



CABELL COUNTY
**Family
Resource
Network**

Annual Highlights July 2019 to June 2020

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The Cabell County Family Resource Network (CCFRN) is a 501©3 non-profit, community-based organization that is a partnership of individuals, families and agencies working together to promote the well-being of children and families. This is the annual highlights.



CONNECT PARTNERS

Cabell Co. FRN receives funding for planning and coordination through WV Dept. of Health & Human Resources, oral health promotion through Marshall Univ. Research Corp., Partners in Prevention mini-grant through Prevent Child Abuse WV, and Pallottine Foundation of Huntington.

CCFRN connected **271 people from 145 partners** who spent **711 hours** of time on initiatives highlighted in the report. Grant and funding support of **\$66,069**, the FRN leveraged **\$24,577** of in-kind value.

That is a return on investment of 37% !!

CONNECT RESOURCES

Connections Matter! The Cabell Co. Quick Guide can be downloaded from www.cabellfrn.org.

Resource information is shared through social media, website, press releases/media advisories, and email bulletin alerts. **There were 1,195 media placements with total impressions of 389,538 and 8,065 website users.**

CONNECT WITH US!

For email alerts opt in on the homepage:
www.cabellfrn.org

From the website, find links to:

[Cabell FRN Facebook](#)

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www.cabellempower.org



BELIEVE IN THE BEST FOR STUDENTS

CCFRN and CCSET, in partnership with Hourglass Media and the Huntington Area Convention and Visitors Bureau, released the **Pathways to Summer Fun 2020** free resource guide for the second year. The guide promotes enriching activities, social connections and concrete support for parents to find summer learning opportunities. CCSET shared the guide with public, private schools and pre-schools with email alerts and community partners through posting on the website, social media with **15,255 impressions**. Due to the COVID-19 issues, local events and camps was kept updated on the website and social media as schedules changed.



A full list of programs can be found at bit.ly/pathwaystosummerfun2020

Connections to partners and resource information included the following activities:

- Delivered informational resource packets including Cabell County Resource Guide, dropout prevention month and child abuse prevention posters to Cabell County Schools, St. Joseph Elementary, Our Lady of Fatima, Covenant, and Grace Christian schools in the fall of 2019. Also, in February 2020, oral health informational packets with the “Resources for Healthy Teeth” guide was delivered for Children’s Dental Health month.
- Attended an informational and relationship building meeting with staff at Highlawn Elementary to determine school needs. Classroom Champion initiative was postponed until new school opens in Fall of 2021.
- Assisted with Girl Power event “Born to be a Star” for middle school girls and parents.
- Arranged for a volunteer to participate in Read to Me Day at Explorer Academy.



GOOD BEGINNINGS FOR KIDS

Partners in Prevention: The 3rd annual *Girl Power event* “Born to be a Star” was another huge success! There was almost twice the attendance and sponsor participation as last year. The focus was on wellness and self-esteem of middle school girls.

- It began with an agency resource scavenger hunt.
- Then dinner and informal *Table Talks* led by health professionals about wellness, nutrition, skin care, cyberbullying, and healthy emotions.
- For the adult leaders and parents, a section in the hall was set up with table for dinner and presentations on vaping and drug prevention.

There were **115 in attendance** with 36 people from 19 partner organizations who conducted the scavenger hunt event and photo booth, 9 speakers, 40 middle school girls, and 39 parents and volunteers. There were over 50 sponsors for prizes. Feedback cards were completed by speakers, vendors, parents and girls. Overwhelming top responses of what they liked were the speakers and all of the conversations.

This evening was made possible by sponsors HIMG, Adolescent Health Coordinator Region 2, Cabell Co. Family Resource Network Partners in Prevention project, and Mission WV. Food sponsors were Texas Roadhouse, Longhorn Steakhouse, Paula Vega Cakes, and Fratelli’s.

Community Awareness: The pinwheel is the symbol of hope for great childhoods all children deserve. While this year did not allow “Pinwheel Garden” events for Child Abuse Prevention month, the Good Beginnings Campaign focused on Week of the Young Child social media campaign throughout the month of April and had **12,090 impressions**.



The Cabell County Family Resource Network (CCFRN) is a 501©3 non-profit, community-based organization that is a partnership of individuals, families and agencies working together to promote the well-being of children and families. Areas of focus are:

EDUCATION: Connecting resources to empower students to achieve personal excellence through our *Cabell County Student Empowerment Team (CCSET)*.

WELLNESS: Prevention and promotion of early intervention, screenings and services to improve family well-being and strategies to help children grow up safe and healthy.

- **Partners in Prevention** promotes ways to help children grow up safe and healthy through everyday actions that build the Protective Factors through the Strengthening Families five areas of: 1) Parental resilience, 2) Social connections, 3) Knowledge of parenting and child development, 4) Concrete support in times of need, and 5) Social and emotional competence of children.
 - **CHIP outreach** – WV Children’s Health Insurance Program is promoted.
- **Oral Health Promotion through “Resources for Healthy Teeth Toolkit”** to help parents and programs promote good oral health and help children have healthy teeth and smiles for life.
 - **Resources are shared through Cabell County Quick Guide, website and social media.**

TRAINING: FRN has assisted in conducting a variety of training like Strengthening Families, Brain Under Construction, and other workshops.



WELLNESS

Healthy Smiles: CCFRN created “**Resources for Healthy Teeth**” toolkit with best practices—including age 1 dental visits, quality information for children’s activities, ideas, tools for teachers of preschool and school age children, and how parents can find a dentist. We hope to increase knowledge of these resources and the use of dental services and help children be cavity free.

For the Children’s Dental Health Month campaign in February, the FRN was able to sponsor toothbrushes, teaching tools like books and stuffed animals to staff of early education preschool centers and in home parent education programs, and the American Academy of Pediatrics “Brush, Book, Bed” materials to reach over **1,600 preschoolers and parents**. Through community sharing of resource on social media and radio PSAs outreach had **105,995 impressions**. The Resource toolkit can be downloaded for free from the website www.cabellfrn.org.



- Promoted oral health at the Huntington Mall by distributing “Brush Book Bed” bookmarks at the “March for Treats” event in October 2019. At a story time presentation, **9 smile kits** were given to parents and preschoolers at Club McFinn Jr. for Children’s Dental Health month.
- Under the direction of CCSET member Diane Shattls, **thirty-six Little Champs** at Explorer Academy received academic assistance in reading and math from eighteen community volunteers. During the first semester of FY 2020, 115 hours were documented by the dedicated community members.
- Resource information about scholarships, parent and student resources on social media had **13,705 impressions**.