

Strengthening Families & Inspiring Action Through Education, Awareness & Advocacy



Strategic Plan 2022-2024

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Overview

As the state chapter of Prevent Child Abuse America, Prevent Child Abuse (PCA) Georgia provides statewide direction to build safe, stable, nurturing relationships and environments to prevent child abuse and neglect and has over 27 local councils located throughout the state who advocate and implement prevention practices in their communities. PCA Georgia is applying an intentional equity and racial justice lens to our work. A child's race, ethnicity, gender, family income, or neighborhood should not predict their future success and well-being.

PCA Georgia is housed at Georgia State University and is a vital unit of the Mark Chaffin Center for Healthy Development in the School of Public Health.

Vision

All children and families thrive in safe, stable, nurturing relationships and environments.

Mission

To prevent the abuse and neglect of Georgia's children through education, advocacy, and the promotion of evidence-based prevention strategies.

Core Work

Linking Families to Resources

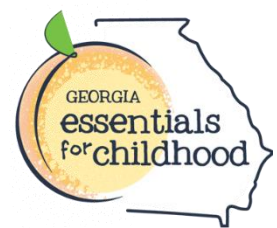
The 1-800-CHILDREN (1-800-244-5373) Helpline is a statewide information and referral number for anyone concerned about the healthy development of a child. It provides information that support families, caregivers, and professionals through community resources. It is Bilingual and open Monday to Friday 8 am- 6 pm or 24/7 through the [online resource map](#).

Public Awareness

We work to increase public awareness on child abuse and neglect prevention through training, education, events, and media campaigns.

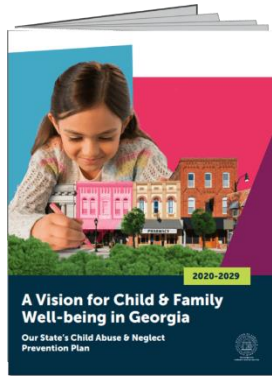
Georgia Essentials for Childhood

PCA Georgia serves as one of three backbone agencies for [Georgia Essentials for Childhood](#), part of a comprehensive effort for child abuse and neglect prevention across several states using the [Essentials for Childhood](#) framework developed by the Centers for Disease Control and Prevention (CDC). Through a collective impact model, multi-disciplinary organizations are working to build resilient communities, address and prevent adverse childhood experiences, improve community environments, and reduce and destigmatize trauma.



Using a common agenda and data-driven approaches, this effort is led by a Steering Committee and executed through five working groups: Georgia’s Child Abuse and Neglect Prevention Plan (CANPP) Implementation, Communications and Outreach, Data, Policy, and Programs.

Georgia’s Child Abuse and Neglect Prevention Plan



PCA Georgia is also working with state and local partners to develop regional prevention plans based on the 2020 release of *A Vision for Child and Family Well-Being: Our State's Child Abuse and Neglect Prevention Plan*. The original plan in 1993, and the new plan in 2020 both aim to prevent child abuse and neglect. The plan now reflects a more equitable approach than it did previously. To develop the plan, the Prevention and Community Support Section at the Georgia Division of Family and Child Services and PCA Georgia surveyed the state, collecting input from over 1,000 Georgians. The Georgia Essentials initiative is working with communities across the state to begin implementation of the plan’s objectives.

