

A close-up photograph of several hands holding smartphones, suggesting a group of people looking at a device together. The image is partially obscured by a dark blue geometric shape in the bottom right corner.

2024 ANNUAL REPORT

CPCCM

KNOW | RESPOND | PREVENT

CENTER FOR THE PREVENTION OF CHILD MALTREATMENT



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Thank you Supporters and Partners

Our Mission

CPCM is committed to ending child maltreatment in South Dakota by empowering professionals, communities, and the public to know about, respond to, and prevent child abuse and neglect in South Dakota.

5 Year Vision

By 2030, South Dakota will have achieved a significant culture shift in preventing child maltreatment. Through a continuous cycle of understanding, responding, and preventing, extensive training and education initiatives will have equipped students, professionals, and the public with the knowledge and skills to identify and respond effectively to child abuse and neglect. Interdisciplinary teams across the state will be well-prepared to address cases using best practices, and comprehensive public awareness campaigns will foster a statewide commitment to prevention. This will result in resilient, self-healing communities where informed actions continuously improve child welfare outcomes.

2025 Public Policy Statements

South Dakota's Center for the Prevention of Child Maltreatment's 2025 statements cover key policy initiatives for South Dakota. These positions emphasize prevention, family support, reporting procedures and data-driven policymaking. Our priorities are based on the CDC's evidence-based framework for child abuse and neglect prevention strategies. The following statements were established because they reduce risk factors and increase protective factors associated with child abuse and neglect prevention.

2024 Public Awareness Initiative

Our 2024 Public Awareness Initiative focused on highlighting the urgent need to protect children in the digital age by educating legislators, parents, and communities about risks children face online such as exploitation, exposure to harmful content, and privacy concerns for our youth. As technology becomes an integral part of childhood, raising awareness ensures that families are better prepared to mitigate these dangers and advocate for safer online spaces. This initiative is vital to building a collective effort to safeguard children's well-being in an increasingly connected world.

Strengthen Economic Supports to Families

- Expand paid family and medical leave to facilitate parent-child bonding, to encourage positive parenting practices, and to reduce financial stress on families.
- Promote societal responsibility for investment in child well-being and family support systems.
- Encourage voluntary initiatives by providing incentives for businesses offering family-friendly services like childcare, childcare stipends, or flexible work options.

Change Social Norms to Support Parents and Positive Parenting

- Enhance online protections for minors, including but not limited to implementing robust age verification measures on pornography websites, ensuring safer online environments, and safeguarding against harmful content and exploitation of our youth.
- Expand child and sexual abuse prevention education programs and strengthen relevant laws.
- Enhance resources and laws to address the co-occurrence of child maltreatment and substance abuse, mental health struggles, domestic violence, and financial insecurity.

Provide Quality Care and Education Early in Life

- Enhance availability and access to quality, affordable childcare and early education through public/private collaborations and funding solutions.
- Expand access to culturally competent pediatric healthcare.
- Increase availability of family and child trauma counseling and mental healthcare.
- Improve coordination across sectors to identify and address access to care barriers.

Enhance Parenting Skills to Promote Healthy Child Development

- Support community-driven initiatives that involve civic organizations, businesses, and community leaders to promote positive parenting practices and programs that support families.
- Advocate for expanded access to home visitation programs and other evidence-based programs offering guidance, support to parents, and evidence-based interventions that aim to increase healthy family functioning.
- Support initiatives focused on enhancing parenting skills, ensuring accessibility and effectiveness to increase parental protective capacities.

Intervene to Lessen Harms and Prevent Future Risk

- Advocate for enhancements in primary care services with a focus on child welfare, aiming to intervene and prevent future risks.
- Encourage legislative initiatives that support prevention programs aiming to mitigate problem behaviors and reduce risk for perpetration or victimization of violence.
- Invest in collection, analysis and sharing of data to identify risks, protective factors and service gaps impacting child well-being and family stability.

Additional Resources

- Centers for Disease Control and Prevention (2016). Child Abuse and Neglect Prevention Resource for Action (cdc.gov)
- Centers for Disease Control and Prevention (2019). Adverse Childhood Experiences Prevention Resource for Action (cdc.gov).
- Center for the Prevention of Child Maltreatment. (2023). Children's Well-being Data Initiative - CPCM (sdcpm.com).
- Center for the Prevention of Child Maltreatment Training: Recognizing & Reporting Child Maltreatment - CPCM (sdcpm.com).
- Center for the Prevention of Child Maltreatment Legislative Activity - CPCM (sdcpm.com).
- National Conference of State Legislatures (2023). Policy Levers for Preventing Child Maltreatment. Policy Levers for Preventing Child Maltreatment (ncsl.org).
- National Conference of State Legislatures (2022). Child Welfare Fellows Program. <https://www.ncsl.org/human-services/child-welfare-fellows-program>.
- Sweetland, J. (2021). Reframing childhood adversity: Promoting upstream approaches. (FrameWorksInstitute.org)

Message from Advisory Board Chair

CPCM's 2024 Annual Report contains highlights of a year that included new trainings, projects, and collaborations. While this report is a snapshot of the work of CPCM, it's also a snapshot of the broad work being done across the state in child maltreatment response and prevention. For your role in that work, thank you.

