Conference Program
September 29 & 30
Harrisburg

A Year of Resilience
PCCYFS CONFERENCE 2021
pccyfs.org
I want an insurance broker who understands the needs of a human services organization... a specialist in our field.

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John F. Ehresman, AAI
Senior Vice President
Insurance & Risk Management Consultant
Brown & Brown Lehigh Valley, LP
3001 Emrick Blvd, Suite 120
Bethlehem, PA 18020
Tel: 610-694-1884
Dear Friends:

It is my great pleasure to welcome you to our 2021 Annual Conference, aptly themed “A Year of Resilience.” As President and CEO of Pennsylvania’s premier association for children’s service providers, I look forward to this conference every year. It gives me a wonderful opportunity to meet with all of you directly and better position PCCYFS to represent your interests in Harrisburg and across the Commonwealth.

I am thrilled at the opportunity to have an in-person component to our conference this year, not only for the chance to network with all of you but also as an indication that PCCYFS has made progress from the tumultuous past 18 months. Although PCCYFS is aware that the tough times are not entirely behind us, it is important to use this conference as a moment to celebrate the resilience of our field.

My staff and I pride ourselves on the first-rate professional development this conference offers through our strong portfolio of speakers and trainers, including our keynotes. Staff and the Conference Planning Committee have worked very diligently to bring you a diverse offering of timely and relevant sessions.

I appreciate you being here with us - your presence here tells us how committed you are to advancing our shared goals. I am here to support in any way I can; if there is anything I can do to help you, please don’t hesitate to reach out.

Best,
Terry L. Clark, MPA
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Lark Eshleman, Ph.D. is a child and adolescent psychotherapist who is an expert in working with children who have experienced early emotional trauma, attachment difficulties, neglect and abuse.

She became a Certified School Psychologist in Pennsylvania in 1994, is Board Certified in Domestic Violence by the American Academy of Experts in Traumatic Stress, and has had successful careers as an elementary school principal and as a children's librarian.

Dr. Eshleman is the founder of the Institute for Children and Families (ICF) which functioned in West Chester and Lancaster, PA, from 2000 to 2010. ICF was a leading treatment center for children who suffer from the lasting effects of early trauma, and from serious and destructive breaks in the bonding and attachment process between child and parent. The Center was also the site of several research projects and proved itself to be extraordinarily successful in providing efficacious, innovative and highly successful treatment for children and their families in this underserved population of adoption, foster care, and childhood trauma.

Dr. Eshleman is trained and highly practiced in therapeutic practices of Theraplay®, EMDR, EEG Biofeedback (Neurofeedback), Attachment and Narrative Therapy, Trauma Art Narrative Therapy (TANT), family and individual psychotherapy, and school psychology for children with significant trauma and attachment issues.

Her work has brought her into therapeutic contact with children and families who have suffered the emotional, psychological and neurologically damaging effects of war and other forms of organized violence. In 1997 she was instrumental in working with Rotary International and the Rotary Club of Lancaster, PA to develop a treatment and professional training center in Croatia after the Balkan war. From 1997 through 2000 she volunteered more than 10 months at the center.

She worked on a New Orleans/Houston based project called "Welcome Home" in which children returning to New Orleans schools were screened and referred for on-site programs to help them deal with the extreme stresses in their lives due to Hurricanes Katrina & Rita.
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Ron spent over 25 years behind bars. Now he is committed to sharing the freedom he knows with others: a freedom he discovered behind bars, and now he is able to keep others from going through his same experience.

These are Ron’s words:

We are all exposed to a wide variety of people and situations, but we are responsible for the choices we make. After spending 25 years in and out of prison, I was finally challenged to write my book, titled “Choices.”

Every choice has a consequence – good or bad. Whether you decide to make good choices or bad choices, your life will be the result of those choices and consequences.

While I was in prison I exaggerated my own story to make myself sound better, seem tougher and look “badder” than the other inmates. I jockeyed for position behind those prison walls, in my cell, the yard, and mess hall. The truth was that I was scared out of my mind. I was ashamed of my drug use, of the weeks at a time before I was in prison when I did not eat, sleep, or bathe because of my addictions and running on the streets. This is not the sort of thing you discuss over lunch with people you just met.

