



# Progress Report

## 2013-2018



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# From Keith Inman

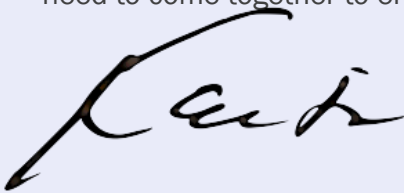
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In 2013, Kosair Charities® made the commitment to end child abuse and neglect by launching the Face It® Movement. After five years of work in the community, we are taking time to celebrate the accomplishments so far and plan for the work in upcoming years. The Face It Movement has grown to 45 partners who utilize a variety of perspectives and strategies to prevent and end child abuse and neglect. Through education, awareness, practice, and policy improvements Face It partners have continued to work toward the multifaceted task of ending child abuse with enthusiasm and rigor. As we reflect on the success over the past five years, we also look forward to seeing the growth continue well into the future.

The Face It Movement has grown from a small group of individuals to 45 partners that represent a range of sectors including child-serving agencies, neighborhood centers, medical professionals, the courts, advocacy organizations, and more. Our partners have worked diligently towards our goal, seeing success in areas from trainings on best practices to an array of statewide legislative wins. In five years, our partners have trained nearly 6,000 professionals on child abuse prevention and recognition, distributed 60,000 educational resources across the Commonwealth, and successfully advocated for eight statewide policies that have become law in Kentucky. Face It partners continue to show their dedication to ensuring all Kentucky children are safer from abuse and neglect, we are especially thankful to Kentucky Youth Advocates for their leadership in coordinating the Movement.

As we embark on the next five years, Kosair Charities and the Face It Movement look forward to building on successes in preventing child abuse and neglect and to continuing our work to more comprehensively address the root causes of child abuse. Kosair Charities is also committed to ensuring hard working and dedicated nonprofits in Louisville and across the Commonwealth have the resources they need to end the plague of child abuse and neglect.

Whether you are a parent or caregiver, professional or student, or a concerned community member, we all need to come together to end child abuse for all of the children in the Commonwealth of Kentucky.

A handwritten signature in black ink, appearing to read "Keith", with a long, sweeping underline that extends to the left.

Keith Inman, President  
Kosair Charities

# Face It Partners



# Executive Summary

After five years, we have released this Progress Report to reflect on the work thus far and focus on the future of the Movement. To date, 2017 has been our strongest year for growth of the Movement and we look forward to continuing that growth in the future. Some of Face It's highlights over the past five years have been:

- 55,000 children reached through trainings.
- Nearly 6,000 professionals trained on best practices in preventing, recognizing, and reporting child abuse and neglect.
- 60,000 print resources distributed across the Commonwealth.
- 12,000 copies of the newest Face It resource, *Body Safety 101*, distributed.
- Nearly half of Kentucky counties impacted by Face It efforts.

We continue to look at best practices for professionals that work with kids to ensure it is trauma-informed and prioritizes each child's safety, develop new materials that fill gaps in community education and awareness, advocate for policies that keep Kentucky children safer from abuse and neglect, and ultimately work towards ending child abuse and neglect in the state of Kentucky. Child abuse is a complex issue that takes many perspectives and strategies to prevent and end. We are thankful to Kosair Charities and all of the Face It partners committed to ending child abuse and neglect over the past five years and in the future.

