



Pennsylvania
Family Support Alliance™

Protecting children from abuse

Protecting PA's Kids



pa-fsa.org

Leading the Way

Despite fiscal challenges everywhere we turn, Pennsylvania Family Support Alliance (PFSA) knows that parents and fragile children can't afford to wait for our state's financial situation to improve to receive necessary parenting education and support services. Likewise, professionals working with children need to be adequately equipped to fulfill their legal obligation as mandated reporters of suspected child abuse and neglect, regardless of our financially strapped government.

After more than 30 years of preventing child abuse, PFSA has learned first-hand the value of asking people what they need in order to be **more effective as parents, members of a community or professionals working with families** — and listening to their answers. Our experience has shown us that no one program can prevent child abuse. Rather, a multifaceted approach that involves parents, professionals and community members gives children the best shot at a safe and nurturing childhood.

During this fiscal year, PFSA's Board of Directors put its commitment to Pennsylvania's children into action and expanded services in several key areas. A newly formed partnership with The American Humane Association brought The Front Porch Project® to Pennsylvania with PFSA as the Statewide Coordinator. This primary prevention program is designed to teach community members how to respond to child maltreatment in shopping malls, grocery stores or their own neighborhoods; it was piloted in York and Dauphin Counties in May of this year. Demand for the training has been strong and feedback very positive. **Community members have repeatedly asked, "How can I help protect PA's children?" The Front Porch Project® is giving them the answers.**

Likewise, PFSA increased its services for mandated reporters of child abuse and neglect by offering a second web-based training option for school personnel, linked directly with the PA Dept. of Education for professional development continuing education credits. At the same time, legislative advocacy efforts continued, with Senator Pat Vance (York/Cumberland Counties) introducing SB 449 and Representative Tom Killion (Chester/Delaware Counties) with companion HB 1697. Our advocacy efforts will continue until school personnel throughout the Commonwealth are adequately trained on this critical child protection issue. **Professionals have consistently asserted that training on recognition and reporting of child abuse improves their ability to play a pivotal role in child protection.**

Expanded services to parents included new agencies joining PFSA's affiliate network and long-term affiliates adding new support and education groups. "Recovering Families," a workbook targeting parents with chemical addiction, was introduced into parenting programs, substance abuse inpatient facilities, outpatient counseling agencies and various support programs for parents. **Parents have told us — loud and clear — that they want to be better parents, but lack the necessary education and support.**

Thank you to our partners across the Commonwealth who have helped PFSA advance an agenda that focuses on the safety and well-being of our children. We are making progress, one child and one community at a time. We can't do it without you!



Ruth Williams,
President of the Board



Angela M. Liddle,
Executive Director

Mission Statement

Pennsylvania Family 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 become the premier organization in Pennsylvania for training in the recognition and reporting of child abuse and neglect, as well as for the provision of information, materials and programs that promote positive parenting.



Pennsylvania
Family Support Alliance™

Protecting children from abuse

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

Mandated Reporters of Suspected Child Abuse & Neglect

Mandated reporters of child abuse — those professionals who work with children through the course of their occupation, employment or practice of their profession — comprise the majority of employed citizens in Pennsylvania. Despite this, many professionals — from teachers to social workers to law enforcement — are not confident in their ability to recognize child abuse, and they often lack adequate knowledge about the reporting process. For this important reason, PFSA continues to develop new ways to reach mandated reporters of child abuse with the critical information necessary for them to help keep the children they encounter while at their job safe.



This year, innovative technology played a large role in our mandated reporter training. In partnership with Capital Area Intermediate Unit, PFSA developed a second web-based training program specific for school personnel. This training medium links directly to the PA Dept. of Education to easily approve and maintain professional development credits. Likewise, PFSA has “gone green” through an upgrade to our database that allows information related to the scheduling of training to be emailed, a more efficient use of all resources. A new automated data entry system also increased our efficiency and accuracy in the area of training evaluation.

With more than 8,100 mandated reporters trained during this year, we also expanded our reach to a new statewide audience with a curriculum that includes special emphasis on injuries and physical conditions most often seen by law enforcement personnel. PFSA’S three-hour “Recognizing and Reporting Child Abuse” training will be provided to Pennsylvania State Police cadets in the upcoming months. More than half of all training conducted this year was provided on site for social service agencies, with schools and child care centers combining for the remainder. A total of 299 trainings were provided to more 185 organizations, in addition to web-based training and technical assistance offered via phone and internet.