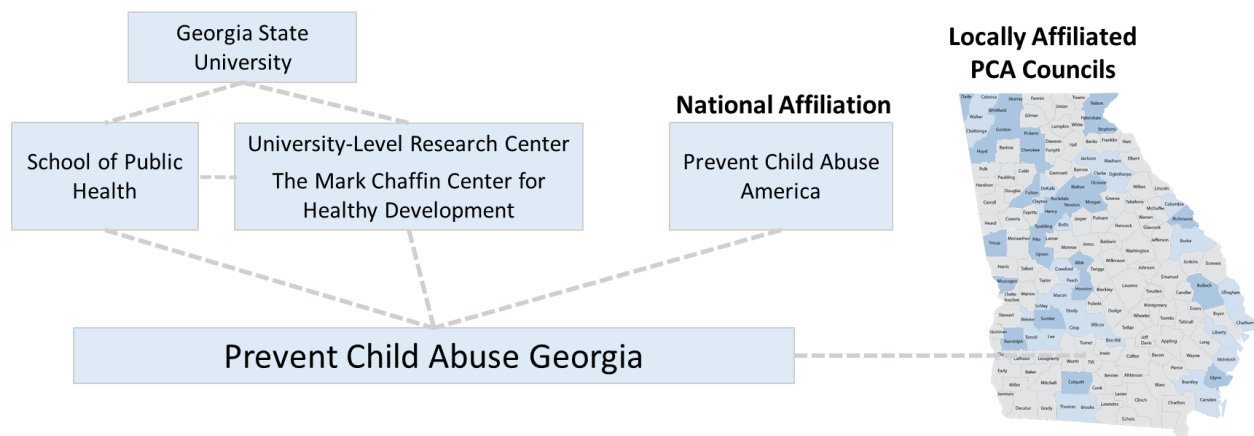
Prevention Programs

We encourage the development and implementation of innovative prevention programs using research-based models. We also host webinars and an annual conference for child and family serving professionals to infuse prevention practices in their work and provide in-person and virtual training on strengthening communities, adverse childhood experiences and mandated reporting.

Prevention Network

We support a statewide network of individuals, agencies and communities dedicated to preventing child abuse and neglect in all forms. There are more than 27 local Prevent Child Abuse Councils throughout the state that serve as prevention agencies in their area.

Prevent Child Abuse Georgia’s Organizational Structure



PCA Georgia Strategic Objectives and Strategies

Objective 1: Enhance internal systems and practices in support of the mission and work.

1a: Expand the amount of and diversify PCA Georgia's funding through strategic fundraising and grant seeking.

1b: Review PCA Georgia's workflow and programs to reduce duplication, ensure value add, and maximize staff efficiency while identifying gaps in ability to perform deliverables.

1c: Apply a race-equity lens to and incorporate anti-racism advocacy and approaches into organizational practices and programming.

Objective 2: Increase access to and use of data in informing decisions and encouraging collective action through communications and media.

2a: Use existing internal and external data resources to create digestible takeaways for local councils, service providers, and advocacy to raise awareness, inform decisions, and create change.

2b: Cement PCA Georgia's brand/position as the leading, trusted, and accessible source for data and information on child abuse and neglect, securing the role as the thought leader in the prevention arena.

Objective 3: Continue to grow and engage PCA Georgia's formal council network.

3a: Maintain and grow council network through supportive and personalized technical assistance, networking opportunities and professional training to enhance their prevention initiatives.

Objective 4: Establish the Helpline as the primary referral system for strategic partners.

4a: Build a coalition of strategic partners to utilize the Helpline.

4b: Develop and maintain tools for partners to embed Helpline in their work.

Objective 5: Increase the size and diversity of advisory board and its members.

5a: Use existing advisory board inventory matrix to prioritize new members to fill gaps in age, race, gender, and profession.

5b: Establish a Young Professionals Advisory Board (aged 21-40) to cultivate the talent of young, innovative, philanthropic, and professionally-minded people to supplement the main advisory board's activities.

Objective 6: Expand the number of community members and parents/caregivers engaged in building caring connections to reduce trauma, increase resiliency, and provide support.

6a: Increase the number of community members trained in primary prevention strategies (Connections Matter, Poverty 101, Discipline, home visiting).

6b: Increase the number of parents/caregivers attending Parent Cafés.

Planning Process Overview

PCA Georgia hired Advantage Consulting, LLC (Atlanta, GA) to facilitate and produce a three-year strategic plan. The process consisted of three main steps:

1 | Conducted Background Data Collection & Analysis (July-August 2021)

- Conducted Strategic Planning Task Force orientation session. (The Task Force included representatives from strategic audiences, like Councils, funders, and partners.)
- Developed online survey instrument, conducted online survey of key stakeholders, and compiled results of survey.
- Identified and collected additional data sets.