## 2017 Highlights

**39,000**

Children reached  
through trainings

**49,000**

Print resources  
distributed

**50%**

Growth in partnership

**3,900**

Professionals trained  
in best practices

**386%**

Growth in  
professionals trained

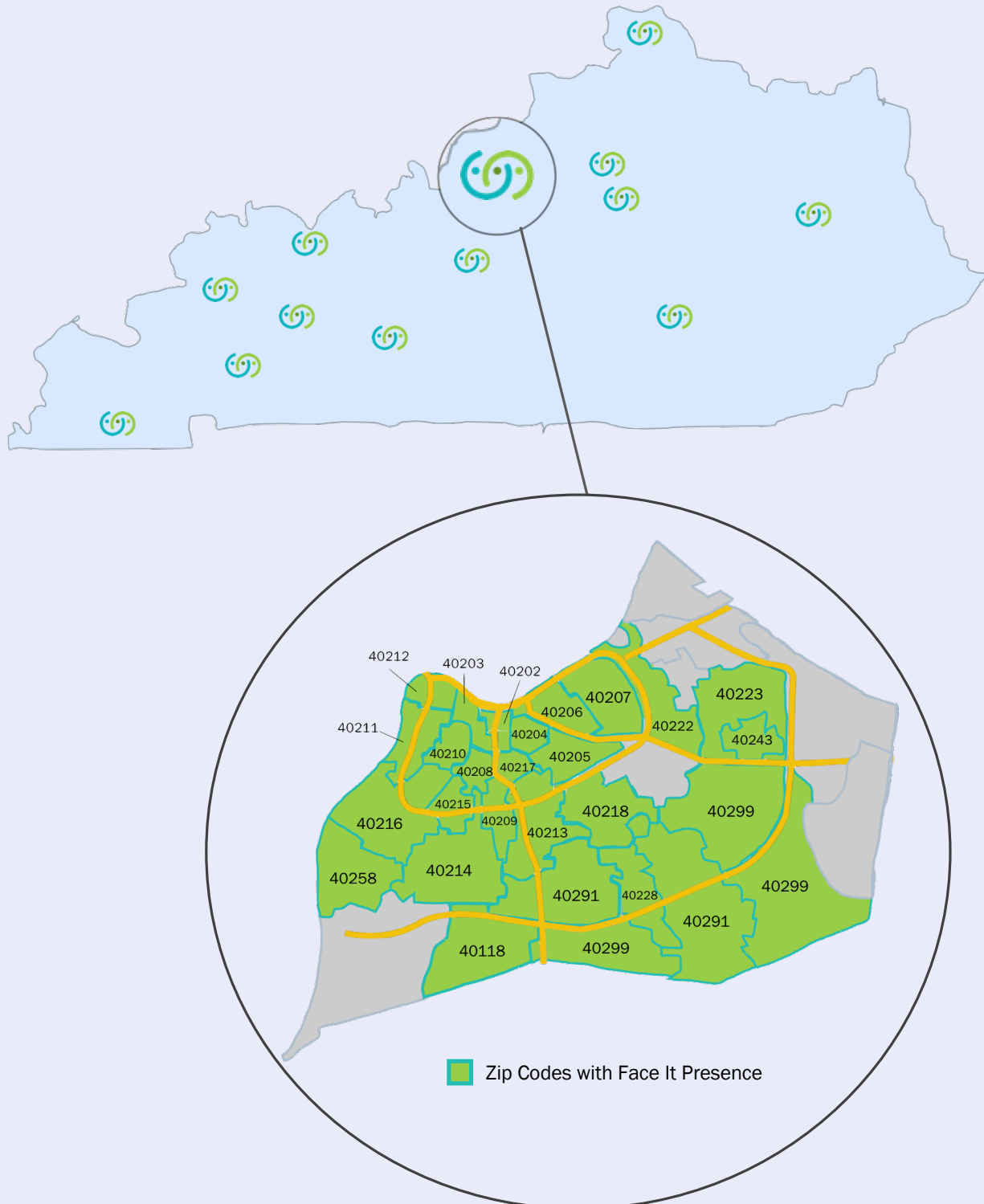
**288%**

Growth in print resources  
distributed



# Where is Face It?

Face It has active partners in Northern Kentucky, Owensboro, and the Louisville area. While our partnerships are most widespread in Louisville, Face It continues to expand statewide. Beyond partnerships, Face It serves the entire Commonwealth through online communication and outreach, trainings, and free distribution of print resources. Below is a map of Face It's impact across the Commonwealth which includes locations of partners, resource distribution, trainings, and outreach.

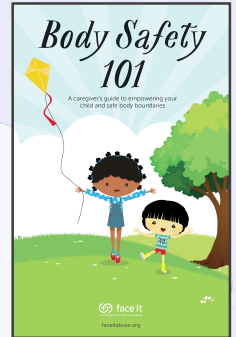


# Community Engagement

During the first five years of the Face It Movement, we have grown 45 partners including nonprofit agencies, educational institutions, government and civic agencies, and many others to take on child abuse together. In 2017, Face It saw its quickest growth in partnership, growing 50% in one year. As Face It continues to expand, we are eager to continue to cultivate partnerships that help us achieve our goal of ending child abuse and neglect in Kentucky by 2023.



