

Appendices:

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- Appendix G: PCAIN Vision and Core Values
- Appendix H: Strategic Planning for Prevention Councils explains the strategic planning services available for your Council through PCAIN.

If you have questions, please call the PCAIN Assistant Programs Director at 317-775-6500 ext. 6424. Our toll free line is 800-874-6880.

Prevent Child Abuse Indiana Responsibilities

Prevent Child Abuse Indiana staff members operate in an advisory and support capacity to each Chartered Council. PCAIN staff members are not eligible to participate as a voting member or officer of any Chartered Council.

Prevent Child Abuse Indiana (PCAIN) will provide the following resources and support to Chartered Councils to strengthen prevention efforts in local communities:

1. Offer on-site visits at least once annually.
2. Offer ongoing technical assistance from PCAIN staff via email, on-site support, regular meetings, and publications for local Councils. Specific assistance and resources may include, but not be limited to:
 - a) Public Policy Education
 - b) Council Development
 - c) Media and Public Relations
 - d) Fundraising
 - e) Board and Volunteer Development
 - f) Special Event Planning
 - g) Guest Speakers for Special Events
 - h) Program Development
 - i) Prevention Education
3. Additional resources and services may be provided on a fee-for-services basis.
4. Authorize use of the current PCAIN logo, tag lines, and camera-ready art - providing they are used consistently within established guidelines (Appendix D).
5. Annually provide Indiana Child Abuse and Neglect Prevention Awareness Month materials to each PCAIN Chartered Council at no charge. Additional materials may be subject to a processing fee.
6. Give PCAIN Chartered Councils access to a toll-free phone line for consultation.
7. Include each PCAIN Chartered Council's name and contact information on the PCAIN website and appropriate communications to the public.
8. Plan, facilitate, and evaluate statewide training/retreats for all Councils.
9. Provide training and tools to enhance the PCAIN Councils' capacity to be an effective and leading advocate for child abuse prevention in their communities.
10. Provide regular communications of Council-related materials; e.g., Council Profiles, appropriate communications from PCAA – including Position Statements, research articles, and resource materials.

PCAIN Chartered Council Responsibilities

1. **MISSION:** Adopt a mission that is consistent with PCAIN and PCAA’s shared vision, core values, guiding principles, and position statements. (Appendix F)
2. **ACTIVITIES:** Pursue prevention of child abuse and neglect by annually:
 - a. Sponsoring or participating in a collaborative community activity to raise awareness during Indiana Child Abuse and Neglect Prevention Awareness Month in April.
 - b. Coordinating at least one prevention education presentation or community forum/dialogue annually (with Council members or general public).
 - c. **Sending one or more representatives to statewide retreats/conferences.**
 - d. Working steadfastly to develop a Board that represents diverse sectors of the community and welcomes and involves the community-at-large.
3. **COMMUNICATION WITH PCAIN:** Maintain open and regular communication with PCAIN by:
 - a. Providing information regularly to PCAIN regarding the Councils’ efforts to prevent child abuse and neglect.
 - b. Notifying PCAIN of contact and Board member changes. ([Use this form](#))
 - c. Notifying PCAIN staff regarding any changes in the Council’s nonprofit status, including federal and state status changes.
 - d. Sharing information for publication in the Council Courier newsletter.
 - e. Participating in periodic reviews of your operations by PCAIN. Reviews will not occur more than one time per year unless the Council is in breach of this Chartering Agreement.
4. **STATE AFFILIATION:** Identify affiliation with PCAIN on printed and promotional materials, including online entities such as Facebook or websites.
5. **CHARTERING:** Pay the Chartering Fee of \$150.00 annually to **Prevent Child Abuse** Indiana; date of payment to be no later than December 1st. For the purposes of this document, the Chartering Agreement includes the signed Agreement, fee payment in full, proof of tax exempt status (where applicable), and Council Contact Form.
6. **NONPROFIT STATUS:** Maintain an effective and financially stable nonprofit organization by meeting one of the following three conditions:
 - a. Showing proof of current 501 (c) (3) federal tax exempt status and Indiana corporate status OR
 - b. Showing proof of a written agreement with another 501 (c) (3) organization to serve as the Council’s fiscal agent OR
 - c. Showing proof of application for 501 (c) (3) tax exempt status.
7. **FISCAL MANAGEMENT:** For Councils that have their own checking/savings accounts: Councils are required to have a written Fiscal Management policy that includes:
 - a. Having at least two signers on the account(s) and
 - b. Producing a monthly financial report showing up-to-date expenditures and account balances.
8. **INSURANCE:** Use best efforts to obtain insurance coverage that is reasonable and appropriate, including professional liability and general liability insurance.
9. **MEETINGS:** Conduct a minimum of four (4) meetings per year of the Council’s full Board of Directors.