Among the work done by CPCM in the past year, I'd like to highlight a few key items:

- The public awareness initiative to end online child abuse brought a wealth of knowledge to our state as policy makers, schools, and families continue to tackle the intricacies of online safety for children.
- The WIC CIAO project, which launched in late 2023 and ended in October connected 3,000 families to information about WIC at community outreach events, provided knowledge about cultural competency, poverty, empathy, and more to 1,050 training participants, and a state-wide awareness campaign drove traffic to the new SD.GOV/WIC in order for families to learn more about qualifications.
- Nationally-recognized speakers provided exceptional learning opportunities through two distinct training series. The eSANE series, in partnership with Avera eSANE Project, reached 200 professionals working with sexual assault and violence victims. The Fatherhood series, in partnership with SD Department of Health reached an additional 120 individuals with sessions that focused on the role and importance of fathers in child development and health.



This type of work is only made possible through valued collaborations and partnerships held across our state. Together, we are committed to ending child maltreatment in South Dakota by empowering professionals, communities, and the public to know about, respond to, and prevent child abuse and neglect in South Dakota.

Representative Taylor Rehfeldt
2024 Advisory Board Chair

2024 Advisory Board

Dr. Haifa AbouSamra, University of South Dakota
Shirley Bad Wound, Rosebud Sioux Tribe
Pamela Bennett, SD Department of Social Services
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Linda Duba, SD House of Representatives
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Nikki Eining, USD Center for Disabilities
Krista Hereen-Graber, SD Network Against Family Violence and Sexual Assault
Dr. Brooke Jones, Child's Voice at Sanford Health

Sara Kelly, SD Unified Judicial System
Heather Knox, U.S. Attorney, U.S. Department of Justice
Jeff Kollars, SD Division of Criminal Investigation
Kathy LaPlante, University of South Dakota
Tatewin Means, Thunder Valley CDC
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Teresa Nieto, Bureau of Indian Affairs, Department of Interior
Tifanie Petro, Children's Home Society
Pauletta Red Willow, Maggie's House
Tim Reed, SD State Senate
Taylor Rehfeldt, SD House of Representatives
Toby Russell, Internet Crimes Against Children Unit, SD Division of Criminal Investigation
Laura Schiebe, SD Department of Education
Sergeant Paul Stevens, Pennington County Sheriff's Office

Message from CPCM Director

As we reflect on the past year at the Center for the Prevention of Child Maltreatment (CPCM), I am so proud of what we've accomplished together. Our team and partners have worked tirelessly to protect children, support families, and strengthen our communities, and the impact has been incredible.

One of the biggest focuses this year was simplifying our strategic plan to make it clear and actionable. As Seth Godin said, "Strategy isn't a map; it's a compass." That's exactly how we're approaching our work—using the strategic plan to guide us and keep us focused on our ultimate destination, while staying open to adapting our path along the way. Shifting priorities and the evolving needs of children and families in our state mean that how we get there may look different than we initially envisioned, and that's okay. By staying flexible and taking it step by step, we're making steady progress toward our vision of a world where every child is safe and supported.



This year, we also took on the growing issue of online child abuse. It's a problem that's getting worse every day, and we're committed to raising awareness and finding solutions. At our Ray of Hope event, we highlighted the dramatic rise in online child sexual abuse, and our Legal Workshop dug into the legal challenges and how to better support victims. Through resources on our website, social media campaigns, and even a column in a local parenting magazine, we've been working hard to get the word out and provide tools for parents, professionals, and communities.

I had the opportunity to present at the legislature's summer study on Regulating Minors' Access to the Internet and Artificial Intelligence, where I shared how online abuse isn't just a legal issue—it's a public health crisis. The economic burden of child sexual abuse is staggering, but beyond the numbers are the real lives impacted. We have to keep educating our lawmakers, parents, and children to make meaningful change.

At CPCM, we're not stopping here. In 2025, we're doubling down on our efforts to protect children online, from advocating for stronger protections like age verification on harmful sites to continuing the conversations we've started through events and trainings. This work matters, and we're committed to seeing it through.

Thank you for standing with us and for everything you do to help make our communities safer and stronger. Together, we're making a difference—one step at a time.

With sincere gratitude,

Chrissie Young, Director
South Dakota Center for the Prevention of Child Maltreatment

CPCM Team

Chrissie Young, Director
Darla Biel, Assistant Director
Beth Bruggeman, Program Coordinator

Alex Van Voorhis, Program Coordinator
Jess Murano, Program Coordinator
Brandi Miller, Program Specialist

Know

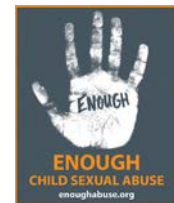
Understanding South Dakota's child maltreatment landscape using state and local data, while also integrating the latest national research, evidence-based practices, and innovations to guide prevention and response strategies.