Part of Face It's community engagement includes distributing free educational print resources that offer information for community members to prevent, recognize, and report child abuse and neglect. Over 5 years, Face It has distributed over 60,000 print resources in both English and Spanish. In 2017, Face It increased print resource distribution by 288% after developing the newest print resource for caregivers, Body Safety 101 Guide. This guide has been the quickest distributed print resource, with 10,000 copies ordered in under 3 months.



Face It works to meet the community where they are by engaging in local events to raise the profile of the Movement and offer tools to help prevent, recognize, and report child abuse. In the five years since Face It launched, Face It partners have engaged the community at events including the Kosair Charities Fall Festival, St. James Art Fair, Nulu Fest, Family Fun Fests, and began presenting at conferences. Over the past five years Face It has also placed ads in bus shelters in over a dozen zip codes across Jefferson County to help continue awareness building.



Face It has also produced several PSAs, including a series that corresponds with Face It's child abuse and neglect recognition and prevention training videos. These PSAs appear on TVs across the Commonwealth to spread the word about ending child abuse and neglect.





# Community Engagement

*"Face It provides directions and solutions that apply equally to my professional and private life. As executive of an agency working on the front lines to prevent, stop and heal child abuse, we understand clearly the need to end abuse, for we see the children whose lives depend on it. The sooner the better. Face It is about more than just ending abuse, it's about making Kentucky the kind of place you want to raise your children, a place where health, happiness, and safety are paramount."*

-Pam Darnall, President and CEO of Family & Children's Place





# Communication and Outreach

With a head-on approach to end child abuse, Face It has worked hard in the last five years to raise the profile of child abuse and neglect and the solutions to end it. A catalyst for community engagement and outreach has included the Face It Liaison Team. The Liaison Team works to share resources and events, brainstorm ways to better reach the community with important child abuse information, and share Face It information via their organizations' communication channels. The Liaison Team has also been key in helping partners stay informed about other partners' on-the-ground work.

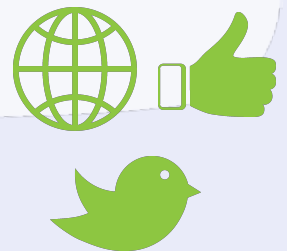
## Do your part to fight child abuse

**Your Turn**  
 As we embark on a new year, we at Kinship Charities are looking ahead to a new year with renewed energy. All of our kids are here from abuse. Through our Face It Campaign, Kinship Charities is committed to ensuring that every child who is in the foster care system has a safe and healthy home. We are committed to ensuring that every child who is in the foster care system has a safe and healthy home. We are committed to ensuring that every child who is in the foster care system has a safe and healthy home.

ents and other relatives often step up to help raise them, commonly known as kinship care. Kinship care offers a beneficial alternative to foster care and helps to allow trauma children often flee upon removal from their home. Regardless of where a child is placed, children do best when the entire system of child welfare prioritizes supporting families or swiftly finding a permanent family for children who can't remain home.

A large part of Face It's community engagement efforts is media presence. Face It focuses on both print and digital media engagement to continue to share important information on the signs of abuse, how to report child abuse, and how to promote healthy families with prevention tips and family resources. Over the past five years, Face It has placed over 22 pieces in print media and in 2017 reached over 350,000 people through print media placements.

Face It has also grown its digital media presence, with over 5,000 total followers on social media and reaching over 300,000 individuals through social media in 2017. Face It's website redevelopment through 2016 and launch in 2017 has also allowed for increased engagement, with almost 20,000 visitors to the website since 2012, over half of the visits occurred in 2017. In addition to the website redevelopment, in 2018 Face It launched a data dashboard on our website featuring a variety of data points related to child abuse and neglect in Jefferson County. The dashboard will serve as a tool for Face It partners and community leaders in Jefferson County to understand the data, track trends overtime, and target work in the community.



In the past 5 years, Face It has worked to amplify its digital presence by also publishing Parenting Series Blogs, which help normalize and spread the message that "parenting is tough and you aren't alone." In 2017, Face It published 10 Parenting Series Blogs. Face It also began outreach and education building via email through the "Face It Friday" emails in 2017, sending bi-weekly tips about both preventing and recognizing child abuse and neglect. These emails reach over 300 parents and professionals. As Face It continues to grow, our staff will continue to utilize events to increase viewership and followers for our web-based media to increase education and awareness throughout the Commonwealth.



