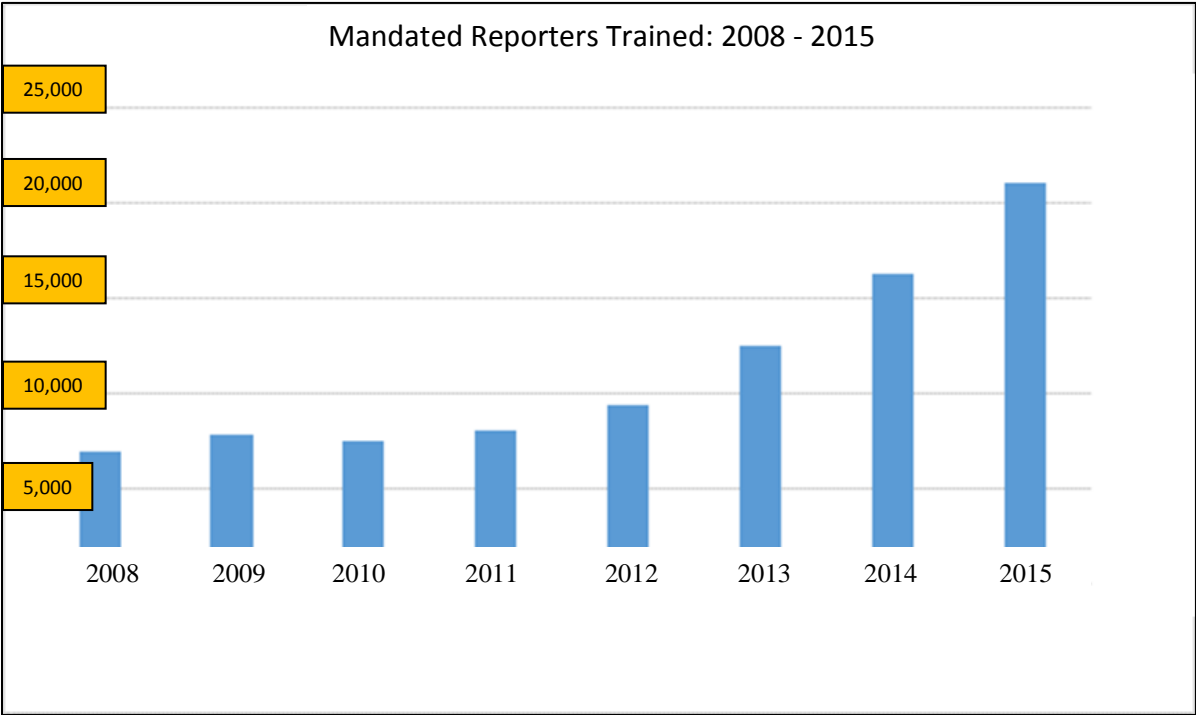
PFSA responded swiftly and resourcefully. The changes to CPSL necessitated the complete revision and republication of PFSA's "Recognizing and Reporting Child Abuse" curricula and training materials. Contracted independent trainers and organizational trainers received training on the revised content via virtual update sessions during November 2014. In addition to training revisions, PFSA fielded questions and concerns from thousands of mandated reporters via email and phone calls throughout the fiscal year.

To meet the increased demand for training, PFSA broadened its approach to providing training. In addition to continuing our On-Site Training and bi-monthly Virtual Training, we developed an interactive, instructionally designed, On-Demand, self-paced, online Mandated Reporter training module, in collaboration with the nationally recognized and award winning Allen Interactions. Also new this year, PFSA revamped the Train-the-Trainer (TTT) program, transitioning it to a fee-for-service contract (\$1,000 per trainer). TTT is an opportunity for organizations to develop their own quality, cost-efficient, in-house training program on child abuse recognition and reporting for employees by entering into a three-year partnership with PFSA. **PFSA is the only approved entity in Pennsylvania able to offer (TTT). We now have 367 Organizational Trainers in 47 of the 67 counties in Pennsylvania.**

The curriculum presented in all four types of training is approved for continuing education credits by the Departments of Human Services, State and Education (Act 48 credits) and meets all requirements under both Act 126 (Recognizing and Reporting Child Abuse requirement) and Act 31 for required training of mandated reporters. Beginning in 2015, approved providers under Act 31 are required to upload participants' information directly to Department of State for renewal or initial licensure (health-related licenses). Between January and June of 2015, PFSA uploaded information for more than 7,000 training participants.

