



P.O. Box 1653, Huntington, WV 25717 • 1002 Third Avenue Huntington, WV 25701  
**phone:** (304) 523-9587 **fax:** (304) 523-9595

## **ANNUAL REPORT July 2022 - June 2023**

***TEAM for West Virginia Children, Inc.***

***Many thanks to our grant funders:***

Victims of Crime Act (VOCA) Fund  
Justice and Community Services  
West Virginia Department of Health and Human Resources  
Claude Worthington Benedum Foundation  
West Virginia Children's Trust Fund  
Interest on Lawyers Trust Accounts (IOLTA)  
United Way of Central West Virginia  
River Valley Child Development Services  
West Virginia Perinatal Partnership  
Alliance for Early Success  
Greater Kanawha Valley Foundation  
West Virginia Center of Budget and Policy  
Huntington Clinical Foundation  
Huntington Foundation  
Sisters of St. Joseph Health & Wellness Foundation  
David and Laura Merage Foundation  
Aetna

***And many other contributors!***

The TEAM continues to sponsor several initiatives to carry out its mission:

**Western Regional CASA (Court Appointed Special Advocate):**

Western Regional CASA is a court-based advocacy program using screened, trained, and supervised volunteers to advocate for the best interests of abused and neglected children in out-of-home placements. CASA volunteers must complete an application, participate in a two-person interview, complete 32 hours of training utilizing National CASA/GAL Association's curriculum, successfully pass criminal and Child Protective Services (CPS) background checks, and take the Oath of Confidentiality from a Circuit Court Judge before case assignment.

The TEAM's CASA program was the first in West Virginia and began in Cabell County in 1991. Since that time, Western Regional CASA has expanded to cover 9 additional counties and remains the largest CASA program in the state. Western Regional CASA has successfully completed National CASA/GAL Association's Quality Assurance/Standards three times. CASA volunteers are appointed to children from birth to the age of 18 and can remain assigned to youth aging out of the foster care system until the age of 21.

Western Regional CASA's goal is permanent placement for CASA children, which can be reunification, adoption, or legal guardianship. CASA volunteers and staff will advocate for reunification first if this can be safely achieved. CASA volunteers submit court reports to Judges and make recommendations on what is in the best interests of their assigned children.

During this year, CASA volunteers advocated for 415 abused/neglected children. A total of 953 children were served by Western Regional CASA staff and volunteers. CASA staff supervised 91 volunteers. Fourteen of those volunteers were newly trained during this year. CASA volunteers donated over 4,400 advocacy hours as they worked to help get children into safe, permanent, and loving homes. In-person and virtual recruitment activities, court hearings, multi-disciplinary team meetings, and home visits were scheduled throughout the year. CASA staff participated in 1,166 court hearings and 563 multi-disciplinary team (MDT) meetings to advocate for their CASA children.

Western Regional CASA developed an aftercare program to continue CASA services when the court case closes, and all service providers are gone. This voluntary program, Follow Up to Permanency, provides support to biological families and families created by legal guardianship and adoption. As these families navigate post-court everyday life, Project staff are there to help them continue to thrive. This program is still in its first year as a Pilot project.

Western Regional CASA staff continue to participate on local and statewide committees to ensure the voice of children who have experienced trauma is heard throughout West Virginia.

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## **Healthy Families Mountain State:**

Healthy Families Mountain State is accredited through Healthy Families America (HFA). HFA is a national initiative by Prevent Child Abuse America to establish a universal, voluntary home visitor system for all new parents to help their children get off to a good start in life. Research over the last several decades has consistently confirmed that providing education and support services to parents around the time of a baby's birth – and continuing for months or years afterward – significantly contributes to positive, healthy child-rearing practices, thereby reducing the risk of child abuse and neglect. The goals of the model are (1) to systematically reach out to parents to offers resources and support; (2) to cultivate the growth of nurturing, responsive parent-child relationships; (3) to promote healthy childhood growth and development; and (4) to build the foundations for strong family functioning.

During this year, Healthy Families Mountain State continued providing the universal screening, assessment and referral system for expectant women and new parents. Medical providers and social service agencies provided information about the program and invited families to participate. In-home family educators then engaged the families in conversations about their parenting backgrounds, hopes and concerns related to parenting, and plans for the future of their families. This information was used to connect families to community resources and plan for support services. We collaborated more this year with the WV Department of Health & Human Resources to provide services to families involved with Child Protective Services via Family First.

The TEAM entered its 27th year of providing support to parents who face many challenges and offering them voluntary, intensive home visitation services through Healthy Families Mountain State. In FY23, home visitors served 288 families, facilitating 3,281 home visits. Virtual visits have continued to be utilized with about 40% of the total number of visits conducted via virtual platforms. Virtual visits will continue to be used to meet the needs of our families.

## **Partners in Community Outreach:**

Partners in Community Outreach (PiCO) is the coalition of West Virginia research-based In-Home Family Education (IHFE) programs: Healthy Families America, Maternal Infant Health Outreach Workers (MIHOW), and Parents as Teachers.