# Communication and Outreach

*"The online data and resources that Face It provides to its partners and the community at large are second to none – especially through social media. The information is always timely, relevant to our line of work, and they make it easy for us to share it with our constituents statewide. We are appreciative of Face It being such a great asset to Sunrise Children's Services in this arena."*

-Melissa Bailey, Marketing Director, Sunrise Children's Services



**5,500**

Social Media  
Followers

over

**350,000**

Individuals Reached  
with Print Media

**20,000**

Website  
Visits

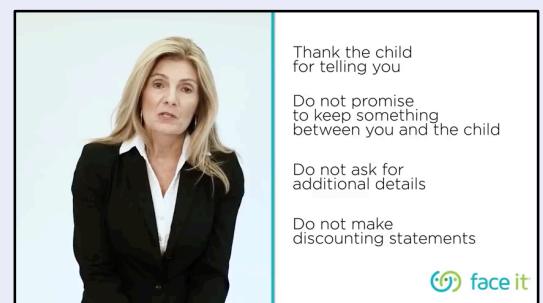
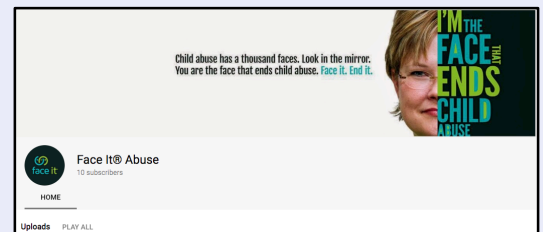
# Best Practices



Face It currently offers free trainings for youth-serving organizations in Kentucky. The Face It Youth Serving Organizations team aims to provide child abuse prevention training at no cost to youth-serving organizations such as youth sports programs, faith-based organizations, community centers, youth development/enrichment centers, and those who serve vulnerable populations. There are five different options for child abuse prevention trainings to meet the needs of the organization and the gaps in knowledge of prevention, recognition, and response to child abuse.

Since 2013, Face It partners have trained over 5,000 professionals and reached over 55,000 children through trainings. In the past year, Face It has increased the number of children reached through trainings by 130%, reaching almost 39,000 children in 2017.