2 | Facilitated Virtual Strategic Planning Retreat (August 2021)

- Engaged staff and Advisory Board in a half-day interactive, data-driven retreat to produce draft objectives and initiatives.
- Produced a Retreat Summary Report.

3 | Developed Strategic Plan (September-November 2021)

- Met with Task Force for three additional two-hour sessions to develop, revise, and finalize the details of the plan.
- Created an implementation action register.
- Reviewed final products with executive leadership.
- Presented Strategic Plan at November Advisory Board meeting.

Background Data Collection Results

Stakeholder Survey

The online survey yielded the following themes, which were considered by the PCA Georgia Advisory Board, staff, and Strategic Planning Task Force in developing the objectives and strategies for this three-year plan.

BASED ON YOUR KNOWLEDGE OF PCA GA ACTIVITIES, PLEASE RATE THE QUALITY OF THE FOLLOWING PCA GA ACTIVITIES, PROGRAMS, AND SERVICES:

(in order of percentage receiving ratings of "Excellent" and "Good")

1. Promoting Child Abuse Prevention Month
2. *(tie)* Raising public awareness through the dissemination of communications tools
Disseminating general prevention information
4. *(tie)* Creating prevention resources that are easy to share and use in your community
Supporting other public awareness campaigns (e.g., ACEs, safe sleep)
6. *(tie)* PCA GA website as a resource on Child Abuse and Neglect Prevention
Educating on public policy issues and initiatives that promote safe, stable, nurturing relationships and environments and reduce child maltreatment

PLEASE RATE THE IMPORTANCE OF THE FOLLOWING PCA GA ACTIVITIES, PROGRAMS, AND SERVICES, IN REGARD TO ENHANCING YOUR ORGANIZATIONS PREVENTION WORK:

(in order of percentage receiving rating of "Essential")

1. Creating prevention resources that are easy to share and use in your community
2. *(tie)* Raising public awareness through the dissemination of communications tools
Developing and facilitating educational and skill-based trainings to communities across the state
4. *(tie)* Maintaining the 1-800-CHILDREN Helpline to link families to supportive resources
Developing "Train the Trainer" opportunities so that you are able to deliver trainings on prevention in your community
Educating on public policy issues and initiatives that promote safe, stable, nurturing relationships and environments and reduce child maltreatment
7. Providing webinars on a variety of child abuse prevention topics
8. Disseminating general prevention information
9. Promoting Child Abuse Prevention Month
10. Supporting other public awareness campaigns (e.g., ACEs, safe sleep)
11. Hosting an annual conference

WHAT MARKETING/PROMOTIONAL TOOLS WOULD HELP YOUR ORGANIZATION IN PROMOTING PREVENTION IN YOUR COMMUNITY (E.G., SOCIAL MEDIA TOOLKITS, MESSAGING CAMPAIGNS, PREMADE SLIDE DECKS, ONE-PAGERS)?

(in order of frequency of report)

- Social media toolkits
- One-pagers (flyers, posters, handouts)
- Messaging campaigns

WOULD YOUR ORGANIZATION UTILIZE SUPPORT FROM PCA GA IF THEY PROVIDED TECHNICAL ASSISTANCE AROUND PROGRAM EVALUATION?

- Yes: 38.78%
- No: 2.04 %
- Maybe or Not Sure: 59.19%

PCA GA RUNS THE 1-800-CHILDREN HELPLINE, A FREE STATEWIDE HELPLINE THAT CONNECTS PARENTS, CAREGIVERS, AND PROFESSIONALS WITH THE RESOURCES THEY NEED WHEREVER THEY LIVE IN GEORGIA. CALLERS SPEAK WITH A TRAINED RESOURCE NAVIGATORS WHO CARE AND WANT TO HELP! WHAT FEATURES OF THIS TYPE OF RESOURCE HUB WOULD MOST ENCOURAGE YOUR CLIENTS TO SEEK AND UTILIZE HELP?

