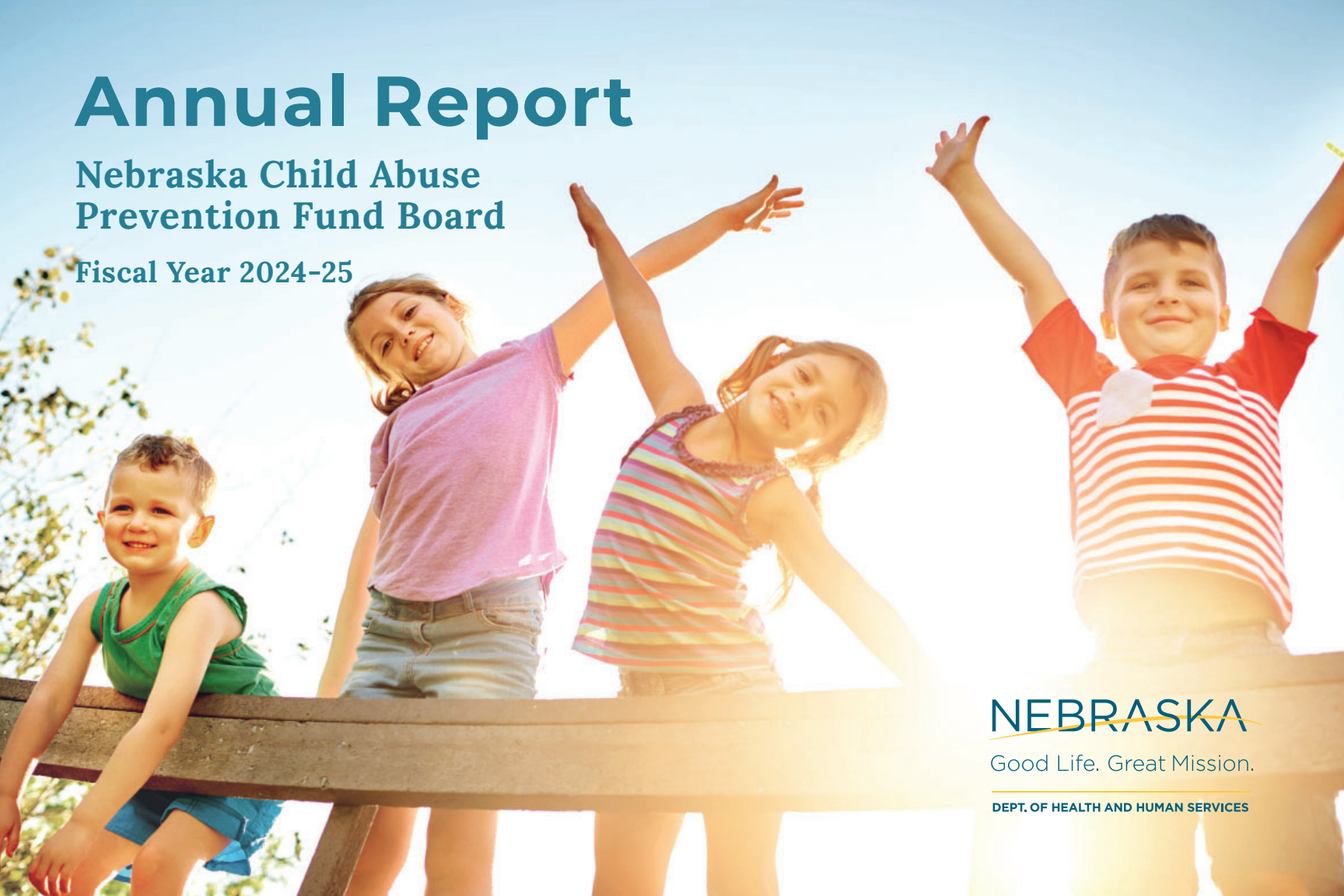


Annual Report

Nebraska Child Abuse
Prevention Fund Board

Fiscal Year 2024-25

A photograph of four children of diverse backgrounds standing on a wooden beam or playground structure. From left to right: a young boy in a green tank top and blue shorts is sitting on the beam; a girl in a pink t-shirt and light blue jeans is standing with her arms raised; a girl in a colorful striped tank top is standing with her arms raised; and a boy in a red and white striped t-shirt is standing with his arms raised. They are all smiling and looking towards the camera. The background is a bright, clear blue sky with some green foliage visible on the left side. The overall mood is joyful and positive.

NEBRASKA

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DEPT. OF HEALTH AND HUMAN SERVICES

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Purpose of the Nebraska Child Abuse Prevention Fund Board

The Nebraska Child Abuse Prevention Fund Board was created in 1986 by the Nebraska Legislature to provide prevention information, education, and resources to parents, professionals, and the public. Board members are appointed by the Governor and approved by the Legislature. The Board is administered by the Nebraska Department of Health and Human Services.