PFSA provided a record number of trainings - nearly 21,000 mandated reporters were trained between July 1, 2014 and June 30, 2015, an increase of 4,667 from last year. The number of mandated reporters trained by PFSA has grown consistently over the past eight years.

Mode of Training	On-Site	On-Demand	Virtual	Train-the-Trainer
Number of sessions	390	N/A	70	6
Number of participants	13,200	2,200	5,500	67



In July 2015, Governor Wolf signed a bill that made additional changes and clarifications to the CPSL. PFSA once again revised the training materials to ensure the most up-to-date and accurate information is available to our trainers and to those whom we train. One of the changes added a sixteenth type of mandated reporter to the enumerated list of those required to report suspected child abuse. With the expanded list of mandated reporters, the heightened awareness of legal responsibilities, and the increased training requirements, PFSA anticipates significant training opportunities across the Commonwealth in the upcoming year. New partnerships are forming with schools, universities, colleges, transportation companies, law enforcement, residential facilities, foster care agencies, child care agencies, head start agencies, libraries, juvenile justice agencies, treatment agencies, health care professionals and faith-based organizations to better equip those who work or volunteer with children.

Front Porch Project

Front Porch Project (FPP) is a community-based primary prevention initiative based on the belief that everyone can - and should - become more aware of how to help protect fragile and at-risk children in their own communities. It provides ordinary citizens with the knowledge, training and encouragement they need to become involved. The primary learning objective is that participants will be able to identify situations in which they can comfortably and safely intervene to help a child or support a parent and to demonstrate possible responses and strategies for helping in these situations.



FPP participants in an “asset building” activity

FPP is a comprehensive look at why people do (and don't) get involved when they are concerned about a child. The training is offered in several different formats, usually six hours. It is an interactive, fun mix of discussion, video clips and activities that encourages learning and community building.

PFSA partners with local organizations to implement and sustain the Front Porch Project in their communities. PFSA provides experienced trainers, materials and technical assistance to our local partners, who provide space, refreshments, and logistical support, as well as recruit participants. In this way, we provide a cost-effective, grass roots program across the state.

In fiscal year 2014-2015, PFSA held 10 local training sessions, preparing 250 “ordinary citizens” to step in and help a child. Since its inception in Pennsylvania in June 2011, 50 FPP training sessions have been held across the state and 1,109 people have been trained.

Cumulative results of the evaluations show that 97% of participants in the Front Porch Project community training agreed that they feel more comfortable intervening with struggling parents or families. The percentage of participants who say they *actually will step in to help often or very often* increases, on average, from 32% to 88% following training. The percentage of participants who say they would “never or almost never” step in before training averages 30%; after training only 1% say they will not get involved. Virtually all participants (99%) said that the training was useful and they would recommend it to someone else.

The Front Porch Project is designed to have a “ripple effect” in communities. Past participants in FPP sessions were surveyed via email in July 2014 and reported that they have helped an average of five children in the previous six months and have spoken to at least five adults about what they learned. About 10% of the training sessions held in 2014-2015 were initiated by someone who had attended or heard about FPP from someone who attended a previous session.



To leverage community resources and support for FPP, PFSA initiated a Train-the-Trainer program this year, designed to equip local organizations, volunteers and faith-based groups to offer FPP sessions in their communities. Because of staff limitations, PFSA is not able to meet the demand for FPP training, so the addition of local trainers made it possible for more Pennsylvanians to receive the FPP information.



New trainers for Front Porch Project – December 2014

The first group of new trainers was prepared to train in December 2014. We added 11 new trainers from seven counties, bringing the number of trainers to 18 as of December 31, 2014. Our trainers come from Blair, Cambria, Dauphin, Northampton, Perry, Philadelphia, Westmoreland and York counties; most are available to provide training in neighboring counties.