(in order of frequency of report)

1. A Smart Phone App where they can navigate resources on their own
2. *(tie)* A text messaging option to connect with a resource navigator
If the resource navigator was also trained to provide parenting support/advice via phone or messaging
4. *(tie)* An online chat feature that connects them with a resource navigator
If you as a provider were able to direct-email them resources from the platform

Feedback from Local Councils

The following chart is a summary of themes collected by Jennifer Stein through one-on-one conversations with PCA Councils in Georgia as part of executive onboarding in 2021.

	Current	Additional Needs & Wants
Training	<p>Professionals</p> <ul style="list-style-type: none"> Annual Conference Webinars CANP Training by Request TOTs <p>Community members/advocates</p> <ul style="list-style-type: none"> General prevention SFG protective factors 	<p>Professionals</p> <ul style="list-style-type: none"> Annual Conference (<i>2-day at different location across the state</i>) Add webinars on nonprofit management, program development & evaluation, SM. TOTs-add additional locations across the state to make affordable for councils to send staff.
Helpline	<p>Community, Professionals, Caregivers</p> <ul style="list-style-type: none"> Call-in helpline <p>Professionals, Community</p> <ul style="list-style-type: none"> Online Resource map 	<p>Community, Professionals, Caregivers</p> <ul style="list-style-type: none"> Add messaging capabilities for seekers to text or message when needing support They like how original helpline provided on the spot parenting support & linked to resource for follow-up. App for clients to self-navigate resources, map is too difficult to navigate.
Awareness Messaging	<p>Outreach & Prevention</p> <ul style="list-style-type: none"> CANPP Factsheets on special topics CAP Month Toolkit Protective Factors E-Newsletters Website 	<p>Outreach & Prevention</p> <ul style="list-style-type: none"> Add Monthly Professional Marketing/Media Toolkits to support upstream & common messaging on CAP. Easily to disburse without marketing expert. Add CAP Slide Decks that can be personalized, but CAP messaging remains. Support with white paper & take-aways to share with community. How a PCA Council vs GFSN is different and how they can leverage being a council of PCA GA in community. Connecting Healthy Families America & Healthy Families Georgia with PCAGA.
Council Support	<p>Networking Local Councils</p> <ul style="list-style-type: none"> Semi-Annual Dir Meeting <p>Council Technical Assistance</p> <ul style="list-style-type: none"> As needed 	<p>Networking Local Councils</p> <ul style="list-style-type: none"> Add quarterly Virtual networking meetings E-Newsletters include spotlight what local councils are doing More in-depth onboarding process for new councils Annual support in completing forms, unsure what goes where & why. <p>Council Technical Assistance</p> <ul style="list-style-type: none"> Very appreciative of the time spent connecting 1:1 & would like to once or twice a year.

Analysis of Georgia’s Child Abuse and Neglect Prevention Plan

In addition to roles as a project sponsor for the State Prevention Plan and backbone for Georgia Essentials, PCA Georgia was identified as a lead implementor or participant in several regional implementation plans developed in 2020-2021:

- Name in Major Steps **33** Times
- Listed as Lead **6** Times
- Listed as Participant **9** Times
- Listed as Providing Resources **19** Times

PCA America Charter Summary Report

PCA America performed a regular monitoring site visit in October 2021. PCA Georgia received 94.7% of possible points, nearly 10 points above the threshold for “Fulfillment/Compliance.” The summary report identified following opportunities for capacity building, which were considered as the action registers were developed:

Common Mission

None identified

Organizational Structure, Accountability and Stability

Continue seeking funding specific to capacity building and organizational priorities. Continue to recruit new advisory board members from the business and faith communities and explore the development of a Young Professionals Advisory Committee. Seek out the necessary funding to ensure stability for the helpline. Explore advisory board engagement and funding opportunities through the Chamber of Commerce, 40 under 40 and the Carter Center.

