

William B. Hoyt Memorial Children and Family Trust Fund 2014 Annual Report



***Strengthening
New York's
Families***



**Office of Children
and Family Services**

Andrew M. Cuomo, Governor

Sheila J. Poole, Acting Commissioner

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Strengthening Families

For more than 30 years, The William B. Hoyt Memorial Children and Family Trust Fund (Trust Fund) has provided financial support to social programs focused on preventing family violence in all its forms, before it begins. At the root of these prevention efforts is the commitment to proactively strengthen families and communities by building protective factors including parental resiliency, social connections, concrete supports, nurturing and attachment, and knowledge of parenting and child development.

Research shows that as the number of adverse experiences an individual is exposed to in childhood increases, the risk for numerous long term health problems increases significantly. Investing in prevention reduces the need for the costly intervention, across multiple service systems, resulting from abuse and maltreatment.

In 1984, New York State established the Trust Fund to serve as a dedicated source of funding for family violence prevention and treatment in accordance with the Trust Fund legislation, Article 10-A of the Social Services Law (SSL §§ 481-a through 481-f). The Trust Fund legislation provides the legal framework for the Trust Fund by defining its focus, funding allocation, and the spend-down structure for funds credited to the Trust Fund (SSL § 481-e). It also establishes the Trust Fund advisory board (SSL § 481-d) and requires an annual report be submitted to the Governor and Legislature (SSL § 481-e(8)).

Program Priorities

Trust Fund programs acknowledge the challenges facing families on a daily basis. These challenges often include multiple obstacles such as poverty, domestic violence, and mental health concerns. The Trust Fund supports both primary and secondary prevention work. Primary prevention efforts strengthen families to prevent family violence before it takes place. Secondary prevention work addresses early signs or risk factors of family violence to prevent system intervention and/or further harm. Programs partner with families to identify strengths and skills, build capacities, and assist with challenges.

A growing body of evidence from research and practice shows that increasing protective factors; including parental resiliency, social connections, concrete support, nurturing and attachment, and knowledge of parenting and child development, is an effective strategy in improving outcomes for children and families. The Trust Fund

*The Center for Disease Control estimates that the total lifetime cost of child maltreatment in the United States is approximately **\$124 billion** each year.*

continues its focus on supporting and developing evidence-based programming that builds protective factors within families and communities.

In addition to funding direct services, the Trust Fund actively participates in cross-system initiatives to strengthen families. This includes actively partnering with other New York State agencies and community-based organizations to share effective solutions and provide key tools to keep children and families safe.

In 2014, more than 191,000 adults and children accessed crucial support and resources from 23 program providers who received funding from the Trust Fund.

Meaningful Outcomes

Administered by the New York State Office of Children and Family Services (OCFS), the Trust Fund supports a range of services designed to strengthen families.

In 2014, more than 191,000 adults and children accessed crucial support and resources from 23 program providers who received funding from the Trust Fund. Outcomes attained by those individuals include the following:

- Improved factors that protect against child abuse and maltreatment;
- Improved safety for children, adults, and elders exposed to family violence;
- Reduced incidents of abusive head trauma (Shaken Baby Syndrome);
- Increased knowledge of safe sleep environments for infants; and,
- Increased awareness of elder abuse.

These outcomes align with efforts at the local, state and federal level to promote the safety, permanency, and well-being of children and families.

Highlights of 2014

New Programs and Direct Services

In December 2012, OCFS released a Trust Fund Request for Proposals (RFP) aimed at improving the safety and well-being of children and adults at risk of or experiencing child abuse, elder abuse and/or domestic violence. It also prioritized services based on research or evidence, targeting high need communities, and emphasizing partnerships with local departments of social services and other community partners. Seventy-nine applications were received; 19 programs were awarded grants and services began on September 1, 2013. In 2014, additional Federal Community Based Child Abuse Prevention (CBCAP) funds were made available to fund programming, and two additional programs were selected from the 2012 Trust

Fund RFP and awarded grants. One program began services in September 2014, and the other program is scheduled to start in June 2015 (see Funded Programs).