The board's plan for 2024-2025 included support for the following priorities:

- Community-based prevention programs, services, and resources
- Parent and community engagement and leadership for prevention
- A statewide public awareness and education campaign
- Training, technical assistance, and evaluation of all evidence-informed child abuse prevention strategies above





Circle of Security Parenting™

Circle of Security Parenting™ is an Evidence-Based strategy that focuses on parents and caregivers interaction with their children. It has an 8-week, small group format based on research about building strong attachments and relationships between parents and children. Parents learn how to respond to their child's needs in a way that enhances attachment and reduces stress.

Facilitators complete a four-day training by Circle of Security International before offering the program. Nebraska Children and Families Foundation supports Circle of Security Parenting™ by offering additional training, reflective consultation, and fidelity coaching to facilitators, as well as supporting evaluation, marketing, and the statewide website.

Grantee: *The Nebraska Association for the Education of Young Children (NEAEYC)*

Results

- 24 series of 8-week classes completed
- 90 participants from communities across the state
- The April 2025 evaluation of the 227 classes supported by this grant and others reported improvements in positive parent-child relationships, positive parent-child interactions, and reduced parenting-related stress.

Community Response/ Central Navigation

Community Response/Central Navigation coordinates existing resources within a community to help children, young adults, and families address immediate needs before they become crises and higher end systems of care are involved. Core elements of Community Response include Central Navigation, Support Service Funds, and Coaching.

Central Navigation matches participants to services and connections among community partners to meet their needs and address barriers such as lack of affordable housing.

Flexible funding is available when other sources are not available or when participants don't meet the criteria for other programs or resources.

Coaching through is tailored to meet individual and family needs and may include assistance with creating budgets or improving parent-child relationships for immediate and longer-term well-being.

Grantees: *Fremont United Way on behalf of the Fremont Family Coalition, Norfolk Family Coalition, Columbus Area United Way on behalf of the Community and Family Partnership, Dawson County Family Partners, and Valentine Children and Families Coalition*

Results

- The Fremont Family Coalition focused on building relationships with DHHS, the Dodge County Attorney, Fremont Police Department, and School Resource Officers for a stronger prevention system.

Results included adjustments in practices to be more effective and efficient for the families and service providers.

- Grantees based in Norfolk, Columbus, Lexington, and Valentine focused on connecting families to housing, utilities, mental health counseling for youth, food, transportation, and other basic needs.

Results for these grantees with NCAPF funds and other sources included:

- 1,939 participants in Central Navigation
- 4,905 referrals to community-based services and resources
- 417 participants referred to Coaching
- Coaching helped families to address immediate challenges, improve skills for budgeting and parenting, and work toward longer-term goals.
- The 2024-2025 evaluation of these grantees and others across the state reported that participants in Coaching demonstrated increases in Concrete Supports and Social Connections. A small pre-post survey also reported increases in Resilience and Hope.



Plans of Safe Care

Plans of Safe Care builds on the federal Comprehensive Addiction and Recovery Act and extends the work to include working with moms prenatally. Plans of Safe Care is designed for pregnant women or caretakers who are affected by (legal and illegal) substance abuse disorders, including co-occurring mental health disorders, and the needs of their infants and families. The overall goal is to improve community identification and response to provide effective support to families to help keep their children safely with them.

Grantee: *Families 1st Partnership and United Way of South Central Nebraska on behalf of the Community Impact Network*

Results

- Staff continued to inform local DHHS staff, OB/GYN offices, birthing hospitals, substance abuse providers, drug courts, and others about the program.
- State and community partnerships continued to be developed to support pregnant and new moms with substance use disorders and their families.
- A growing number of expectant and new parents with substance use disorders were supported to use the program binders and were engaged in program resources.
- Staff facilitated Straight Up Advocate groups of participating pregnant and new parents to build positive support systems and to foster community engagement and leadership.
- All activities led to an increasing number of pregnant and new parent participants who were able to avoid child welfare involvement and keep their babies safely at home in the next program year.

Parent and Community Engagement and Leadership

Community Cafés

Community Cafés are an evidence-informed approach to facilitate the engagement and leadership of parents and community members working together for positive change. The Cafés foster relationships needed for better-informed local practices and policies for prevention. Local teams work with the coaches to build readiness, form planning teams, and host series of six-connected Cafés. Results include improvements in individuals, families, neighborhoods, and communities. There were two urban and two rural sites in this past year.

Overall, parents reported and evidenced increased capacity for stronger families, increased leadership in their communities, and new or stronger partnerships with community organizations to inspire positive change in practices and policies of mutual interest.