By June 30, 2015 there had been two training sessions given by the new trainers and more than 50 people became involved in FPP; they would not have received the information without our local trainers.

Front Porch Project would not be possible without the help and support of local sponsoring organizations. PFSA thanks those with whom we partnered during the past fiscal year:

Armstrong County Children, Youth and Family Services
Beginnings, Inc.
Bethlehem Partnership for a Healthy Community
Bikers Against Child Abuse, Laurel Highlands Chapter
CARE Center of Indiana County
Catholic Social Services (Archdiocese of Philadelphia)
Children's Aid Society, The Lehman Center
Easton Weed and Seed
First Presbyterian Church of Bethlehem Safe Church Committee
Holy Family Institute
Indiana County Dept. of Human Services
JusticeWorks Youth Care
Kittanning Salvation Army
PA Housing Finance Agency
Potter County Human Services
Potter County Integrated Children's Services Collaborative Board
Potter County Parents Helping Parents
The ARC of Indiana County

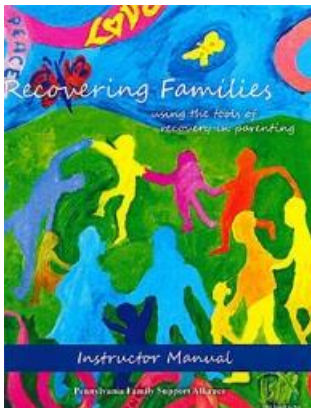
"When people hear what others are doing to create positive, healthy communities for our kids, their immediate response is 'I can do that!' As we expand our actions and influence one little step at a time, we will be contributing to a quiet revolution that will restore the type of culture that is healthy for our kids, and hence, healthy for us all." - James Vollbracht, "Stopping at Every Lemonade Stand"

Network of Affiliated Family Support Programs

PFSA works closely with local organizations that help families through parenting classes, support groups, in-home visits and many other services. These organizations, called affiliates of PFSA, are on the front lines of child protection and prevention. By affiliating with PFSA, they receive an extensive list of services, including: program evaluation tools, site visits to provide technical assistance, regular online training for skill building, regional conference and training events at low or no cost, resource mailings with updated information on child welfare trends, program ideas and ready- to-use handouts, educational brochures, curricula and resources for parents and a video lending library for use with parent groups.

Between July 1, 2014 and June 30, 2015, we visited roughly half of our affiliates, completing 31 visits in 23 counties. PFSA offered nine online training events, two conferences, four skill-building opportunities, three sessions on “broad topics” such as youth mental health and internet safety. We attended or made presentations to 12 affiliate-sponsored events and provided two affiliates-only Mandated Reporter Training sessions.

A survey to assess affiliate satisfaction with PFSA was conducted in April of 2015. In response to the question, “How would you rate the quality of services provided by the state office of PFSA during the past two years?” all affiliates rated our services between “5 and 10 (good and excellent),” with 85% rating the state office quality at between “8 and 10 (excellent).” There were no ratings lower than “5.” Regarding the affiliates’ perception of changes in services over the past two years, the survey showed that 50% of affiliates felt that the services have become more effective, 35% felt the services have stayed the same and 15% did not know if the services had changed. Between 2013 and 2015, the percentage of affiliates stating that PFSA services improved increased by 3%.



In addition to working with family support organizations, PFSA produces a number of parent education materials, used by affiliates and others, to augment their services to families. For example, our brochure “Co-Parenting Together: Help for Separated or Divorced Parents” is frequently used as part of court-mandated programs for parents seeking a divorce. Our topics range from “Parenting One Day at a Time” (for recovering parents) to “Parenting with Hope and Health” (parents with mental illness) to “Parenting Your Children’s Children” (grandparents). We also produce and distribute two parenting curricula, “Building Your Family,” and “Recovering Families,” which are used by dozens of organizations, including classes for child-welfare involved parents and substance abuse treatment programs.

An important new partnership was formed this year with “Parents & Partners,” a Community Innovation Zone program of The Foundation for Enhancing Communities. PFSA worked closely with the Harrisburg School District and early childhood education programs (Head Start, for example) to increase parent participation in elementary school or pre-K programs. This exciting work gives us a chance to share resources and build collaboration within Dauphin County.

