

Awareness and Education addendum to State of State Chapters report

**based on 2022 Chapter Census and Needs Assessment data*

Awareness and Education

State Chapters are involved in several awareness and education activities, including 1) Education events and opportunities for state policymakers, 2) Using statewide data to promote the CAC model/respond to requests, and 3) Statewide campaigns (awareness, prevention, etc.).

Opportunities for State Policymakers

Most Chapters (82%) engage with aligned providers to improve child wellbeing and three-quarters of Chapters engage in legislative advocacy efforts and efforts to grow financial resources for CACs. Two-thirds of Chapters have CACs defined in statutes and create opportunities for interactions with policymakers. About half of Chapters report they are the leading child abuse resource in the state and have protocols for partnering in legislative advocacy.

Education Events/opportunities for State Policymakers	
Regularly engages with coalitions and/or partner victim service providers and child welfare agencies to advance policy efforts to improve child wellbeing, generally.	82%
Engages in legislative advocacy efforts that have demonstrably affected policy and practice related to child abuse in the state.	74%
Engages in legislative advocacy efforts aimed at sustaining or growing financial resources for CACs and the chapter.	72%
CACs are defined in statute, and those statutes effectively support the CACs and the chapter in pursuit of their missions.	62%
Regularly organizes opportunities for interactions with policymakers.	60%
Is a leading resource in the state for policymakers when it comes to the issues of child abuse and CACs.	56%
Has and follows clearly written protocols for how member CACs and the chapter will partner in legislative advocacy.	54%

Use of Statewide Data to Promote the CAC Model

Three-quarters of Chapters produce child abuse educational material and produce state specific CAC reports. About half of Chapters produce state specific child abuse incidence reports and share state specific reports with private and public audiences.

Using statewide data to promote the CAC model/respond to requests	
Develops and produces education materials (e.g., brochures, reports, videos, etc.) to increase awareness about child abuse and the CACs throughout the state.	76%
Produces state specific reports or other publications capturing the activities/services provided by CACs.	72%
Produces state specific reports or other publications capturing the incidence of child abuse in the state.	56%
Shares state specific reports or other publications produced by the chapter on the incidence of child abuse and activities/services provided by CACs with both private (e.g., individuals, foundations, business, civic organizations, etc.) and public (e.g., state agencies, lawmakers, etc.) audiences.	54%

Statewide Campaigns

About half of Chapters engage in public awareness campaigns (54%) and engage with media outlets beyond social media (44%).

Statewide campaigns	
Engages in strategic public awareness efforts throughout the year (including PSAs, events, and other coordinated activities).	54%
Engages with media outlets, beyond social media, for strategic communication that increases public engagement on the issue of child abuse and/or work of CACs.	44%

External Support Needed

In response to an open-ended question, “Please describe the external support you would need in order to meet your chapter’s goals pertaining to awareness and education” Chapters mentioned

Additional staff (22% of Chapters, n=11)

Time and staff capacity have been the biggest issues.

Additional staff at the Chapter level.

Funding (16% of Chapters, n=8).

More allowable activities for NCA grant money (i.e. social media).

We need to increase our restricted funding.

Resources/Templates (16% of Chapters, n=8)

Professional branding resources, including templates for letterheads, press releases, logos, etc. as well as campaigns able to customize to each state.

Regular and active social media posting by NCA about child abuse and CACs that can be easily shared by state chapters.

Easy to use templates for those things we can do at little to no cost.

Marketing materials related to CACs for states to customize and use – stock images, social media graphics, materials specific for April, summer safety, back to school, etc.

Sharing of resources and innovative practices (14% of Chapters, n=7)

Chapters mentioned needing additional sharing of resources and innovative practices of other chapters and specific technical assistance around

- General public awareness/public campaign efforts
- Prevention training in schools
- Legislative advocacy
- Developing relationships with policymakers
- Advocating for a line item in the state budget
- Training on what works best for awareness and education

More Support from NCA Policy Team (6% of Chapters, n=3)

Continued support from Will Laird and the NCA policy team on ways to improve our statutes

More regular updates and individual reaching out by Denise and Will. Their updates are always so helpful.

Strategic Partnerships for Policy & Systems Change

Legislative Activity

- The extent of legislative influence varies, with 30% of Chapters having high influence, 46% having medium influence, and 21% having low influence. Only 4% report having no influence in their State.
- The Southern Region is most likely to have a high influence (56.3%) compared to the Western Region (30.8%), Midwest (16.7%) or the Northeast (0%).