South Dakotans Trained on Adverse Childhood Experiences and Child Sexual Abuse

Professionals, parents, advocates, and community members from across the state continue to have access to learning opportunities about the basics of adverse childhood experiences and child sexual abuse thanks to an ongoing partnership between CPCM and Children's Home Society.

Adverse childhood experiences (ACEs) can have long-term impacts into adulthood. Physical health, mental well-being, as well as educational and job opportunities can all be affected. More than 26,838 people have been trained about the impacts of trauma, the ACEs study, and how to support positive change within a community. In total, 1,081 ACEs trainings have been completed since 2018 and 337 individuals have been trained to be ACEs Presenters.

Ninety-one percent of child sexual abuse is perpetrated by someone known by the child or the child's family. The Enough Abuse curriculum provides adults and communities with the knowledge and skills they need to put an end to the silence and, eventually, the epidemic of child sexual abuse. Since adopting the curriculum in 2019, 276 Enough Abuse trainings have taken place across the state. To date, 5,333 adults and 136 youth have participated in an Enough Abuse training opportunity.



The Power of Data to Better Understand Risk and Protective Factors

With the publication of *The State of South Dakota Children's Well-being: 2023 Report* in October of 2023, CPCM continued to share data from the report across the state throughout 2024. The comprehensive report can be utilized by decision-makers and service providers across multiple sectors to better understand both risk factors and protective factors that exist in South Dakota communities.

The report contains over 100 indicators to measure shared risk and protective factors across all forms of violence, which are interconnected and often share the same root causes. The report has been a valuable tool for communities to collaborate across prevention efforts related to suicide, sexual violence, child maltreatment, and bullying to address violence happening now, and to prevent violence from happening in future generations

CPCM supported the report through report overview and data brief public presentations. The data highlights were also shared through email, social media, and news stories. One thousand print copies of the data briefs have been provided to state leaders, CPCM collaborators, and service providers. Finally, the full report was downloaded from SDCPCM.com 955 times in the past year.



Program Coordinator, Beth Bruggeman, presenting at the Helpline Nonprofit Exchange.

CPCM Launches Effort to End Online Child Abuse

In early 2024, CPCM set out to raise awareness about the growing trends in online child abuse. During our Ray of Hope event, attendees learned of the dramatic increase and our current reality of child sexual abuse. Our Legal Workshop attendees dove into the legal issues and victim representation of online child sex abuse.

CPCM strove to raise public awareness through our online resources page, a short-form video, a column in a local parenting magazine, our monthly newsletter, and social media content. SDCPCM.com/End-Online-Abuse had more than 600 downloads of graphics and resources. Fifty individuals participated in the Court Improvement Program training session dedicated to discussing children and sexual-based online harms, with an additional 50 views of the training recording online.

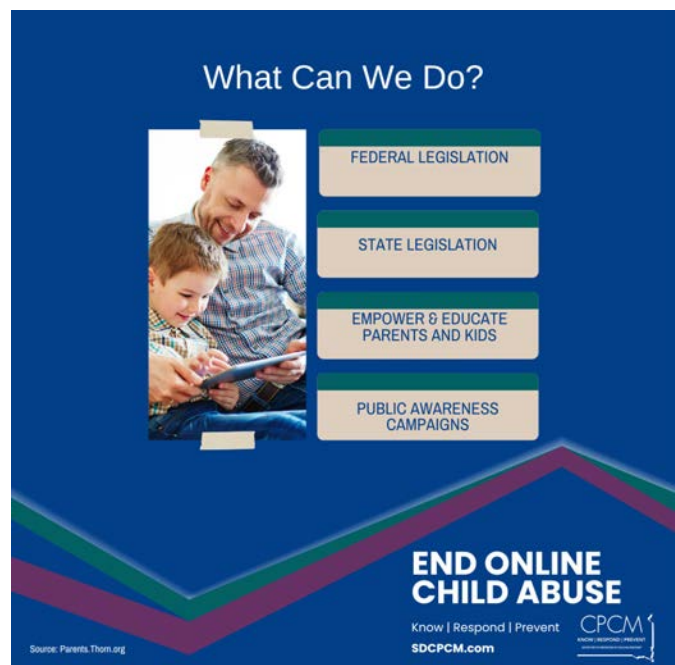
Director, Chrissie Young, participated and presented in the legislature's summer study on *Regulating Minors Access to the Internet and Artificial Intelligence*. The presentation noted the public health components of internet use by minors. Highlights from that presentation note:

- Child sexual abuse impacts our economy. \$9.3B estimated economic burden of child sexual abuse, including costs associated with health care, productivity losses, child welfare, etc.
- Online predation is a growing problem. Researchers have observed a threefold increase in self-generated imagery depicting 7-10 year-olds.
- Child sexual abuse material is a public health concern. Exposure to CSAM at an early age can be defined as an Adverse Childhood Experience.