The WV Parents as Teachers programs held a statewide Roll & Read in Charleston on the State Capitol grounds. *Cows Can't Jump* books were provided by the previous Benedum grant. With the help of the Sisters of St. Joseph Health and Wellness Foundation, we brought in author Dave Reisman to Charleston to speak at the event and sign books. Western Regional CASA, The Imagination Library of WV, WIC, Valley Health, WV Public Broadcasting, and the Kanawha Co. Public Library participated along with most Parents as Teachers sites in West Virginia.

In November 2022, Home Visiting Evidence of Effectiveness ([HomVEE](#)) announced that MIHOW has been approved as an evidence-based model. Sponsored by the U.S. Department of Health and Human Services, HomVEE is a thorough and transparent review of the research literature on home visiting. The HomVEE team

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assesses the evidence of effectiveness for home visiting models that serve families with pregnant people and children from birth to kindergarten entry (up through age 5).

The Referral Partner Outreach booklets were updated with new text and photos, depicting nontraditional families as well as virtual home visits. Each WV Legislator received the updated booklet with a list of Home Visiting Sites in the state. Family Recruitment Brochures were also updated and printed.

Federal Maternal Infant Early Childhood Home Visiting reauthorization was included in the 2022 calendar year-end Omnibus Appropriations Act. Named in memory of the late U.S. House Ways and Means Ranking Member Jackie Walorski (R-IN), a longstanding champion of MIECHV, the bill's overwhelming passage demonstrated the breadth of its support across geographic regions and the political spectrum. The 5-year reauthorization will expand the program, providing significant additional resources to tribal communities, and allowing for the continuation of virtual home visiting. States will need to raise new funds to receive increased federal funding after year one.

At the end of the calendar year, the third voluntary NEAR@Home cohort was completed. That project was funded by the Sisters of St. Joseph Health and Wellness Foundation. A fourth voluntary NEAR@Home cohort was started in January 2023 and will continue through the calendar year. The Partners in Community Outreach Training Specialist facilitates these cohorts, providing instruction, coaching and support.

Training & Technical Assistance Stipends were provided to 13 In-Home Family Education Sites this year. These stipends supported sites to attend Celebrating Connections, the Handle with Care Conference, the Home Visitation Institute, Certified Lactation Consultant training, Healthy Families America Relationships & Reflections training, Data training, Parents As Teachers Foundational I and Supervisor training, Child Car Seat Technician training, Visit Tracker subscription, Strategic Planning and for one site to bring in another site's staff to show them how to do paperless assessments and reporting.

The Partners in Community Outreach Training Specialist provided The Art of Home Visiting trainings and others at In-Home Family Education sites upon request - she presented 26 trainings to 445 individuals.

Partners in Community Outreach met in March to strategically plan for the time period through June 2025. Twenty-seven Site Leaders from 22 sites participated over the two days.

Partners in Community Outreach was awarded a mini-grant from the WV Oral Health Coalition to offer group training on Oral Health Best Practices to each of our Partners in May. Trainer Gina Sharps, MPH, RDH shared information on the importance of positive Oral Health in relation to overall physical, mental and emotional health throughout the lifespan.

In June, 14 Site Leaders from 12 Sites participated in an in-person Grant 101 Peer Workshop planned by the PiCO Financial Stability/Public Awareness work group.

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## **West Virginia Infant/Toddler Mental Health Association:**

While maintaining a membership of nearly 150 people, the Association works to promote the understanding of the importance of healthy, nurturing relationships in the beginning years of life. There are three components to the Association's work – promotion and outreach of infant mental health, delivery of professional development opportunities, and facilitation of a national Endorsement.

During this fiscal year, a membership survey was conducted. Survey results helped inform the work of the Association moving forward including, why continue membership within the Association, what resources and supports are most accessed by our members, how to continue and improve communication within the membership, what professional development topics would be most needed by the membership, whether the Association's programs and services are free from explicit or implicit racial bias, the roles and experience of our membership, and what else the Association can do to better support the membership.

**Outreach and Resources:** There was interest within the membership to create supportive materials for families and communities around Halloween. Two documents were developed and shared: *Five Ways to Support All Children for Halloween* and *Halloween Family Guide*. Both documents contained information and guidance for supporting children and families with different needs.

The Higher Education subcommittee put together some comprehensive plans for strengthening support and collaboration within higher education. A student infographic that includes infant mental health practices as well as information on Endorsement was developed. The Higher Education subcommittee is also continuing work on developing a landscape survey that will solicit feedback from current and former students to assess infant mental health gaps. Data from the survey will help assess gaps that the Association can help fill with new resources, collaboration, etc.

During the fiscal year, the Association released the *West Virginia Preparedness for Emergency Response Toolkit: A Social Emotional Relational Approach*. This comprehensive toolkit offers a framework in thinking through emergency preparedness plans in a developmentally appropriate and trauma informed manner to further the social emotional development of infants and young children. The primary message throughout this toolkit is that relationships are crucial for supporting infant mental health. In support of this new document, the Association is developing training that can be accessed and used by other trainers, keeping fidelity to the information while being able to share widely. The Association is reaching out to audiences outside of infant mental health (for example, first responders, emergency management, etc.) to see how the information could be used within these systems.

