Oklahoma Institute for Child Advocacy

2010 Annual Report

The Voice for Oklahoma’s Children
From the Board of Directors

The Oklahoma Institute for Child Advocacy continued to expand its leadership role in 2010 as the independent, trusted, nonpartisan Voice for Children in Oklahoma. By identifying priority needs, serving as a reliable source for data and information, providing trainings and skill-building opportunities and advancing effective program and policy solutions, the Oklahoma Institute for Child Advocacy remains in the forefront on children’s issues.

This Annual Report highlights key projects, partnerships and accomplishments during 2010, but doesn’t begin to capture the full range of our organization’s work during the 12-month period. For more detailed information about the Institute and its numerous initiatives and activities, please check the website: www.oica.org.

On behalf of the Board of Directors at the Oklahoma Institute for Child Advocacy, let me reaffirm our commitment to our mission and overarching goal – to ensure that all of Oklahoma’s children grow up safe, healthy, protected, educated and prepared for the future.

Darryl Schmidt, President

From the Executive Director

The year 2010 was one of transformation and growth for the Oklahoma Institute for Child Advocacy, as it strengthened its internal structure and worked with partners across the state to become more flexible, resourceful and effective in promoting the needs of children in our rapidly-changing economic and political environment. Two critical new staff positions were added for the first time in the organization’s 27 years, a full-time Policy Director and a Development Director. Both positions are essential in carrying out our mission today and in the future.

In 2010, new communication changes expanded the scope and timeliness of our information, including a website redesign with a new Legislative section that provides state and federal policy news, the Children’s Information Network and a new blog. We launched a major social media presence that has generated thousands of followers. We strengthened policy and program initiatives to respond to our state’s new fiscal realities and emerging partnership opportunities.

Our board and staff worked hard in 2010 to reshape our organization – to be an even stronger and more effective Voice for Children in our rapidly changing state and world.

Linda A. Terrell, MHR
Oklahoma Institute for Child Advocacy

Our mission is to create awareness, take action and change policies to improve the health, safety, care and well-being of Oklahoma's children.

Our statewide leadership role is driven by the belief that all children deserve...

- A stable, nurturing family in a supportive community
- Protection from abuse, neglect, exploitation and violence
- Quality health care
- Quality educational opportunities
- Enriching experiences during out-of-school time
- Economic security and freedom from poverty
- Equal opportunities and freedom from racial and economic disparities
Finding smart, effective policy and program solutions to critical issues starts with good information – specific, accurate and timely data and the most recent research findings. The Oklahoma Institute for Child Advocacy is a premier source of data on issues and indicators related to the health, safety and well-being of Oklahoma’s children.

Oklahoma KIDS COUNT

Oklahoma KIDS COUNT is Oklahoma’s premier, comprehensive data source for child health and well-being in our state.

Data on the KIDS COUNT site (http://datacenter.kidscount.org/) is used by individuals and organizations across the state to raise awareness, track progress on indicators and highlight areas that need improvement at the national, state and county levels.

Oklahoma KIDS COUNT is our state’s partner in the national KIDS COUNT network sponsored by The Annie E. Casey Foundation. The national network provides national statistics and state comparisons; it relies on the states for county level data and data on other indicators.

Each year, the Institute produces the Oklahoma KIDS COUNT Factbook, providing an overview of the status of the state’s children, trends to watch, a county-by-county profile on key indicators and a special report on a critical issue. The 2010 Oklahoma KIDS COUNT Factbook report focused on children of incarcerated parents. The 2010 Factbook noted that one-fourth (24.9%) of the state’s population are children (906,035), of which:

- Nearly one in four lived in poverty (22%, 195,823)
- 8,605 were abused or neglected
- 6,000 had quit high school before graduating
- 750 were arrested for committing a violent crime
- Over 7,500 teen girls had babies
- Over 400 babies did not live to their first birthday
- Another 400 did not live to see their 20th birthday

The 2010 Oklahoma KIDS COUNT initiative was funded by the Annie E. Casey Foundation, sponsor of the national KIDS COUNT project, along with the Chickasaw Nation, INTEGRIS Health, Sonic and the Public Service Company of Oklahoma.