We further explored the topic of online child abuse at the Community Response to Child Abuse Conference. The featured keynote, *The Digital Child*, was presented by Warren Binford and the conference also included breakout sessions that ranged from the impact of social media to catching online predators.

CPCM's 2025 Public Policy statements include support to enhance online protections for minors, including but not limited to implementing robust age verification measures on pornography websites, ensuring safer online environments, and safeguarding against harmful content and exploitation of our youth.

"The problem of online child abuse is growing every day, and it's something we can't afford to ignore. Educating our legislators, professionals, parents, and children is absolutely critical to tackling this issue," said Chrissie Young, CPCM Director. "At CPCM, we're committed to keeping this conversation alive and push for additional education for parents and children that's necessary for protecting our children now and into the future."



Respond

Putting knowledge into action by implementing evidence-informed strategies tailored to South Dakota's landscape, such as developing and delivering specialized training, convening interdisciplinary teams, advising policy and legislative changes, raising public awareness, and providing comprehensive education and resources to prevent and address child maltreatment.

Child & Adult Advocacy Studies Offers Two Pathways to Better Advocate for Children and Adults



Child and Adult Advocacy Studies includes both a CAASt Certificate offered through the University of South Dakota and an online training course that provides school personnel knowledge for working in school multidisciplinary teams to implement trauma-informed approaches.

The fourth CAASt Certificate cohort completed their studies in December 2024, bringing the total number of CAASt graduates to 23. Center for the Prevention of Child Maltreatment's Assistant Director, Darla Biel, now leads the CAASt certificate and welcomes the 2025 cohort.

The 5-hour CAASt online training course provides school personnel and other service providers with knowledge for working in school multidisciplinary teams and discussion on the perceived barriers to implementing trauma-informed approaches. Training participants will increase knowledge of mandatory reporting, youth suicide prevention, multidisciplinary approaches, and trauma-informed interventions.

The online course was completed by 60 South Dakota educators, and in total provided over 330 free training hours to enrollees.

Monthly Learning Series Trains 286 Professionals

The Court Improvement Program, supported by the Unified Judicial System Court Improvement Program, provided trainings on topics including data-driven processes, domestic/family violence, empowering Indigenous students through mentoring, reporting child abuse and neglect, and overview of Indian Child Welfare Act.

"The South Dakota Unified Judicial System, Court Improvement Program is please to collaborate with the Center for the Prevention of Child Maltreatment to provide the platform of virtual training to child welfare system professionals and advocates," said Sara Kelly, Court Improvement Coordinator, SD Unified Judicial System. "We look forward to continuing with collaborative trainings in the upcoming year."

Thank you to our 2024 presenters: Ashley Asmus, SD Department of Social Services; Krista Hereen-Graber and Tracey Decker, SD Network Against Family Violence and Sexual Assault; Valeriah Big Eagle, Friends of the Children; Mary Beth Holzwarth, SD Division of Criminal Investigation; Senator Helene Duhamel; Heather Knox, U.S. Attorney's Office; JoLynn Bostrom, SD Department of Social Services; and Dereck Stonefish, Native American Institute.



South Dakotans Gain Knowledge of Reporting Abuse and Neglect

An online training module released in the summer of 2023 experienced a 75% increase in enrollments in 2024. *Recognizing and Reporting Child Abuse and Neglect* is available to complete on SDCPCM.com. The course covers community and professional responsibilities, impacts of adverse childhood experiences on health and well-being, state child abuse/neglect and mandatory reporting statute, differences between civil and criminal cases, handling a disclosure, and value of multidisciplinary team response. The free, online course allows learners to progress at their own pace and provides a certificate of completion.

In total, the course was completed by 526 individuals in 2024. University of South Dakota's School of Health Sciences requires the course completion across all disciplines for students prior to entering their clinical rotations or fieldwork.

The free course is available to the public online at SDCPCM.com/Reporting, along with the Mandatory Reporting course provided by SD Department of Social Services.

Training Series Informs Medical Providers in Providing Quality Care to Sexual Assault Victims

Medical care providers and other professionals who provide care and support to sexual assault victims had access to a free training series in 2024 through a partnership of CPCM and Avera Health's eSANE Project.

In South Dakota, the Department of Health's 2022 Sexual Violence Report states that South Dakota's rape rate was 55.8 per 100,000, considerably higher than the national annual rape rate of 40 per 100,000. The state data includes reports from Sheriff's offices and Police departments and does not include tribal law enforcement data.

The eSANE training series included national and local experts on sexual assault response and medical care, featuring topics ranging from intergenerational trauma, medical evidence in child sexual abuse, male victims, gender and race-based violence, traumatic brain injury, and more. The training sessions are recorded and viewable at SDCPCM.com/TrainingLibrary.

"Avera's eSANE project's goal is to improve the quality of health care for sexual assault victims in our rural state," said Jennifer Canton, Avera SANE Supervisor. "We are thrilled to be able to offer this caliber of training and access to this level of expertise in our state."