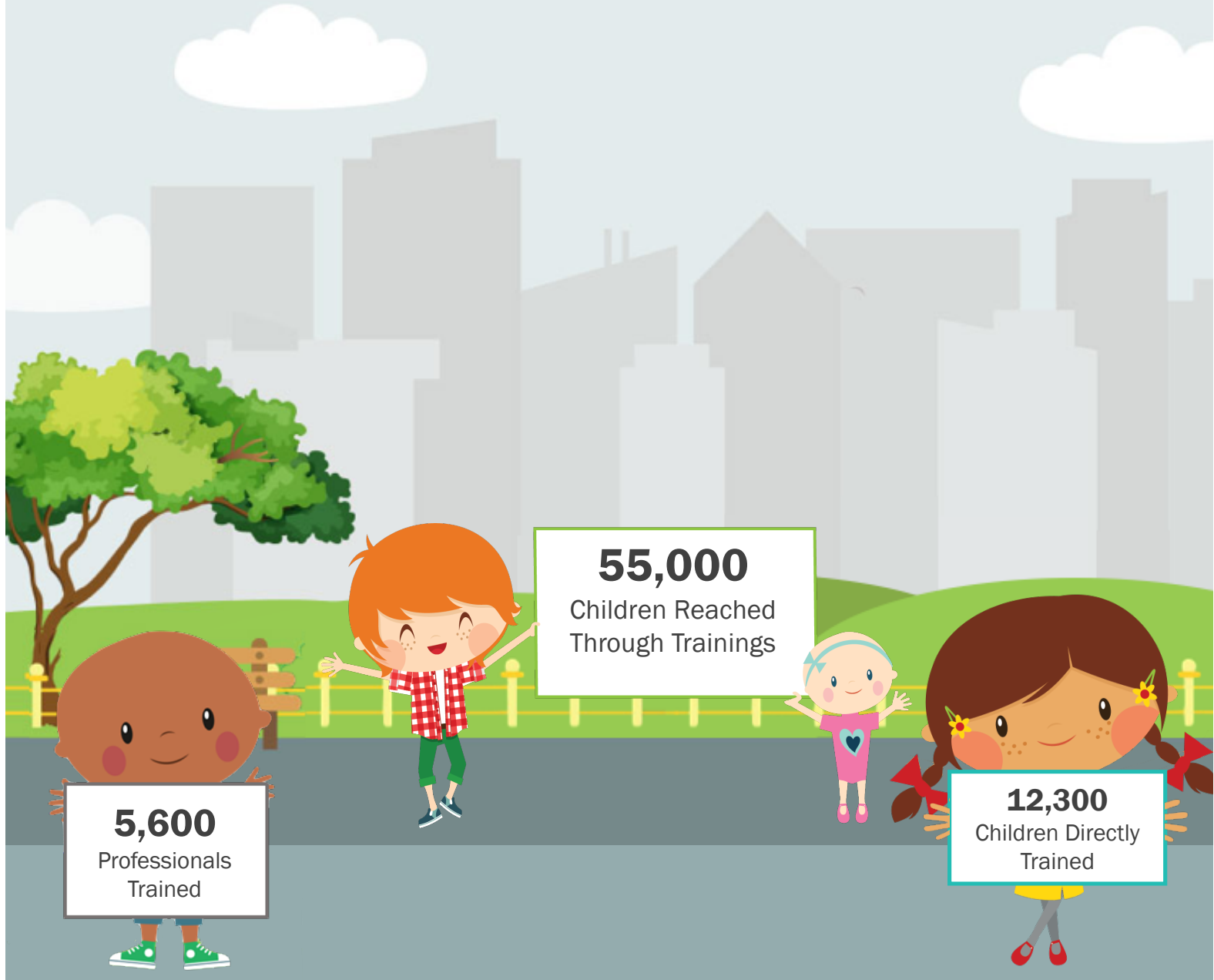
Beyond trainings requested by organizations, Face It has created a series of videos for various audiences focusing on the signs of child abuse and neglect and how to report suspected abuse. Videos include experts such as Dr. Melissa Currie, Chief of the Kosair Charities Division of Pediatric Forensic Medicine at the University of Louisville, and Pam Darnall, President and CEO of Family and Children's Place, along with other Face It partners, including Kosair Charities, Boys and Girls Clubs of Kentuckiana, 4-C, and Kentucky Youth Advocates. The videos focus on increasing child abuse awareness of child care providers, youth-serving organizations, and the general public. Videos are available on YouTube and will soon be utilized in trainings across the state.



# Best Practices

*"4-C's partnership with Face It has allowed us to broaden our efforts to strengthen families and raise the quality of child care providers through funding Kentucky Shared Services, an online knowledge hub of over 1,200 resources including child abuse prevention strategies, staff training, and resources for parent interaction. This partnership has also given us the opportunity to deepen our work in preventing child abuse with select child care providers by supporting the implementation of the Strengthening Families Framework, in which providers self-assess their capacity to support families, create family resource centers and identify protective factors that build resiliency in families."*

