

**PacifiCorp Foundation**  
**Final Report {grant date} to {report date}**

Organization: Name

Project Title: Preventing Child Abuse (PCA)

**PROJECT AIM**

Preventing Child Abuse (PCA) is a primary child abuse prevention program. PCA increases participants' knowledge about Shaken Baby Syndrome, domestic violence and bullying, and the effects of drugs and alcohol on babies. Interactive presentations by physicians, a pediatric nurse practitioner and an AmeriCorps Community Educator also emphasize alternatives to dangerous, damaging and potentially lethal behaviors, thus promoting protection of children and others from harm. The program's overarching goal is to reduce the number of children in our region who are victims of maltreatment or death by providing community-based education and early intervention. PCA addresses issues of relationship violence as well as school and community violence.

**PROGRESS TOWARD GOALS**

The PCA parent program provides on-going encouragement and support for prevention and education activities. During this year, the PCA team provided 49 presentations to 1,332 participants—an increase of seven presentations and 207 participants over the previous grant year. The two-year project goal for the period beginning January 1 was to provide PCA to 1,400 babysitting-aged youth, teen parents and young adults in three counties. Therefore, we have nearly reached this goal in just one year.

**Program Components Delivered to Clients**

Adult Classes (Age 19+)	7
Teen Classes (Ages 11-18)	42
Transportation	3

**PUBLIC OUTREACH AND EDUCATION**

<b><u>Type of public outreach or education</u></b>	<b><u>Total # of people reached</u></b>
Newsletters: PCA and the Children's Trust	11,500
Social or other celebratory events	400
Employment and Volunteer Fair	40
University Idealist Fair	55
Fundraisers: Bowl-O-Rama, Quilts Luncheon	410
Board, advisory, council: CTFO Board and MDT	30
Middle and High School Counselor Meetings	85

**COLLABORATION**

PCA has coordinated services or shared information with the types of organizations listed below.

**DATA COLLECTION:**

A detailed analysis of the project outcomes and measurement tools follows.

**Pre- and Post-Tests** The pre- and post-test measure information presented in the three presentation segments. Before the presentation, participants complete and hand in a 19-item pre test. After the presentation, participants complete an identical post-test. The back of the post-test asks two additional questions about domestic violence and three open-ended feedback questions.

**Observational Coding Form** During each presentation, AmeriCorps Community Educator tracks the number of participants and teachers/helpers, number of children looking at the

presenters or doing something else during each presentation segment, number of questions and comments, and number of participants assisting in demonstrations.

**Analysis** The pre- and post-test responses are entered in a database. Blank or missing post-tests are not included. Responses to the additional post-test questions are hand-tallied. Results are analyzed by participant group (middle school, high school, parenting teen, and adult).

**Knowledge Acquisition during the Presentation:**

Knowledge acquisition was measured by examining changes in the number of correct responses given on the pre- and post-tests —if the pre-test response was incorrect and the post-test response was correct, the participant is assumed to have gained that knowledge during the presentation. Gains were measured by each section and overall. The following table shows the average knowledge acquisition for each group. Numbers in parenthesis represent completed pre- and post-tests, NOT total number of participants.

<b>Average Knowledge Acquisition</b>	<b>Middle School (487)</b>	<b>High School (421)</b>	<b>Parenting Teen (20)</b>	<b>Adult (95)</b>
Domestic violence	37%	34%	19%	29%
Shaken Baby Syndrome	81%	85%	93%	73%
Dangers of drug/alcohol use	63%	51%	35%	36%
Pre/post test completion rate:	89%	66%	91%	77%

Overall knowledge acquisition (any increase in the number of correct responses) was lowest in the adult group and highest in the parenting teen group, with respectable gains in the middle and high school groups. Many adult participants may have been more acquainted with the subject matter (thus a lower change in knowledge on average). The smaller number of pre- and post-tests and the greater motivation in the parenting teen group may partially account for the higher average. Shaken Baby Syndrome presentation showed the most knowledge gains in all groups. Table below shows knowledge gains of 20% and above on individual pre- and post-test items:

<b>Knowledge Gains &gt; 20</b>	<b>Middle</b>	<b>High</b>	<b>Teen Parent</b>	<b>Adult</b>
<b>Shaken Baby Syndrome:</b>				
OK to leave crying baby	53%	63%	65%	57%
How long babies cry	59%	55%	65%	48%
Shaking causes eye damage	29%	29%		
Shaking causes broken bones	26%	25%		
<b>Dangers of drug/alcohol use:</b>				
D/A use causes behavior problems	23%	23%		
D/A use causes SIDS	22%			
D/A use causes baby to be taken away	30%	21%		

The following table compared the pre-test average school to the post-test average score for all groups, and shows the average improvement in overall understanding of child abuse.

<b>Perfect score = 19</b>	<b>Middle</b>	<b>High</b>	<b>Teen Parent</b>	<b>Adult</b>
Pre-test Average	12.66	13.89	15.20	15.38
Post-test Average	15.67	16.73	17.50	16.68
Average Improvement	24%	20%	15%	9%

Very large gains in knowledge (50% and higher) were made by 19% of middle school students, 15% of high school students, 5% of parenting teens and 3% of adults.

