

Discussion of the Kentucky Upstream Academy Report and the Social Welfare Foundation Report

Prevent Child Abuse Kentucky

Jill Seyfred, Consultant

Amanda Royer, Director of Brand Marketing and Outreach

About Upstream Academy



The Upstream Academy cultivates a network of informed advocates dedicated to creating safer environments for children by training at least one individual from each Kentucky county to deliver education within their local communities.



www.pcaky.org



Prevent Child Abuse Kentucky



Prevent Child Abuse
Kentucky



@PCAKY



@PreventChildAbuseKy

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:

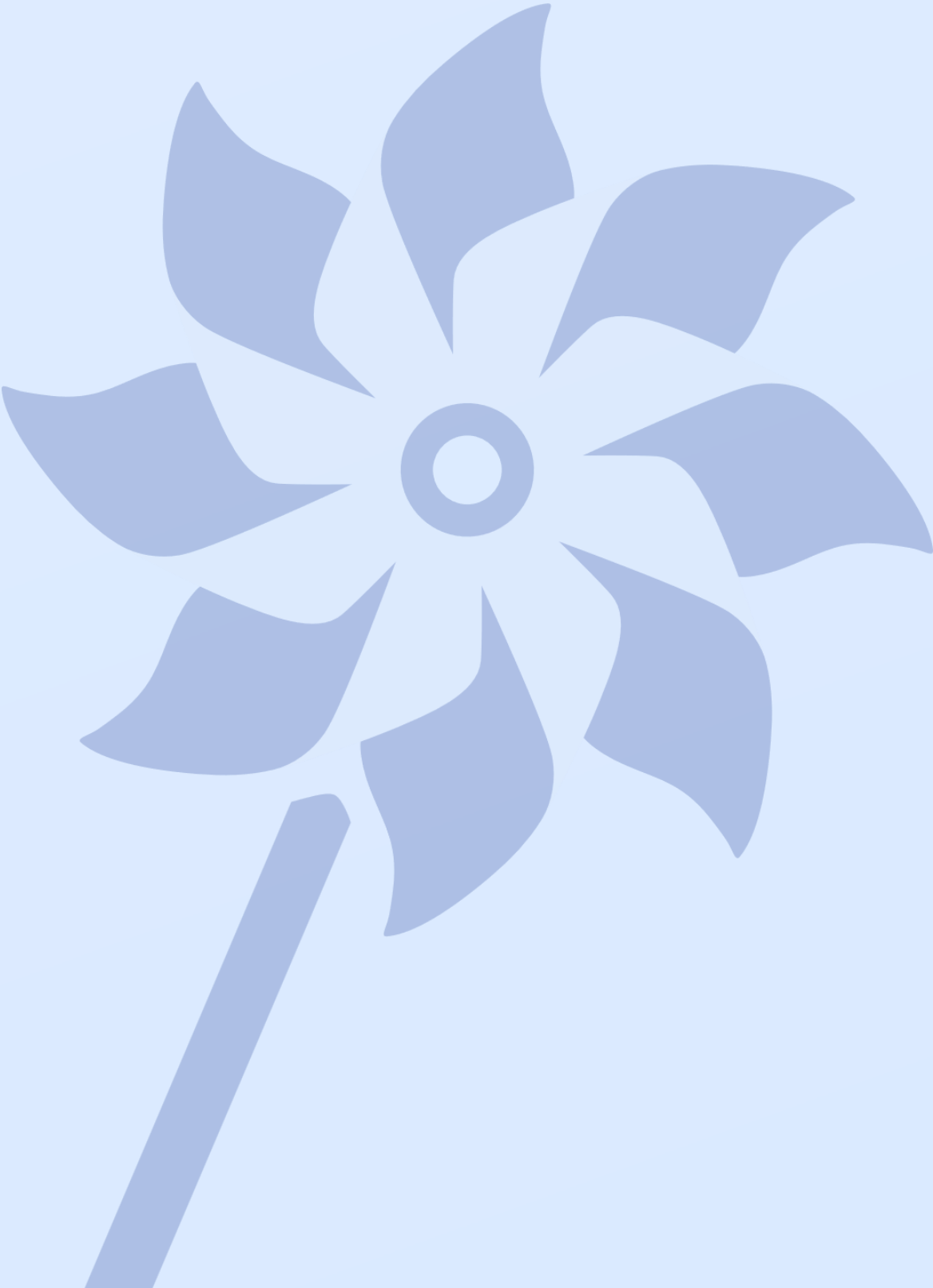
- **Sustainability and Expansion** across all 120 counties
- **Deeper Community Engagement** and leadership development
- **Measurable Outcomes** in family strengthening and prevention