**Professional Development:** In October, the Association sponsored a lunchtime webinar series. There were four sessions and a day for self-care, including *Spreading Hope* with Linda Reeves; *Early Signs of Autism* with Cindy LeGrand; and *Moving Families from Surviving to Thriving* Parts with LaCrisha Rose & Maureen Hollecker.

In May, the Association hosted another week-long webinar series. Topics included *Public Health Champion Working on Becoming the Best Version of Themselves* with Dr. Kristi Williams Dumas; *Lasting Impact of COVID-19 on Children and Families* with Amanda Newhouse; *Managing Secondary Traumatic Stress and Fatigue* with Jenna Mosely Lohnes; *Overcoming the Pandemic* with Amanda Newhouse; and *Social Work Ethics: What's*

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New with Amanda Newhouse. Most of these topics were developed based on the membership survey results that were released in March.

The Association secured 5 spots in the *Behavioral Assessment of Baby's Emotional and Social Style* (BABES) Toolkit training (hosted by WV Birth to Three). This intensive multi-day training provided background on social emotional development, key indicators during this time of development, as well as an overview of the toolkit which includes practical, hands-on strategies for supporting families. The Association purchased additional toolkits for the agencies that participated in the training so they can train other staff on the use of the toolkit.

The Association purchased 10 tickets for members to attend the national Brazelton Touchpoints webinar series *Supporting Everyone's Mental Health*. In addition, the Association purchased 3 tickets for members to attend the 4-part training series *Working Toward Systemic Change: Understanding the Social Determinants of Health* sponsored by the Virginia Infant/Toddler Mental Health Association.

A new Reflective Practice cohort was developed and has been meeting regularly. The new cohort is made up of those who need access to 12 hours of Reflective Supervision/Consultation to renew their Endorsement in December 2023. In addition to the cohort, the Association purchased access to 24 hours of webinars for those who need to review information on providing Reflective Supervision to others.

The Association partnered with Amanda Newhouse and Tina Antill-Keener on the delivery of the first Brazelton Touchpoints Training in WV provided by WV trainers. The 10-week module training and 6 Reflective Supervision sessions were offered free to Association members.

**Endorsement:** During this fiscal year, the Association experienced significant growth in the area of Endorsement. The number of people Endorsed within West Virginia increased by 33 percent. At the end of the fiscal year, there were 88 people Endorsed in West Virginia with another 37 in process. Interest in Endorsement from the childcare community continues to increase with the inclusion of Endorsement on the WV Pathways to Earning and participation in community conferences.

### **Prevent Child Abuse West Virginia:**

#### ***Partners in Prevention Community Grants***

In fiscal year 2023, Prevent Child Abuse WV awarded annual mini-grants of \$7,500 each to Partners in Prevention teams across the state. The teams are comprised of local community organizations that collectively make up the statewide Partners in Prevention (PIP) Network. The PIP Network focuses on building family strengths and offering supports that help children and families thrive. All grant projects are determined using the Strengthening Families Protective Factors Framework, a research-informed approach identified by the Center for the Study of Social Policy to reduce the risk of child maltreatment.

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The following pages highlight this grant year's Partners in Prevention accomplishments:

<b>Public Education and/or Services, provided to 66,243</b>	<b>Materials Distributed 97,572</b>
<b>Individuals Receiving Direct Services  10,798</b>	<b>Number of Children 6,595 (530 with disabilities)</b>  <b>Number of Adults 3,945 (223 with disabilities)</b>
<b>Individuals Trained</b>	<b>6,235</b>
<b>Public Events Coordinated</b>	<b>387</b>
<b>Media Generated</b> (including print articles, radio & TV spots, and social media posts)	<b>Print Media – 218 Radio &amp; TV spots – 36 Social media – 2,491</b>
<b>Matching Funds provided by grantees</b> ( <i>generally in-kind</i> )	<b>\$141,800</b> ( <i>rounded</i> )

**Building Protective Factors in West Virginia:** The Center for the Study of Social Policy completed a comprehensive research analysis that identifies the Protective Factors linked to the prevention of child abuse and neglect. These Protective Factors improve the health and well-being of children and families. They include Knowledge of Parenting and Child Development; Parental Resilience; Social Connections; Concrete Support in Times of Need; and Social and Emotional Competence of Children.

The Strengthening Families Protective Factors provide the framework for Partners in Prevention grant projects. By implementing strategies that build these Protective Factors, we create communities that result in better outcomes for West Virginia's children.

**Partners in Prevention Grant Activities:** The Partners in Prevention Network implements a wide array of activities and services across the state. The community organizations that comprise each PIP team are in a unique position to identify and address the specific needs of local families. Parents and caregivers with lived experience are also involved in grant planning and implementation.

#### Parenting and Family Support Services

Concrete support in times of need and social connections are the two most common Protective Factors addressed by PIP teams. These activities supply resources for families in need and provide the opportunity for caregivers to reach out to one another for support. Examples of parenting and family support services include: Community baby showers (621 served); Baby/diaper pantries (5,660 served); Parent expos (227 served); Playdates, family socials, support groups (215 served); Clothing drives (743 served); Food drives, mobile pantries, meal boxes (1,732 served); and Safe sleep initiatives with pack n plays distributed (725 served).

