THANK YOU
FOR BEING A
PARTNER IN PREVENTION
## CONTENTS

**INTRODUCTION**

Phase I  
4
Phase II  
7

**FUNDED PROJECTS: PHASE I AND II**

Safety Awareness Education For Children  
10
Speak Out! Poster Campaign  
13
April Blue Ribbon Awareness Campaign—I Am Listening  
16
PIPSpeak Prevention News & Updates  
22
Safety Awareness Education for Adults  
24
Website, Newsletters & Social  
27
Outreach, Advocacy & Materials  
32

**NEXT UP: PHASE III**

34
INTRODUCTION

Since 2010, Partners in Prevention has worked to increase awareness of the effects of child abuse and neglect while expanding opportunities to access prevention and support services within a wide range of communities in the Bay Area and beyond.

Generous donations like yours have empowered us with the confidence to reach further and imagine new paths in pursuing our mission to prevent abuse of children. Our prevention work focuses on innovative methods to engage and educate so that children and families can create a plan for intervention before abuse occurs. Your support has made possible the growth of our programs, allowing us to expand existing campaigns while simultaneously developing new tools and programming to reach a wider audience.

A PHASED APPROACH

Over the past year, Partners in Prevention has developed and expanded its community offerings via a phased approach. We collect data at multiple points along the timeline of each program’s development and reflect on findings from previous phases. In this way, we build in opportunities to constantly evolve toward more optimal practices in order to achieve our goals as an organization. We are always listening and learning. In this section we will explore each phase in broad strokes before examining specific projects in detail.

PHASE I: October 2018 – April 2019
PHASE II: May 2019 – August 2019

We will then share more about our goals and planned projects for Phase III.
PHASE I: 10/18 – 04/19

CHILDREN’S SAFETY EDUCATION TOOL EXPANSION  We developed a glossary of terms to accompany our Safety Awareness Education Activity Pages. This simple, conversational glossary allows children and caretakers to become familiar with language for expressing and understanding body boundaries, privacy, secrets, and safe touching versus unsafe touching. For more information and visuals of this tool, please see pages 10-12.

Learnings: Developing this tool helped us to better understand the nature of communication between children and adults on sensitive subjects, and clarified the importance of adult education, accessibility to information, and developing a shared language in varied communities for discussing safety.

TRANSLATION PROJECT, PART 1  We recognized a need for our educational tools to become more accessible to varied communities in the Bay Area. This meant embarking on the project of translating our Safety Awareness Education Activity Pages and Speak Out! Posters into the many languages spoken by families throughout the 10 Bay Area counties. We began with Spanish and Norwegian language versions of the tools, and then consulted with United Language Group to translate the materials effectively into 8 additional languages. We prioritized Italian for the Vatican’s Child Abuse Prevention Summit, followed in quick succession by translations into Punjabi, Russian, Vietnamese, Tagalog, Mandarin, Cantonese, and Arabic. These updated and translated materials were then printed and made available to the 10 counties and beyond via our website. For more information and visuals of these tools, please see pages 10-15. We promoted these translations in conjunction with our annual Child Abuse Prevention Awareness, observed nationally in April. All of our Blue Ribbon month campaign assets are made available, at no cost, to government agencies and non-profit organizations to support them in their community outreach efforts. We also provide awareness campaign materials to any business interested in having employees and customers participate. Our goal is for every person to know the importance and significance in the meaning of the Blue Ribbon. For more information and visuals of the April campaign, see pages 16-21.
PHASE I: 10/18 – 04/19

TRANSLATION PROJECT, PART 1 (CONTINUED)

Learnings: Positive response to these translations was overwhelming, and paved the way to widen our scope to reach more and more communities. Specific requests were made to include Hebrew, Korean, and Persian versions of the materials. With this in mind, we set our sights on translating additional languages that had been requested and more.

ADULT EDUCATION EFFORTS  Following April 2018’s Speak Out! campaign encouraging children to use their voices to let trusted adults know about unsafe or suspicious activities, we recognized the importance of providing adults with tools for listening and responding effectively. We developed the I Am Listening campaign to help adults learn how to address these sensitive topics with children. The Tip Card was created in both English and Spanish, and then distributed to all 10 Bay Area counties for their particular April events and community leader presentations. For more information and visuals of tools, see pages 16-18. We also participated in Train the Trainer adult events in San Mateo County and Sacramento County, where we distributed materials and trained adults in best practices for prevention and support. For more information and visuals of events, see page 25-26.