Common Identity

None identified

Active Involvement in Prevent Child Abuse America Activities

Explore partnership and fundraising opportunities with the KDs at Kennesaw State University and with the GFWC clubs in the state. The chapter should investigate where the UGA KD chapter funds are donated to see if there is an opportunity for the chapter to benefit.

Statewide Scope of Leadership, Influence and Activity in Child Abuse Prevention

Continue to grow and support the formal council network, partner with the courts to provide trauma informed trainings, secure the role being the thought leader with knowledge in the prevention arena. The chapter is interested in developing Poverty 101 trainings for a variety

of audiences. Consider developing a volunteer page and a CAP month event page on the website to collect information and connect local councils with volunteers and share the events occurring during the month of April with the Governor's office. Seek out opportunities for having the Georgia Family Support Network housed under the PCA Georgia umbrella or more closely aligned. Explore with DFCS, under the PCA Georgia umbrella, the establishment of Baby Courts and the growth of HFA given the onset of FFPSA in conjunction with increasing home visiting and HFA presence in counties with identified unmet needs. Look into opportunities to support Baby Courts/HFA with funding from the opioid settlement and/or from the CARES Act. Consider convening a meeting with key leaders in the current coalitions and task forces to discuss efficiencies and gaps in the multiple coalitions of impact to ensure the state is reaching as many families as possible.

State Level Advocacy and Education Efforts

Explore utilizing the statewide parent advisory committee for advocacy and education purposes. The chapter should target key legislators in the coming years to help educate them about the context of CAN prevention. Continue to find ways in which the legislative agenda includes recommendations from the CDC's TA package around public policy priorities. Advocate for expanding home visiting options in the state with state funds in addition to the federal MIECHV funds for a comprehensive home visiting strategy.

Public Awareness

Continue to explore funding opportunities to hire a communication/marketing specialist in the coming years to develop a year-round media plan, establish a closer relationship with media outlets, develop bite-size messages and utilize storytelling for donors to help with additional resources. Continue to ensure that all materials and curriculum reflect an equity lens and available in Spanish and any other languages necessary.