Website & Social Media

The Oklahoma Institute for Child Advocacy revamped its website in 2010 to make it more user-friendly and accessible. A legislative blog was added to provide up-to-date policy information during the legislative session. Check: www.oica.org

The Institute added two new social media profiles, Facebook and Twitter. Several posts are sent out daily to keep Oklahomans informed about issues and events that impact children and families. Follow us on Twitter (@OklChildAdv) and search us on Facebook (“Oklahoma Institute for Child Advocacy”).
The Oklahoma Institute for Child Advocacy coordinates a number of statewide initiatives that play an important role in informing and supporting efforts to address important issues, find effective solutions and improve outcomes for Oklahoma's infants, children and youth. In 2010, these initiatives provided data, resources, trainings and special events on issues ranging from maternal and infant health to adolescents transitioning to adulthood.

Oklahoma Healthy Mothers, Healthy Babies

The National Healthy Mothers, Healthy Babies Coalition launched its text4baby program in February 2010. This texting program is a free service that provides information to pregnant women and new mothers about their pregnancy and new baby. The Oklahoma Healthy Mothers, Healthy Babies Coalition is the state lead for this national initiative. The Coalition promoted this innovative tool in a variety of ways, including the development of a partnership with Walgreens Pharmacy to place text4baby signs near pregnancy testing supplies. Oklahoma ranked in the top ten states for the number of pregnant women and new moms using text4baby.

Check: www.text4baby.org

Oklahoma Infant Alliance

The mission of the Oklahoma Infant Alliance is to improve the health and care of babies born too soon. Late preterm births make up 71% of all preterm births. Babies born during this period are often overlooked because they are larger than their younger counterparts, yet they have some similar medical issues such as respiratory distress, jaundice and feeding issues. They are at high risk for learning delays when they enter school. In September of 2010, the Oklahoma Infant Alliance partnered with the OU College of Nursing, OU Medical Center Women’s Health and Integris Baptist Medical Center to sponsor the 2010 State of the Science on Prematurity. The featured speaker was Dr. Raju Tonse from the National Institutes of Health. The Late Preterm Toolkit was released at that time, which contained Best Practice Guidelines for Caring for the Late Preterm Infant, The Journey of Casey the Caterpillar - Caring for Your Late Preterm Infant and the Casey the Caterpillar Crib Card®. Funding for the Oklahoma Infant Alliance activities was provided, in part, by MedImmune, Inc.
Oklahoma Fit Kids Coalition

The Oklahoma Fit Kids Coalition (OFKC) works to improve the overall health and well-being of Oklahoma youth and families by decreasing childhood obesity. During 2010, the statewide Coalition reached over 6,000 individuals, from youth to policymakers, with resources, information, trainings and events. OFKC created a new website, the Fit Kids "FLASH" e-newsletter and a social media presence on Facebook (The Oklahoma Fit Kids Coalition) and Twitter (OKFitKids). OFKC began providing an article for the bi-monthly OK Health & Fitness magazine and was included in numerous media reports on childhood obesity. Check: www.fitkids.org.

In 2010, the Coalition launched a new Youth Advisory Council to provide a youth voice in promoting healthier students, schools and communities. The Council is composed of high school students from across Oklahoma who share an interest in nutrition and physical activity and are motivated to make a difference. The youth worked closely with the Oklahoma Fit Kids Coalition to develop messages and projects that resulted in healthier and more active environments in their school and community settings.

The 5th Annual Oklahoma Fit Kids Coalition Awards were presented during the Oklahoma Turning Point and Oklahoma Fit Kids Coalition Conference at the University of Central Oklahoma on December 9, 2010. Award recipients included: Healthy and Fit School Award - Whitebead Elementary School, Pauls Valley; Corporate Leader Award - Oklahoma City Indian Clinic, Oklahoma City; Community Leader Award - Dr. Ed Osborn, Okmulgee; and Youth Leader Award - Derek Lehman, Antlers. Honorable Mention Awards were presented to Northwest Elementary Mileage Club of Durant, and the Indian Health Care Resource Center of Tulsa.