I survived those years by humbling myself and reaching out to people and organizations willing to help me make positive choices. Had it not been for the outreach programs, mentoring, family, friends and men’s ministry, I would not be writing this story today.
Matching a particular youth with a program that has a demonstrated ability to achieve a positive outcome is the most underleveraged variable in the success equation for youth involved in the child welfare and juvenile justice systems. FirstMatch™ is a state-of-the-art software solution that uses predictive analytics to help providers and placement decision makers identify the most appropriate program for a child, both out of home and in home services, significantly increasing the likelihood of a positive outcome. FirstMatch™ uses information that has been collected from various assessments from youth, their families, past records, and the courts, and compares this information to the historic results of providers. By use of artificial intelligence, it compares the predictive factors of the referral to the historical outcomes achieved by unique programs for clients that presented with the same or similar predictive factors. A trained algorithm is utilized to determine which program has the highest likelihood of producing the desired outcomes from this specific youth. As part of the FirstMatch™ model, a report is provided to the courts or decision maker identifying each youth's likelihood of program completion and remain-out-of-care, along with other desired outcomes. Implementing FirstMatch™ could benefit the child welfare and juvenile justice systems by making the decision making process less subjective and more scientific by use of machine learning and data that is specific to the particular needs of a youth. Additionally, it has the capability to incorporate all readily available information that has been collected over the years but never formally analyzed.
With pandemic-induced hiring issues and revival laws enacted throughout the country, it’s more important than ever to RAAMP Up™ Abuse Prevention practices.

During our 90 minutes together, attendees will learn about an organization’s standard of care, the formula to prevent abuse, the insurance market for abuse coverage, and our exclusive program to evaluate, supplement, and improve your existing Abuse Prevention Program. We look forward to seeing you!

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**1 - 2:30**

**Best Practices for Avoiding Abuse at Provider Agencies**

Lisa Bellis  
Brown & Brown, ARM, CPG, CSM, CIC, CRIS

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**1 - 2:30**

**Engaging Your Community Through Social Media Strategies**

Emily Ferguson  
Sarah A. Reed Children’s Center

As organizations serving children and youth, we not only have a responsibility to educate our clients and families, but also the communities where we exist. This presentation will discuss how social media can aide your organization to reach its goals.

This presentation will address the use of social media for non-profit organizations, and how to utilize different platforms (Facebook, Instagram, LinkedIn, Twitter, and more) to engage and educate your audience about your mission, values, and services.

We will discuss the ways different departments can collaborate to help achieve mutual success in addition to using resources in the company and community. This presentation will assist organizations in creating a plan leveraging the resources they already possess to effectively utilize a variety of social media platforms.

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**1 - 2:30**

**9 Transformational Competencies Needed by Today’s Nonprofit Leaders**

Dennis C. Miller  
DCM Associates

This is an engaging, interactive and motivational presentation on the new nine competencies needed by today’s nonprofit leaders. The nine competencies are: visionary thinking, emotional intelligence, relationship building, entrepreneurial spirit, collaboration, CEO’s role in philanthropy, collaborator, succession planner, becoming a positive brand builder and inspirational motivator for your entire organization.

The traditional leadership competencies of being mission driven, community relationships, grant writer and program and services provider are still crucial. But in today’s challenging times, successful nonprofit organizations seek leaders with the nine leadership competencies.

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**1 - 2:30**

**Equine-Assisted Therapy: Building an Innovative Practice**

Heather Girvin/Lone Oak  
Abigail Wilson, LSW, MSW  
Sarah Primak, LSW, MSW  
Katie Linebarger, LPC

Founded by Dr. Heather Girvin, Lone Oak is a equine-assisted therapeutic program that provides various services with various populations across all age groups to address complex social and mental health needs.

As a new and innovative program, Lone Oak was created to fill a gap in services in a Lancaster County community. Programming was thoughtfully combined to meet client’s needs while building a community. This presentation will review the creation of a non-profit, creation of an innovative program, and the theoretical framework utilized. It will also describe equine-assisted therapeutic services and the benefit to clients.
3 - 4:30

An Appreciative Approach to Staff Retention

Stacy Taylor
Hoffman Homes for Youth

The presentation will cover information discovered during dissertation research along with anecdotal experiences regarding experienced success with staff retention.

3 - 4:30

Autism & the Juvenile Justice System: How & When to Intervene & Support

Kate Hooven & Lindy Mishler
ASERT Collaborative

From 2009 to 2014, the Pennsylvania Autism Census found that the number of Pennsylvanians with autism spectrum disorder (ASD) receiving services increased from nearly 20,000 individuals to over 55,000 individuals. The number of individuals with autism who had contact with the juvenile and criminal justice systems also has increased.