Learnings: Through this process, we were again alerted to the ongoing importance of adult education and providing diverse communities with the tools to effectively discuss child safety. We resolved to increase the number and quality of tools we offer for adults in the year ahead and expand our Train the Trainers offerings and events.

SPREADING THE NEWS  As thought leaders in abuse prevention, we recognize the importance of educating our communities about local, state, national, and global actions and developments in the child abuse prevention and awareness space. To that end, we developed a new program called PIPSpeak to share important national news items about abuse awareness and prevention via our website and special email newsletters. For more information and PIPSpeak visuals, see pages 22-23.
PHASE I: 10/18 – 04/19 (CONTINUED)

SPREADING THE NEWS (CONTINUED) In addition, we expanded our online reach via website updates, social media, and PiP newsletters sharing information about our Bay Area events, actions at the state capitol, and more. We also designed a Social Media Card to encourage recipients of our educational tools to share their experiences with the materials on social media to spread the word about prevention and awareness. For more information and visuals, see pages 27-31.

Learnings: We continued to recognize the importance of education, and resolved to regularly update and expand the PIPSpeak program. We also resolved to develop more online training materials and to expand our social reach.
PHASE II: 05/19 – 08/19

TRANSLATION PROJECT, PART 2  After translating our Safety Awareness Education Activity Pages and Speak Out! posters into a total of 11 languages in Phase I, we resolved to add 8 additional languages in Phase II to get closer to achieving our goal of reaching all children in the Bay Area and, of critical importance, their home and family members. While our initial focus had been the Greater Bay Area, we quickly became aware of additional language needs for the K-18 California Public School system, so we broadened our project to include specific language needs due to the diverse cultural mixes of other California counties. Consulting again with United Language Group, we undertook the iterative process of translating these materials into French, German, Hebrew, Japanese, Korean, Persian, Polish, and Portuguese. Number of language translations now equals 19. We added language codes to the translated materials to allow recipients to more easily sort and organize multilingual materials. For more information and visuals of these tools, see pages 10-15. We then updated the Partners in Prevention website and online ordering mechanism to showcase the new multilingual educational materials so that anyone in reach of our website now has direct and easy access to these tools absolutely free. For more information and visuals, see pages 27-31.

Learnings: We were again overwhelmed by the positive response to these multilingual tools, and the opportunity that they provide in allowing diverse communities to access information and participate in these important conversations. We recognize that there are additional communities yet to be reached, and look forward to expanding our scope and continuing our translation and outreach efforts in 2020 and beyond to include Hmong, ASL, Braille, and more.
PRODUCTION, DISTRIBUTION, EXPANSION  Throughout Phase I and Phase II, we have continually updated our materials and reproduced them as needed to distribute to the 10 counties, to partner organizations, and at educational and awareness events. These include Activity Pages, Speak Out! posters, I Can / I Am Listening patches, Social Card, Child Safety Awareness posters featuring Nono, Gogo, and Telli, pin tags, Tip Sheet bookmark, I Am Listening lanyards, and more. For more information and visuals of these tools, please see PIP Projects section starting on page 9.

Learnings: We continue to recognize the importance of outreach and resolve to expand our reach via PiP Ambassadors to statewide councils and all California school districts.
PIP PROJECTS FALL 2018-FALL 2019

SAFETY AWARENESS EDUCATION FOR CHILDREN

SPEAK OUT! POSTER CAMPAIGN

APRIL BLUE RIBBON AWARENESS CAMPAIGN—I AM LISTENING

PIPSPEAK PREVENTION NEWS & UPDATES

SAFETY AWARENESS EDUCATION FOR ADULTS—TRAIN THE TRAINERS

WEBSITE, NEWSLETTERS & SOCIAL

OUTREACH, ADVOCACY & MATERIALS DISTRIBUTION
SAFETY AWARENESS EDUCATION FOR CHILDREN

Our Safety Awareness Education Activity Pages are designed to be fun and informative worksheets in which children can color, draw, and do matching activities—all while learning about safety and what to do if someone touches or approaches them in a way that makes them feel uncomfortable. The overarching purpose of this program is to teach children skills in identifying a dangerous situation, to give them the words, support and confidence to refuse unwanted contact, to offer permission and empowerment to break off uncomfortable interactions, and to identify a network of adults to whom they can reach out for help and reporting. These pages are a work in progress and are constantly being updated and improved to better serve the needs of diverse communities in the Bay Area and beyond. This year we’ve accomplished the following:

- **Developed Safety Words Glossary** used throughout the curriculum to teach children and caretakers how to speak about body boundaries, privacy, secrets, and safe touching versus unsafe touching.