10. BACKGROUND CHECKS: To the extent permitted by law, it is **REQUIRED** that PCAIN Chartered Councils conduct at least a DCS Child Protection Background Check, National Sex Offender Registry, and Limited Criminal background check on all staff and Board members prior to hiring or electing them. Non-Board members who are simply volunteers but who will have contact with children need to be screened as well. These background checks would be done to determine that such individuals do not have a history of activities that involve child abuse or other behavior deemed inappropriate for representing the Council. **IF A VOLUNTEER HAS AN UP-TO-DATE BACKGROUND CHECK COMPLETED AS A PART OF HIS/HER EMPLOYMENT, THEN THEY DO NOT HAVE TO HAVE ONE REPEATED, BUT PLEASE HAVE THAT PERSON PROVIDE SOME KIND OF DOCUMENTATION TO THE APPROPRIATE PERSON ON YOUR BOARD.** If you need help with finding forms, please let us know. The DCS check and the Sex Offender Registry are able to be completed free of charge.

We will not ask you to send us the background checks, but we would ask that you maintain a confidential and secure file, and produce them should we ask. We really feel this policy is in everyone's best interest, but especially children's.

Background Check Links:

Indiana DCS Child Protection Background Check <http://www.in.gov/dcs/3740.htm>

National Sex Offender Registry <https://www.nsopw.gov/>

Indiana State Police Limited Criminal History <https://secure.in.gov/ai/appfiles/isp-lch/>

Maintaining Your Council Charter

PCAIN is committed to continued success of all PCAIN Chartered Councils. We will provide assistance and training to strengthen PCAIN Chartered Councils and to help overcome any problems you may be experiencing.

Notification: In the event that a Council becomes unable to meet its responsibilities, the senior officer or other Council members must contact PCAIN as soon as possible. PCAIN staff will meet with the Council to assist in determining next steps.

PCAIN believes a policy for alteration or revocation of the charter is necessary to protect the integrity of the program and to provide a process for review of serious issues.

Provisional Status: If PCAIN staff determines that the situation can be resolved, but that the Council needs a temporary break to reorganize, PCAIN staff can change the Council's charter to Provisional Status. This means that the Council is still chartered while the members focus on immediate steps to resolve any problems. Also, if the Chartering Agreement and payment is not received by December 31st your council will be considered "Provisional".

Relinquishment of Charter: In the event that there is disagreement among Council members as to whether the group should discontinue operations, PCAIN may or may not accept the relinquishment of the charter. If there are Council members who wish to work on resolving the problems, PCAIN can continue to work with them.

Revocation/Alteration of Charter: PCAIN may revoke or change a Council's Charter under any one or more of the following conditions:

1. The Council activities are not consistent with PCAIN's vision, mission, core values, guiding principles, and/or position statements.
2. A Council is unable to function in accordance with its own bylaws, fails to hold regularly scheduled Board meetings, and is unable to maintain Board members and/or voluntary members.
3. The Council, either by commission or omission, fails to maintain fiscal responsibility and/or financial viability in its community; or fails to pay the annual chartering fee.
4. The Council violates ethical, moral, or legal mandates as stated or implied in the mission, purpose, and goals of PCAIN.
5. The Council fails to submit information to PCAIN as requested within the terms of the Charter Agreement or to meet the Charter Agreement terms.