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**Quote from Upshur County PIP Team Leader-** *“The grandparents really get a lot of support talking with one another after last year’s Healthy Grandfamilies session, so the Grandparent’s Café began in October and meets monthly. The grandparents wanted something informal to talk to people who really know what their situations are like. They just want to have someone who understands, so we create a safe space for that.”*

### Community Outreach & Education

Partners in Prevention teams host community-wide events that build Social Connections while raising awareness about child abuse and neglect prevention. These events are open to the public and provide a sense of community, often centered around a theme or fun activity to engage children and families. Knowledge of Parenting and Child Development is a Protective Factor addressed through educational materials distributed to attendees. Community outreach and education efforts include Family engagement events (6,509 attendees across 23 PIP teams); Holiday events (3,672 attendees across 15 PIP teams); and Resource fairs/ General outreach with educational materials distributed.

**Quote from Pocahontas County PIP Team Leader-** *“We’ve had mothers show up at the family center just because they’re having a bad day and didn’t know where else to go. We keep strollers on hand at the center and take our moms and babies for walks to clear their mind or let the mom talk to an adult uninterrupted.”*

### Supportive Opportunities for Children & Youth

Partners in Prevention teams often collaborate with the local school system to host events and provide resources for students in the community. The activities they implement help build Social and Emotional Competence of Children by helping them develop a positive sense of identity through educational programming and nurturing support:

- Back-to-school events (6,372 students served across 9 PIP teams)
- Backpacks provided to 585 students
- School-based pantries (884 students served)
- Enrichment activities such as afterschool programming, youth sports, tutoring, art camp, etc. (2,487 students served across 12 PIP teams)
- School health fairs (1,077 students served)
- Students Against Drunk Driving (1,150 students)
- Red Ribbon Week activities (4,492 students)

**Quote from Greenbrier County PIP Team Leader-** *“Our Post Prom Pancake event was a smash hit this year; 53 teenagers forwent prom after-parties in favor of all-you-can-eat pancakes, boardgames, video games, and karaoke under the supervision of trusted adults. This success indicates that young people are looking for safe alternatives for after prom.”*

### Trainings & Workshops

Partners in Prevention teams deliver training on a range of topics to parents, educators, students, and other community members. In FY23, the following trainings and workshops took place:

- Child Sexual Abuse Prevention (5,922 trained)
- Parenting workshops (1,084 trained)

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- Internet safety and bullying prevention (980 trained)
- Social/emotional learning workshops for middle school students (840 trained)
- Healthy Grandfamilies (264 trained)
- Self-care workshops (250 trained)
- Mandated reporter (195 trained)
- Safe sleep (192 trained)
- Strengthening Families (187 trained)
- General child abuse and neglect prevention training (175 trained)

**Quote from Marshall County PIP Team Leader-** *“This year our biggest success was our social emotional learning program in the middle schools. Before each session, we spoke with the teachers about the topics being presented that day and the best ways for them to support and respond to the students. We have been asked to return next year and expand to the high school. We covered the topics of Healthy Relationships, Acceptance, Substance Abuse, Bystander Intervention, Suicide Awareness and Sex Education.”*

**Child Abuse Prevention Month:** Each April, our Partners in Prevention Network participates in National Child Abuse Prevention (CAP) Month outreach efforts. PIP teams facilitate the planting of pinwheel gardens, flag raising ceremonies, community trainings, and social events that highlight the importance of safe and healthy childhoods. Prevention awareness materials are distributed via local businesses, public schools, libraries, and in conjunction with food pantries and community baby showers. Social media remains a large part of the CAP Month public campaign strategy.

In 2023, TEAM for WV Children distributed 89 cases of pinwheels to our PIP Team Leaders and other community partners across the state (this equates to 21,360 pinwheels).

Prevent Child Abuse America (PCAA) supplies a CAP Month toolkit of resources for state chapters to utilize each year. The PCAA theme this year was “Building Together: Prevention in Partnership”.

Prevent Child Abuse WV and other prevention advocates across the state posted prevention messages on social media using the hashtags, #BuildingTogether, #PinwheelsForPrevention, and #CAPMonth2023. Social media content calendars, suggested posts and infographics could be used on Facebook, Twitter, and Instagram. Designated days to wear blue helped raise awareness using the hashtag #WearBlueDay2023. PCAWV and Partners in Prevention teams utilized social media to share CAP Month activities taking place across the state.

**Annual Partners in Prevention Team Leader Meeting:** After three years of virtual meetings due to the COVID-19 pandemic, TEAM for WV Children and PIP team leaders were excited to return to an in-person meeting this year. The meeting took place on May 16-18, 2023 at Blackwater Falls State Park. This year’s agenda included ample time for teams to reconnect with each other and welcome new team leaders into the network.

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The agenda included important updates to Prevent Child Abuse WV's various training initiatives and our brand-new curriculum for LEAN on Me WV. On the second meeting day, a panel of guests spoke briefly on various topics and then team leaders were given the opportunity to attend "Knowledge Sessions" to explore the topic in more detail.