Family Resource Centers engage high risk populations

Family Resource Centers (FRCs) are supported by the Trust Fund and have services available to any family, with an emphasis on those with children five years of age and younger, with stressors that place them at higher risk of child abuse or maltreatment. In 2014, FRCs continued their efforts to engage families at high risk. Specific populations targeted were low income families; teen parents; families with military ties; families with caregivers or children with special needs; and families exiting the child welfare system. A review of utilization data from FRCs indicates that all of the centers have shown sustained improvement in their engagement and retention of these targeted populations. In 2014, 75 percent of families registered at FRCs presented with at least one risk factor; 32 percent had three or more risk factors.

Building Protective Factors and Promoting Well-Being

In 2014 the Trust Fund supported innovative strategies to meet the needs of individuals served, to build protective factors within families and communities, and to promote well-being for children by:

- Providing both evidence-based and innovative parenting education strategies to build parents' skills, confidence and knowledge;
- Bringing families together to reduce social isolation, and provide opportunities to build supportive networks;
- Empowering parents to take leadership roles by serving on advisory boards and planning and leading program activities;
- Reaching out across systems to educate the community, collaborate, and find safety for elder abuse victims;
- Providing therapeutic counseling services for children, teens and adult survivors of intimate partner violence; and,
- Collaborating with providers of concrete services to expand access to needed resources, including food pantries, facilitated enrollment for health insurance, developmental screenings and early intervention.

In 2014, 75 percent of families engaging in services at Family Resource Centers presented with at least one risk factor while 32 percent had three or more risk factors.

Community Development

Community Cafés

In 2014, The Trust Fund, in collaboration with the New York State Parenting Education Partnership (NYSPEP).

The Council on Children and Families, and the Lower Hudson Valley Perinatal Network, continued to support local implementation of Community Cafés.

Community Cafés are a series of guided community conversations using the World Café Model and based on the Protective Factors Framework. Participants use structured questions to guide meaningful conversations, allowing individuals to engage in discussions that increase community wisdom, build parent voice, and facilitate action to improve the lives of children.

“As a result of this project, we were able to meet other parents with young children, discover the needs in our community, and together we were able to come up with ideas on how to strengthen our community.”

-Community Café Participant

In September 2014, two Community Café orientation training sessions were held in Auburn and Yonkers with a combined attendance of more than 50 people. The orientations are a continuation of extensive Café work begun in 2012 as a tool for building community capacity to support healthy family development.

To address rising interest in this work, New York State Parent Leaders host bi-monthly conference calls to support individuals interested in implementing the Community Café Model.

To date, Community Café work has reached at least 17 counties in New York. More information on this model is available at www.ctfalliance.org/initiative_parents-2.htm.

Professional Development

Prevent Child Abuse New York Conference

This annual conference, sponsored by Prevent Child Abuse New York, OCFS and the Trust Fund, brings together more than 375 family support professionals, parents, caregivers and social services staff for three days of training. In 2014, nationally known plenary speakers addressed the impact of trauma, recovery from trauma, talking to children about sexual health and protecting them from sexual exploitation, and learning to reduce stress and become more resilient.

Forty-six workshops were offered in five tracks: Parenting Education and Support, Child Abuse Prevention Skills and Strategies, Reducing Barriers to Children’s Well-Being, Family Engagement and Involvement, and Personal and Organizational Resilience.

Protective Factors Framework Training

In October of 2014, the Trust Fund extended an opportunity for 15 experienced trainers from across the

state to attend a training of trainers: ***Bringing the Protective Factors Framework to Life in your Work.*** The training was developed and delivered by the National Alliance of Children's Trust and Prevention Funds (the Alliance). The Alliance certifies trainers locally to deliver trainings, with the intention of giving communities the tools and supports needed to embed this framework into their work with families. Over the course of three days, trainers were exposed to curriculum which prepared them to cover seven training modules: an overview of the Protective Factors Framework, one module for each of the five protective factors, and a course on moving from knowledge to action. Trainers were recruited from diverse regions of the state, and from various fields; including parenting education, child welfare, mental health, child care, home visiting, and Family Resource Centers. A framework has been established to provide support and networking opportunities to this community of trainers, and to track the progress of this work.

Public Education

Safe Sleep for Your Baby Initiative

The Trust Fund enhanced its efforts to reduce the number of child fatalities due to unsafe sleeping practices by partnering with Encompass Media Group to promote the Safe Sleep for Your Baby Campaign in 2014. Wallboards promoting the 'ABC's of Safe Sleep' were placed in laundromats, and hair and nail salons in 50 locations for the month of November. Six counties were targeted for this campaign and included Onondaga, Clinton, St. Lawrence, Fulton, Warren and Niagara.