Information Resource

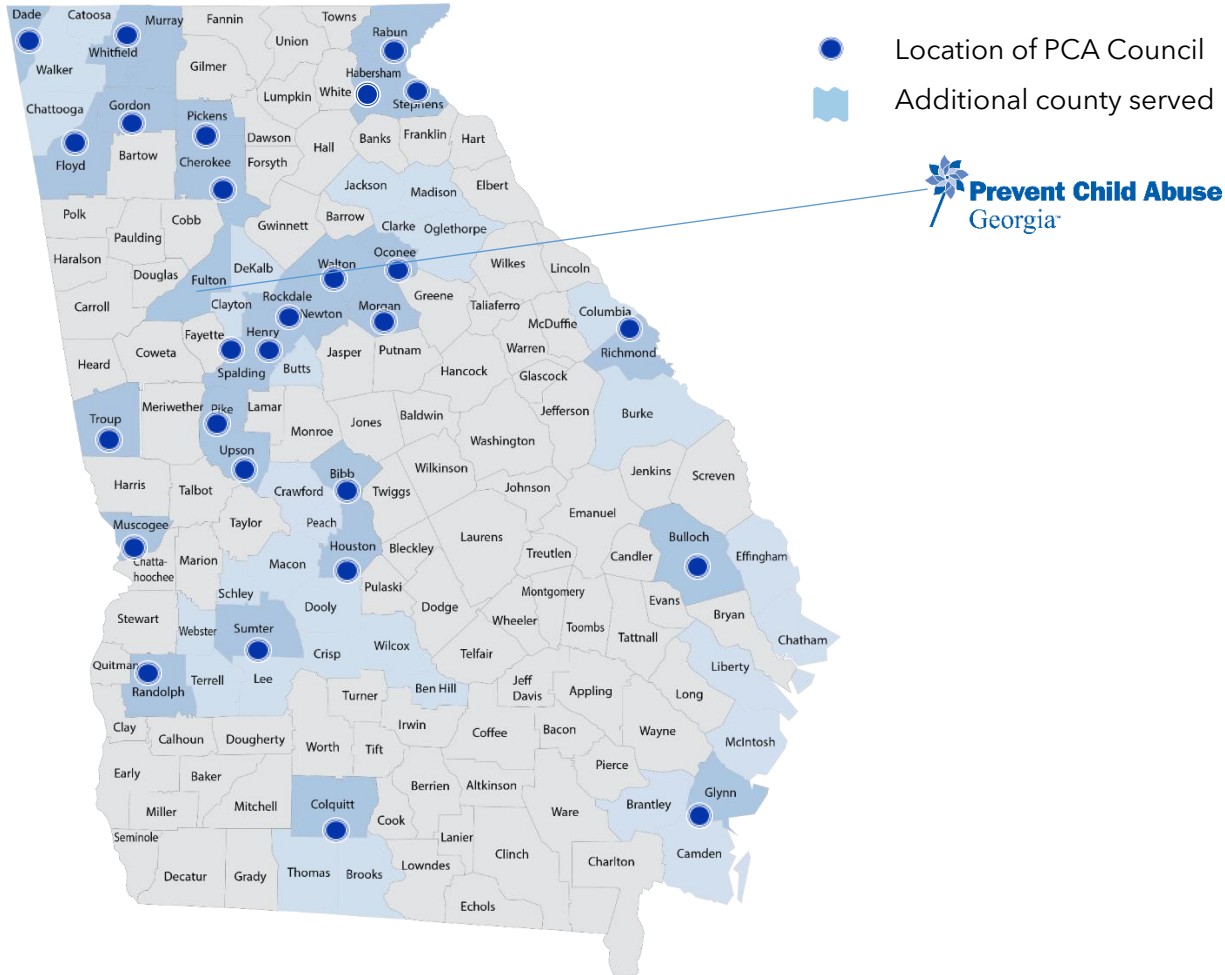
Continue the conversation around 1-800-CHILDREN and Aunt Bertha to further build out the current resource and referral system for the state. Continue to analyze the data to assist decision makers and funders about needs and where those needs are in the state to ensure equitable access, including the Pacific Islander population. Develop the planned Poverty 101 training to enhance the array of trainings. The chapter expressed a desire to have materials in languages other than English.

Promotion of Promising Prevention Strategies

Promoting evidence-based strategies through the FFPSA Plan (if approved) including home visiting services, which would allow the chapter to become the HFA lead in the state. Explore the use of the Protective Factors Survey with community-based organizations and partners who use the Protective Factors framework.

Appendix

Council Map



PCA Councils

1. PCA Athens, Brightpaths
2. PCA Augusta
3. PCA Bulloch
4. PCA Cherokee, The Children's Haven
5. PCA Floyd, The Exchange Club Family Resource Center
6. PCA Coastal Coalition, Coastal Coalition for Children
7. PCA Georgia
8. PCA Gordon, Family Resource Center of Gordon County
9. PCA Habersham, Northeast Family Resource Center
10. PCA Henry
11. PCA Houston, Rainbow House Children's Resource Center, Inc.
12. PCA Lookout Mountain Judicial Circuit
13. PCA Morgan, Morgan County Family Connection
14. PCA Pickens, North Georgia Family Partners
15. PCA Pike, Pike County Family Connection
16. PCA Rabun, F.A.I.T.H., Inc.
17. PCA Randolph, Randolph County Family Connection
18. PCA Rockdale/Newton
19. PCA SOWEGA, Southwest Georgia Children's Alliance
20. PCA Spalding, Spalding County Family Connection
21. PCA Stephens, Stephens County Family Connection
22. PCA South Georgia, Never Lost
23. PCA Muscogee, Twin Cedars
24. PCA Troup, Twin Cedars
25. PCA Upson, Upson County Family Connection
26. PCA Walton, A Child's Voice CAC
27. PCA Whitfield/Murray, Family Support Council, Inc.