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#### A Message from the Board Chair and CEO



David T. Wallace, Esq.



James R. Mason

Raising children today is tough even under the best of circumstances. We know exactly how tough it is from first-hand experience with thousands of parents each year. Our mission, **inspiring and equipping today's parents**, **families**, **and communities to raise capable**, **caring and contributing children**, is only achievable by leveraging our 165 years of experience with continuous innovation to respond to the ever-growing concerns of contemporary parents.

**Thanks to you,** and others who are committed to strengthening families for all children, especially those most vulnerable, FY 2017 saw significant growth for Beech Acres Parenting Center. We more than doubled the number of children placed in nurturing Beech Acres foster homes, largely because of the expanding opioid epidemic. Thanks to the leadership of our foster care staff and parents, **we grew substantially in the number of children served, while intentionally focusing on service quality.** At the same time, we expanded our services to ensure more children will grow up well in their own safe, loving birth and/or extended families. You can read about one of these services in the Wrap-Around Support article inside.

We exceeded our annual goal for the number of people we serve, with over 20,000 parents, children and professionals benefiting from Beech Acres outreach. More importantly, we saw growth in service quality and satisfaction. Utilization of the *Net Promoter Score*, a system used by for-profit and non-profit businesses to measure customer satisfaction & loyalty, showed a client satisfaction level which far exceeded benchmarks. We are expanding the use of the system to continually improve the quality of everything we do on behalf of all the parents, children and professionals we serve.

Armed with the results of our first-ever "Cincinnati Parenting Survey" we believe we are better equipped to help today's parents. We learned that parents prioritize *Understanding kids' mental health issues* and *Building on my child's innate strengths* as their top two areas of interest for receiving help. We were encouraged that so many see the benefit of developing their children's natural strengths as a means of preventing future problems.

Finally, we established a New Business Development team to ensure we innovate to meet families' evolving needs. Several programmatic innovations are in our pipeline, most notably Parent Connext™ and The Character Effect™. Parent Connext™ places Parenting Specialists in pediatricians' offices where they can help spot early potential family stressors, child behavior, and parenting challenges...and provide valuable support to prevent them from becoming significant problems long term. Early in its implementation, over 400 parents and their children have been served. You can read about one of them inside.

The Character Effect™ framework incorporates natural character strengths with mindfulness practices, which is a big step in helping parents develop those innate strengths in their children they asked about in our research. In partnership with Children, Inc., we are pilot testing, we are pilot testing *The Character Effect™* in seven local schools. This prevention program is designed for *ALL* students, teachers, and parents in each school building. By applying the strength-based and mindfulness components of our Natural Strengths Parenting™ model, we can change the language used in a school community, thereby improving its culture and its students' success. We will have much more to share about this as FY18 unfolds.

None of these accomplishments would be possible without the passion for service and commitment to excellence of nearly 400 board members, staff, foster parents, volunteers, and contractors!

**THANK YOU!!** Our loyal donors, investors, and advocates are every bit as critical to our success as those recognized above. The incredible team who invest their time and talent in our mission are able to make a HUGE difference because of those who make it possible with their financial investments. I am very grateful for what we have accomplished together.

Enjoy a few snapshots of our year on the following pages. And please bookmark our blog *Beech Roots* and follow us on Facebook, Twitter and Linked In. As always, you can reach Jim the 'old-fashioned' ways by his direct phone number (513-233-4680), mobile (513-404-3390), or email (jmason@beechacres.org).

Be well,

David T. Wallace, Esq.

James R. Mason

















## Wrap-Around Support

An important ingredient in serving modern parents is meeting them where they are with appropriate and effective services.

This means not only helping them where they are in their parenting journeys, but being physically available at convenient locations.

To accomplish this, Beech Acres provides services in homes, communities and over 25 local schools. Wendy was first introduced to Beech Acres Parenting Center at her eldest son, David's school. David, was experiencing behavioral issues in school and was connected with mental health services through Beech Acres Parenting Center right at the school. This simple connection to initial services for David started an important journey for Wendy's family.

Wendy's environment was impacting her personal progress and her ability to raise her family the way she wanted. Negativity from individuals in Wendy's social sphere was having an unwelcome influence

on her and her family. "Wendy felt downtrodden and overwhelmed by her circumstances," said Sarah, a Therapeutic Service Provider with Beech Acres. "She needed direction and encouragement."

Beech Acres offered Wendy "wraparound" support for her entire family. In addition to her oldest son. Wendy has two preschoolers. As an early prevention tactic, Wendy's younger children were enrolled in our *Kindergarten Readiness* program. The personalized support Wendy and her children received through Kindergarten Readiness helped them identify their own natural strengths as they prepared for success in school. Wendy's daughter successfully completed the program. Her results on the Bracken School Readiness Assessment demonstrated 'very advanced' on the school **composite score.** Her youngest son continues to participate in the program and is on target developmentally as indicated by the Bracken Assessment.

Wendy's perseverance has led to an improvement in her family's situation. Not just for her children, but for herself. "Our wrap-around support included helping Wendy achieve her overall personal goals in addition to early learning preparation for her daughter and son," said Deandre, a Parent Educator with BAPC, "She focused on gaining employment and finding adequate housing for herself and children." As a result of participating in various programs through Beech Acres Parenting Center Wendy is now gainfully employed and is moving her family into its own home.

