

UPSTREAM ACADEMY: BUILDING A SAFER FUTURE FOR KENTUCKY'S CHILDREN

Thanks to the leadership of the Kentucky General Assembly, our state is taking real steps to address the high rates of maltreatment through Upstream Academy.

ABOUT UPSTREAM

Launched in 2025 by Prevent Child Abuse Kentucky (PCAK), Upstream Academy is a first-of-its-kind statewide initiative that equips at least one representative from every county with evidence-based tools and strategies to lead local prevention efforts.

This proven, cost-effective model strengthens families before abuse occurs, saving lives, protecting children, and reducing long-term costs. Kentucky communities are already seeing the impact of a smarter, data-driven solution built with and for local families.

WHY IT MATTERS

"We're building a network of informed, proactive individuals who will make a real difference in their communities."

**— Jill Seyfred,
Former Executive Director,
Prevent Child Abuse
Kentucky**

"A COMMUNITY APPROACH TO PREVENTING CHILD ABUSE AND NEGLECT."

*In 2018, Prevent Child Abuse America estimated that the lifetime **economic burden** of investigated child maltreatment cases in Kentucky exceeded **\$69 BILLION**. The lifetime burden associated with substantiated cases was estimated at **\$19+ BILLION**, and child deaths due to maltreatment were estimated at **\$19+ BILLION**.*

PHASE ONE HIGHLIGHTS:

- ✓ Launched Statewide
- ✓ Local Changemakers Selected
- ✓ Nearly 70 Counties engaged in recruitment and representation; exceeding all expectations
- ✓ Prevention in Action – Early feedback highlights increased community collaboration and identification of upstream solutions tailored to local needs

**FOR EVERY \$1 INVESTED
IN PREVENTION
SERVICES, \$4 ARE SAVED
IN MALTREATMENT
SERVICES.**

\$500,000 INVESTMENT FOR PHASE II

Building on momentum, the state's support ensures:

- **Sustainability and Expansion** across all 120 counties
- **Deeper Community Engagement** and leadership development
- **Measurable Outcomes** in family strengthening and prevention

WHAT'S NEXT

Interest in Upstream Academy exceeded expectations in 2025, with nearly 70 counties stepping forward to participate. Through continued partnership in Phase Two, we will build on that momentum by expanding our reach, strengthening local capacity and advancing our shared commitment to protecting Kentucky's children.