This year we celebrated 20 years of Partners in Prevention! We set aside time at the meeting to celebrate the many accomplishments of PIP, recognize team leaders that have been part of the network since the beginning, and remember team leaders and team members who are no longer with us.

**Parent Leadership and Involvement Efforts:** Partners in Prevention teams involve parents, grandparents, foster/kinship parents, and other caregivers in many ways. While most PIP team members are parents themselves, the teams also include parents that do not represent a partnering agency. Parent feedback is critical to planning strategies that are relevant and effective in the local community. Parent involvement has taken the following forms:

- Attend PIP team meetings (including all types of family structures).
- Determine the most effective means of communication with families.
- Lend insight on the resources that should be offered.
- Help recruit other families in the community who may need assistance.
- Provide feedback that contributes to program improvement.
- Lead event-specific work groups to coordinate volunteers, donations, and program implementation.

**Quote from Pleasants County Team Leader-** *"Today's children and families face issues far different than those in the past and having parents involved ensures that we address current issues. Their openness to share their experiences has become a big driving force in how community events and activities are selected."*

**Project Evaluations:** *Partners in Prevention* teams participate in administering the WV Family Survey when possible. In 2023, teams offered 3,843 WV Family Surveys to CBCAP participants. Many PIP teams also use event-specific or organization-specific surveys where appropriate.

### **Innovation Grants**

Innovation Grants of \$25,000 each were awarded to three Partners in Prevention teams this year. Each project is summarized below:

**High Rocks Academy, Greenbrier County PIP Team:** They developed the *New Beginnings Camp* where campers, counselors, and interns attended 10 classes, each 75 minutes long, to learn about peer advocacy and complete training regarding mental and physical health and well-being. Through the camp, 37 youth were equipped with the knowledge, competencies, and skills to serve as social emotional health peer advocates. The students who completed the training became confident leaders in their peer groups, schools, and communities, modeling healthy choices and helping their peers to find and utilize social and emotional health resources.

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**CASA's Closet, Mineral County PIP Team:** CASA's Closet provides support to families who are at risk of having their child(ren) removed from the home or are in the process of reunification. CASA's Closet used existing partnerships to meet the short-term needs of these families by supplying them with items such as food, clothing, and bedding, while also working to address long term needs such as job loss, financial planning, mental health needs, and more.

**On the Move, Putnam County PIP Team:** The "On the Move" Innovation Grant project launched a mobile unit focused on helping address youth substance abuse issues through physical wellness, exposure to the arts, and mental health education. The mobile unit traveled to rural areas throughout Putnam County offering "pop-up" activities such as an agility course, traditional competitive sports, music lessons, mindfulness crafts, and visual art appreciation.

### ***Our Babies: Safe and Sound***

*Our Babies: Safe & Sound (S&S)* is a statewide campaign providing training and materials to promote infant safe sleep and prevention of shaken baby syndrome. Accomplishments this year include:

***Expansion in the number of hospitals, agencies, or community partners:*** 21 hospital partners and 34 early childhood home visitation programs participated in S&S this past year. Both Aetna Better Health of WV and Unicare Health Plan of WV have continued their organizational partnerships with the campaign.

***Expansion of S&S Content:*** Over 385 early care and education providers completed the new *Say YES to Safe Sleep for Babies* webcast training task module. Quarterly peer topical calls were held during the past fiscal year. Topics and presenters included: *Updates to the AAP Safe Sleep Recommendations* with Dr. Rachel Moon.

The Annual Competency Training: Support Caregivers was held in June. Dr. Micheal Goodstein who is a board-certified neonatologist from York, PA and has served on the AAP Task Force on SIDS presented *Sleep-Related Infant Deaths: Updated 2022 Recommendations for Reducing Infant Deaths in the Sleep Environment: What You Need to Know*. Dr. Lori Frasier who is a professor of Pediatrics at Penn State Milton Hershey Children's Hospital and Division Chief of Child Abuse Pediatrics presented *Shaken Baby 101* and Dr. Kathleen Kendall-Tackett who is a health psychologist and Interactional Board-Certified Lactation Consultant presented *Helping Mothers Cope with Newborn Crying and Sleep: Promoting Safe Sleep and Maternal Mental Health and Why Supporting Attachment and Mother's Mental Health Lowers the Risk of Child Maltreatment*. There were approximately 75 participants each day. The conference surveys were overall positive.

S&S coordinators attended a variety of conferences and trainings throughout the year to increase knowledge and receive up to date education on Infant Safe Sleep and Abusive head trauma prevention. Trainings attended include webinars through NICHD on safe sleep month and breastfeeding, the National Cribs for Kids Conference, Celebrating Connections, the International Conference on Shaken Baby Syndrome, the Perinatal Partnership Summit, WV Home Visitation Conference, and the WV AAP Strategic Planning Meeting.

Materials were ordered to add to inventory that included Say YES to Safe Sleep Grandparents Brochure, Say YES to Safe Sleep Brochure, Keep Your Cool Dad Brochure, Keep Your Cool Mom Brochure, Say YES to Safe Sleep Pledge Cards, monthly milestone stickers and ABCS Magnets.