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Law enforcement and teachers are among the many groups trained by PFSA.

Several new child welfare experts joined our prestigious list of trainers. This growing number of top-notch trainers now educate and support one another by sharing their training experiences and knowledge, as well as interact with PFSA's Director of Training, through a "closed website."

Strong collaborations continue to be the cornerstone of PFSA's training program for mandated reporters of suspected child abuse and neglect. For example, presentations and program overviews were provided for the following organizations:

- 2011 Student Assistance Program Conference Days
- Pennsylvania State Coroners' Association officers
- Keystone Health Promotion Conference, Penn State, Harrisburg
- One Child, Many Hands Conference, Philadelphia

PFSA especially appreciates the commitment to training mandated reporters demonstrated by Senator Pat Vance (Cumberland/York Counties) who introduced SB 449 and Representative Tom Killion (Chester/Delaware Counties) who introduced HB 1697. These bills reflected the importance of equipping our school teachers, who spend the majority of awake hours with children, factual information on child abuse recognition and our state's reporting process. Legislative efforts will continue in the new fiscal year. Follow our collective efforts to ensure that mandated reporters are properly equipped to protect PA's kids on PFSA's website and via our new blog.



Neighbors — Community Members — Every Citizen in Pennsylvania

Clearly, the future of our communities depends on our ability to foster and improve the health and well-being of our children; those future leaders who will one day sit where we are sitting and finish the work we have started. We risk our future when we fail to provide all children a nurturing, safe environment due to child abuse and neglect.

According to 2010 data, Pennsylvania spends approximately \$3.55 billion each year on child abuse, neglect and its aftermath. Child welfare staff continually work to improve best practice and reform the system to better serve children and families. Still, we know that in 2010:

- More than 24,600 reports of suspected child and student abuse were received by child welfare and Child Line, our state's central registry.
- More than 3,600 cases of abuse were substantiated
- 33 children died from abuse. Most of these families had no prior contact with child welfare systems.

Let's remember that these are only those children who came to the attention of our child protection system; many do not and suffer in silence. PFSA staff has heard from citizens in every area of the state — they are outraged at the mistreatment of children, they want to be part of the solution and are frustrated that they do not know how to offer assistance. Clearly, the problem is too great for government and local agencies. Responding to families in crisis must bring a multifaceted approach that includes the broader community.

In January 2011, PFSA added a third program to services it provides statewide. The Front Porch Project® (FPP) is a national, research-supported community based initiative built on the belief that all people are concerned about the safety of children in their communities and should be encouraged and given concrete skills to help intervene. PFSA joined with The American Humane Association and is Pennsylvania's Statewide Coordinator for FPP.

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Artwork depicting the message of the Front Porch Project was created in Indiana, PA.



Staff from American Humane trained and certified 13 volunteer trainers for the FPP in a two-day train-the-trainer session in May. Materials were given to all trainers, and a “closed website” was developed for the sharing of ideas and information. The first local training sessions were held in York and Harrisburg with a total of 35 people attending. Many participants reported that the training is exactly what they needed to be able to intervene safely and confidently.

It really is time for all of us to realize the power one person can have in positively impacting a child's life. Listen to what training participants have shared:

“ My attitudes have changed! I feel I can now intervene in many different ways.”

“ I feel more equipped and confident about helping.”

“ Intervening is not as scary as I thought.”

“ I feel more urgency to speak on behalf of voiceless children.”

“ I learned to observe the situation more completely.”

“ I learned more about what constitutes child abuse.”

Participants also talked about some ways they have helped in the brief time since they completed the training:

“ Entertained a child while mother shopped.”

“ Helped a little boy get back to his mother when he wandered away in a parking lot.”

“ I wrote an article about child safety for a newsletter.”



Dan Comer and Lauren Marley from American Humane Association instructed our Front Porch Project® trainers.

FPP training sessions are being scheduled across the state. To learn how you can become involved in the FPP or to bring training to your neighborhood, visit www.pa-fsa.org.