More than 200 South Dakotans participated in the trainings. Participants included not only nurses and sexual assault nurse examiners, but also advocates, victim assistants, mental health care providers, social workers, attorneys, pre-professionals, and educators.

"I enjoyed hearing the variety of topics and expertise through the series," said Jody Zimmerman, RN, Wagner Community Hospital. "Learning opportunities with this depth of content and subject material would usually require professionals from our state to travel out-of-state to a costly conference. It has also been great to connect with others in this line of work from across the state, as we work through the different sessions together."

The courses are now available to view online at SDCPCM.com/TrainingLibrary, creating access to free learning

opportunities for professionals across the state who are interested in best ways to respond to and care for sexual assault survivors. Among the courses featured from the series was a first of its kind training for South Dakota, the two-day session from Training Institute on *Strangulation Prevention, Strangulation: The Last Warning Shot*. The series also included training sessions on the diversity of victims of violence, featuring topics specific to Native Americans, Asian American Pacific Islanders, immigrants/refugees, multi-lingual, and victims who have disabilities.

In addition to hosting the eSANE trainings, CPCM's SANE Learning Collaborative continued to support the work of 394 sexual assault examiners, providing three clinical skills labs, including a first-ever pediatric clinical skills lab and supplemental trainings on building a quality CV, courtroom proceedings, and human trafficking and missing and murdered Indigenous persons.



SANE
Sexual Assault
Nurse Examiners

**2,164 training hours
provided through eSANE
Training Series.**



SANE participants at a clinical skills lab training.



Tracy Decker, Dr. Jennifer Markowitz, Leslie Hagen, and Lara Roetzel, training partners for Creating an Effective Justice System Response to Sexual Assault.

Prevent

Implementing tailored, evidence-based strategies that proactively reduce child maltreatment rates, prevent future harm, and improve outcomes for all South Dakota children and families. Data from these prevention efforts continually informs our knowledge base, driving an ongoing cycle of responsive action.

Family Leaders Leading the Way for Early Childhood Comprehensive System Collaborative

The SD Early Childhood Comprehensive System Collaborative (SD-ECCS) strives to move from individual to shared responsibility for ensuring a strong start for all South Dakota children. SD ECCS is one of 20 awardees nationwide. The collaborative strives to increase meaningful engagement and partnerships with parents.

“Family leadership is important because it centers the experiences, wisdom, and strength of families in decision-making. When families have a voice, solutions can effectively meet real needs,” said Darla Biel, CPCM Assistant Director and ECCS Lead.

SD ECCS utilizes a Family Leadership Group to participate in strategic conversations with state agencies, service providers, and decision-makers around children’s health, development, learning, and well-being. The board group includes 15 members from across the state, with a variety of personal and professional experiences.

“It has been nice to be able to utilize our lived experience with seeking services and advocating for our children through the maze of resources, to weigh in on ways to strengthen our state’s resources,” said Amber Finnesand, 2024 Family Leadership Group Member.

SD ECCS also had the honor to welcome families to an opportunity to learn, network, and relax at the Empowering Families Retreat, co-hosted with the SD Statewide Family Engagement Center. The 100 attendees at the free retreat, had the opportunity to participate in a variety of learning activities, self-care time, and more. Keynote Annie Neimand, Ph.D., an expert in storytelling and social change, provided a session on how to use your unique story to advocate for your family’s needs and create a supportive environment for your children.

Further family input was addressed through a state-wide Family Voice Survey. The survey has provided insight into opportunities for South Dakota to better support early childhood families.

Families and providers had the opportunity to learn more about successful collaborations happening in early childhood services across the state with the launch of online webinars and conversations. Early features in the online series included Delta Dental’s Partners for Prevention, SD Act Early campaign, and Toy Lending Library of South Dakota. The series will continue into 2025 as Touchpoints. A child’s brain undergoes rapid development during the first three years of life, making this period crucial for their overall growth. Each new brain connection formed during this time has been referred to as a “touchpoint,” giving meaning to the name of this new series. Through these hour-long, interactive webinars, the goal is to help families and service providers create their own touchpoints across South Dakota, contributing to the healthy development of all the state’s children.

The work of family engagement will not slow down in 2025, with the formation of a family voice speaker’s bureau that will provide state leaders and organizations easy access to families ready and willing to advocate and share their story of raising a young family in our state.

Pictured below: highlights from the Empowering Families Retreat.



Trainings Offered Highlight Role of Fathers

Center for the Prevention of Child Maltreatment, through support from SD Department of Health presented a limited training series on fatherhood. Six topics including co-parenting, paternal inclusion in maternal and infant health, and policy and structural support for fathers were covered by national experts.

“CPCM is honored to highlight the important role of fathers through this training series,” said Chrissie Young, CPCM Director. “This series was designed to cover topics for a wide range of service providers, decision-makers, and community members.”

The training series had 120 live participants. The training series is now available to view online at SDCPCM.com/TrainingLibrary.



Resilient Communities Grows into Grant County

Grant County is undertaking a community-led initiative to prevent adversity and childhood maltreatment. Resilient Communities, an initiative of CPCM, is rooted in evidence-based prevention strategies identified by the Centers for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration and other available research-based resources.

