Promoting Positive Parenting Through Advocacy, Education & Training
PCAV achieves its mission by supporting programs and services that help adults parent more successfully, by training prevention professionals to offer top-notch guidance to families, and by advocating for policies and legislation that improve life for children.

**Milestones for 2008-09 included:**
- Producing and distributing a *Prevention Month Packet* (see photo on left) during Child Abuse Prevention Month to 1,700 civic and human services organizations, churches and child care providers. The packets contained 35 flyers with easy-to-use parenting tips.
- Answering 1,300 calls to 800-CHILDREN and giving caregivers guidance and/or access to helpful community resources.
- Serving 5,000 families through Healthy Families Virginia, a free program for parents of newborns.
- Co-sponsoring *Hugs & Kisses*, a child sexual abuse prevention play, presented to 59,794 elementary students. More than 660 children came forward with pertinent questions after seeing the play, and 154 of their cases were referred to Child Protective Services for further investigation.
- Providing 120 prevention professionals with up-to-date training and access to new research.
- Championing 500 parents through local Circle of Parents support groups
- Distributing and planting 15,000 pinwheels statewide as part of PCAV’s Pinwheels for Prevention campaign.

PCAV remains committed to the mission established at its founding 31 years ago: 
*To prevent the abuse and neglect of children throughout the Commonwealth of Virginia.*
Healthy Families Virginia

PCAV serves as the parent organization for Health Families Virginia (HFV), a statewide program that provides free home visits to parents of newborns that can extend until the child’s 5th birthday. Research consistently shows the effectiveness of HFV in reducing child abuse and neglect and ensuring that children are prepared for school. PCAV’s HFV staff includes Technical Assistance/Quality Assurance specialists who monitor the 38 local programs.

In fiscal year 2009, Healthy Families Virginia:

SERVICE ~
- Served 5,000 families statewide
- Provided 38 Quality Assurance visits to Healthy Families programs around the state and made an additional 500 technical assistance contacts with local program leaders.
- Hosted 16 regional accreditation meetings for local Healthy Families programs
- Provided 12 trainings to programs in the Healthy Families Virginia network

RESULTS

A Healthy Families program in Central Virginia struggled with staff turnover, low program participation and other challenges that put its national accreditation in jeopardy. In stepped the Technical Assistance/Quality Assurance specialist based at PCAV. She provided intensive support that helped the program get back on track and secure accreditation.

RESEARCH ~
- 92 percent of all parents served by Healthy Families Virginia had children with healthy birthweights.
- 96 percent of the children in participating families secured primary health care providers after six months in the program.
- More than 50 percent of participating mothers reported a history of child abuse and neglect, while just 1.27 percent of children enrolled in Healthy Families Virginia yielded founded cases of abuse and neglect between 2005-2009.
- 95 percent of teen mothers had no subsequent birth during their participation in the program.
Strategic Goals for 2008-09

PCAV continued its efforts to value children, strengthen families and engage communities by meeting goals outlined in a 2006-09 Strategic Plan. Major goals for fiscal year 2008-09, which ended June 30, 2009, are highlighted here.

GOAL One: Enhance services that value and support the wellbeing of Virginia’s children.
ζ Provided helpline support and information to 1,300 800-CHILDREN callers, including 1,240 referral to community resources and 4,500 pieces of written material on child development and specific parenting issues.
ζ Continued collaboration with Theatre IV to present Hugs & Kisses in schools across the state. Updated materials to incorporate web resources, study guides and Virginia Department of Social Services brochures.
ζ Led six meetings for the Healthy Families Directors Network to provide training and share information beneficial for families.
ζ Hosted 15 trainings for prevention professionals and organized a statewide conference with the theme, Prevention Comes First—A Shared Vision” that drew more than 150 participants.
ζ Maintained and updated materials in PCAV’s Family Resource Center, and incorporated Spanish language materials for parents.

GOAL Two: Strengthen or develop community partnerships, for the benefit of children and families.
ζ Fort Eustis became the first military installation designated as a PCAV affiliate while Ft. Lee became the first military installation in the nation to join the Pinwheels for Prevention campaign.
ζ PCAV spearheaded an advocacy committee that included The Virginia Poverty Law Center, The Virginia Chapter of the National Association of Social Workers, Voices for Virginia’s Children, The Center for Juvenile Justice at the University of Richmond, and The Interfaith Center for Public Policy.
ζ Solidified annual partnership with Lewis Ginter Botanical Garden to plant Pinwheels for Prevention signature garden.

Goal Three: Promote effective prevention strategies in communities throughout Virginia.
ζ Developed speaker training materials, “Let’s Talk About Prevention,” and conducted training for Board members and Volunteers.
ζ Implemented social media strategies to spread the message of prevention and share PCAV’s mission around the globe.
“Always kiss your children goodnight - even if they’re already asleep.”
~ H. Jackson Brown, Jr.

“When I got married I had six theories about bringing up children; now I have six children, and no theories. ~ John Wilmot

“It’s not only children who grow. Parents do much as we watch to see what our children do with their lives, they are watching us to see what we do with ours.” ~ Joyce Maynard

Children and families served by various PCAV programs, including Pinwheels for Prevention.
Exception: Photo at bottom center features Virginia Gov. Tim Kaine visiting PCAV’s booth at the Virginia State Fair.
2008-09 Financial Statement Highlights

Revenues and Support
- Private Grants: $81,310
- Government Grants: $487,956
- Program Revenue: $279,241
- Contributions: $57,339
- Other**: $8,868
- Total: $914,714

Expenses
- Program Services:
  - Healthy Families VA: $563,264
  - 800-CHILDREN: $54,343
  - Hugs & Kisses: $4,497
  - Training: $26,152
  - Circle of Parents: $5,627
  - Public Education: $133,501
- Administration: $55,176
- Advocacy: $18,573
- Fundraising: $35,175
- Total: $896,308

* A certified audit is available from the PCAV office.
** Investment and Miscellaneous Income.
Partners in Prevention

You are making a difference! THANK YOU for your generous support.

PCAV continues to strengthen families, train prevention professionals and advocate for children because of financial support from individual donors, grantors and businesses. PCAV is grateful for this generosity and as a result of it, is pursuing more opportunities to champion Virginia’s children.

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