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.



**Prevent Child Abuse
Kentucky**
pcaky.org



www.pcaky.org



Prevent Child Abuse Kentucky



**Prevent Child Abuse
Kentucky**

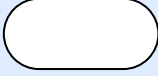
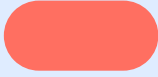


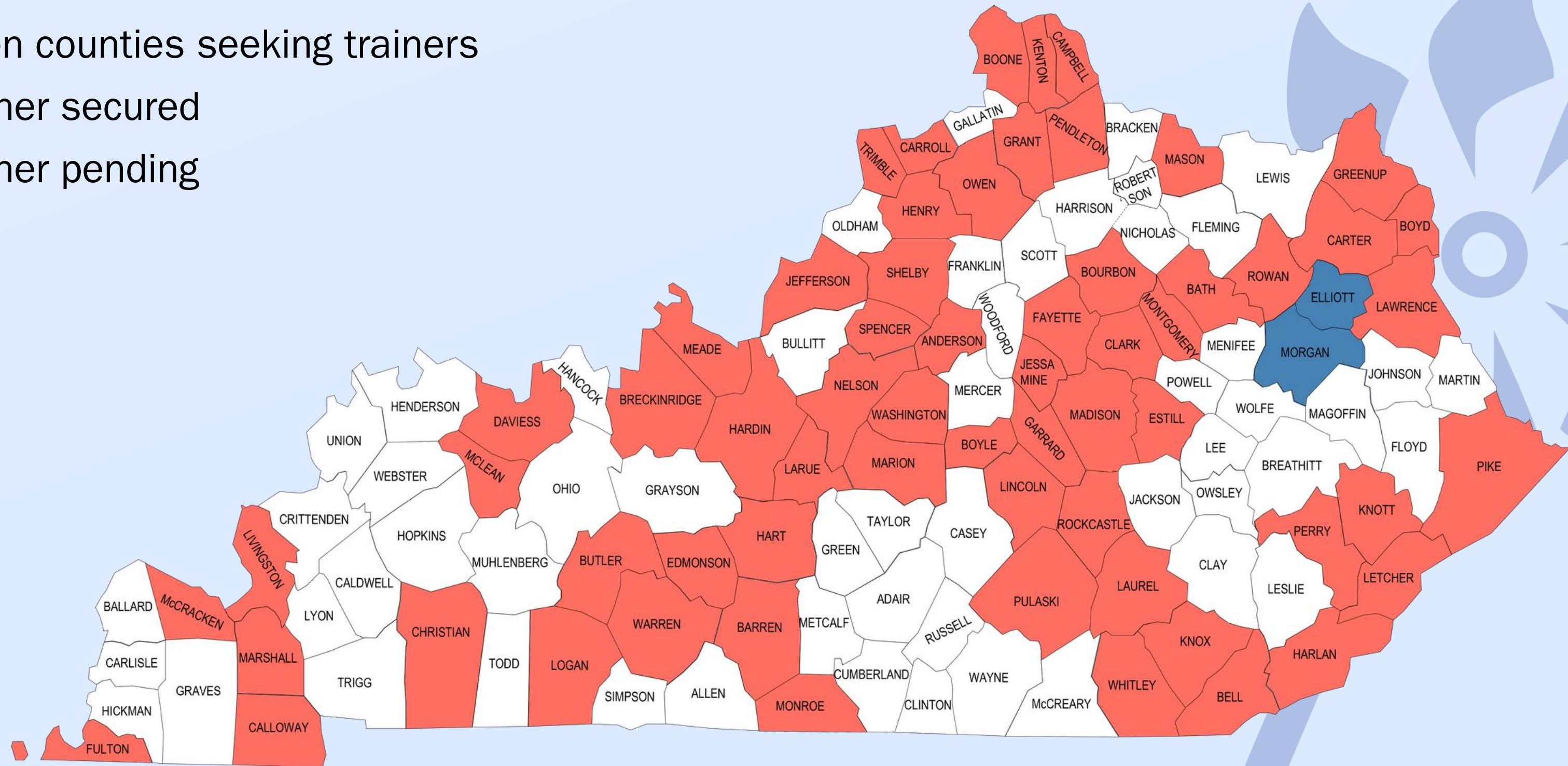
@PCAKY



@PreventChildAbuseKy

Our Network of Trainers

-  Open counties seeking trainers
-  Trainer secured
-  Trainer pending



www.pcaky.org



Prevent Child Abuse Kentucky



Prevent Child Abuse
Kentucky



@PCAKY



@PreventChildAbuseKy

THANK YOU & GET INVOLVED



Thank you to the General Assembly for funding to help us launch this innovative child abuse prevention initiative. We look forward to working with you to advance Phase II!

<https://pcaky.org/upstream-academy/>



www.pcaky.org



Prevent Child Abuse Kentucky



Prevent Child Abuse
Kentucky



@PCAKY



@PreventChildAbuseKy

Introducing the Kentucky Social Welfare Foundation Report



About Our Project

- Received funding from the Kentucky Social Welfare Foundation
- Convened group of 15 experts to advise PCAK (cohort members listed below and on page 3 of the report)

Ivanora Alexander

Executive Director, Office for Children with Special Healthcare Needs

Amanda Bailey

Foster Care Review Board, Administrative Office of the Courts

Dr. Tiffany Brannon

Kentucky Association of Professional African American Women

Mary Carpenter

Executive Advisor, Department for Community Based Services

Tonya Jernigan, LCSW,

Division of Pediatric Forensic Medicine, Kentucky Children's Hospital

Cara Kriebel

Hope's Place Children's Advocacy Center

Kevin Middleton

President, United Way of Kentucky

Martin Monson

Kentucky School for the Blind

Liz Renner

*Save the Children
Parent of a child with a disability*

Michelle Sanborn

President, Children's Alliance

Josh Shoulta

*Kentucky School Boards Association
Prevent Child Abuse Kentucky Board Member*

Danny Slaton

Chief of Staff, Top Shelf Lobby

Amy Smith

Commonwealth Council on Developmental Disabilities

Steve Sparrow

*Kentucky Violence and Injury Prevention Program Manager,
KSPAN Coordinator, Kentucky Injury Prevention and Research Center (KIPRC)
Parent of a child with a disability*