The project complements other safe sleep materials distributed by the Trust Fund, including the "Safe Sleep for Your Baby" video released in 2013 and available for viewing through the OCFS website:

http://ocfs.ny.gov/main/cps/safe_sleep_video.asp

Safe Babies New York Program

Safe Babies New York (SBNY) is a hospital-based education program with targeted outreach to all maternity hospitals in the state. The Trust Fund began supporting the project, (then known as the New York State Shaken Baby Prevention Project) in 1998 in a few counties in western New York. After research documented a 50 percent decrease in abusive head trauma in those counties, the project expanded and now covers all of New York State.

Safe Sleep for Babies
Infants can die when they are not sleeping safely.
A Baby Sleeps Safest When He or She Is...

Alone
On His or Her **B**ack
In a **C**rib

Safety-approved crib
Firm mattress, with a Fitted Sheet
Sleep clothes, no blanket
On back
No smoking around baby
Nothing but baby in crib

Questions? Parent Helpline:
1-800-CHILDREN (1-800-244-53736)

Visit our website for more info:
ocfs.ny.gov

New York State Office of Children and Family Services
New York State Department of Social Services
New York State Department of Health

#SafeSleepNY
@ocfsny
@nystatehealth

SBNY expanded the scope of its message in 2013 to address the increasing number of child fatalities due to unsafe sleeping conditions. In conjunction with educational videos, nurses distribute *A Guide for Parents*, which delivers both the “safe sleep” and the “never shake a baby” messages, to support these strategies for keeping children safe. In 2014, Safe Sleep and Never Shake a Baby messages were delivered by nurses to parents of 175,846 newborns, 89 percent of hospital births.

In 2014, OCFS and the New York State Department of Health (DOH) released a new video: *Never, Ever Shake a Baby*, to replace *Portrait of a Promise* as the approved Shaken Baby Syndrome prevention video. SBNY project coordinators were involved in the production of the video, and have assisted in incorporating this new resource for parents in all maternity hospitals. In addition, SBNY has prepared a manuscript entitled “The Impact of a Hospital Based Educational Video on Infant Safe Sleep Practices,” which has been accepted for publication in the *Journal for Specialists in Pediatric Nursing*, demonstrating leadership in assessing effective strategies to address this critical issue.

Safe Babies NY delivers both the safe sleep and never shake a baby messages to parents of newborns at all maternity hospitals in New York State, to support these strategies for keeping children safe. In 2014, the combined message was delivered to parents of 175,846 newborns.

Educational Materials Provided

In an ongoing effort to enhance public education around critical child safety issues, the Trust Fund facilitates the distribution of publications and videos to local departments of social services, health agencies, child care agencies and community programs. These materials include tip sheets, brochures, DVDs, magnets and other items with information about safe sleep environments, coping with crying and additional topics. In 2014, 136,344 publications and videos were provided, reaching families in 48 counties throughout New York State. Publications can be ordered or downloaded from the OCFS website at <http://ocfs.ny.gov/prevention>.

Funding

Funding for Trust Fund programs comes from two sources: the federal Community-Based Child Abuse Prevention (CBCAP) grant, which is part of Title II of the Child Abuse Prevention and Treatment Act (CAPTA), and state funds allocated in the state budget. OCFS administers these funds in accordance with the Trust Fund legislation (SSL § 481-e).

In 2014, federal funds supported work related to child abuse and neglect outcomes. State funds supported child abuse, elder abuse, and domestic violence prevention

programs and the statewide Safe Babies New York program.

The Trust Fund spending formula is established in accordance with section 481-e of the Social Services Law. The law requires the granting of Trust Fund dollars pursuant to a spend-down pattern with programs receiving 100 percent of their grant award in the first two years of funding, 75 percent in the third, 50 percent in the fourth and, if recommended, 50 percent in the fifth year (SSL § 481-e(6)) subject to the continued availability of funding. This Annual Report reflects Year Two for the programs awarded grants in 2013.