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**Delivery and Approach:** In addition to one-on-one parent education and community presentations and events being provided by our campaign partners, the following approaches were implemented during the fiscal year to deliver consistent messages and expand awareness:

- Infant Safe Sleep Awareness Month was held during the month of October. In partnership with NIH, OBSS partners participated in the #SafeSleepSnap social media campaign. During this month, hospital partners gave out This Side Up onesies and home visitation partners gave out the monthly milestone stickers. Posts were also made to social media throughout the month promoting safe sleep messages.
- During FY23, the campaign continued to increase its social media presence with consistent postings on all social media platforms – Facebook, Twitter, and Instagram.
- During October 2022, nine pediatric clinics across the state participated in a pediatric evaluation project that is a joint effort between S&S and the WV AAP Chapter. Each of these clinics gave out This Side Up onesies and Sleep Baby Safe and Snug board books to every baby born in October. As a follow up in December and January, these same families were to complete a survey about their safe sleep knowledge and practices. The campaign is still working with the WV AAP to collect the survey postcards.

**Distribution of Safe Sleep and Shaken Baby Prevention Materials:** *Our Babies: Safe and Sound* partners placed 310 orders for parent education tools totaling 56,482 materials from July 1, 2022 – June 30, 2023. The majority of partners who placed orders had completed the *Say YES To Safe Sleep for Babies* online training module. In addition to hospital, home visitation partners, and organizational partners, orders for materials were also received from other across the state such as pediatricians, obstetricians, other home visitation programs, WV DHHR Workers, childcare providers and others.

In addition to the above, there were also postcards mailed for safe sleep month cooperating with the National Safe Sleep Campaign, survey postcards for the pediatric evaluation project and postcards with QR codes linked to the website for online training and order materials.

**Formalizing Our Babies: Safe & Sound Partnerships:** 22 birthing hospitals have a participation agreement with TEAM for WV Children to participate in the *Say YES To Safe Sleep for Babies* program. Most of the partner hospitals in WV continued their Cribs for Kids® National Safe Sleep Hospital Certification.

Community Partners and state agency partners disseminating "Our Babies: Safe and Sound" materials included birthing hospitals; early childhood partners, home visitation partners, DHHR, WIC, health departments, pediatricians, and obstetricians.

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## **Circle of Parents**

TEAM for WV Children and Prevent Child Abuse WV officially launched Circle of Parents in West Virginia in September 2012. Circle of Parents is a national network of parent-led self-help groups, where parents and caregivers share ideas, celebrate successes, and address the challenges surrounding parenting. In FY23 there were 25 Circle groups around the state under 15 sponsoring organizations – these groups held 230 meetings with a total of 394 caregivers and 221 children. 30 new Circle facilitators were trained. Circle groups held such special events as safe summer event, painting party, holiday stress management, potluck dinner, community yoga and crock pot meals. Some of the participants made the following statements about being in a Circle group – “having the tools I need to become a better parent;” “knowing that I’m not alone;” and “finding family that I didn’t know was lost.”

## **WV Children’s Trust Fund Development Campaign**

We also run the Children’s Trust Fund Development Campaign to increase awareness and contributions to the WV Children’s Trust Fund (CTF). CTF dollars are NOT used to support the Development Campaign.

During the past year we worked with a local communications firm to develop and implement the campaign which included social media outreach, newspaper stickers, and statewide radio ad placement in partnership with the WV Broadcasters Association. Radio ads ran from March 20 through Tax Day on April 18. Newspaper stickers promoting donations to the CTF were purchased in the Charleston Gazette-Mail, Huntington Herald Dispatch, and Morgantown Dominion Post. The stickers ran on April 2<sup>nd</sup> and 9<sup>th</sup>.

We also implemented a social media campaign to promote the CTF. The goal of the campaign was to educate and remind West Virginians to donate a portion of their tax return to the CTF when filing taxes, and to encourage donations directly online via <https://wvctf.org/>. The social media campaign reached 84,676 users organically and boosted posts reached 173,825 users. Total impressions were 375,781.

To help promote awareness of the Children’s Trust Fund and its impact, we have also developed a PowerPoint presentation with current data about CTF funded projects that can be updated on an annual basis to be used for community presentations to Rotary Clubs and other civic groups. We are hoping this resource will help local partners promote the CTF in their community and increase donations.

## **Child Abuse Prevention Training Coordination**

With supplemental funding from the American Rescue Plan Act (ARPA), we have expanded our Child Abuse Prevention Training efforts including Connections Matter, Mandated Reporter Training, Darkness to Light Child Sexual Abuse Prevention Training, and LEAN on Me WV.

**Connections Matter West Virginia:** Developed by Prevent Child Abuse Iowa, Connections Matter® is a community-based initiative that explores how the connections we make in life profoundly impact our brain’s ability to grow and our own individual abilities to cope and thrive. Through Connections Matter workshops and trainings, we educate the public on the intersecting topics of Adverse Childhood Experiences (ACEs),

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trauma, brain development, and resilience. We use an evidence-informed program, along with real-world and concrete examples, to demonstrate how ACEs adversely affect brain development and health outcomes – and how caring connections serve as a primary buffer in the negative effects of trauma.