	Midwest	Northeast	Southern	Western	National
Level of Legislative Influence in State	N=12	N=9	N=16	N=13	N=50
None	0.0% (0)	0.0% (0)	6.3% (1)	7.7% (1)	4.0% (2)
	33.3% (4)	11.1% (1)	6.3% (1)	30.8% (4)	20.0% (10)
Low (Despite our efforts, we have had little success and are relatively unknown by our lawmakers)	50.0% (6)	88.9% (8)	31.3% (5)	30.8% (4)	46.0% (23)
	16.7% (2)	0.0% (0)	56.3% (9)	30.8% (4)	30.0% (15)
Medium (Our voice has a frequent seat at the table, but occasionally we lose out to other interests, priorities, or misunderstandings)					
High (Legislative leaders regard us as trusted partners in developing policy and allocating resources)					

- Most Chapters have legislation in their state for CACs (80%). In the 2019 Census, 78% of Chapters had legislation for CACs.

	Midwest	Northeast	Southern	Western	National
Defining Legislation for CACs Exists in the State	N=12	N=9	N=16	N=13	N=50
Yes	75.0% (9)	66.7% (6)	87.5% (14)	84.6% (11)	80.0% (40)
No	25.0% (3)	33.3% (3)	12.5% (2)	15.4% (2)	20.0% (10)

- Three-quarters of Chapters (76%) report CAC membership regularly engage in legislative advocacy/legislation. In the 2019 Census, 66% of Chapters reported regular legislative engagement.

	Midwest	Northeast	Southern	Western	National
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CAC Membership Regularly Engages in Legislative Advocacy/Education	N=12	N=9	N=16	N=13	N=50
Yes	75.0%	88.9%	81.3%	61.5%	76.0% (38)
No	(9)	(8)	(13)	(8)	24.0% (12)
	25.0% (3)	11.1% (1)	18.8% (3)	38.5% (5)	

- CAC membership engages in several legislative advocacy activities, including meeting with legislators (65.8%), a child abuse awareness day (50.0%), and the adoption of a resolution recognizing CACs (28.9%).

	Midwest	Northeast	Southern	Western	National
<u>If yes, CAC membership may engage in the following ways:</u>	n=9	n=8	n=13	n=8	n=38
A “Hill Day” like event with meetings between CAC staff and legislators	55.6 % (5)	37.5% (3)	84.6% (11)	75% (6)	65.8% (25)
The adoption of a resolution recognizing CACs	0% (0)	37.5% (3)	53.8% (7)	12.5% (1)	28.9% (11)
The designation of a “child abuse awareness day” or similar timeframe dedicated to CAC-related causes	44.4% (4)	75% (6)	61.5% (8)	12.5% (1)	50.0% (19)
Other	44.4% (4)	37.5% (3)	46.2% (6)	50% (4)	44.7% (17)
<u>In Chapters with a Public Policy Committee, the Committee Develops a Formal Legislative Agenda for Each Session</u>	N=6	N=2	N=11	N=5	N=24
Yes	50 % (3)	100% (2)	72.7% (8)	80% (4)	70.8% (17)
No	50 % (3)	0% (0)	27.3% (3)	20% (1)	29.2% (7)

- Nationally, 28.0% of Chapters have State laws allowing videos of forensic interview admissible in court in lieu of victim testimony and 18% of Chapters have State laws allowing videos of forensic interview used in lieu of a pre-trial disposition. In the 2019 Census 16% of Chapters reported having each of these.

	Midwest	Northeast	Southern	Western	National
Under State Laws, Videos of Forensic Interviews are Admissible in Court in Lieu of Testimony from the Victim	n=12	n=9	n=16	n=13	n=50
Yes	25.0% (3)	11.1%(1) 88.9% (8)	37.5%(6) 56.3%(9)	30.8% (4) 69.2% (9)	28.0% (14) 68.0% (34)
No	66.7% (8)	0.0% (0)	6.3% (1)	0.0% (0)	4.0% (2)
No response	8.3% (1)				
Under State Laws, Videos of Forensic Interviews may be Used in Lieu of a Pre-Trial Disposition	n=12	N=9	N=16	N=13	N=50
Yes	33.3% (4) 58.3% (7)	11.1% (1) 77.8% (7)	12.5% (2) 62.5%(10)	15.4% (2) 76.9% (10)	18.0% (9) 68.0% (34)
No	8.3% (1)	11.1% (1)	25.0% (4)	7.7% (1)	14.0% (7)
No response					

- Nationally, 28% of Chapters have State laws proscribing a specific chain of custody for recordings of forensic interviews. In the 2019 Census, 32% of Chapters reported this.