The Oklahoma Fit Kids Coalition was established as a separate 501-c-3 when it was created in 2004. The following year, the Oklahoma Institute for Child Advocacy was contracted to coordinate the Coalition and provide a strong advocacy leadership role at the state legislature. In late 2010, the Oklahoma Fit Kids Coalition dissolved its separate 501-c-3 status and became a statewide initiative of the Oklahoma Institute for Child Advocacy, continuing as an important part of the Institute’s advocacy activities and working more closely with its other child and adolescent health initiatives.
Oklahoma Afterschool Network

The Oklahoma Afterschool Network (OKAN), part of the Charles Stewart Mott Foundation’s National Network of Statewide Afterschool Network initiative, works to ensure that all Oklahoma children and youth have access to safe, enriching learning opportunities during their out-of-school time. Almost one-third (29%) of Oklahoma’s K-12 children are left on their own after school, spending an average 9 hours per week unsupervised.

In 2010, a primary focus for OKAN was improving quality in afterschool programming. The Network hosted a series of trainings with the David P. Weikart Center for Youth Program Quality to train program providers in the use of the Youth Program Quality Assessment (YPQA) tool. In a series of trainings sponsored with the Oklahoma State Department of Education, OKAN trained over 100 administrators and staff from the 21st Century Community Learning Center programs on how to measure quality and implement program improvements. Additionally, OKAN worked with the Norman United Way to conduct a program-mapping process to identify gaps in services and introduce the quality assessment tools and training resources to their Children and Youth Impact Council.

The Network released its second edition of Focus on Promising Practices in 2010, which highlighted successful and innovative strategies used by afterschool programs across the state. The Network published a series of factsheets on the important role afterschool programs play in drop-out prevention, improving child health and reducing bullying. The Network promoted afterschool programs as a bullying prevention strategy during a legislative committee hearing at the state capitol. All OKAN publications are available on OKAN’s new website, which serves as the state’s leading resource for the latest information on afterschool programming. Check: www.okafterschool.org.

To raise awareness at the community-level, OKAN hosted a Lights On Afterschool rally in partnership with the Mid-Del School District which was attended by 600 community members, parents, children and district leaders. The rally focused on the science of flight and featured hot air balloon rides, the local TV news helicopter, the Science Museum of Oklahoma and rocket-building activities.
Oklahoma was one of nine states selected for the special national project designed to build the capacity of state and community organizations to identify, select, implement and evaluate teen pregnancy prevention programs that show evidence of effectiveness in changing behavior. Though the CDC project funding ended, the factsheets, training materials and other resources developed as part of the Healthy Teens OK! teen pregnancy prevention/youth development project, including the Getting to Outcomes in Oklahoma (GTO-OK!), will continue to be available free-of-charge at: www.healthyteensok.org.

**POWER Through Choices 2010 Evaluation Project**

A major success story from the CDC-funded Healthy Teens OK! project was the revision and updating of the Power Through Choices teen pregnancy prevention curriculum which was developed in the mid 1990s with and for youth in foster care group homes and other out-of-home placements. Institute staff created the new edition, POWER Through Choices 2010, in partnership with the University of Oklahoma National Resource Center for Youth Services, the organization that owns the distribution rights. In late September, the Institute was one of the 109 grantees selected for the new federal teen pregnancy prevention funding from the Office of Adolescent Health, Department of Health and Human Services. The funding will provide a rigorous evaluation of the curriculum in Oklahoma and three other states, which will be conducted by the College of Public Health, University of Oklahoma Health Sciences Center. This is one of only two projects selected for the new federal funding that addresses youth in foster care.

**Teen Pregnancy Prevention Project**

In 2010, the nationally-recognized “Postponing Sexual Involvement for Young Teens” (PSI) curriculum was provided to over 700 students at three middle schools in Oklahoma City which serve neighborhoods with high poverty rates and high teen birth rates. High school students served as peer educators and as role models for the younger students. The program model linked quality risk-reduction content provided by the curriculum with asset-building youth development strategies. The program model was funded by the Kirkpatrick Family Fund. The evaluation, conducted by the University of Oklahoma Health Sciences Center, College of Public Health, showed very strong and positive results. This is a prevention program that really works!
Changing Policy

Promoting policy changes that provide best-practice solutions for critical issues facing children and their families has been a central focus of the Oklahoma Institute for Child Advocacy’s work since its beginning.