The location, the circumstance and the outcomes are different in each case, but, there is an underlying theme in each incident—a call for training for law enforcement, corrections, justice system professionals and providers on how to identify, interact and support individuals with autism in the juvenile and criminal justice system.

3 - 4:30

Measuring What Matters Most: The Power of Business Intelligence

Scott Bachik
enkompas, BI, LLC

The presentation will provide a foundation of Business Intelligence (BI), how it works, and highlight case studies of how Human Service Providers leveraged the power of BI to organize cross-functional data, visualize and communicate that data, and create insight and knowledge to drive transformational change and growth. The presentation will outline the Provider journey from their initial state through the transformation to having a functional decision support system with timely information. It will highlight what worked, what did not work, and outline the keys to success in implementing BI. The presentation will also review how to leverage BI to create automation and eliminate manual data management.

3 - 4:30

Communicating Trust: A Strategic Approach to Reputation Management

Tracy Pawelski
PPO&S

Trust is an essential part of any organization’s success. But almost daily, reputational issues make headlines, eroding trust with key stakeholders. This is especially relevant for PCCYFS where trust and reputation go to the very heart of your relationship with your members, children and families, policymakers and the media. This training leaves participants with concrete steps to proactively communicate your mission at the same time you are preparing for the challenges ahead.
This year’s conference offers many opportunities for networking. Wednesday, September 29 from 2 to 3 pm, there will be an Ice Cream Social sponsored by The Academy Schools. Everyone will be able to enjoy a sweet treat while talking to fellow attendees and exhibitors.

From 6:30 to 8:30 that evening, there will be networking mixer, also sponsored by The Academy Schools. This event provides a relaxed atmosphere for socializing. Hot hors d’oeuvres and a private bar will be available.

From 8:30 to 11 pm Wednesday, attendees are invited to stop by the Brown & Brown Hospitality Suite, where there will be a chance to relax, enjoy delicious desserts and talk to sponsors, speakers and fellow attendees. A private bar will be available, as well.

Attendees will receive two complimentary drink tickets in their welcome bags from our premier sponsor Brown & Brown.

On Thursday, September 30, there will be a networking luncheon from noon to 1:15 pm. The Annual Membership Business Meeting will also take place at that time.
The Effectiveness of Pre-Adjudicatory Diversion Panels in Pennsylvania

Joe Abraham & Courtney Wagaman
The IMPACT Project

Pre-adjudication diversion can occur at various decision-making points in the juvenile justice system. It can provide alternatives for youth who have not yet entered the juvenile justice system but who are at imminent risk of being charged with a delinquent act, and can also channel youth who have been alleged to be delinquent away from formal court processing that could result in an adjudication of delinquency. Pre-adjudication diversion can occur at the school, law enforcement, magisterial district judge, and juvenile court levels.

The IMPACT Project has operated, two distinct, pre-adjudicatory diversion programs in Lehigh County, in partnership with Lehigh County Juvenile Probation since 1999. This training will provide an understanding of pre-adjudicatory diversion and the recidivism outcomes of a 13 year, 5 year, and another 5 year longitudinal study that demonstrates the effectiveness of Justice Panels in a variety of measures.

Precision Analytics & Machine Learning to Improve Mental Health Services for Children & Teens

Kristen E. M. Gay, Pete York & Kate Ryan
Gemma Services

Gemma Services will share how the organization is utilizing past and current client data to improve outcomes for youth in their Psychiatric Residential Treatment Program (PRTF). The presentation will outline steps the team took to develop and implement what they call the Insight Generator. During this presentation, participants will see how Gemma is using precision analytics and machine learning as a part of comprehensive treatment planning. A case study will be shared that demonstrates how the Insight Generator is used in the PRTF.
Where Trauma & Transgender Intersect
Lisa Fritz
Lancaster General Hospital

The presentation will address the multiple traumas encountered by transgender individuals throughout their lifetime. This will include microaggressions, traumas related to daily encounters and brain/body incongruence, and trauma related to systems in which the individuals live. The presentation will, also, address the larger traumas encountered in the forms of transphobia, abuse, and discrimination.

Better Outcomes for Children In & Out of Homecare with CaseAIM
Jennifer Brumer & Morgan Ryan
Children’s Home of South Florida

Children are entitled to safe and timely permanency while in State custody. Recognizing the risk, associated with workload and turnover by direct case managers, CaseAIM was developed as a countermeasure to ensure the needs of every child are met timely.

