

IMPACT REPORT FY 2020



**The
Family
Tree**

Raising families up.



In FY 2020, The Family Tree engaged communities and educated parents and caregivers through programs designed to strengthen families and prevent child abuse.

This past year, we reached over 24,000 Marylanders through our programs, trainings, outreach campaigns, parenting helpline, online live chat, and advocacy efforts.

Throughout the COVID-19 pandemic and its continuing recovery, The Family Tree has been serving families remotely, through several videoconferencing platforms. We've been delighted to learn how effective these new learning and support channels have been.

We are proud to present to you our FY 2020 Impact Report.

familytreemd.org

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Early Care and Education

- Our **Baltimore City Child Care Resource Center (BCCCRC)** provides training and technical assistance to child care providers in the City and to individuals wanting to become providers. It also serves parents and others in the early care and education community. In FY20, the BCCCRC served **2,287** early care and education professionals. This includes **200** people who attended their **annual conference**. The Center also provided **mental health consultation** services to **54** children and their families in **25** programs, enabling them to retain or maximize their childcare placement.
- **Kids Care Plus** childcare and respite program provided 60 children with over 1,200 hours of safe, nurturing, and FREE childcare for up to four hours a day (for children two years of age and older). The program was suspended in March with the onset of the COVID-19 pandemic. We plan to resume the program as soon as safely possible.

Home Visiting Programs

- **Family Connects Maryland (FCM)** is our one-to-three home visit program that links Baltimore City mothers (who deliver at Sinai Hospital) and their families to needed resources. The program served **200** mothers and their families and linked **95%** of them to resources (according to those participants completing our post program survey).
- **Healthy Families America (HFA)** is a long term (up to three years), evidence-based home visiting program that offers eligible prenatal and perinatal Baltimore City mothers parenting education and support services in their home. The program served **185** expectant mothers and their new babies. Of the mothers enrolled prenatally, **98%** had babies that were born full-term and **96%** were born a healthy weight.

Parenting Education and Behavioral Health

- We served **500** parents in our 4-week parenting education program, **Pathway to Success**, and had an 81% completion rate. Parents showed the greatest improvement in discipline and limit setting.
- Our 10-week anger management program, **Simple Techniques Emotional Management (STEM)**, helped **100** parents learn how to better regulate their emotions and manage their behavior.



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Technology Initiative to Reach More Families

- Added a Live Chat feature on our website, giving parents near instant access to information. In its inaugural year, we had **343 Live Chats**.
- Increased our Social Media following: Facebook – 8.5% (1,933); Instagram – 35% (662); and LinkedIn – 7.3% (395).
- Published **22 blogs** on parenting and family life and information on managing during the pandemic.
- We also participated in a Live “Town Hall” on WMAR-TV to discuss the pandemic and its effect on child maltreatment, and we launched a **weekly Facebook Live session** called “**Friday Parenting Break**” that features program staff and guest speakers.

Statewide Training

- The ACE Interface initiative continued to disseminate information to the community about **Adverse Childhood Experiences or ACEs** (like growing up in a home where there is substance abuse, child abuse or mental health disorders).
- We conducted three, 2-day, Train-the Presenter Trainings, building our group of Master Trainers & Presenters to 122. As a result, we were able to train more than 3,550 people across the State about ACEs and their negative impact on children.
- In an effort to combat the opioid crisis, we developed supplemental, substance abuse-focused ACE program materials. Twenty-five (25) trainings, using these materials, were conducted with 775 professionals in the substance abuse field and educational system.
- Of the total 122 people trained as Master Presenters in the ACE curriculum, 36 were professionals in the educational system. In turn, they trained 597 other people in the education system, thus bringing a more trauma-focused response to their work with children.

Advocacy Efforts

- In partnership with State entities and government officials/representatives, we sponsored a **legislative round-table on Adverse Childhood Experiences (ACEs)** in an effort to educate elected officials on ACEs and its potential implication in certain public policy. There were 49 attendees. The Family Tree also hosted an Advocacy Day in Annapolis for delegates and their staff. Over 90 people learned about our work and advocacy for bills in the 2020 Maryland General Assembly Session. Two such bills are below. However, they were unable to proceed after the legislative session was suspended due to the pandemic.
- “**Time to Care Act**” (SB539/HB 839) establishes a Family and Medical Leave Insurance (FAMLI) program through which employees may take up to 12 weeks of paid leave from their jobs to care for a new baby, family member with serious health conditions or disabilities, or themselves. Paid family leave is associated with several parent-child benefits.
- **Ending the Statute of Limitations for Child Sexual Abuse (HB974)**. By eliminating Maryland's Statute of Limitations, victims of child sexual abuse could press charges against their alleged perpetrator any time during their lifetime, without penalty from the justice system because they were too ashamed or afraid to come forward within the time specified by the law.

Our profound thanks to our Board of Directors, partners, public and private funders and donors – you make our work possible. Together, we are making Maryland a safer place for children.