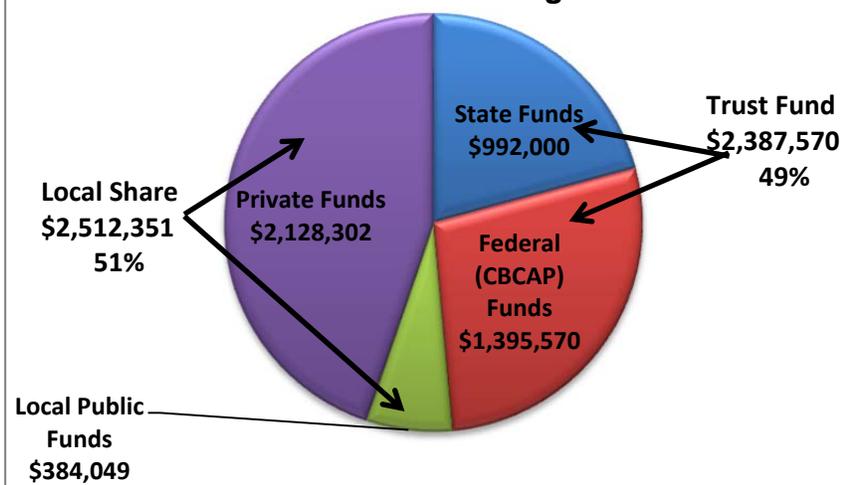
Trust Fund financial support is spread across three program types. The chart below delineates funding awarded in 2014 for each type of program.

Service Type	Trust Fund state allocation	Trust Fund federal funds (CBCAP)	Local Public Funds other public entities	Private Funds Donations, in-kind services, other grants	Value of services delivered to children and adults
Child Abuse Prevention	\$592,000	\$1,321,430	\$194,293	\$2,100,452	\$4,208,175
Domestic Violence Prevention	\$160,000	\$74,140	\$100,524	\$20,548	\$355,212
Elder Abuse Prevention	\$240,000	\$0	\$89,232	\$7,302	\$336,534
Totals	\$992,000	\$1,395,570	\$384,049	\$2,128,302	\$4,899,921

*Trust Fund programs secured more than **\$2,512,351** of their budgets from local sources. These sources included grants from private foundations, in-kind services, cash donations, and local government support.*

In addition to state and federal funding, Trust Fund programs attract other sources of support. In 2014, Trust Fund programs secured more than **\$2,512,351** of their budgets from sources outside of the Trust Fund. These sources included grants from private foundations, in-kind services, cash donations, and local government support.

Sources of Funding Year 2



“The class was very interactive, which made me look into myself and see that I was capable of making changes. I used to say I know how NOT to parent, because of the way I was raised, but now I can actually know how to be a better parent!”

-‘Parenting With Heart’ Participant

Funded Programs

Child Abuse Prevention

The largest portion of Trust Fund resources is devoted to child abuse prevention. In 2014, 15 programs, representing 15 counties provided evidence-based services. Programs provide home visits with families, formal and informal parenting education, kinship services, and therapeutic services for children and caregivers. Programs are targeted to families with children aged 0-5 with identified risk factors for child abuse and maltreatment. This includes families living in poverty, experiencing domestic violence, pregnant and parenting teens, rural families, families with disabilities, and refugee populations.

The protective factors framework is incorporated in all Trust Fund work related to child abuse and maltreatment. This includes contracts with community-based organizations, collaborations with other state agencies, and initiatives with federal funders.

Family Resource Centers

A key program model that addresses child abuse and maltreatment prevention is Family Resource Centers (FRCs). FRCs are embedded in their communities, working closely with families, local departments of social services, and other organizations serving families. The Trust Fund supports the Family Resource Center Network, bringing programs together to share strategies and solutions, coordinate services, and provide peer support. The Network meets quarterly and at regular regional

“The Center is an essential asset for our community. It’s not just a place to take your children to play and socialize. It’s a place for support and encouragement for the parent and caregivers.”

-Family Resource Center Participant

meetings that enable staff to participate in discussions focused on local and county issues.

Services

Core services at FRCs include the following:

- Parent education and support;
- Parent/child/family activities;
- Creative outreach to families at high risk;
- Information and referral to other community services; and,
- Parent leadership and peer support opportunities.

Depending on the needs of the community, FRCs may offer services themselves or link to other supportive services including home visiting, food pantries, supervised visitation, early intervention, mental health services, clothes closets, and substance abuse services.