The CaseAIM support team is comprised of people, process and technology to create efficiencies to support case management and provide timely services to the clients served. Children’s Home Society of Florida is the only organization to develop, in collaboration with tech giants, the innovative solution CaseAIM. This workshop will review how CHS utilized CaseAIM as a countermeasure to lower turnover and decrease the length of stay for children in an out-of-home placement, core elements of the program, and what the organization has learned from the implementation.

Enhancing Provider-County Continuous Quality Improvement Under FFPSA
Kristine Creavey and Andy Grimm
PA Child Welfare Resource Center

The Family First Prevention Services Act (FFPSA) emphasizes the use of program-level data to monitor program implementation and outcomes to refine and improve practices.

This continuous quality improvement (CQI) process will be explored not only in terms of best practices at the provider agency and program levels, but also in terms of how best to wield this data-driven process to monitor every eligible child’s safety, permanency, and well-being. Participants will be encouraged to consider how they might expand the reach of their CQI process to include county agencies.

In the spirit of enhanced collaboration and teaming, we will end the session by providing tips and tricks for providers to use so that their communication of data to agencies and other stakeholders can be as appropriate and effective as possible.

Promoting a Team Culture of Resilience
Susan Damico
Devereux Center for Resilient Children

Leading teams can be difficult and leading teams during times of crisis can feel overwhelming. The science of resilience helps us to understand what skills, behaviors and attitudes are essential to navigate challenges and lead in ways that help our teams “bounce back” and move forward. As we navigate the current climate, leading with a resilience mindset is essential. In this workshop, participants will learn a holistic framework for promoting resilience within themselves, their staff and ultimately within the children and families served by the organization.
3 - 4:30 (1.5 CEU credits)

**Current Drug Adolescent Trends**

Matthew Null
Diversified Treatment Alternative Centers, LLC

Today’s students are not just drinking beer and smoking a little weed. Are you aware of what waxing, boofing, and robotripping are? If you see writing on the bathroom stall from a student looking for Molly, they are not looking for a girl named Molly. If you were a student looking for drugs where would you try to get them? Learn what’s new based on the speaker’s years in the drug and alcohol field and working with students in treatment.

3 - 4:30

**2021 Employment Law Compliance Issues & Trends**

Sarah Ivy, Richard Calabrese, & Rick Hackman
Saxton & Stump

Human Resources Professionals and Benefits Administrators have been presented with a new set of challenges due to the change in Administration. From new requirements related to employee benefits and subsidies, implementation of new employment laws and increased enforcement of existing regulations, and COVID-19 return to work issues, employers have been confronted with an onslaught of changes, hurdles and obstacles with respect to protecting employee rights, limiting employer liability and maintaining a safe workplace.

Saxton & Stump attorneys Richard Hackman, Sarah Ivy and Richard Calabrese will identify the timely issues of which you should be aware and how to confront these issues from both a proactive and reactive standpoint.

3 - 4:30

**Cyber Security: Things That Keep You Up at Night**

Rex Johnson & Mark Fahnestock
CAI

Hackers, Ransomware, and Bears, Oh My! Cyber fraud and abuse is a growing concern for many agencies, small and large alike. As technology evolves, the opportunity for cyber threats increases exponentially without taking the necessary precautions to protect yourself, your agency, and your client and staff data.

Learn about ongoing threats happening in the world today, as well as precautions and considerations you should be thinking about to help protect yourself and your agency. This session will help give you the tools and ideas to advance your cybersecurity protections so you can go back to having a good night’s sleep.

3 - 4:30

**Competitive Recruiting Strategies for 2021**

Sarah Patschke & Calyn Brewer
Bethany Children’s Home

If you were asked what the main concern of most employers today, you would probably say “staffing!” This session provides effective strategies for recruiting the ideal candidates. In addition to recruiting, we all know it is equally important to retain those ideal candidates. With so many changes in the nonprofit sector over the past year, it is crucial to adapt and create an engaging environment to increase staff retention. Join this brainstorming session to learn and share effective ideas in recruitment and retention.
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Jackie Kreshock
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David Mattern
Abigail Wilson
Kim Yakowski

Proud to support PA Council of Children, Youth & Family Services in improving the quality of life for the children, youth and families within our Commonwealth.

pa.beaconhealthoptions.com
The health and safety of our conference attendees is a top priority. In light of the ongoing COVID-19 pandemic and the rise of the Delta variant, stringent safety precautions will take place. All registrants will be encouraged to wear a mask unless they are fully vaccinated against COVID-19 before the start of the PCCYFS Annual Conference.