PFSA's Statewide Network of Family Support Programs

Each year more than 6,000 parents receive support and education from PFSA affiliates across the state. These local organizations receive a wide range of training, technical assistance and educational materials developed by PFSA, with input from consumers, that help them to reach out to families in their communities and strengthen their existing parenting programs. Four new affiliates joined our network in Armstrong, Luzerne, Philadelphia and Venango Counties. Four affiliates began new programs for parents in recovery from chemical addiction and one new group started in Potter County for parents with child welfare involvement. Two new groups were developed in Philadelphia for low-income parents. **PFSA's network continues to grow with more than 55 agencies offering 158 support and education groups statewide.**

Kristy Vassell and her daughter Madyson attend a PFSA-affiliated program in Scranton.



PFSA affiliates offer parent education and support in a variety of arenas — prisons, family centers, recreation centers, homeless shelters, domestic violence programs and community correction centers — along with programs for children and teens. This year has seen an increase in programs that offer support to parents in recovery for chemical addiction. PFSA responded to this trend by publishing a new resource for parents in recovery, “Recovering Families,” a workbook that incorporates 12-step concepts into parent education.

During this fiscal year, 29 site visits provided practical, hands on suggestions for program coordinators and facilitators. Additional training sessions were held on how to help parents with psychiatric disabilities (Crawford County), parents in recovery from chemical addiction (Early Childhood Education Summit in Centre County), and training for parents with

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mental illness at the PA Mental Health Consumers Association Conference in Pittsburgh. PFSA's services, parenting curriculum and publications were highlighted at the Building Strong Families Conference (Lancaster County), PA State Resource Family Association Conference (Dauphin County) and Head Start State Conference (Dauphin County). PFSA's partnership with the PA Dept. of Corrections was highlighted in a December issue of "Corrections Today" magazine, the leading publication for corrections staff.

Marshall Harrison and his daughter Mikayla. Mr. Harrison was active in a family support program in community corrections in Harrisburg.



We continued to expand our training for family support professionals again this past year. Several webinars were held for affiliates, offering information on Pennsylvania's Strengthening Families Initiative, engaging fathers in parenting programs, and a review of all PFSA-sponsored events for Child Abuse Prevention Month. These online training experiences make it possible for financially strapped affiliates to stay current with trends without leaving their local communities to attend training.

In 2011, we conducted our biennial survey of parents who attend classes and support groups. This professionally developed evaluation tool helps programs identify areas of needs for parents and adjust their services to meet those needs. One overwhelmingly positive response in this survey is that all of the participants answering the question, "Would you recommend this program to other parents?" responded "yes." **Almost all parents (97%) reported having a better relationship with their children and other family members** because of their participation in the Family Support Program. **A large percentage of participants (89%) found the PFSA-trained facilitator of the program provided extensive support and information.**

New populations of parents, expanded topics, increased technology, expanded training — all still bring parents together helping one another as they struggle to raise their children in an atmosphere free from violence. That spells funding well spent and success for thousands of PA kids.

PFSA Partners with Affiliates and Community Groups for Child Abuse Prevention Month Events

The nationally recognized symbol of child abuse prevention month, the blue ribbon, was found again this April throughout Pennsylvania. Blue ribbons could be found on parking meters, mailboxes, pins on shirts, hats and suit jackets — no matter where they were placed — they all said, “Help Prevent Child Abuse!”

PFSA again led the way in distributing thousands of blue ribbon pins, attached to a bookmark with prevention tips statewide. For the fourth year, PFSA also sponsored “Painting for Prevention” where three collaborative murals across the state were designed to observe Child Abuse Prevention Month. This year, murals were created in Indiana, Muncy and York. Approximately 1,000 Pennsylvanians painted on the murals, including a special mural created by female inmates at SCI Muncy. These women expressed their hopes and regrets as mothers “on the inside” through PFSA’s Painting for Prevention.

PFSA kicked off the month of April with a press conference at the Capitol Rotunda. The Governor’s Proclamation, along with resolutions from the House and Senate, were shared with those in attendance. Senator Kim Ward, Chair of the Senate Aging and Youth Committee, spoke about her work with Senator Pat Vance to advance legislation establishing a training requirement on child abuse recognition and reporting for our state’s school personnel.

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The mural created at SCI Muncy.



Even the Easter Bunny painted on the York mural.



Child Abuse Prevention Month started at the state Capitol in Harrisburg.

Acting Deputy Director, Office of Children Youth and Families, Cathy Utz spoke at the event.