The following procedure will be used in the process of revoking a Council's Charter:

1. PCAIN will communicate in writing (postal or email) to the Council President (or senior officer) the reasons for the proposed revocation of the Charter.

2. The Chartered Council may make an appeal of revocation directly to PCAIN's Program Director in writing (postal or email) within thirty calendar days of receipt of the original correspondence.
3. Following the appeal process, the future relationship with the Council will be determined with written notification to concerned parties.

Effect of Revocation of Charter: In the event of the termination of a Council's Charter, PCAIN will remove the Council from all mailing lists as a contact for local prevention efforts. The Council agrees to discontinue any use of the name, logo or any language indicating affiliation with PCAIN and PCAA, and agrees to discontinue using the name "Prevent Child Abuse _____ County."

Logo, Tag Line and Materials Use

Prevent Child Abuse Indiana (PCAIN) is responsible for ensuring the correct use and integrity of the identifying marks. The goal of PCAIN is to bring cohesion to the messages and visual identity of all chartered Councils and affiliates, while branding the look of the organization. To that end, **Prevent Child Abuse** Indiana (PCAIN) will provide and authorize use of the logo and tag line to all Chartered Councils providing that the use is within established guidelines. PCAIN will provide each Chartered Council with camera-ready art and a copy of the logo on disk or via email for use on local publications and printed materials.

Demonstrating Affiliation

Councils are required to identify affiliation with **Prevent Child Abuse** Indiana on printed, written and online materials using the line, “A Chartered Council of **Prevent Child Abuse** Indiana”. Examples:

Prevent Child Abuse Wayne County
A Chartered Council of **Prevent Child Abuse** Indiana



Pinwheel Promises of Hamilton County
A Chartered Council of **Prevent Child Abuse** Indiana



NOTE: If your Council has no way to create an appropriate logo, please contact PCAIN’s Administrative Assistant for assistance.

Using PCAIN Materials or Literature

- PCAIN logo, name, or contact information is not to be removed from any literature or materials produced by PCAIN.
- A Chartered Council may add its own logo to PCAIN’s material with prior written approval from PCAIN.
- A Chartered Council may use information from PCAIN’s materials, providing that PCAIN is credited in writing on the document as the source of the information.
- Chartered Councils are not to change PCAIN’s logo (for instance, printing it in a different color or cutting off the text portion)

Website Standards

- Councils are expected to identify affiliation with PCAIN on the front page of their websites using the line, “A Chartered Council of **Prevent Child Abuse** Indiana.”
- Chartered Councils are not to change PCAIN’s logo (for instance, displaying it in a different color or cutting off the text portion)
- PCAIN logo, name, or contact information is not to be removed from any literature or materials produced by PCAIN.
- A Chartered Council may add its own logo to PCAIN’s material with prior written approval from PCAIN.

Using Prevent Child Abuse America (PCAA) Materials or Literature

- PCAA logo, name, or contact information is not to be removed from any literature or materials produced by PCAA.

- A Chartered Council may add its own logo to PCAA’s material with prior written approval from PCAA.
- A Chartered Council may use information from PCAA’s materials, providing that PCAA is credited in writing on the document as the source of the information.
- Chartered Councils are not to change PCAA’s logo (for instance, printing it in a different color or cutting off the text portion)

Logo Standards

A complete Graphics Standard Manual is available online at PCAIN’s website: <http://pcain.org/wp-content/uploads/2014/10/2017-Media-Kit.pdf>

The manual addresses the following topics:

- Organizational Graphic Standards
- Logo Placement and Usage
- Notation of Affiliation
- Additional Graphic Standards (such as for the “Pinwheels for Prevention” logo)

Chartered Councils are expected to be familiar with the graphic standards, to consult the manual, and to contact PCAIN with any questions.

