Massachusetts Citizens for Children, Inc.


This report represents Massachusetts Citizens for Children, Inc.'s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

Massachusetts Citizens for Children, Inc.
14 Beacon St #706, Boston, MA 02108
617 -7428555 (ext. 2)
http://www.masskids.org

Mission:
The mission of Massachusetts Citizens for Children - "MassKids" is to advocate on behalf of our state's most vulnerable children. It is committed to preventing child abuse in all its forms. MassKids was formed in 1959 by pediatrician Martha May Eliot and Gov. Foster Furcolo to provide a vehicle through which citizens could learn about critical issues facing children and work to improve the lives. Throughout its history MassKids' hallmark has been its willingness to tackle the tough and complex issues affecting children and youth. From its work in the 70's on teen depression and suicide, its program in the 80s to prevent HIV among homeless and runaway youth, to its recent work to establish benchmarks to reduce child poverty, prevent infant death and disability from Shaken Baby Syndrome and prevent child sexual abuse, MassKids has been a recognized leader and effective advocate for the children in our communities and state. Since 1986, we have been the Massachusetts State Chapter of P...
The content of this Charting Impact Report is the sole product and responsibility of Massachusetts Citizens for Children, Inc. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

Goal: Prevent adult perpetration of sexual abuse now and also prevent children from developing sexually abusive behaviors in the future. Goal: Reduce infant deaths and disabilities from Shaken Baby Syndrome/Abusive Head trauma - a preventable form of physical child abuse.

2. What are our strategies for making this happen?

Among our strategies to prevent child abuse include:

1. Fostering Coalitions and Networks
2. Strengthening the Knowledge and Skills of Individuals
3. Promoting Community Education
4. Educating Providers
5. Changing Organizational Practices
6. Influencing public Policies

MassKids and the Campaign successfully implement activities in each of these six domains. The synergy of these activities contributes to changes in social norms since activities are focused not only on the individual but also on their environments. These norm changes are critical if we are to prevent sexual abuse in our homes, communities and culture.

3. What are our organization's capabilities for doing this?

A consistent focus of MassKids throughout its history has been to prevent child maltreatment in all its forms, hence our work to prevent infant deaths and disabilities from Shaken Baby Syndrome/Abusive Head Trauma - a preventable form of physical abuse; our work to prevent medical neglect of children by parents in faith-healing sects; our 80s class action suit on behalf of abused and neglected children in state care; and our long-standing work to prevent child sexual abuse and its devastating consequences.

MassKids is led by our 18-member Board of Directors. Until her passing in 2013, the MassKids Board was headed by Katharine Kane, former Deputy Mayor of Boston. Past Presidents have included Charles Welch, MD, former president of the Massachusetts Medical Society, and Eli Newberger, MD, a nationally recognized Children's Hospital pediatrician and child advocate. Current members include Augusta Haydock, a Senior Vice President at Bank of America; Carmen Durso, a prominent lawyer who has represented hundreds of child sexual abuse survivors, and other business persons, parents, and citizen advocates. MassKids' executive director is a nationally recognized leader with over 30 years of experience in child abuse prevention, community organizing, program planning, grant writing, technical assistance, training, and media relations. She is frequently sought by the media to provide an expert and unbiased view of a range of issues affecting Massachusetts children and their families. She currently serves on the National Coalition to Prevent Child Sexual Abuse and Exploitation and is a past Board member of Prevent Child Abuse America and Voices for America's Children, the latter which recognized her with its national award for leadership and effective advocacy on behalf of children. Among other local recognitions have included the Boston Celtics "Heroes Among Us" Award for "exceptional and lasting contributions" to our state, and the Massachusetts Dental Society's Allard Award in recognition of her leadership to prevent child abuse in the Commonwealth.