During the press conference Margarita Baez spoke about the loss of her granddaughter at the hands of her mother's abusive boyfriend in York County. Ms. Baez encouraged all citizens to pay attention to the children around them and make certain that they are happy and safe. Because of their extraordinary journalism leading to community wide child abuse prevention efforts, The *York Daily Record* received the first annual Senator Michael O'Pake Memorial Award for Media Excellence. Senator O'Pake, one of our state's original authors of Pennsylvania's Child Protective Services Law and long-time supporter of PFSA, died in 2010.

Communication and Advocacy

Child abuse has been a societal concern for decades; it horrifies a community one moment and slowly slips out of its consciousness until another incident makes the headlines. PFSA services are designed to be proactive — to help children and families before a harsh word or volatile response escalates to the level of child abuse. As we work to educate and support parents, train professionals and pull community members from a safe place of complicity to one of helpful intervention, we know that effective communication is the first step in the process.

Phase two of PFSA's Communication Plan kept everyone at PFSA busy this year. Our website was redesigned to provide a newsroom and Campaign Monitor was added to bring email alerts to children's advocates statewide. We entered the world of social media by creating a Facebook page, and we joined the world of blogging. **Check us out at www.protectpakids.org.**

PFSA worked with the Harrisburg-based marketing company PPO&S to design billboards that would encourage drivers on several of Pennsylvania's main interstates to "Learn How to Protect PA's Kids". This clear message was appropriate for professionals in need of mandated reporter training or citizens interested in The Front Porch Project®, referring folks back to PFSA's website for more information.

PFSA placed five billboards on the state's busiest highways to promote child protection.



Throughout the year, PFSA staff, volunteers and affiliated organizations participated in numerous radio broadcasts and television interviews highlighting the preventable aspect of child abuse and educating the public about ways to protect children and support parents. We continued to publish both paper and electronic versions of our quarterly newsletter, "The Alliance" and issue email alerts of upcoming events and activities.

In addition, more than 15 press releases, 10 op-ed columns and 8 letters to the editor on issues related to child abuse, its prevention and related activities were published in newspapers across the state. We thank the *Patriot-News* (Harrisburg), the *Morning Call* (Allentown), *Scranton Times*, *Pittsburgh Post-Gazette* and the *Philadelphia Inquirer* for keeping the safety and well-being of children in the forefront for their readers. In addition, special recognition went to the *York Daily Record* for its ongoing commitment to keeping child abuse in the public eye, following the death of two-year-old Darisabel Baez in 2008.

Partners and Collaborative Events During 2010–2011

- Adams/York Student Assistance Program
- American Humane Association
- Bethany Christian Services of Central PA
- Capital Area Early Childhood Training Institute
- Capital Area Intermediate Unit
- Center for Schools and Communities
- Child Abuse Prevention and Treatment Act (CAPTA) Workgroup
- Child Abuse Prevention and Outreach Committee (York)
- Child Care Information Services of NE Philadelphia
- Child and Family Services Review (CFSR) Timely Permanence Workgroup
- City Year of Philadelphia
- Community College of Philadelphia
- Cumberland/Perry Mental Health/Mental Retardation Office
- Department of Health – School Health Southcentral District
- Department of Public Welfare, Office of Income Maintenance
- Diocese of Harrisburg
- Diocese of Scranton
- Easter Seals of Southeast PA
- Foster Care Coalition of Scranton
- Fulton County Child Abuse Prevention Month/Year of the Young Child Event
- Girl Scouts in the Heart of PA
- King's College
- Lancaster General Health
- Mental Health Association of Southeast PA
- The Mentoring Partnership of Southwestern Pennsylvania
- Nurse Family Partnership
- Pennsylvania Association for the Blind
- Pennsylvania Association for the Education of Young Children
- Pennsylvania Bureau of Juvenile Justice
- Pennsylvania Child Welfare Training Program
- Pennsylvania Children and Youth Administrators
- Pennsylvania Council on Children, Youth and Family Services (PCCYFS)
- Pennsylvania Court Appointed Special Advocates (CASA)
- Pennsylvania Cyber Charter Schools
- Pennsylvania Head Start Association
- Pennsylvania Keystone Stars
- Pennsylvania Mental Health Consumers Association
- Pennsylvania State Education Association
- Pennsylvania State Library Association
- Pennsylvania State Resource Family Association
- Pennsylvania State Police
- Philadelphia Community College
- Shippensburg University
- Southern PA District Church of the Brethren
- Statewide Adoption Network (SWAN)
- Strengthening Families Leadership Team
- Sullivan County Children and Youth Services
- Temple University Collaborative on Community Integration
- The School at McGuire Memorial
- Tioga County Human Services
- United Way (many county offices)
- Wanner Associates
- Wellspan Health
- White Deer Run Allenwood
- York County Child Abuse Prevention Council