Grantees: Auburn Public Schools, Grand Island Public Schools, Crete Public Schools, and The BRIDGE Family Connector Resource Center, Omaha

Results

- 30 Café sessions were hosted by parents and other residents in four communities (in 5 series of 6 connected Cafés)
- 675+ parents and other community members participated in these Cafés
- 18 sessions (in 3 series of 6 connected Cafés) included interpretation for Spanish speakers
- Topics included increasing the accessibility and effectiveness of community resources and improving public safety.





Public Awareness and Education

Grantees: *Learfield, Abante, and Moxie16*

Events

- Governor Pillen proclaimed April 2025 as Child Abuse Prevention Month.
- 23 Community Collaboratives/Prevention Councils and other partners used the campaign toolkit and online store products to participate in events and activities across the state in April. Events and activities included mayoral proclamations, Wear Blue Day and social media promotions, and pinwheel plantings with local media coverage.
- Over 6,000 pinwheels and more than 6,667 campaign products were ordered to promote awareness and education about Bring Up Nebraska, the Protective and Promotive Factors, and supports for families that are available locally through the Community Collaboratives.

Website

The Bring Up Nebraska website had 7,744 visitors from March 31 through June 13, 2025. This was a 437% increase over the previous three months (before paid ads began). There were 10,628 page views and the Community Collaboratives page has 7,947 views for an 800% increase over the previous three months.

Radio

3,787 local messages aired over 53 stations including 2 Spanish-language stations

Reach: 454,000 people

Frequency: 4.0

Impressions: 1,824,600

Paid Advertising (Digital Analytics)

Meta (Facebook/Instagram):

- **Impressions:** 540,729
- **Clicks:** 4,396
- **Click-thru-rate:** .81% (industry average = .65%)

Meta (Facebook/Instagram):

- **Impressions:** 549,447
- **Clicks:** 5,482
- **Click-thru-rate:** 1.00% (industry average = .30%)





Training, technical assistance, and evaluation of evidence-informed child abuse prevention strategies

Grantee: *Nebraska Children and Families Foundation*

All grantees received support for training, implementation, and evaluation of NCAPF Board funded strategies, including Circle of Security Parenting™, Community Response/Central Navigation, Plans of Safe Care, Community Cafés, and Public Awareness.

Nebraska Children and Families Foundation also facilitated the continued development of community prevention systems to support these strategies, especially through the state partnerships and community collaboratives that comprise the Bring Up Nebraska Network.



2024-2025 Allocations

Programs, Services, Resources	Grantee Community/ Name	Amount	Dates
Community-based prevention programs, services, and resources			
Circle of Security Parenting™	NEAEYC (multiple sites)	\$60,000	July - June
Community Response	Columbus Area United Way (for Community & Family Partnership)	\$25,000	July – June
Community Response	Fremont Area United Way (for Fremont Family Coalition)	\$60,000	July – June
Community Response	Valentine Children & Families Coalition	\$20,000	October - June
Community Response	Dawson County Family Partners	\$25,000	October - June
Community Response	Norfolk Family Coalition	\$25,000	October - June
Plans of Safe Care	Families 1st Partnership	\$10,000	July - June
Plans of Safe Care	United Way of Southeast Nebraska (for Community Impact Network)	\$19,997.47	July - June
Plans of Safe Care	Siouxland Human Investment Partnership (for Growing Community Connections)	\$20,000	October - June
Subtotal		\$264,997.47	
Public Awareness and education			
Prevention Store	Abante Marketing (statewide)	\$30,000	October – June
Radio, digital ads	Learfield (statewide)	\$40,000	February - June
Moxie 16	Marketing/PR Consultant (statewide)	\$15,000	February - June
Subtotal		\$85,000	
Parent and community engagement and leadership for prevention			
Community Cafés	Auburn Public Schools	\$12,000	July-June
	Grand Island Public Schools	\$11,000	July-June
	Crete Public Schools	\$12,000	July-June
	The BRIDGE Omaha	\$26,024	July-June
Subtotal		\$61,024	
Training, technical assistance, and evaluation			
Administrative Support	Nebraska Children and Families Foundation (statewide)	\$90,424.20	July – June
TOTAL ALLOCATIONS		\$501,445.67	

Board of Directors



Georgie Scurfield,
Chair — District I



Jillian Chance,
District I



Dcn. Donald Blackbird,
District III



Claire Bazata,
District III



Dr. David Hansen,
At Large

Personnel Required by Statute



Camas Holder



Sara Morgan

Camas Holder and Sara Morgan represented the Nebraska Department of Health and Human Services, Divisions of Children and Family Services and Public Health, respectively.

Report prepared by Nebraska Children and Families Foundation