- **Activity Pages translations into 19 total languages** in phased approach, surpassing 8 language requirement for inclusion in California public schools. Languages include English, Spanish, Cantonese, Mandarin, French, Tagalog, Vietnamese, Korean, German, Arabic, Russian, Italian, Portuguese, Punjabi, Polish, Japanese, Hebrew, Persian, and Norwegian. Language codes added to all translations.

**NEXT STEPS:**

- **Translate additional languages** including Hmong, ASL, Braille, Native American languages, and more.

- **Outreach** to all California counties, inclusion in PiP Newsletter and PIPSpeak.
Safety Awareness Activity Pages Including Safety Words Glossary—English
Safety Awareness Activity Page—18 Additional Languages
Our Speak Out! bilingual posters were developed in response to California Senate Bill 1178, which encourages schools to display posters letting children know how to report child abuse. This bill was signed into law on August 23, 2016. This year we’ve accomplished the following:

- **Translation of bilingual posters into 19 total languages** in phased approach. Languages originally included were English and Spanish. To date, we have an additional 17 languages: Cantonese, Mandarin, French, Tagalog, Vietnamese, Korean, German, Arabic, Russian, Italian, Portuguese, Punjabi, Polish, Japanese, Hebrew, Persian, and Norwegian.

- **Integration in 10 Greater Bay Area Counties** of Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma. We were able to proceed with the creation of these posters specific to the request of each county and their emergency number.

**NEXT STEPS:**

- **Modification of posters and outreach to 48 additional counties**, identifying local agencies and contact information for child reporting to add to poster and offering the dual language translations which are most needed in their community.

- **Modification of posters to add to Activity Pages** for 10 Greater Bay Area counties that have already identified the specific emergency call number for children.
HURTING OR TOUCHING IN A WAY YOU DON’T LIKE IS NEVER OK.
LASTIMAR O TOCAR DE UNA MANERA QUE NO TE GUSTA NUNCA ESTÁ BIEN.

FOR HELP/PARA AYUDA: 1-800-123-4567

No one should ever be abused. If you or someone you know is being hurt, it’s never ok. We are here to help.
Nadie nunca debe ser abusado. Si usted o alguien que usted conoce está siendo herido, nunca está bien. Estamos aquí para ayudar.

Speak Out! Poster—English/Spanish
No one should ever be abused. If you or someone you know is being hurt, it's never ok. We are here to help.
APRIL BLUE RIBBON AWARENESS CAMPAIGN—
I AM LISTENING

We followed up our April 2018 Speak Out! Campaign for children with a complementary I Am Listening campaign to provide parents and caretakers with tools for listening and responding effectively when children do speak out, as the initial response to hearing about abuse will have an important impact on the safety and well-being of the child and family. We developed the following:

• **Tip Sheet Bookmark** in both English and Spanish providing key steps for adults who have been told about abuse. Tip sheet was distributed to all 10 Bay Area counties.

• **Additional I Am Listening materials** including patch, lanyard, and pin tag for adults to demonstrate receptivity to listening effectively and supporting children in speaking out.

**NEXT STEPS:**

• **Continued expansion of adult education** including events, tools, materials, and support. Because children are not responsible to protect themselves and should never be made to feel guilty or at fault by the actions of a perpetrator, it is critically important that adults and caregivers are informed to identify potential risk and the necessary actions to protect children.
I Am Listening Pin Card

I Am Listening Lanyard

I Am Listening and I Can Patches
Outdoor Interactive Signage

A multilingual Safety Awareness Campaign for Child Abuse Prevention Month (April) encouraging children to color our Safety Awareness characters and see this important educational messaging in 19 different languages.
Prevention is Possible in Any Language. Let’s Speak Out.