PFSA Affiliates *(as of July 2011)*

Bedford-Fulton County Head Start	Forrest/Warren County Department of Human Services
Catholic Social Services (Philadelphia)	Fulton County Center for Families
Center for Family Services (Crawford County)	HANDS of Wyoming County
Center for Family Life (Indiana County)	Heart 2 Heart Parent Support Network (Venango County)
Child Advocates of Blair County	Holy Family Social Services (Armstrong County)
Children's Aid Society of Clearfield County	Institute for Human Resources and Services (Multiple Counties)
Children's Aid Society/The Lehman Center (York County)	Luzerne County Head Start
Children's Aid Society/The Nicarry Center (Adams County)	Lydia's Place (Allegheny County)
Community Action Commission (Dauphin County)	PA Dept. of Corrections, Bureau of Community Corrections (Multiple Counties)
Community Action Crossroads Project (Clarion and Jefferson Counties)	PA Dept. of Corrections, SCI Cambridge Springs (Crawford County)
Council for Relationships (Philadelphia)	PA. Dept of Corrections, SCI Muncy (Lycoming County)
Crime Victims Center (Fayette County)	ParentWISE Program of Family Services of Western PA (Allegheny and Westmoreland Counties)
EOTC Scranton Area Family Center (Lackawanna County)	Pittston Area Family Center (Luzerne County)
Erie School District Family Center (Erie County)	Potter County Human Services
Family Service Association of Bucks County	Project Child, A Program of Valley Youth House (Northampton and Lehigh Counties)
Family Services of Butler Memorial Hospital (Butler County)	The Program for Women and Families (Lehigh County)
Family Services of NW PA (Erie County)	Tioga County Department of Human Services
Family Support Alliance of Clinton County	Transitional Living Center (Lycoming County)
Family Support of Central Pennsylvania (Cumberland, Dauphin and Perry Counties)	YWCA of Lancaster (Lancaster County)

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PFSA staff serve on various statewide work groups and committees designed to improve outcomes for PA children and families. These include: University of Pittsburgh, CAST; Strengthening Families Leadership Team; CAPTA Workgroups for Citizen Review Panels and Children's Justice Act.

Board Members

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Statement of Operating Fund Activities

2011

Revenue	
Grants and Contracts	\$ 774,067
Affiliation Fees	10,402
Program Service Fees	20,586
Contributions	2,597
Interest Income	4,624
Miscellaneous	5,542
Total Revenue	\$ 817,818

Expenses	
Program Services	
Personnel	\$ 306,426
Office Expenses	60,035
Other Expenses	261,448
Total Program Services	\$ 627,909

Support Services	
Management and General	\$ 123,904
Fundraising	1,239
Total Support Services	125,143
Total Expenses	\$ 753,052

Change in Unrestricted Net Assets	\$ 64,766
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Revenue	
Grants and Contracts	94%
Program Services Fees.....	2%
Affiliation Fees	1%
Interest Income	1%
Miscellaneous/Contributions	2%
Expenses	
Program Services.....	84%
Supporting Services	16%

2010

Revenue	
Grants and Contracts	\$ 871,717
Affiliation Fees	12,100
Program Service Fees	19,971
Contributions	3,125
Interest Income	4,217
Miscellaneous	12,690
Total Revenue	\$ 923,820

Expenses	
Program Services	
Personnel	\$ 281,257
Office Expenses	65,351
Other Expenses	288,697
Total Program Services	\$ 635,305

Support Services	
Management and General	\$ 106,558
Fundraising	4,183
Total Support Services	110,741
Total Expenses	\$ 746,046

Change in Unrestricted Net Assets	\$ 177,774
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Revenue	
Grants and Contracts	94%
Program Services Fees.....	2%
Affiliation Fees	1%
Interest Income	1%
Miscellaneous/Contributions	2%
Expenses	
Program Services.....	85%
Supporting Services	15%