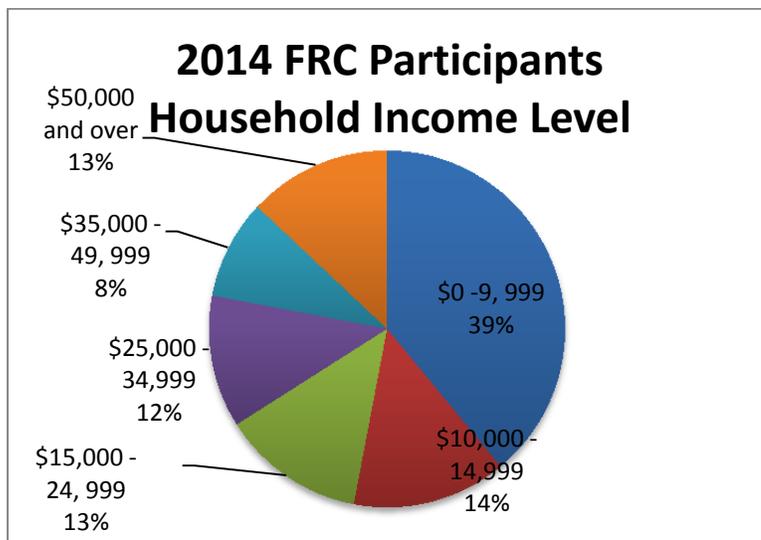
Populations served

At FRCs, services are available to any family, with a focus on engaging those with children five years of age and younger who have stressors that place them at higher risk of child abuse or maltreatment. In 2014, 75 percent of those served at FRCs had one or more risk factors; of this total, 32 percent of families had three or more risk factors.

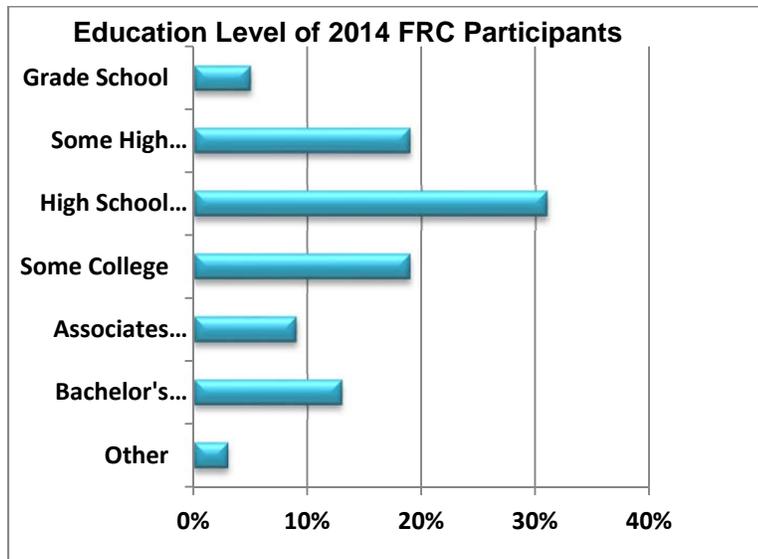
In 2014, more than 39 percent of FRC participants had household incomes below \$10,000, regardless of family size. The proportion of participants with incomes below \$15,000 was 53 percent, and 78 percent of families had incomes below \$25,000.

In 2014, 78 percent of FRC participants had a household income of \$25,000 or less. More than 53 percent had an income under \$15,000, regardless of household size.

The federal poverty threshold in 2014 for a family of two (with one child) was \$16,317.



Fifty-six percent of participants reported no additional education beyond high school completion; and 28 percent did not complete high school



Outcomes for Families

FRCs funded by the Trust Fund use the Protective Factors Survey (PFS) as one way to assess the effectiveness of their services. The PFS assesses factors that can reduce the risk of child abuse and maltreatment. Protective factors assessed by the PFS include:

- Caregiver resilience/family functioning,
- Social support,
- Concrete support, and
- Nurturing and attachment to child

Analysis of PFS scores showed that services provided by the FRCs strengthened families. Among those who completed both a baseline and a follow up PFS, scores rose in each of the areas measured. Forty-two percent of caregivers who scored four or below in two or more protective factors when they began services improved their scores to pass that benchmark after at the conclusion of services. These increases pointed to a reduced risk of child abuse through increases in protective factors.

The following is a list of FRCs funded in 2014, from the federal Community-Based Child Abuse Prevention grant.