**SPEAK OUT!**

**HABLALO!**

**Estoy escuchando**

Preventing child abuse is everyone’s responsibility. This visual response to hearing abuse will have an important impact on the safety and well-being of the child and family.

**I am listening**

Prevenir el abuso a menores es responsabilidad de todos. Esta respuesta visual al oír el abuso tendrá una gran impacto en la seguridad y bienestar de la niñez y la familia.

**Cómo comunicarse:**

1. **ASÍ SE DICE**
   - Identificar los síntomas que indican que un niño está siendo abusado
   - Comunicar los síntomas adecuadamente y con palabras simples

2. **CÓMO HABLASTE**
   - Informar al niño sobre cómo hablar
   - Impulsar al niño a hablar

3. **HABLA**
   - Informar al niño sobre cómo hablar
   - Impulsar al niño a hablar

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3. **HABLA**
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   - Impulsar al niño a hablar
Help create awareness and education for all children by adding some color!

Coloring Pages for April Blue Ribbon Awareness
PIPSPEAK PREVENTION NEWS & UPDATES

We developed a new online program to share important news links about child abuse prevention and awareness at the state, national, and international level with our communities. It’s important to tie our efforts into the larger picture of how organizations around the world are working to end child abuse and to advocate for kids. To reach this goal of consistently educating our communities about global developments in child abuse prevention, we created the following:

- **PIPSpeak newsletter template** and database of subscribers who will receive PIPSpeak updates.
- **PIPSpeak newsletter briefings** to provide of-the-moment news links about actions and developments in child abuse prevention and awareness throughout the world. Three briefings have gone out thus far to our audience: “Safe to Compete: Protecting Child Athletes from Sexual Abuse,” “Conversations about Sexual Assault,” and “Podcast from National Children’s Alliance—One in Ten: The Failure that Leads to All Others.”
- **Partners in Prevention website update** directing viewers to these important news updates, providing a repository archive of all PIPSpeak topics, and providing a call-to-action to subscribe and receive PIPSpeak Briefings.

**NEXT STEPS:**

- **Additional PIPSpeak newsletters** to share ongoing important stories of prevention and awareness.
- **Outreach** to share this valuable resource with a wider audience.
SAFE TO COMPETE: Protecting Child Athletes from Sexual Abuse

It's never too early to start the conversation about personal safety with your child. Learn what to talk about and how to talk about it with this discussion guide for ages 5-10 from SafeToCompete.org. These tips help parents assess their children’s youth-sports programs and identify “red flag” behaviors. Available in both English and Spanish.

Read full article here.

WE ARE COMMITTED TO BRINGING YOU RELEVANT INFORMATION FOR THOUGHTFUL CONVERSATION ON CHILD ABUSE PREVENTION.

FEBRUARY 5, 2019

CONVERSATIONS ABOUT SEXUAL ASSAULT CAN BE A PART OF THE SAFETY CONVERSATIONS YOU'RE ALREADY HAVING WITHIN YOUR FAMILY, LIKE KNOWING WHEN TO SPEAK UP, TRULY LISTENING TO THE FEELINGS BEING SHARED WITH YOU, AND LISTENING TO YOUR GUT.

HOW TO SUPPORT A FRIEND OR LOVED ONE WHO HAS BEEN SEXUALLY ABUSED

By Vanessa Marin

"Listen to their story...Educate yourself."

- "Thank you for sharing."
- "You are not to blame for what happened to you."
- "You didn’t deserve what happened to you."
- "I’m sorry this happened to you."

FEBRUARY 28, 2019
SAFETY AWARENESS EDUCATION FOR ADULTS:
TRAIN THE TRAINERS

Adult education is essential to achieving our mission of raising awareness and preventing abuse. Our efforts have come about as a direct result of requests for more and better resources from those who are most likely to interact with children who have been abused. A shortage of resources at the county level leaves room for our organization to make a big difference. This year, we did the following:

• **Train the Trainers event participation**
  1. Domestic Violence Coalition meeting at the CUAV Center in San Francisco (April)—Included Asian Pacific Islander Legal Outreach, Sheriff’s Dept Survivor Restoration Project, St. Vincent de Paul Riley Center, CourtWatch, Victim Services Division of the DA’s Office, WOMAN, Inc., El/LA TransLatinas, and more. Each participant received a Safety Awareness Education Training Kit and associated materials including curricula for 1st through 8th grade age children. Our PIP trainers led an example adult-to-child and adult-to-adult lesson including role playing and ending with a Q & A session.
  2. San Mateo County Child Abuse Prevention Summit (April)—Attended by approximately 115 staff and representatives from San Mateo Child Protective Services, San Mateo County First 5, Casa of San Mateo County—Court Appointed Special Advocates, Peninsula Family Services—Early Connections, Teen Success, Rape Trauma Services. We displayed and presented the Safety Awareness Education Kits to all attendees and distributed 24 kits to specific key staff members from organizations listed above.
  3. Sacramento County (July)—Training Seminar “Sex Offenders: Responding to Crimes Against Children. Attendees: Local government staff, CPS staff, mental health therapists, law enforcement, non-profit organizations.
SAFETY AWARENESS EDUCATION FOR ADULTS: TRAIN THE TRAINERS (CONTINUED)

Follow Up—Fulfillment of additional kits requested by co-workers and supervisors of attendees. Responded to requests for PIP co-produced mandated reporter CANRA pamphlets. We have reached out to each attendee and Training Kit recipient asking how we can further support their work. We are continuing to explore how to provide in-person trainings and support, and how to fulfill persistent requests for our trainings to be made available online.

NEXT STEPS:

• **Develop Train the Trainers onsite events**—one day trainings on what parents and youth-serving groups need to know about offender behaviors (February 2020).

• **Develop online Train the Trainers videos** to be hosted on our website.
WEBSITE, NEWSLETTERS & SOCIAL

We regularly update our website to reflect new developments in our organization, and activate on social media when possible. We also frequently send out newsletters to our subscribers to keep them in the loop about how we’ve been advancing our cause, and how they can get involved. Over the past year, these online updates included the following:

• **Refresh of website home page** to feature multilingual Speak Out! posters created in response to CA SB1178.

• **PIPSpeak briefings** added to site, including home page splash banner, archive of all briefings, and call to action.

• **Redesign of Safety Awareness Education for Children section** including additions to map page and updates/additions to the Agency/Organization page, Parent/Sponsor page, and materials order forms.

• **Creation & distribution of PIP newsletters** to subscribers at key points throughout the year.

• **Social activations:** Social Media Card included in Safety Awareness Education materials to encourage recipients to share their interactions with materials on social media, Instagram /Twitter activations @PreventChildAbusePartners plus hashtag campaigns for #GivingTuesday, #HowWeDoBlue, and #SafetyAwarenessEducation.

**NEXT STEPS:**

• **Additional PIPSpeak Newsletters** to share ongoing important stories of prevention and awareness.

• **Online Train the Trainers videos** to expand adult education online offerings.

• **Outreach and expansion of social media** to share our valuable online resources with a wider audience.
New Website Home Page

Revised Safety Awareness Education for Children Page
SAE Request Materials for Agency/Organization Page

SAE Request Materials for Parent/Sponsor Page

New Wufoo Order Form Language Requests
A SEASON OF THANKS

PARTNERS IN PREVENTION DECEMBER NEWSLETTER

“We are pleased to award Partners in Prevention a grant of $75,000 ... The community foundation is proud to partner with your organization, in our shared mission to strengthen the common good, improve quality of life and address the most challenging problems. We appreciate the work of your organization and are pleased to support your efforts.”

We are so honored to receive this recognition of our work with the expressed support to continue and develop our education materials for children and adults through multiple language translations, the Speak Out poster project and a broader distribution of our Safety Awareness Education Kits.

SPECIAL THANKS ALSO TO:
- The Abu Canas Team – canasreality.com
- Derrick H. Chan, DDS, and Assoc. – ddscar.com
- E*Trade – etrade.com
- Greenfield Village – greenfieldvillage.com
- Kodaky Business Services – kodaky.com
- Proposil Chicken – proposilchicken.com
- Elizabeth Strong – strongpharmacy.com
- Canadian American Oil, Sharon Fusco, Mary Redden, Lucia Sayre, William H Smith

With the generous support of the Silicon Valley Community Foundation and our growing number of valued partners in prevention, we are dedicated to continue our work united under the message of:

SPEAK OUT • LISTEN • EDUCATE

Excerpts from 12/18 Newsletter
Please help spread the news!