Some of the safety measures include:

- Two tables to expedite registration and promote social distancing
- Hand sanitizer located in each session room, as well as throughout the hotel
- Bottles of hand sanitizer given to each attendee in their welcome bag
- Masks will be available at registration and the front desk for attendees if requested
- Spaced out seating in session rooms and wherever possible
- Multiple food lines for quicker/easier access
- Hotel staff will be wearing masks, as they serve food at buffet

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Our psychiatric hospital is part of the KidsPeace Continuum of Care offering intensive short-term stabilization.

Residential programs include:
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The membership of PCCYFS is committed to high quality, flexible, and innovative services for children, youth, and families that are easily accessible and support personal independence. In pursuit of this goal, we recognize a shared value base and foundation of practice that supports professional development and education, advocacy, and efforts to influence the funding environment.

WE VALUE:

Children and Their Families
We support a strength-based approach in our work, recognizing the value and worth of each child and family.

Respect for Each Other
We hold that each individual and agency is a valuable part of our common work and worthy of respect.

Strength in Cultural Diversity
We promote the strength of our cultural, racial, and historical diversity.

Unity of Voice and Action
We know the value of speaking with a united voice and common language derived from our shared experiences and are committed to acting decisively and collectively.

Integrated and Coordinated Services
We value a full array of services delivered through an integrated systems-of-care delivery process.

Multi-Level Involvement
We encourage active participation and leadership in Council committees, workgroups, and activities from administrative, management, and program staff within member agencies.

Quality
We support continuous quality improvement and best standards of practice within our collective system of services.

Achievement of Positive Outcomes
We strive to provide responsive services that reflect best practices and support achievement of positive safety, permanency, and well-being outcomes.

Professional Development
We work to establish and sustain culturally competent services and are committed to sharing professional expertise and resources.

Mutual Support
We value statewide support on local and regional issues.

Integrity and Accountability
We work to maintain credibility and accountability in our interactions with regulatory offices, purchasers of service, the communities in which we work, and especially the families that we serve.
As thought leaders, PCCYFS supports continuous improvement within our collective system of services and strives to identify best practices that will achieve the most positive outcomes for the safety and well-being of children and families. PCCYFS offers member-driven solutions, education and professional development, and advocacy to its members in order to advance our field.

Workgroups and Committees
Each of our members has valuable insight to contribute as we identify issues, develop data-informed solutions, and promote best practices. PCCYFS members find great value in statewide and regional workgroups that address critical issues pertaining to agency operations and viability. These communities of practice provide excellent opportunities to elevate our field and develop solutions to benefit our agencies and the clients they serve. PCCYFS uses these discussions, proven solutions, and quality data to advise state and local decision makers.

Networking
Members network and learn from one another both regionally and statewide. Through special events, workgroups, trainings, committees, regional councils, meetings, e-mail groups, and our members-only website, our members know they are never alone when facing a challenge. These forums also allow members to share unique solutions.

Communication
Through relationships with state and local officials, PCCYFS keeps members abreast of the latest developments in the field. Our staff and members have a voice at workgroups and task forces that ultimately influence the operations and direction of Pennsylvania’s child serving system. PCCYFS diligently maintains consistent communication with members through regular e-communications such as a newsletter, regional meetings and a members-only website.

Professional Support
Through our sizable network of non-provider vendor members, agencies also have access to a pool of services, often at a discount, to support their agency business functions.
PCCYFS BECOME A MEMBER

For more than 45 years, Pennsylvania Council of Children, Youth and Family Services has been working to improve the quality of life for Pennsylvania’s at-risk children and youth and their families.

PCCYFS works on behalf of its members to break down barriers and build relationships between counties and service providers. PCCYFS identifies system efficiencies to enhance services and service delivery in ways that make the client’s experience more seamless. When special needs and issues arise, PCCYFS leverages the resources of its provider members to quickly identify the best resources to address the challenge and achieve successful resolution.

Memberships are available in the categories of provider, supporting and individual. More information and membership applications can be found at pccyfs.org.
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PCCYFS has an expansive portfolio of pertinent, thought-provoking trainings that it regularly presents. Visit our calendar of events for upcoming trainings at PCCYFS.ORG

WeDELIVER
The PCCYFS Training Institute is available to organize on-demand training sessions both in-person or virtual for clinical teams, foster parent groups, social workers, probation officers, teachers, and other relevant stakeholders. The Training Institute will take care of all the administrative details of these trainings, including finding a trainer, scheduling at a time that works best for your team, certificates of attendance, and other specifics. You can select from our list of pre-existing training topics or we can design a curriculum for your group. Rates start at $200/hour.

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