4. How will we know if we're making progress?

Objective #1: Collaborate with local leaders to establish child sexual abuse prevention Partnerships. Performance Measures:

- Community forums and meetings held
- Community risk and protective factors identified
- Formal adoption of Campaign mission, focus, local responsibilities
- # of groups, agencies, disciplines, diverse partners engaged
- # of participating members on the local Partnerships
- Formal agreement with local agency to lead/coordinate
- Press events with local collaborators
- Media coverage through television, radio and press

Objective #2: Identify, recruit and train a cadre of local volunteers to provide free sexual abuse prevention education in their area. Performance Measures:

- Recruitment letters sent to targeted professional and community groups
- Recruitment materials posted throughout the community
- Volunteer Trainers' Selection Criteria provided to sites
- # of volunteers screened and selected as trainers
- Training of Trainers held
# of volunteers who completed the training • Evaluation results of training • # of Trainers registered on Trainers Circle on www.enoughabuse.org • Revised training curricula and materials available to download from site

Objective #3: Educate parents, youth and a broad range of professionals and citizens in communities about child sexual abuse and how to prevent it. Performance Measures: • # of promotional articles and materials distributed • # of community workshops held on child sexual abuse prevention • # of citizens who requested and received the “10 Conversations” • # who responded to the “10 Conversations’ on-line survey • # on the survey who report having taken specific prevention actions • # of citizens and professionals educated • # of training sessions for youth and # of youths trained • Evaluation results from parents/adults, youth, professionals, school personnel trained

Objective #4: Strengthen the capacity of YSOs to prevent the sexual abuse of the children/youth they serve. Performance Measures: • # of “Practical Guides” distributed • # of YSOs who have received information • # of local YSOs registered on the Enough Abuse website who have joined our YSO Learning Circle • # who have downloaded resources from our Resource Bank of organizational policies and tools • # of “Organizational Assessments” completed by YSOs • # of technical assistance calls or meetings held • # of CSA Prevention Plans developed by local YSOs • # of trainings conducted for YSO staff and volunteers

5. What have and haven't we accomplished so far?

MassKids uses multiple and ongoing strategies to evaluate its progress in community organizing, and training and technical assistance efforts to prevent child sexual abuse. A CDC-sponsored evaluation of the Enough Abuse Campaign was conducted during the first five years and results were reported in an article in the peer-reviewed Journal of Child Sexual Abuse (Daniel Schober, Stephen Fawcett and Jetta Bernier (2012), "The Enough Abuse Campaign: Building the Movement to Prevent Child Sexual Abuse in Massachusetts" 21:4, 456-469.) Here are two quotes from the article about the Campaign's impact: "One key indicator of success that has improved in Massachusetts is substantiated reports of child sexual abuse. Massachusetts saw a 66% decline in these substantiated reports from 1992 to 2007... Jones and Finkelhor (2007) speculate that these declines are due to a variety of factors, including economic, law enforcement, and public awareness. The Enough Abuse Campaign's contribution to educating community residents and successful legal advocacy likely contributed to this increased public awareness and possibly to preventive action." Here is another statement which shows that the Campaign contributed to an increase in adult responsibility for preventing child sexual abuse - a key protective factor:"Child maltreatment experts have identified the need for more prevention work at the community and society levels, including the involvement of professionals, parents and the entire community in taking responsibility for preventing child sexual abuse. Results from two independent statewide assessments conducted in 2003 and 2007 confirmed a 23% increase - from 69% to 93% - in the number of Massachusetts adults who believe that adults rather than children should take prime responsibility for preventing child sexual abuse. This increase suggests improvement in a key protective factor (adult responsibility) related to the prevention of child sexual abuse." Surveys to evaluate the Campaign's 2-day intensive Training of Trainers routinely rated it around a 4.8 on a 5 point excellence scale. Subsequent presentations and workshops delivered by certified Campaign trainers are also required to be evaluated by attendees and these evaluations are reviewed by the trainers and the local Partnership to ensure consistent high quality. Surveys are sent to each subscriber of our online “10 Conversations” series and these have documented increased knowledge and a high number of specific prevention actions taken post-learning, e.g. talking to your partner/spouse, discussing child safety with your child, reporting suspected abuse, etc.