—Cynthia L. Adams, Director





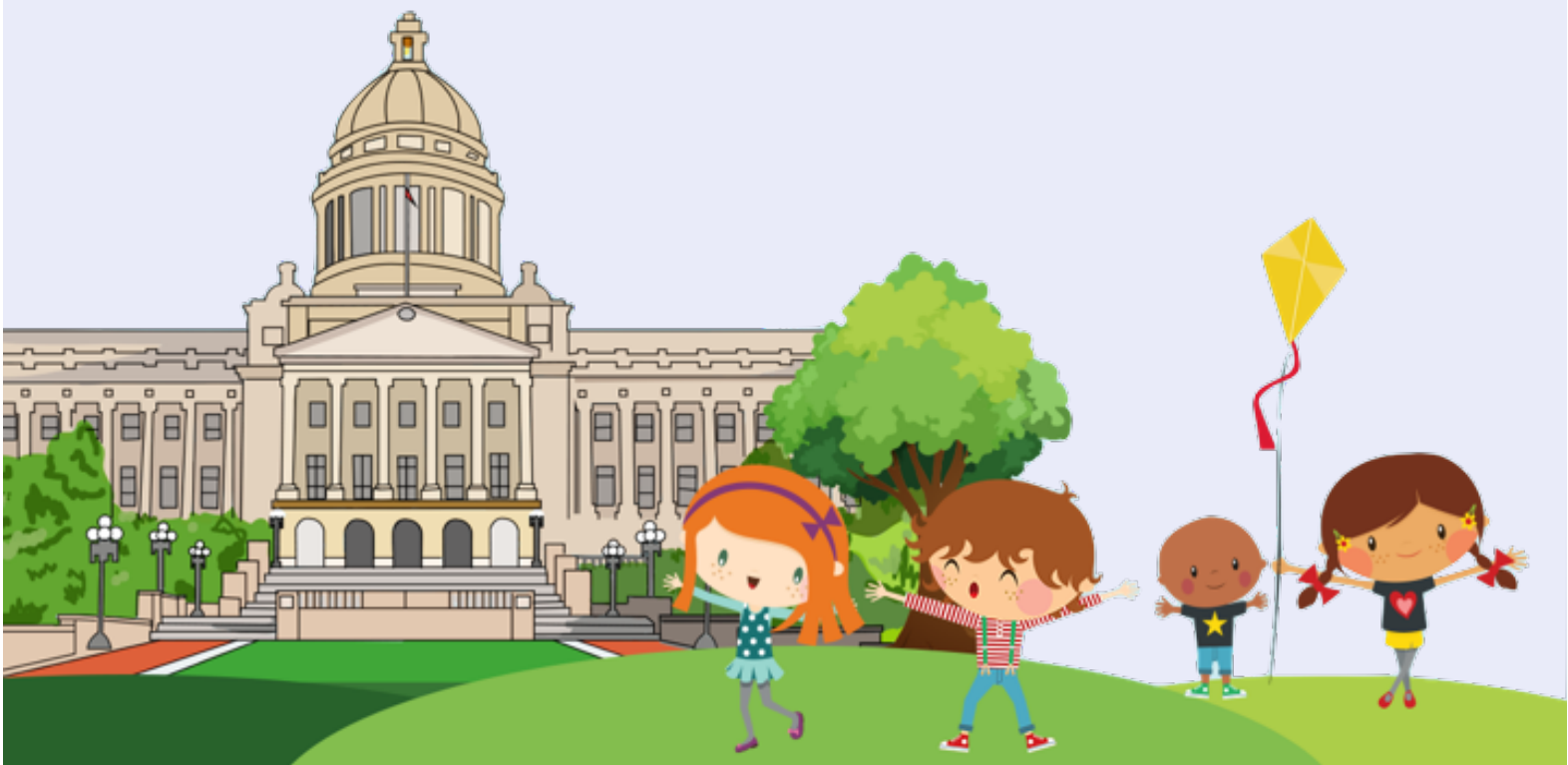
# Policy

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One of Face It's approaches to ending child abuse and neglect is creating policy change that will help keep kids across the Commonwealth safe from abuse and neglect. The Face It Policy Team formed in 2013, at the beginning of the Movement, and has continuously met every month for five years. Each year, the Policy Team creates policy priorities that Face It partners help advocate for in the Kentucky legislature. Even through contentious legislative times, the Policy Team has seen at least one policy win every year since 2013. Face It has had seven policy wins that have become reality for Kentucky children. While Face It has seen much policy success since it began, much work remains to ensure policies and practices are in place to keep children safe.

*"The Face It Movement has been critical in addressing statewide policy issues that pertain to child maltreatment. In my work as a child abuse pediatrician, I see so many opportunities for strengthening families and community safeguards for children. The Face It Movement provides a mechanism to change those opportunities into realities."*

-Dr. Melissa Currie,  
Chair of the Kosair Charities Division of Pediatric Forensic Medicine at the University of Louisville  
Chair of the Face It Policy Team



# Policy Wins

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## 2018

**Will ensure courts will have more complete information about alleged child abuse**– [Senate Bill 137](#) keeps kid safer from abuse by allowing adults to whom a child has disclosed abuse to testify in court.