Led by a facilitating team of community members, Resilient Communities may come alongside other initiatives or community efforts already in place. Throughout, CPCM will provide technical assistance and training connections to increase community capacity to know about, respond to, and prevent childhood maltreatment, as well as how to build the conditions that can prevent Adverse Childhood Experiences (ACEs) and increase Positive Childhood Experiences (PCEs).

Grant County joins previous communities to adopt the Resilient Communities collaboration: Brookings County, Codington County, Springfield, and Yankton.

“Communities that are working together collaboratively to strengthen prevention strategies are identifying innovative service solutions and increasing knowledge among community members about both risk and protection factors,” said Alex Van Voorhis, CPCM Program Coordinator. “We are thrilled to have Grant County begin the process of working together to increase child and family resiliency.”



Public Policy Statements Available Online

CPCM's 2025 public policy statements are now available to view at SDCPCM.com. The statement includes: strengthen economic supports to families, change social norms to support parents and positive parenting, provide quality care and education early in life, enhance parenting skills to promote healthy child development, and intervene to lessen harms and prevent future risk.

In the past year, CPCM's Public Awareness Initiative focused on highlighting the urgent need to protect children in the digital age by educating legislators, parents, and communities about online such as exploitation, exposure to harmful content, and privacy concerns for our youth.

As technology becomes an integral part of childhood, raising awareness ensures that families are better prepared to mitigate these dangers and advocate for safer online spaces. This initiative is vital to building a collective effort to safeguard children's well-being in an increasingly connected world.

CPCM also participated in the first annual meeting of the Indian Child Welfare Advisory Council in 2024, presenting on risk factors, adverse childhood experiences, and benefits of strengthening cultural ties for Native American children.

Improving Nutrition Security and Child Health Through WIC-CIAO

3,000+ families were provided information about nutritional and child and maternal health resources available through WIC at more than 30 different outreach events through CPCM's WIC-CIAO project. The outreach events were made possible through valuable community partnerships and connected WIC-CIAO to diverse and underserved communities. Innovative outreach was one part of a project aimed to identify service gaps, increase enrollment, strengthen retention, create understanding of a variety of benefits, and better inform service providers who work with young families.

The WIC-CIAO project was complimentary to SD Department of Health's WIC program, which manages the enrollment and benefits of WIC. In South Dakota, WIC provided healthy foods, nutrition education, breastfeeding counseling and referrals for 13,725 participants, including 1,647 pregnant and postpartum individuals, 3,020 infants up to 12 months, and 7,983 children up to age 5 every month, on average the past fiscal year.

The project began with strong parenting input through focus groups and listening session that helped to shape outreach opportunities and a statewide public awareness campaign. Beth Bruggeman, CPCM Program Coordinator stated, "Our findings showed a lack of awareness about qualifications, including that dads can apply, as well as working people, foster parents, and grandparents. We also found a strong understanding of the food benefits, but a lack of knowledge about additional benefits including nutrition counseling, breastfeeding support, and referrals."

The following public awareness campaign created imagery to highlight these knowledge gaps and placed creative messaging through print, digital, and video messages. Materials were translated when possible, including a partnership with Community Health Workers at Avera that created a short video message available eight languages most used by CHWs. The public awareness campaign rollout culminated in 23,000 visits to SD.GOV/WIC and 1,400 clicks to join or qualify for WIC.