Association to Benefit Children

New York County/East Harlem

\$98,000

ABC offers support to low-income families, single parents and families receiving preventive services through the New York City Administration for Children's Services (ACS).

“[The parenting class] helped me realize that I have made mistakes with my girls since their Mom and I separated. I can work on making sure I don't make the same mistakes when I am able to see them again. Thank you.”

-FRC Participant

Cornell Cooperative Extension of Tioga County

Tioga County/Owego, Waverly

\$98,000

The Owego and Waverly FRCs provide outreach to families referred by the local departments of social services, and to low-income, single, and teen parents. Services include home visits for families with children in foster care.

Child Care Coordinating Council of the North Country

Clinton, Essex, and Franklin Counties/Plattsburgh, Tupper Lake, Elizabethtown, Malone

\$98,000

The Adirondack Family Resource Center Network is comprised of four FRCs with an emphasis on engaging families with low-income, low educational attainment, and families with disabilities. Services also include Parents Anonymous groups and developmental screenings.

Hillside Children’s Center

Monroe County/Rochester

\$98,000

Peter Castle and Southwest FRCs focus on engaging Latino parents, fathers with young children, teen parents and kinship households through parenting programs, home visits, Pre-K and early childhood services.

Niagara Falls City School District

Niagara County/Niagara Falls

\$98,000

Focus on Families Family Resource Center Network comprises three centers located in two elementary schools and the school district’s Community Education Center with enhanced outreach to teen parents, low income families, and parents with children with disabilities and/or development needs. Services also include home visits and van transportation to parenting education programs.

Pro Action of Steuben and Yates

Steuben County/Addison, Bath, Corning, Woodhull

\$98,000

The Steuben Family Enrichment Collaborative includes three FRCs with services to support teen parents, fathers, and families with mental health needs and disabilities. Services also include home visits for more isolated families.

Leake and Watts

Bronx County/Bronx

\$98,000

Newly funded in September 2014, the Soundview Family Resource Center targets outreach to teen parents, kinship caregivers, caregivers with mental health needs, families

“In addition to the success of rebuilding his family, [FRC Participant] also now takes a very active role at the center. He helps to recruit, and even hosts parent education classes. He knows first-hand the value there is in being an advocate for yourself and your children.”

-FRC Staff

with children with disabilities, and low income residents of Community District nine. Services focus on parenting education and peer support, facilitating access to medical and mental health services, building opportunities for community involvement and parent leadership, and linkage to community supports. Program activities include infant and toddler play groups, parenting skills classes, parent support groups, recreational family activities, computer lab, and resume writing/job search workshops.

“We were able to show her how her children were able to talk more openly when she made time and space for them to name and share their feelings. Seeing herself do this on video helped her see the benefit, learn new skills, and see her own competence at this process.”

-SPIN Video Interaction Guidance Program Provider

Other Child Abuse Prevention Programs

In addition to FRCs, the Trust Fund awarded funds to eight other child abuse prevention programs in 2014. These programs partner with families to provide home visits, parenting education, therapeutic services for children and parents, and engagement of teen parents and refugee families. Programs collaborate with local departments of social services, when appropriate, to promote stretching New York’s safety net for children and families. These programs were funded using the Trust Fund’s state allocation and federal funds.

Catholic Charities of the Diocese of Albany

Albany, Rensselaer, Schenectady Counties/Albany, Troy, Schenectady

\$98,000

Community Maternity Services provides intervention and support services to relative caregivers and their children including peer support groups and parenting education.

Cornell Cooperative Extension of Tompkins County

Tompkins County/Groton, Ithaca

\$98,000

Groton’s Families, in partnership with Tompkins County DSS’s Family Assessment Response (FAR) initiative, offers parenting workshops, mutual support groups, Family Fun Events, and Community Café conversations to complement local activities for families with young children.

Edwin Gould Services for Children and Families

New York County/Central and East Harlem

\$98,000

The Children’s Therapy Program addresses trauma symptoms of children who have witnessed domestic violence through child-parent psychotherapy for children, ages five and younger, and case management and support services for parents.

Inwood House

New York City/All Five Boroughs

\$98,000

SPIN Video Interaction Guidance (VIG) Program provides positive parenting skills training to pregnant and parenting teens. The program uses video to support positive parenting and parent/child bonding and includes weekly visits.