**Will keep kids safe and improve how Kentucky responds to and supports families**– [House Bill 1](#) provides adequate funding and improvements in how we respond to and support families and also increasing the independence and transparency of the Ombudsman's office.

## 2017

**Keeps kids safer from abuse when in settings with adults**– [Senate Bill 236](#) closes gaps in background checks for public schools, youth camps, and in-home babysitters.

## 2016

**Broadens the scope of a child's testimony in court**– [Senate Bill 60](#) allows courts to consider a child's more generalized testimony about a pattern of abuse, known as a continuous course of conduct

## 2015

**Equips all educators to know how to recognize and report child abuse**– [Senate Bill 119](#) ensures all public-school educators receive training about child abuse and neglect so they can help protect children.

**Protects teens and children from effects of dating violence** – [House Bill 8](#) extends protective orders to victims of dating violence, sexual assault, and stalking. This protects many teens in dating relationships and children whose parents experience violence in dating relationships.

## 2014

**Helps reduce child deaths from pediatric abusive head trauma** – [House Bill 157](#) equips doctors with education on how to recognize early warning signs of pediatric abusive head trauma and intervene.

**Secured funding for the child fatality review panel** – Funding for the panel allows it to more closely review child abuse death tragedies and develop recommendations to help prevent future deaths from occurring.

## 2013

**Advocated for a panel to reduce child abuse deaths** – [House Bill 290](#) put into law the Child Fatality and Near Fatality External Review Panel to review child abuse deaths, improve practices in the child welfare system, and prevent future child abuse deaths.

# Future Directions

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Face It has accomplished a lot in five years due to the leadership of Kosair Charities and the commitment and active involvement of partners. Over the next five years, Face It recognizes that much work remains to make Jefferson County—and the rest of Kentucky—free from child abuse and neglect. 2017 was Face It's greatest year of growth and as we look forward we will continue to deepen the work and grow the Movement.

## Deepen Current Engagement

As we continue our work with youth-serving organizations, we plan to see more gaps filled in training content such as trainings on cyber safety and children with disabilities. We will also ensure that training videos about child abuse and neglect are available to all public-school educators so they can help protect children.

## Focus on Prevention and Early Intervention

As Face It looks forward, we recognize prevention is key. In the next phase of work, Face It plans to explore gaps in the understanding of how child abuse and neglect is understood and perceived by parents and caregivers and identify opportunities and solutions to ensure children are growing up in safe and healthy environments. Face It's partners will move forward on prevention efforts to strengthen families and prevent child abuse from ever occurring. Part of this effort will be to continue spreading the narrative that parenting is hard and it's okay to ask for help; however, we will also begin communicating to parents and caregivers in different ways to ensure we are providing information about how to prevent child abuse and neglect. After the Body Safety 101 guide, our first resource targeted for parents, was distributed faster than any other Face It resource produced we recognized the need to continue producing materials that parents both want and need. Our goal is to continue meeting parents where they are, learning what they need, and making sure they are best supported in a way that they identify is best.

## Expand Reach

As we continue to grow, Face It will not only deepen our work but also widen it through geographic growth. Face It reached almost half of all Kentucky counties and hopes to continue to grow statewide partnership and impact. We have identified communities across the state who are interested in building strategies to effectively prevent child abuse in their communities. We have expanded to Northern Kentucky by partnering with Children, Inc. and Family Nurturing Center as well as to Daviess County by partnering with CASA of the Ohio Valley and RISE which includes Owensboro Public Schools.

We look to partnering in other counties and jurisdictions with organizations and advocates who believe in the mission and message of Face It. We are considering geographic areas where children may be especially vulnerable to child abuse and neglect and also where there are partners who are actively looking to work with us in meaningful and substantial ways.







As we celebrate the progress after 5 years we are excited to continue working to end child abuse and neglect throughout the Commonwealth. Thank you to Kosair Charities and to all of the Face It partners for your commitment to this important work.



**KOSAIR  
CHARITIES®**

Report any suspected child abuse or neglect by calling Kentucky's Child Protection Hotline (toll free)  
at:

**1-877-KYSAFE1(597-2331)**

Or use online reporting system at **reportitky.org**

Always call 911 if a child is in immediate danger and needs immediate protection.



Faceitabuse.org



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