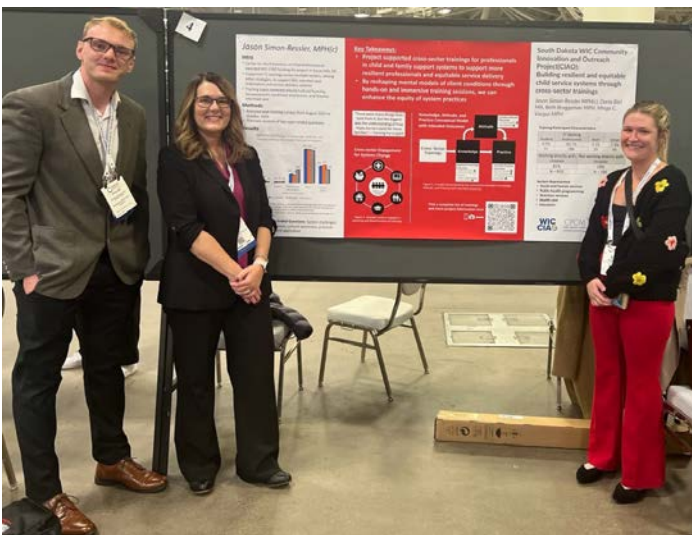
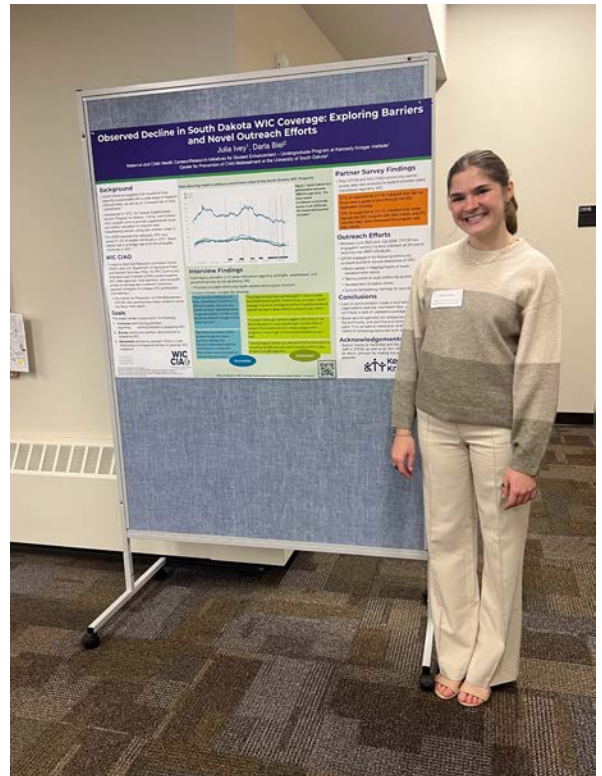
A third component of the WIC-CIAO project aimed to increase knowledge and practices necessary for service providers working with diverse communities and individuals impacted by trauma. More than 70 different training sessions were held over the past year with topics that included cultural competency, poverty simulation, community resilience model, and empathy. 1,000 attendees participated in the trainings, 81% who work directly with children. One training participant noted, "There were many things that I took from it [the training], but the biggest was the understanding of how many barriers exist for these families."

Along with the trainings, services providers were provided with two new tools through Helpline Center, a centralized database of services for individuals in need of assistance. Helpline Center University was developed to increase caseworker and family's knowledge of how to effectively use Helpline Center to connect families to needed resources and services. FamilyResources.HelplineCenter.org was launched to provide a search portal where families can search by location for resources available across the state.

A key component of the success of the WIC CIAO project was strong support from University of South Dakota, School of Health Sciences student workers. Over the course of the past year, multiple student workers and interns were integral to project planning and execution. This includes Jason Simon-Ressler, who focused on coordinating many of the community outreach events, and whose project poster was selected to be presented at the American Public Health Association annual conference in October 2024. Simon-Ressler stated, "This project was a nice compliment to the end of my coursework for the MPH program at USD and laid a foundation for my role with SD Department of Health. I truly appreciate the opportunity to develop a better understanding of the barriers that exist to accessing worthwhile services, including WIC."

The WIC CIAO project was made possible through creative collaborations and strong partnerships, including, but not limited to: South Dakota WIC, Center for Rural Health Improvement - University of South Dakota, City of Sioux Falls Health Department, Lutheran Social Services, School of Health Sciences - University of South Dakota, Helpline Center, Sioux Falls Thrive, Sioux Falls Eat Well Mobile Market, Teddy Bear Den, Sioux Falls Community Learning Centers, Toy Lending Library, Delta Dental of South Dakota, South Dakota Voices for Peace, South Dakota Urban Indian Health - Sioux Falls, SD Early Detection and Hearing Intervention Program, SD Head Start, American Heart Association, Sioux Falls YMCA, Sioux Falls Housing, Sioux Falls Parks and Recreation, Feeding South Dakota, Owen's Outfitters, Sanford Children's CHILD Services, USD Nursing, Health Connect of South Dakota, SD Department of Social Services, Community HealthCare Association of the Dakotas, Bishop Dudley Hospitality House, SDSU Extension, and Community Health Workers at Avera.

Pictured opposite: highlights from the WIC-CIAO Project.



2024 Highlights

Hundreds Trained on Child Abuse Prevention

More than 500 professionals in the child advocacy field attended the 24th Annual Community Response to Child Abuse Conference, held October 3-4 at the Sioux Falls Convention Center.

The conference provided professional training and educational opportunities for child protection workers, teachers, medical professionals, dentists, law enforcement, social workers, mental health providers, youth service providers, the legal community and community members and child advocates.

Conference co-hosts included Center for the Prevention of Child Maltreatment at the University of South Dakota, South Dakota's Unified Judicial System Court Improvement Program and Child's Voice at Sanford Health. Conference sponsors included Department of Social Services, Division of Child Protection Services; Mud Mile Communications; Avera Health; University of South Dakota, School of Health Sciences; Children's Advocacy Centers of SD; and Volunteers of America, Dakotas.

Presenters discussed topics relevant to the well-being of children and families including:

- The Negative Impact of Social Media on Child and Adolescent Mental Health presented by A. R. Ascano
- When the Perpetrator is a Child presented by Warren Binford
- Family First Prevention: Next Steps presented by Ashley Schlichenmayer-Okroi
- Indigenous Approach to Addiction Healing and Mental Health Management presented by Gene Tyon

The conference was opened with a message from Chief Justice Steven R. Jensen of the South Dakota Unified Judicial System and performance by Cheyenne War Bonnett and Family.