We completed a second Train-the-Trainer Workshop for 22 new Connections Matter facilitators, who will be offering local Connections Matter workshops during FY2024 and beyond. Each facilitator has committed to training at least 25 people, which will allow us to reach over 500 people.

During the past fiscal year, Connections Matter facilitators conducted training for 115 people.

**Mandated Reporter Training:** We fielded Mandated Reporter inquiries from TEAM website and connected Mandated Reporter trainers with those needing training via email/phone. We updated statistics and updated our version of our *Making a Difference: Mandate to Report, Responsibility to Prevent* presentation to our certified Mandated Reporter Trainers. We began the process of a major revision to our Mandated Reporter training content in collaboration with current mandated reporter trainers and using resources from mandated reporter curricula in Pennsylvania and New York. We will be including additional resources such as assessing for bias when making a report, discerning neglect from poverty, strategies to connect families to supports when a CPS report is not warranted, and how to make a report in a way that mitigates harm to the family when a report is necessary.

**LEAN on Me West Virginia:** LEAN on Me West Virginia is our newest initiative and is funded with support from Sisters of St. Joseph Health and Wellness Foundation. LEAN on Me WV is built upon the understanding that parenting can be hard and imperfect. People want to help, but don't always know how, and often end up making an unnecessary report to the CPS hotline. Often what the family needs is support – not a report to CPS. LEAN on Me WV educates those who work with children or families how to support families through Listening, Empathy, Affirmation and Non-Judgement.

During the past year, we have finalized the LEAN on Me WV curriculum with input from 5 virtual community focus groups; conducted our first LEAN on Me Train the Trainer workshop with 14 LEAN on Me Facilitators trained; and launched LEAN on Me WV website, <https://leanonmewv.org>.

LEAN on Me has been presented to a total of 139 people this year - at the NASW-WV conference, as well as other professional development opportunities with schools, CASA programs, and Partners in Prevention Teams. Each facilitator has committed to train at least 100 people which would be over 1,400 people trained during the upcoming year.

**Darkness to Light: Stewards of Children:** We purchased scholarship registration codes from Darkness to Light for training certification on their new updated, *Stewards of Children*, child sexual abuse training. We have 45 renewal certifications for current facilitators to be recertified, and 15 new facilitator certifications. Trainings by these facilitators will occur during the upcoming year. Each facilitator receiving a scholarship makes a commitment to train at least 75 people.

*The TEAM for West Virginia Children envisions West Virginia as a state where all children can grow and thrive in safe, stable, nurturing relationships, free from abuse and neglect, that support them in achieving their maximum potential as adults so that they can one day nurture safe, strong families of their own.*

## Legislative Advocacy

TEAM for WV Children continued to convene the WV Legislative Action Team for Children and Families throughout the 2023 Legislative Session. The Legislative Action Team is an active coalition of more than two dozen organizations working on behalf of children and families. The Legislative Action Team follows legislation affecting children and advocates for policies that strengthen families and help children thrive.

Additionally, TEAM actively advocated for increased access to quality affordable childcare and other early childhood programs that promote children's development, health, and well-being. TEAM worked closely with a coalition of partners including the WV Association for Young Children to advance support for childcare. In addition to advocating for this legislation, TEAM assisted in the planning and hosting of the first Child Care Day at the Legislature on Feb. 14<sup>th</sup>. While the legislation had significant support, it did not complete the legislative process.

TEAM also launched the "Child Care Access in West Virginia: Mapping the Gap" Data Dashboard in collaboration with Child Care Aware of America with support from the Alliance for Early Success. The interactive dashboard maps the supply and demand of child care for children in West Virginia

TEAM advocated to preserve existing funding and build support for expanded availability of family support programs and family violence prevention programs in WV. While funding was preserved with no cuts to these line items, after trying to eliminate the state personal income tax for the past 4 years, lawmakers passed HB 2526, which cuts WV income tax by 21.25% and includes triggers for future cuts to the income tax until it is fully eliminated. TEAM vigorously opposed this cut as it will divert \$750 million in current state revenues out of the state budget jeopardizing the availability of funding for childcare, home visiting, and family support programs in the future.

TEAM successfully advocated for passage and enactment of SB 187 which strengthens protections for students by making sexual contact by a teacher or staff member with any student--no matter their age--a crime. SB 187 was introduced at the request of a mother in West Virginia whose daughter was abused by her teacher. Despite evidence documenting the sexual abuse, prosecutors were unable to charge the student's teacher with a crime. SB 187 closes this loophole and offer our students the protections they deserve.

At the federal level, TEAM advocated for family friendly policies including the Child Tax Credit, child care funding, reauthorization of the Child Abuse Prevention & Treatment Act (CAPTA) and the Maternal Infant Early Childhood Home Visitation (MIECHV) program. MIECHV was reauthorized and provides additional funding for early childhood home visiting programs. CAPTA reauthorization failed to pass despite bipartisan support. TEAM also submitted requests for Congressionally Directed Spending to expand support for community-based child abuse prevention projects in West Virginia. Senators Manchin and Capito both included our request in their recommendations for funding through the federal appropriations process to be completed in FY 2024.