In fiscal year 2014-2015, we worked with 56 local organizations, operating 175 programs throughout the state. These programs impact roughly 6,200 families each year. We gratefully acknowledge our partnership with these affiliated organizations:

Adams County: Children’s Aid Society, Nicarry Center
 Allegheny/Westmoreland Counties: Family Services of Western PA, ParentWISE
 Allegheny County: Renewal – Lydia’s Place
 Armstrong County: Holy Family Institute
 Bedford/Fulton Counties: Bedford-Fulton Head Start
 Berks County: Berks Connections
 Blair County: Child Advocates of Blair County
 Bucks County: Family Service Association of Bucks County
 Centre County: Children’s Advocacy Center of Centre County
 Clarion and Jefferson Counties: Community Action, Inc., Crossroads Project
 Clearfield County: Children’s Aid Society
 Clearfield County: Dept. of Corrections, Quehanna Boot Camp
 Clinton County: Family Support of Clinton County
 Crawford County: Center for Family Services
 Crawford County: Dept. of Corrections, SCI Cambridge Springs
 Cumberland County: Family Promise of Harrisburg Capital Region
 Cumberland,/Dauphin/ Perry Counties: Family Support of Central PA
 Erie County: Erie School District Family Center



Mural created at the House of Hope in Philadelphia (Council for Relationships)



Parenting class in Westmoreland County (Family Services of Western PA)

Fayette County: Crime Victims Center
 Fulton County: Fulton County Center for Families
 Indiana County: CARE Center of Indiana County
 Lackawanna County: EOTC
 Lancaster County: YWCA of Lancaster
 Lehigh County: Pinebrook Family Answers
 Luzerne County: Pittston Area Family Center
 Luzerne County: Luzerne County Head Start, Inc.
 Luzerne County: The Institute for Human Resources and Services

Lycoming County: Dept. of Corrections, SCI Muncy
 Montgomery County: Catholic Social Services
 Northampton County: Project Child
 Northumberland County: Northumberland County Family Center



Perry County: Perry County Family Center
 Philadelphia: First Home Care
 Philadelphia: Catholic Social Services
 Philadelphia: Council for Relationships, Community Partnership Program
 Potter County: Potter County Human Services
 Warren County: Forest-Warren Human Services
 York County: Children’s Aid Society, The Lehman Center



Back to school fun in Crawford County (Center for Family Services)

Multiple Counties: PA Dept. of Corrections, Bureau of Community Corrections

“Tummy Time” reading program in Scranton (EOTC)

Child Abuse Prevention Month



Each spring brings opportunities to increase community awareness of the problem – and, more importantly, the solutions – to child abuse and neglect. During April, nationally recognized as Child Abuse Prevention Month, PFSA sponsors and assists with a variety of activities. Our annual kick-off on April 1st began long before sunrise with Harrisburg's local ABC affiliate promoting PFSA's child abuse prevention programs to mid-state viewers (Angela Liddle and ABC 27, left). In addition to an increased number of corporate and foundation funders, PFSA invited members of the General Assembly, Dept. of Human Services leadership, affiliates and child advocates to participate in the annual legislative breakfast honoring the successful efforts of Senator Jake Corman to assure that fines paid by Penn State University to the NCAA will stay in Pennsylvania to be used for child abuse prevention and treatment programs. Rep. Katherine Watson, Chair of the House Children and Youth Committee and Rep. Julie Harhart were also honored for their leadership with legislation that improved PA's Child Protective Services Law as well as funding for Child Advocacy Centers and the training of mandated reporters of child abuse.

Painting for Prevention

For the past eight years, PFSA has been holding "Painting for Prevention" events at locations around the state. Collaborative murals are created in local communities, each depicting the community's history and commitment to positive parenting and family support to prevent child abuse. We work with Heart 2 Art to design the murals based on the community's view of what they are doing to prevent child abuse. This year, events were held in Johnstown and York.