Jewish Family Service of Buffalo and Erie County

Erie County/Buffalo

\$98,000 (federal funds)

Parenting education and support services provided to the refugee population using the evidence-based program *The Incredible Years*. Services are offered in partnership with other refugee agencies that will provide translation services.

Sunset Park Health Council dba Lutheran Family Health Centers

Kings County/Brooklyn

\$98,000 (federal funds)

Expansion of the evidence-based Parent Child Home Program provides weekly home visits over two years to support family literacy and build on parenting skills and offer new approaches to parenting, including age-appropriate expectations and appropriate limit setting.

The Family Center

Kings County/Brooklyn

\$98,000 (federal funds)

Early Support for Lifelong Success ESLS-Brooklyn expands the evidence-based Triple P: Positive Parenting Program offering parenting education, support and family activities to promote healthy parent/child relationships and parent responsiveness to children's needs.

Westchester Jewish Community Services, Inc.

Westchester County/Mount Vernon

\$91,430 (federal funds)

Services are designed to support parents and children ages six and younger who have experienced domestic violence including case management, home visits, evidence-based trauma-informed mental health treatment, and an array of recreational, social and other supportive resources.

Domestic Violence Prevention

Domestic violence programs work with families experiencing, or at risk of, family violence. These programs were funded using the Trust Fund's state allocation. Services include: parenting education and support; abusive partner intervention; therapeutic visitation services, and joint planning and consultation for domestic violence victims.

The following is a list of domestic violence programs awarded funding in 2014.

The Children's Aid Society

New York City/All Boroughs
\$80,000

Innovative program providing victim support services, abusive partner education and intervention, child therapy, and therapeutic visitation services.

Orange County Safe Homes, Inc.

Orange County/Newburgh
\$80,000

Co-location of a Domestic Violence (DV) advocate at the Child Protective Services office provides protocol development, case consultation, home visits, cross-training, and joint safety planning for DV victims and their children.

My Sister's Place, Inc.

Westchester County/ Mt. Vernon
\$74,140 (federal funds)

Co-location of a Domestic Violence (DV) advocate at the Mount Vernon Child Protective Services office. The DV advocate provides protocol development, case consultation, home visits, cross-training, and joint safety planning for DV victims and their children.

"You have a calming effect, and a way of putting things in to perspective that helps me to see what I have to do, and to be strong for my kids."

-Program participant comment about her home visitor

Elder Abuse Prevention

The prevention of elder abuse, another aspect of family violence, is also addressed through the Trust Fund. As documented in the 2011 New York State Elder Abuse Prevalence Study, psychological abuse was the most common form of mistreatment reported by agencies providing data, in contrast to financial exploitation being the most prevalent form of mistreatment as reported by the elderly. The Trust Fund supported a 2014 study, *Financial Exploitation of Older Adults: a Population-Based Prevalence Study*. Conducted in New York State, this study found that financial exploitation of older adults is a common and serious problem affecting nearly one in 20 adults 60 or older.

In Trust Fund-supported elder abuse programs, services are targeted to adults over age 60 that are at risk of psychological, physical and sexual abuse, and financial exploitation by family members. Services include case management, counseling, advocacy, and community education. Three elder abuse programs were awarded funding in 2014 using the Trust Fund's state allocation.

Family Services of Westchester, Inc.

Westchester County/Mount Vernon
\$80,000

Program targets the elderly in Mount Vernon to provide support services, case management, community coordination and training.

Lifespan of Greater Rochester, Inc.

Monroe County/Rochester
\$80,000

Lifespan created a partnership with Ibero, Inc. to serve elder Latinos and elders in health care settings who are not eligible for Adult Protective Services.

Victim Information Bureau of Suffolk, Inc. (VIBS)

Suffolk County
\$80,000

VIBS expanded elder abuse services to focus on at-risk seniors with dementia and address language and cultural barriers within the Latino community.

“Many of these seniors have taken positive steps toward living a happy and fulfilling life, and not one filled with fear and isolation.”

-Elder Abuse Program Staff

Statewide Initiatives

The Trust Fund allocated state resources to support statewide training, public education and a parent helpline in collaboration with key community partners.