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**TEAM for West Virginia Children  
BOARD OF DIRECTORS**

Melanie Akers, Hoops Family Children's Hospital  
Christopher Ball, Edward Jones  
Michael Bonner, Assured Partners of WV  
Kathy Burks, City of Huntington, *Treasurer*  
Cathy Burns, *Secretary*, Huntington Municipal Development Authority  
Jo Dee Gottlieb, Marshall University Social Work Program  
Beth Hammers, Marshall Health  
Barbara Hoeft, H3LLC, *President*  
Kevin Kidd, WV Attorney General's Office Tax & Revenue Division, *Vice-President*  
Lauren Mahaney, WV Office of Attorney General  
Ryan Saxe, Cabell County Schools  
Jenette Williams, Bullseye Total Media  
Martha Woodward, Community Volunteer

Each Board member is elected to serve a three-year term. Each officer is elected to serve a one-year term.

During this year, the Board of Directors held meetings on July 26, 2022; September 13, 2022; November 8, 2022; January 10, 2023; March 14, 2023; April 11, 2023; May 9, 2023; and June 7, 2023.

Board meetings were held at 3:30pm virtually and in-person.

The TEAM's Annual Meeting was held on December 6, 2022 at 4:30pm virtually.

**TEAM for West Virginia Children  
CHIEF ADMINISTRATIVE PERSONNEL**

Laurie McKeown, Executive Director  
Florence Tabor, Office Manager  
Connie Kinsey, Administrative Assistant  
Michelle Rollyson, *WV Infant/Toddler Mental Health Association Administrative Coordinator*  
Kim Runyon Wilds, *Western Regional CASA Coordinator*  
Jim McKay, *Prevent Child Abuse West Virginia Coordinator*  
Jen Freeman, *Healthy Families Mountain State Coordinator*  
Michele Baranaskas, *Partners in Community Outreach Coordinator*



## Financial Information

### 7/1/22-6/30/23

<b>ASSETS</b>		<b>Public Support &amp; Other Revenue</b>	
<b>Current Assets</b>		Contributions	\$ 26,159
Cash and Cash Equivalents	\$ 741,689	Federal & State grants	\$ 3,200,152
Accounts Receivable	\$ 522	Other Grants	\$ 332,982
Grants Receivable	\$ 89,546	<b>Total Support</b>	<b>\$ 3,559,293</b>
Other Receivables	\$ -	<b>Revenue</b>	
Prepaid Expenses	\$ 7,583	Fees for services	\$ 500
Workers Compensation Deposit	\$ -	Interest and dividends	\$ 218
Total Current Assets	\$ 839,340	Rental Income	\$ 2,040
		Fundraising events	\$ 31,815
		Other Income	\$ 302,682
Furniture, Fixtures, and Office Equipment	\$ -	In-kind revenue	\$ 143,185
ROUT Lease Assets	\$ 170,961	Total Revenue	\$ 480,440
<b>TOTAL ASSETS</b>	<b>\$ 1,010,301</b>		
		Total Net Assets Released from Restriction	\$ 5,413
<b>LIABILITIES AND NET ASSETS</b>		<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$ 4,045,146</b>
<b>Current Liabilities</b>		<b>EXPENSES</b>	
Accounts Payable	\$ 107,265	<b>Program Services :</b>	
Accrued payroll liabilities	\$ 61	Advocacy	\$ 684,011
Accrued vacation	\$ 90,361	Family support	\$ 1,459,385
Deffered revenues	\$ 312,307	Education	\$ 915,693
Line of credit	\$ -	State system	\$ 426,864
Short Term Lease Liability	\$ 75,050	<b>Total Program Services</b>	<b>\$ 3,485,953</b>
<b>Total Liabilities</b>	<b>\$ 585,044</b>	<b>Support Services :</b>	
<b>Long Term Liabilities</b>		Management and General	\$ 286,514
Long Term Lease Liability	\$ 95,911	Fundraising	\$ 23,975
<b>Net Assets</b>			<b>\$ 310,489</b>
Without Donor Restrictions	\$ 258,109	<b>TOTAL EXPENSE</b>	<b>\$ 3,796,442</b>
With Donor Restrictions	\$ 71,237		
<b>Total Net Assets</b>	<b>\$ 329,346</b>	<b>Increase (Decrease) in Net Assets without Donor Retrictions</b>	<b>\$ 248,704</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 1,010,301</b>	Changes in Net Assets with Donor Restrictions	
		Designated Funds-NIP	\$ 26,000
		Net Assets Released from Restriction	\$ (5,413)
		<b>Increase (Decrease) in Net Assets with Donor Restrictions</b>	<b>\$ 20,587</b>
		Increase (Decrease) in Net Assets	\$ 269,291
		Net assets at Beginning of Year, Restated	\$ 60,055
		<b>Net Assets at End of Year, Restated</b>	<b>\$ 329,346</b>