2010 Legislative Session

The Oklahoma Institute for Child Advocacy links direct service with data and policy work to address long-term causes and solutions. Our work with young people and service providers informs our policy work at the State Capitol. The Institute and its partner organizations and coalitions are a familiar presence at the State Capitol during the legislative session each February through May – organizing meetings, talking with legislators, providing data and information to guide policy decisions and ensuring that children’s needs are considered when a vote is taken that affects their future.

Results of the Institute’s work during the legislative session:

- The passage of HB 2998, mandating that the Department of Corrections create a pilot program with the purpose of providing better reentry programs and services to help female inmates with children more easily reintegrate into society. The Oklahoma Institute for Child Advocacy also participated in an interim study on children of incarcerated parents.

- The passage of SB 2045, preventing insurance companies from discriminating against children with autism.

- The passage of HB 2774, creating the Oklahoma Certified Healthy Communities Act and the Oklahoma Certified Healthy Schools Act. This legislation directs the Department of Health to establish and maintain a program for the certification of communities and schools that meet guidelines to promote wellness, encourage the adoption of healthy behaviors and establish safe and supportive environments.

Guiding Principles

Because we believe:

There should be a safe, healthy environment for every child, we offer the following principles to guide thinking about public funding and policy for children and families during these challenging budgetary times.

- Preserve the quality of programs for children.
- Invest in prevention.
- Protect services to high risk/high needs populations.
- Make targeted reductions rather than across the board cuts maximizing the leveraging of federal dollars through state matching funds.
- Pursue revenue generating ideas. The budget should not be balanced through cuts alone.
- Cutting programs that serve children, including the vulnerable adults in their families, should be the last place to look for savings.

Fall Forum 2010

The 2010 Oklahoma Fall Children’s Legislative Forum with the theme of “Protect Kids” was held on October 13 at the University of Central Oklahoma. A panel of state agency leaders discussed the economic situation and its impact on state budgets and programs/services that support children and families. A set of Guiding Principles (see text to the right) was created by the participants to use as a lens for our collective advocacy activities at the state Capitol during the 2011 legislative session.
2010 Financial Report

Donations up to $499
Alpha Kappa Alpha Sorority, Inc
Pam Ballard
Steven L. Barghols
Lisa and Brett Barrowman
Anita Bednar
Tommy and Deborah Biggers
Julie Bisbee
David Blatt
Les Boyle
Newt Brown
Anne and Robert Calvert
David and Marjorie Carmichael
Kent and Kelsie Carter
Cindy Cason
George Charlton
Kay Christiansen
Judy and Aubry Collins
Angela Connor
John Corpolongo
Cliff Cox
Derek Criss
Ed and Ann Crocker
Wade and Susan Deaver
Jon and Regina Dillinger
Desiree Doherty
David and Jane Edmonds
Bentley and Lisa Edmonds
Milyaka Edwards
Georgianna Eiland
Ronald Engel
Helen and Richard Floyd
David Fox
Karen Gaddis
Sarah Gaines
Loren and Ann Gatch
Ashley Gibson
M. Andrew Glenn
Jane and Lawrence Goble-Clark
GoodSearch
Darrel and Betty Goss
Marjorie Greer
Patty Grotta
Basha Hartley
Kay and Don Holladay
Randall and Marie Hughes
IBM Employees Group
Joyce Jech
Matthew Johnson
Donald Jordan
Phyllis Julian
Tiffini Kelley
Edwin Kessler
Shari and David Kinney
Debra and Mark Krittenbrink
Jill and George LeVan
Winona Madison
Margie Marney
Bill and Betty Mast
Bruce Mast
Al McAffrey
Michael McCoy
Alice McGrew
Scott and Cathy McMeekin
Keith and Linda Miller
Lynne Miller
Johnny Moore
Melvin and Jasmine Moran
Larry and Linda Neal
Barbara and David Neas
Katherine and William Nelson
Duc Nguyen
Charles Oppenheim
Glenna and Sam Ott
Mike and Mary Owensby
Susan Paddack
Donna Page
Rita Pangborn
Tamara and Charlie Rains
Lisa P. Rhoades
Carlos Rhodes
Lenoa H. Rigsby
Fran Roberson
Karly and Brent Rodine
Becky and Bruce Rooker
Cindy Rosenthal
Kris and Richard Rush
Marcus and Ann Salazar
Seminole Nation of Oklahoma
Shaye Sheppard Aman
Grace Siegenthaler
Elizabeth and Malcolm Smith
Stock Exchange Bank
Teen em Power Inc.
Jason Thompson
Stephanie U’ren
Tina Burdett
Lynthia and Charles Wesner
Melissa and Bill White
Jana Winfree
Mike and Patti Wynn
Ellen M. Yates