Elle Travis

Executive Director, Yes Arts



www.pcaky.org



Prevent Child Abuse Kentucky



Prevent Child Abuse
Kentucky



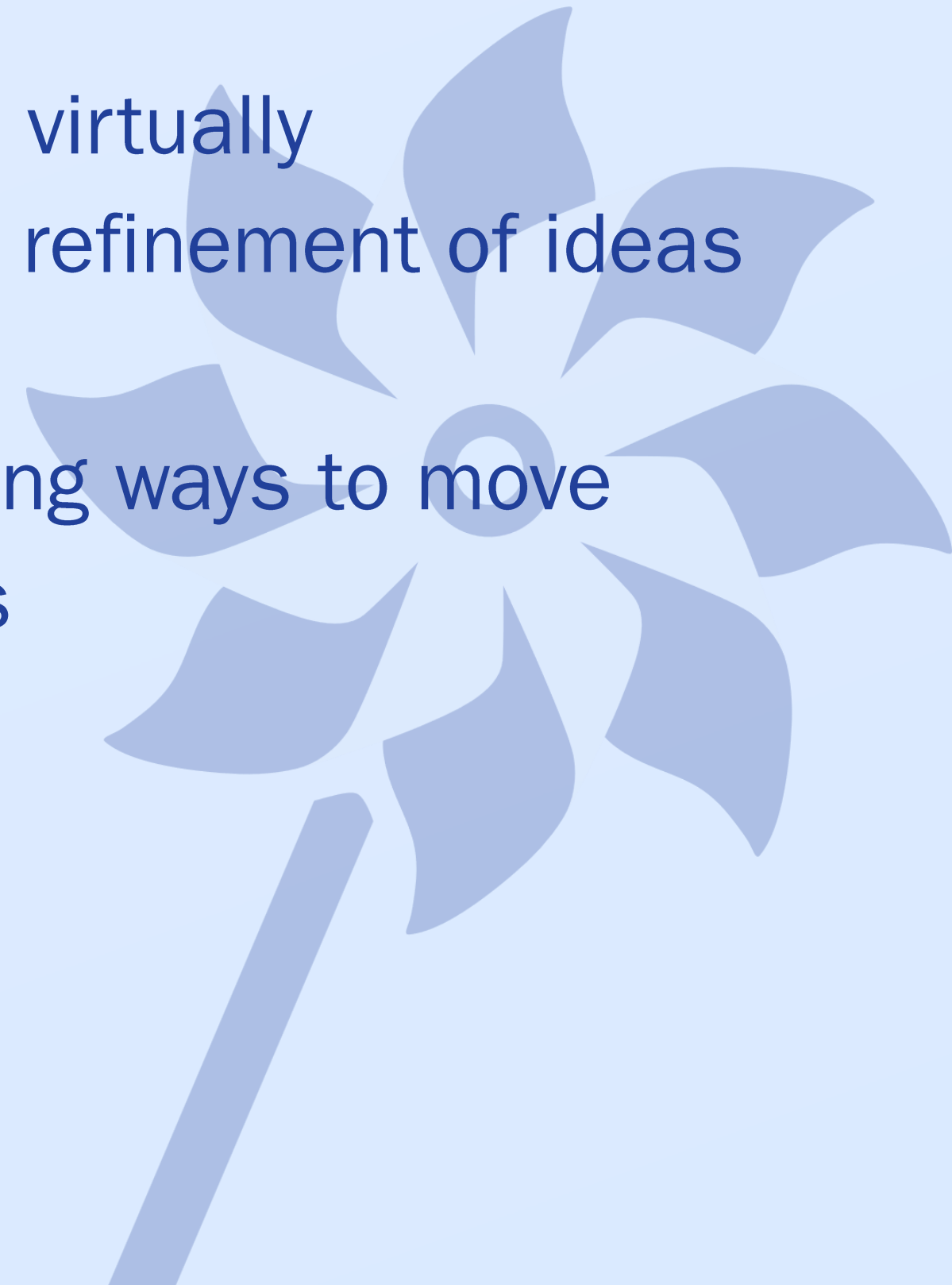
@PCAKY



@PreventChildAbuseKy

About Our Project

- Group of 15 members met 4 times in-person and virtually
 - Meeting process allowed for brainstorming to refinement of ideas and recommendations
- As a result of the recommendations we are seeking ways to move forward, including identifying appropriate partners



www.pcaky.org



Prevent Child Abuse Kentucky



Prevent Child Abuse
Kentucky



@PCAKY



@PreventChildAbuseKy

Recommendations

- A full list of recommendations can be found in the grant report
 - **Recommendation 2:**
Additional funding for services
 - **Recommendation 3:**
Increase respite care network
 - **Recommendation 5:**
Marketing Campaign



Thank you!

Stay in touch!

 jseyfred@pcaky.org

 aroyer@pcaky.org

 859.225.8879

 www.pcaky.org

  @PreventChildAbuseKy

 Prevent Child Abuse Kentucky

   @PCAKY