Warren Binford, international children's rights scholar and advocate opened the conference with the keynote The Digital Child, which provided an overview of the latest research on how digital experiences are changing children's lives in the 21st Century.

The Outstanding Service Award was presented to Teresa Nieto, Supervisory Social Worker for the Great Plains Region of the Bureau of Indian Affairs. Teresa has been a tireless advocate for Indigenous youth in South Dakota for decades. Responsibilities to ensure Native youth in South Dakota are given every opportunity to avoid entering systems that have historically failed them.

Among the numerous boards and committees, she participates in, she serves as an Advisory Board Member for CPCM, taking an active role in our Tribal Workgroup Committee, and serves on the Tribal Juvenile Detention Alternative Initiative (JDAI) state committee. Teresa contributes a wealth of knowledge and expertise and also brings an unwavering passion for improving the lives of youth. Often the sole Indigenous expert in many discussions, she consistently advocates for the Native community with courage and conviction.



Outstanding Service Award recipient Teresa Nieto.

Crimes Against Children in the 21st Century

Law students, legal professionals, and others interested in better understanding crimes against children in the 21st century attended the 3rd Annual Legal Workshop, presented by SD Unified Judicial System, USD Knudson School of Law, and CPCM. The workshop was attended by more than 100 individuals and held in April, Child Abuse Prevention Month, in Vermillion.

The workshop featured Warren Binford, child rights professor, University of Colorado, who presented "Legal Issues in Tech-Facilitated Child Sex Abuse" and A.R. Ascano, licensed professional counselor, Intermodal Interventions, who presented "Victim Representation in Tech-Facilitated Child Sex Abuse."



3rd Annual Legal Workshop

SD Organizations Unite for Children’s Day at the Capitol

In January 2024, more than two dozen organizations converged in Pierre for the annual Children’s Day at the Capitol Event. CPCM, Children’s Home Society of SD, Early Learner SD, SD Afterschool Network, SD American Heart Association partner to organize the event.

Participating organizations represented a variety of children and family services: child maltreatment prevention and response, childcare, early childhood education, after school services, youth residential care, and leadership development.

The 2025 Children’s Day at the Capitol activities will take place January 15-16, 2025.



Providing Experiential Learning Opportunities

Thank you to our 2024 student interns and law fellows!

Julia Ivey, RISE-Up Intern, University of Iowa, Supported in SD by Center for Disabilities
 Jess Murano, Intern, University of South Dakota, Master of Social Work
 Karissa Perez, Intern, University of Denver, Master of Social Work, ECCS Family Leader

Raquel Rodriguez, Intern, University of South Dakota, Master of Social Work
 Lindsey Spencer, Law Fellow, University of South Dakota, Knudson School of Law
 Jason Simon-Ressler, Student Worker, University of South Dakota, Master of Public Health

Thank You Supporters and Partners

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| A Hand 2 Hold, Inc. | Interstates | Sioux Falls Area CASA Program |
| All About U Adoptions | Lutheran Social Services of SD | Sioux Falls Thrive |
| American Heart Association | McCrossan Boys Ranch | Sioux Falls School District-Community Learning Centers |
| Avera Health | Mud Mile Communications | Southeast Technical College |
| Avera St. Mary’s Central SD Child Assessment Center | NASW SD Chapter | The Compass Center |
| Black Hills Special Services Cooperative | Our Home, Inc. | Toy Lending Library |
| Black Hills United Way | Sacred Heart Center | Teddy Bear Dean |
| Brandon Chamber of Commerce | Sanford Health | University of Sioux Falls |
| Call to Freedom | Sanford Children’s CHILD Services | University of South Dakota |
| Child Welfare League of America | SD Afterschool Network | USD Center for Disabilities |
| Child’s Voice at Sanford Health | SD Alliance of the YMCAs | USD Center for Rural Health Improvement |
| Children’s Home Society | SD Community Foundation | USD Foundation |
| Children’s Advocacy Centers of SD | SD Department of Education | USD Graduate Admissions |
| Community Health Worker Collaborative of SD | SD Department of Health | USD Knudsen School of Law |
| Court Appointed Special Advocates | SD Department of Social Services | USD School of Health Sciences |
| Delta Dental of SD | SD Department of Social Services | Volunteers of America, Dakotas |
| Early Learners SD | SD Head Start Association | Zero Abuse Project |
| Eat Well Mobile Grocery | SD Network Against Family Violence and Sexual assault | Mark and Sally Dominick |
| Ellsworth Airforce Base School Liaison Program | SD Parent Connection | Carrie M. Mees |
| First International Bank & Trust | SD Public Broadcasting | Mina T. Doerner |
| Health Connect of South Dakota | SD REACH Team | Emily Henry |
| Helpline Center | SD SAVIN | Michelle M. Lavallee |
| | SD Unified Judicial System | |
| | SD Voices for Peace | |
| | SD Urban Indian Health | |



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