Show and tell us how YOU use your Partners in Prevention Safety Awareness Education materials!

1. Share your photos on Instagram and Twitter
2. Tag @PreventChildAbusePartners
3. Use hashtag #SafetyAwarenessEducation

Social Media Card
OUTREACH, ADVOCACY & MATERIALS

Much of the work that we do is behind the scenes—outreach to partner groups and organizations, child abuse advocacy, and distribution of materials throughout the 10 Bay Area Counties, other counties in the state, and beyond.

- **Ongoing bilingual materials distribution and production:**
  1. Materials include I Am Listening materials, Safety Awareness Education Kits, and more. We do regular updates and reprints/production of materials to keep up with demand and changing information.
  2. Distribution of materials stretches from the 10 greater Bay Area counties (Alameda, Contra Costa, Marin, Monterey, San Francisco, San Mateo, Santa Clara, Solano, Sonoma) to other counties in California (Lassen, Madera, Yolo, Sacramento, San Gabriel Valley of Los Angeles County, Mendocino Health and Human Services, Tehama County Office of the DA) to out-of-state (Baltimore Children’s Advocacy Center, Texas Tech Center for Superheroes, Central Minnesota Child Advocacy Center).

- **Outreach, advocacy & networking** in the Bay Area, at the State Capitol, and beyond:
  1. Partnerships and collaborations with the State Office of Child Abuse Prevention, Next Generation (benefitting all California counties), San Francisco’s Homeless Prenatal Program (HPP), Solano County (financial support), and many more.

**NEXT STEPS:**

- **Continued development of new materials and new networks/relationships** to expand our offerings and our ability to reach communities in need.
Hi Kim,

I received the CAP Month materials you sent over and they are awesome! Your theme is very creative and a great way to be in Mandated Reporter. I’ll be sure to pass those along to my colleagues. Thank you so much for sharing them with us!

Have a great day!

Alex Farrell (Mitchaud)
Family and Community Support Services, Analyst
Office of Child Abuse Prevention
California Department of Social Services
744 P Street, MS B-11-82
Sacramento, CA 95814
(916) 857-1997

Don’t miss a thing! Click to subscribe to the OCAP’s newsletter!

Thank You Letter—California Department of Social Services Office of Child Abuse Prevention

Dear Mr. Will,

Thank you for teaching us how to be safe. It really inspires us. We all wouldn’t start talking about you after your life. You were very kind to all of us. We hope you’ll come back again. It will always remember what you taught us.

Love,

P.S. Thank you for coming in, I’m very grateful for it!
NEXT UP: PHASE III

Throughout all of our efforts and accomplishments this year, we’ve listened, learned, and grown. We are eager to take all of these valuable learnings and continue expanding our efforts to prevent child abuse and raise awareness in more and more communities. Phase III has begun.

PHASE III: September 2019 – August 2020

• Adult Education: We aim to greatly expand our adult education programs to ensure that adult allies have the tools and education they need to best help children.
  1. Development of online Train the Trainers videos to help adult allies access tools and education more easily.
  2. Development of new adult education materials and campaign.
  3. Collaboration with CIR on Train the Trainers Sessions using PIP materials.
  4. Development of Train the Trainer events for parent groups, community and faith groups in conjunction with the Center for Behavioral Intervention in Oregon. These events are endorsed by local law enforcement and will provide real-life information from perpetrators about how children are groomed for abuse. With these events, our goal is to perfect best practices and protocols.
  5. Outreach to statewide councils via PIP Ambassadors with offering of tools to all school districts.

• Additional Translations of Materials and Tools: We plan to continue expanding our multilingual offerings to reach more diverse and vulnerable communities. We look forward to tackling translation challenges such as Hmong, ASL, Braille, and Native American languages.
PHASE III—ADULT EDUCATION FOCUS

PHASE III: September 2019 – August 2020 (Continued)

• **Online and Social Actions:** Consistent online offerings will allow us to continually expand our reach and advocacy opportunities. Upcoming actions include:
  1. Website—additional website updates ongoing as we develop new tools and programs.
  2. PIPSpeak briefings—regular briefings to share information about important news and developments in the child abuse prevention space.
  3. Newsletters—at regular intervals to share new programs, information, and educational tools with our subscribers throughout the year.
THANK YOU!