	Midwest	Northeast	Southern	Western	National
State Laws Proscribe a Specific Chain of Custody for Recordings of Forensic Interviews	n=12	n=9	n=16	n=13	n=50
Yes	41.7% (5)	22.2% (2)	31.3% (5) 62.5% (10)	15.4% (2) 76.9% (10)	28.0% (14) 66.0% (33)
No	58.3% (7)	66.7% (6)	6.3% (1)	7.7% (1)	6.0% (3)
No response	0.0% (0)	11.1% (1)			

Areas in Need of Resources

In response to the open-ended question, “Please share any additional areas in need of resources for your chapter”, many Chapters did not identify any areas. The handful of Chapters who answered this question, identified

NCA specific resources/support (10% of Chapters, n=5)

I would love to see NCA do a national campaign like the Red Dress campaign or something along those lines.

Clear communication and delineation around what the role of NCA is vs. the role of RCACs; an assessment tool for effectiveness of MDTs; an assessment tool to determine readiness/appropriateness of opening a new CAC vs. a satellite vs. something else

NCA needs to be very aware that its messaging can have a negative impact on states where NCA accreditation is tied to state funding and where states have mandated the use of Accredited CACs.

Funding related issues (10% of Chapters, n=5)

More funding for the chapter to host trainings and/or fund a trainer position. More funding of statewide database support

Grant writing

Clear communication/expectations and consistency in managing grants, with a goal of streamlining grant processes (e.g. the RCAC grant process has been considerably less time consuming than the NCA Grant process)

We need more funding in order to serve the needs of our most vulnerable children and families.

Additional staff (6% of Chapters, n=3)

Increased capacity continues to be the need.

Other areas (6% of Chapters, n=3)

We are interested in knowing what some of the most successful Chapters in the country are doing. What does programming look like, how are they funded, what kind of training topics have been successful for them, etc.

Many Chapters have developed quickly over the last 5 years to meet the needs of their CACs so they have developed many trainings/peer reviews/CQI processes during that time that others used to provide. So at this point chapters need individualized support as needs arise, help with identifying national speakers on specific topics, attendance and presentations at annual conferences, national level awareness about CACs, and leadership in federal legislation and federal level partnerships.

More support developing rural CACs, leadership trainings, public policy support, MDT support, What does a healthy Chapter look like?

Legislative Priorities

In response to an open-ended question, "What are your top 3 current legislative priorities in your state?", more than 5% of Chapters (n=4) identified the following priorities

Funding (66% of Chapters, n=33) This included both general comments that adequate funding for CACs is needed as well as comments about bridging the gap in VOCA funding.

Secure VOCA gap funding

Increase state line item to CACs

Forensic Interviewer related issues (20% of Chapters, n=10) This included several issues such as securing protections for forensic interview recordings, allowing use of recorded interviews for peer review purposes, and Attorney General's reimbursement for forensic interviews.

Elimination of pre-trial interview requirements

Admissibility of FIs in court

Use of FI at preliminary proceedings in lieu of child testimony

CAC definition/importance (16% of Chapters, n=8) This included expanding the CAC definition, defining language for CACs in statute, and awareness and importance of CACs.

Coordinated MDT response in statute

Definition of CAC in the statutes. Legislate MDT teams and process

Improvements to mandated reporting laws (8% of Chapters, n=4)

Improvements to mandated reporting laws (adding parties who are mandated to report, requiring training)

Clarifying reporting of child abuse within schools in statute

Changes to Medicaid reimbursement (8% of Chapters, n=4)

Change current Medicaid regulation to better reflect the work at CAC medical clinics

Increase in Medicaid reimbursements for mental/behavioral health

Key Takeaways

Statewide public leadership. Despite Chapters' work with legislative issues, only about half of Chapters report that they consider themselves the leading resource in their state for policymakers and reporters on issues of child abuse and CACs. The movement can provide greater support as Chapters take their proper leadership role around our issue in statehouses and with media outlets. Additionally, Chapters are interested in receiving additional templates for grant writing, media campaigns, brochures, and social media.