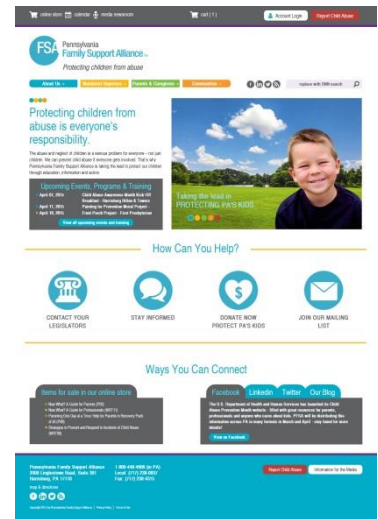
The Johnstown mural (left) focused on the Week of the Young Child, with approximately 200 people adding to the mural painting. In York (below, Artist Judith Youshock and some York painters), the theme was the importance of parents reading to children and early literacy programs and libraries. Each mural remains on display in the local community as an ongoing reminder that child abuse can be prevented all year, not just for Child Abuse Prevention Month.

In addition to legislative breakfast and mural events, PFSA participated in dozens of events, conferences and programs. As we have done for decades, we distributed thousands of blue ribbon pins, the national symbol of Child Abuse Prevention Month.



Communication and Advocacy

With unprecedented changes to PA's Child Protective Services Law (CPSL), PFSA was at the front line of disseminating information and responding to questions, concerns and requests for training and education. Our website (home page on right), www.pa-fsa.org was reconstructed to provide parents, professionals and community members with easy access to critical information and services. The new site, with enhanced functionality, allows greater ease for scheduling training, ordering materials and locating parenting support and education programs. We added a media center and information began to flow with great ease and in real time!



Throughout the fiscal year, PFSA reviewed proposed legislation and provided comment upon request by members of the PA House of Children and Youth and Senate Aging and Youth Committees. By far the most time consuming of this was related to the final passage of Act 31 and HB 1276.



PFSA's Angela Liddle and Tina Phillips appear on "PA Newsmakers" with Terry Madonna.

In addition to working with elected officials and staff of the General Assembly, PFSA "went on the road" to share key points on the CPSL amendments via television, radio and print media. From Erie to Philadelphia and many communities in between, PFSA met with reporters, editorial boards and appeared on programming such as CBS 21's "Face the State," WITF 89.5, WJET-TV's "Newsmaker," WBCB 1490 in Levittown just to name a few.

Thousands of questions were answered and areas of confusion clarified. PFSA met with staff of the PA News Media Association (PNMA) to request more confidentiality, sensitivity and awareness in their reporting of mandated reporters who report a potential abuse by a colleague. As a result, PFSA and PNMA worked together to develop a "model guideline" for media reporting in these cases. We strengthened our relationships with reporters and editors through a series of media alerts and interviews on child welfare.

These activities educate local communities about the importance of reporting suspected child abuse, the impact that one person can make on a child's life and the availability of many support services across the state.



Angela Liddle and Rep. Kathy Watson lead a community meeting in Bucks County.



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Financial Statement

2015

Revenue

Grants and Contracts	\$937,595
Affiliation Fees	13,250
Program Service Fees	312,180
Contributions	64,858
Interest Income	2,986
Miscellaneous	16,610
Total Revenue	\$1,347,479

Expenses

Program Services	
Personnel	\$390,281
Office Expenses	196,394
Other Expenses	456,964
Total Program Services	\$1,043,639

Support Services	
Management and General	\$201,845
Fundraising	\$105,155
Total Support Services	\$307,000

Total Expenses	\$1,350,639
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Change in Unrestricted Net Assets	\$(3,160)
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2014

Revenue

Grants and Contracts	\$ 818,595
Affiliation Fees	13,783
Program Service Fees	265,368
Contributions	60,190
Interest Income	3,553
Miscellaneous	10,138
Total Revenue	\$1,171,627

Expenses

Program Services	
Personnel	\$382,445
Office Expenses	105,166
Other Expenses	582,609
Total Program Services	\$1,070,220

Support Services	
Management and General	\$193,313
Fundraising	31,507
Total Support Services	\$224,820

Total Expenses	\$1,295,040
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Change in Unrestricted Net Assets	\$(123,413)
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