Donations $500-$999
American Fidelity Insurance Group
Cathy and Giuseppe Caccioppoli
Bob and Sheri Curry
William Doenges
Jalal Farzaneh
Mark and Libby Gillett
Bob and Jean Harbison
Terry and Michelle Harryman
INTRUST Bank, N.A.
Annette and Steven Jacobi
Bob and Peggy McCormick
Norman Youth Foundation
Oklahoma Chapter American Academy of Pediatrics
Oklahoma Natural Gas
Public Service Company of Oklahoma
Anne M. Roberts
Darryl Schmidt
Roger and Carol Sheldon
Linda Terrell and David Wilson
United Way—PCFO

Donations $1,000—$4,999
First United Bank
Sonic Corporation

Donations $5,000—$9,999
Laurie and Nick Fuller
Richard and Sharon Rodine

Donations over $10,000
Chickasaw Nation
INTEGRIS Health
MedImmune
Oklahoma Fit Kids Coalition

Foundations
Annie E. Casey Foundation
Kirkpatrick Family Fund
Charles Stewart Mott Foundation
Noyce Foundation
ONEOK Foundation, Inc.
Potts Family Foundation
Sarkeys Foundation
The Oklahoma Institute for Child Advocacy is governed by a 15-member Board of Directors. The 2010 annual budget was $1.2 million. Approximately 38 percent of the income was provided by government (federal/state) grants; 30 percent was provided by private foundations; and 32 percent was provided by contributions from individuals, corporations, organizations and tribal entities.

The Oklahoma Institute for Child Advocacy is a non-profit organization, and all contributions are tax deductible to the extent allowed by law. Funds raised by OICA are used to improve the lives and life chances of Oklahoma’s children and youth. In 2010, 9 percent was used for administration and 3 percent for fund development.

At the end of 2010, the staff included 15 employees and numerous consultants and volunteers. The Institute has partnered with local universities and a variety of program providers that continually refer excellent practicum students and interns to our organization. We are especially pleased to have the opportunity to train young people in the practical aspects of child advocacy and how to create partnerships and projects that make good things happen for children.

### ASSETS:

**Current Assets**
- Cash and Cash Equivalent: $469,141
- Accounts Receivable: $65,039

**Total Current Assets:** $534,180

**Property and Equipment:**
- Computers and Software: $113,550
- Office Equipment: $18,640
- Furniture and Fixtures: $5,557
  - Subtotal: $137,747
  - Less Accumulated Depreciation ($122,372)
  - **Total P & E:** $15,375

**Other Assets:**
- Security Deposits: $5,208

**TOTAL ASSETS:** $554,763

### LIABILITIES and NET ASSETS:

**Current Liabilities:**
- Accrued Expenses: $135

**TOTAL LIABILITIES:** $135

**Net Assets:**
- Unrestricted: $21,562
- Investment in Furniture and Equipment: $15,375

**TOTAL UNRESTRICTED:** $36,937

**Temporarily Restricted:**
- $517,691

**TOTAL NET ASSETS:** $554,763

2010 Revenues: $1,205,991

2010 Expenditures: $1,159,956
The Oklahoma Institute for Child Advocacy is the trusted VOICE FOR CHILDREN in Oklahoma and member of Voices for America’s Children. All contributions to help us help Oklahoman’s children are tax deductible. Donations can be made online at www.oica.org, by mail or by automatic bank-draft.