Prevent Child Abuse New York

\$220,000 (federal funds)

Prevent Child Abuse New York, a long standing partner of the Trust Fund, shares the mission to support the safety and well-being of all children and families. The agency addresses individual, community, and societal responsibility through four inter-related strategies: the Parent Helpline, the NYS Parenting Education Partnership (NYSPEP), prevention education including the Enough Abuse Campaign, and an annual professional training conference. The Helpline provides direct assistance, in the form of information and referrals, to parents, family members, service providers and other community members and assisted 7,170 individuals in 2014.

With Trust fund support, **Safe Babies New York** engages nurses at 126 maternity hospitals to provide education on abusive head trauma or Shaken Baby Syndrome (SBS), and safe sleeping practices before families leave the hospital with their newborn children. Families meet with a nurse, receive written materials, view a video, and may choose to sign a statement affirming their commitment to prevent SBS. In 2014, the program reached 175,846 families. Safe Babies NY is administered by:

WMC-NY (Westchester Medical Center)

Hudson Valley Region/NYC/Long Island

\$100,000

Kaleida Health (Women and Children's Hospital of Buffalo)

Rest of Upstate New York

\$100,000

Other Partnerships and Initiatives

In addition to working directly with funded programs, the Trust Fund participates in initiatives and partnerships at the state and national level. This work builds community capacity and promotes the protective factors that all families need to provide a nurturing and safe environment for their children.

National Alliance

The National Alliance of Children's Trust and Prevention Funds is the member organization for all Trust Funds including all 51 states and Puerto Rico. As a member of the Alliance, the Trust Fund is part of the national voice for strengthening families and reducing child abuse and neglect across the country. For more information on the National Alliance, go to www.ctfalliance.org.

New York State Parenting Education Partnership

The New York State Parenting Education Partnership (NYSPEP) was created to increase the availability of high quality parenting education programs. NYSPEP is jointly led by Prevent Child Abuse New York, the New York State Council on Children and Families, OCFS (Trust Fund), and the New York State Office of Mental Health (OMH). NYSPEP activities include issuing a Parenting Educator credential, providing staff development trainings across the state and via webinars, promoting community cafés as a community engagement strategy, and developing a new parent kit. NYSPEP offers mini-grants annually to improve access to parenting education programs. For more information, go to the NYSPEP website at: www.nyspep.org.

New York State Enough Abuse Campaign (NYSEAC)

The Trust Fund partnered with family support programs, other New York State agencies, sexual abuse treatment programs, and others to implement this child sexual abuse prevention campaign. The campaign focuses on building adult and community responsibility to prevent child sexual abuse. The campaign was launched in Tompkins, Broome and Suffolk counties. In addition to working closely with lead agencies in these communities to develop local partnerships and provide technical assistance, a training of trainers event in 2013 led to these counties being able to offer the Enough Abuse Campaign trainings to parents, youth serving organizations and other community adults. As a result of our combined efforts, 54 trainings were held throughout New York State with 1,068 people trained in the Enough Abuse curriculum. The campaign has been well received in these communities and will expand into two to three additional counties in 2015.

Publications

The Trust Fund issues publications related to children and families. These publications can be requested at <http://www.ocfs.state.ny.us/main/documents/default.asp>. Many are available in languages other than English and can be downloaded. Publications include:

The NYS Enough Abuse Campaign focuses on building adult and community responsibility to prevent child sexual abuse. Fifty-four trainings were held throughout New York State with 1,068 people trained in the Enough Abuse curriculum.

- Trust Fund Annual Reports
- New York State Family Resource Center Network Brochure and Guidelines
- Safe sleep and abusive head trauma materials
- Elder abuse posters
- Tip sheets and brochures addressing child health and safety issues

Additional Information

Further information about the Trust Fund is available by contacting the New York State Office of Children and Family Services (OCFS).

OCFS Contact Information

Capital View Office Park
52 Washington Street
Rensselaer, New York 12144-2834
info@ocfs.ny.gov | (518) 473-7793

Trust Fund Contact Information

New York State Office of Children & Family Services
Division of Child Welfare and Community Services
52 Washington Street, Room 331 North
Rensselaer, NY 12144-2834

- Vicky Hiffa, Bureau Director
- Bernadette Johnson, Assistant Bureau Director
- Safiya Ikhlas, Program Manager
- Deirdre Sherman, Program Manager

Trust Fund Advisory Board

The Trust Fund Advisory Board supports the work of the Trust Fund. The Trust Fund Advisory Board was comprised of the following members in 2014:

Holly Adams
Gwen Wright
Paula Campbell
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