PCAIN will request corrections and/or alterations in the event a Chartered Council uses the logo incorrectly or applies the standards incorrectly. Chartered Councils agree to make any necessary changes as promptly as possible.

**If your Council needs an appropriate logo, please contact PCAIN’s
Administrative Assistant at (317) 775-6439 for assistance.**

Prevention – Definitions and Activities

For purposes of this Chartering Agreement:

1. **Primary prevention** efforts are defined as programs and activities that are provided to the general public, an example of which would be PCAIN's Prevention Education program.
2. **Secondary prevention** efforts are defined as programs and activities that are directed at particular individuals or groups at risk.
3. **Tertiary prevention** efforts are defined as programs with a principal focus on populations that have already experienced abuse with the purpose of preventing future abuse.

The following are examples of prevention activities:

Primary Prevention

- Public awareness and education efforts (annual fundraisers, exhibits, LifeSavers, Roof Sit events, pinwheel gardens or displays)
- Prevention education programs for children, parents, caregivers
- Child abuse prevention training for adolescents and adults
- Public policy efforts
- Speakers Bureau—Trained individuals presenting information regarding the prevention of child abuse and neglect to interested groups in your community, i.e. Rotary, Exchange Clubs, Kiwanis, churches, etc.
- Support and education programs for prospective and new parents such as Promoting Non-Abusive Behavior, First Steps, and general parent education programs
- Violence prevention education programs
- Life skills curricula in schools
- Parenting skills classes that are open to the general public

Secondary Prevention

- Healthy Families Indiana Home Visitor Program for High Risk Families

Tertiary Prevention

- Survivor Support Programs
- Child advocacy centers
- Education programs and support groups for abused children and/or perpetrators
- Court-Appointed Special Advocates (CASA) or other programs for families already in the CPS system
- Prevention and parent education programs in juvenile detention facilities and prisons

Chartered Prevention Councils are expected to focus the majority of their efforts on Primary Prevention activities.

The Meaning of the Pinwheel

Prevent Child Abuse Indiana’s campaign is built around the symbol of the pinwheel. Pinwheels are a happy and uplifting symbol of childhood.

As a prevention symbol, a pinwheel conveys the message that every child deserves the chance be raised in a healthy, safe, and nurturing environment.

This symbol is to be used to represent the happy, carefree childhood we want for every child.

Pinwheels should never be used to represent deaths from child abuse or reported cases of child abuse.

Ideas for incorporating Pinwheels into your Child Abuse Prevention activities include:

- Choose a highly visible location and “plant” a pinwheel “garden.” Equate pinwheels with the number of children served by your agency or the number of births in your community. Use your pinwheels to promote the good you are doing in your community.
- Offer people in your community the chance to make a personal statement in support of your work by purchasing pinwheels.
- Let the media know about your pinwheel garden and its significance.
- Ask your local radio stations to run public service announcements in support of Child Abuse Prevention Month.
- Consider planting Pinwheels at childcare centers, schools, nursing homes, hospitals, courthouses, health departments, libraries, and other highly visible locations.
- Decorate your home, office, classroom or business with Pinwheels.
- Make your own Pinwheels as a group or class project using the template found in this packet. Pinwheel color sheets are also available.
- Carry Pinwheels in parades, give them as prizes or sell them as a fundraiser

If your Prevention Council has questions about how to use pinwheels, please contact Prevent Child Abuse Indiana at 317-775-6439.

Prevent Child Abuse Indiana

Vision

To live in a (nation, state, community) where children flourish free from abuse and neglect

Core Values

Valuing Children - We believe that:

- Every child deserves to be cherished and nurtured in a safe and healthy environment.
- Abusing a child in any way is unacceptable.
- Societal values must change so that everyone recognizes that abusing a child is unacceptable.
- We work to prevent child abuse and neglect so that all of our children can grow to realize their full potential.

Strengthening Families – We believe that:

- Family members and caregivers want to be successful in raising children.
- We help to strengthen families and prevent child abuse and neglect by providing families with the information, education, and support they need and want.

Engaging Communities – We believe that:

- The prevention of child abuse and neglect occurs most effectively at the local level, in safe, healthy, and nurturing communities.
- By giving communities access to the support, education, and tools they need to care for and nurture their children, we can prevent child abuse and neglect.

Guiding Principles

Leadership:

- We will strive to provide the leadership necessary to advance our mission to prevent child abuse and neglect.
- We will seek board members, employees, partners, and volunteers who are willing and capable to assume the responsibilities of leadership.

Collaboration:

- We will seek and create opportunities for collaboration and shared leadership with individuals and organizations that share our vision, mission, and core values.

Integrity:

- All of our actions will be guided by adherence to an uncompromising standard of conduct, in accordance with standards set forth by the Board Source.

Diversity and Respect:

- We embrace inclusiveness in all aspects of our organization from the people with whom we work, collaborate and serve, to the ideas and solutions we develop and implement in support of our mission.
- We will strive to ensure cultural sensitivity and competency throughout our materials and activities.

Research-based:

- We are committed to – and our work, programs and services will be grounded in – continuous and rigorous research and evaluation.

Strategic Planning for Prevention Councils

What is Strategic Planning?

Strategic planning is a process for your council to come together to:

- **Analyze** your organization and the community around you
- **Evaluate** the opportunities for bringing primary prevention to your community
- Confirm your council's **mission** and **vision**
- Work together to identify **key results** that will guide you in determining your success
- Establish **objectives** for obtaining those results

Why do it?

There are many benefits in having a strategic plan:

- **Member buy-in:** Having a well-thought out plan that is created with input from all Council members helps ensure that everyone feels a part of the process. People who help create the plan are more likely to participate enthusiastically in implementing it.
- **Effective Use of Time:** A plan helps you avoid having to “decide how to decide” every time you’re faced with a decision. In essence, you are deciding several important matters ahead of time.
- **Volunteer Recruitment:** Potential volunteers like to know ahead of time what sorts of activities and time commitments will be asked of them. A strategic plan helps your council be specific about volunteer needs, and makes it easier for volunteers to make a good decision. A plan communicates to volunteers that their time is valuable.
- **Community Support:** Foundations, corporations and civic groups feel more confident investing money, volunteer time and other resources in organizations that have a strategic plan.

What kind of time commitment is involved in strategic planning?

We recommend two separate meetings, each about three hours. The meetings should be held about a week apart. The first meeting is a SCOT analysis, where we look at your council's:

- **Strengths**
- **Challenges**
- **Opportunities and**
- **Threats**

After the first meeting, the recording secretary will send meeting notes to all Council members.

The second meeting involves analyzing the mission statement, crafting a vision, deciding on key results areas (KRAs) that help guide you in deciding how to live out your mission and vision in your community. We will also decide on specific objectives for each key results area.

Having at least a week between the two meetings is very important to a successful planning process; it gives members time to reflect on the SCOT analysis and to give some thought to ideas to bring to the next meeting.

What will it cost us?

As long as you are in good standing as a chartered council of Prevent Child Abuse Indiana, there is no charge for this service.

Who will conduct the planning sessions?

The PCAIN Assistant Program Director facilitates strategic planning sessions for councils.

How do we get the ball rolling?

Call the PCAIN Assistant Program Director at 317-775-6424. If Indianapolis is long distance for you, please use the toll free line: 800-874-6880 ext. 6424.

Please Note:

In order for the planning sessions to be successful, it is vital that you have as many of your Council members present as possible. A plan crafted by just a few Council members is less likely to succeed.