Deandre continues to engage Wendy and her family in wraparound services with Family Peer Support and Behavioral Health services. Her family is happily thriving, and her children are prepared for success in school. Her resiliency has altered the trajectory of her life and the lives of her children!

# SOCINCINNATI PARENTS SURVEYED

The first-ever "Cincinnati Parenting Survey" conducted by Beech Acres Parenting Center has revealed the primary concerns and opportunities that parents in Greater Cincinnati think about while raising their children.

Results of the survey also show what parents are doing to find help, and how they feel about the hard work that goes into parenting every day.

The data from this survey equip our service providers with a better understanding of the questions parents carry in their hearts. Our program teams are empowered to improve existing offerings and develop innovative new solutions based on parents' real concerns. It will also allow us to craft relevant messaging that speaks to parents directly and addresses the specific concerns they have.

"In a time with so many outside influences on our children, parents are faced with more challenges than ever before. We work with parents to understand how they can help their children to focus on and use their innate strengths to overcome these challenges. It's an important skill that they'll be able to use for the rest of their lives."

- Jim Mason, President & CEO

#### Top concerns for Cincinnati parents





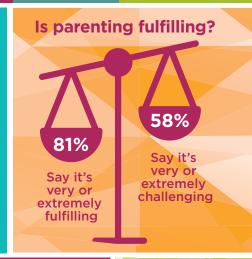






drugs Lack of respect & talking back

**BY AGE** picky eaters social emotional media development learning disabilities dating kids' college self-control parent prep patience homework potty training



Areas parents are interested in receiving help.



Understanding kids' mental health issues



Build on my child's innate strengths



Finding effective discipline techniques



Understanding kids' emotional development Information is based on Beech Acres Parenting Center's 2017 survey of 616 parents in Greater Cincinnati who have children aged 18 and under that lived with

Are parents seeking help?



More than 6 in 10 parents reach out to their social networks for support at least once a month.



Most parents turn to pediatricians as their trusted source of advice about child rearing problems. Conversely, many pediatricians worry about the impact family and modern-day stressors have on children's health. Yet a typical visit to the doctor is a difficult time for the kind of consultation many parents need. Until now.

Parent Connext™ was designed by Beech Acres Parenting Center staff with pediatricians to solve this dilemma. In partnership with the Mayerson Center for Safe and Healthy Children at Cincinnati Children's and funded by Bethesda Inc., the aim of Parent Connext™ is to support, educate and connect parents to the next step on their parenting path. Parenting Specialists have space in the pediatric practice, making them convenient for parents.

Parent Connext™ is on its own journey to demonstrate a positive impact on the quality of children's health, parent and physician satisfaction, and long-term cost reduction, by intervening in potential future health problems before they get started. In its first seven months, Parent Connext™ has made impressive progress on its three-year journey to demonstrate stronger pediatric health care.

Testing in four pediatric offices thus far, as of the end of the fiscal year, 1588 families have been screened during well-child visits for stress from environmental and parenting factors. Beech Acres Parenting Specialists have received a total of 426 referrals, either through the screenings or directly from the pediatricians.

Natural Strength Parenting™ provides a framework of success for families.

# HOUSE OF VALUES

ARCHITECTURE PROVIDED BY PARENT CONNEXT

Through our NSP framework, Parenting Specialists encourage parents to; shift from reactive to intentional parenting; focus on developing their child's natural strengths (and their own); AND mindfully notice each moment with their child as an opportunity to deepen their relationship and model important values.

One family recently referred to Sue, a Parent Connext™ Parenting Specialist, brought Natural Strength Parenting™ to life in their home. Literally. Frustrated by their son's big emotions and often aggressive meltdowns, Kelly sought advice from her pediatrician. Sue was there to help.

Kelly and husband, Jon, identified living by values-based goals as a priority for their family. With Sue's guidance and support they convened a family meeting with their three children to create their family's goals. They decided to 'build their house' out of values.

Once they decided what was most important to their family (happiness and joy), the parents and kids examined who they are as a family. These qualities became the foundation for their house of values. An exploration of each member's natural strengths led them to see that their family is kind, respectful, responsible, accountable, healthy and safe.

Building on their strengths of teamwork and creativity, they made a poster together. A house. A house of values. It was important for them to quantify what made their family unique. They listed their values as the foundation of the house. Under happiness and joy as the roof, they made a list of tangible items providing structure for their values.

After asking each other what their values looked like to them, their answers were:

Stay calm when upset (Self-Regulation)
Use respectful words (Kindness)
Tell the truth (Honesty)

When they were finished they had a new perspective on who they are as a family.

Upon reflection, Kelly commented, "I found this process very valuable to my family. It has helped me accept who we are and to respond to each other in a more thoughtful way. I've also learned some strategies to use to help me respond appropriately during a meltdown. And, I've enjoyed learning about meditation. It has been a neat new tool for me to use for myself and with my son."

Kelly and Jon learned several very practical tools by shifting from our typical reactive mode as parents to a more *intentional* and *mindful* approach based on a better understanding and appreciation of each family member's *natural strengths*. This will help them stay grounded, and together, when difficult challenges and stressors arise in their lives going forward. They also have firm validation of their family's values and love for one another.

Parent Connext™ services are currently available at select TriHealth/ GroupHealth Associates offices in Anderson and Kenwood, Pediatric Associates of Northern Kentucky and Landen Lake Pediatrics with designs to expand to more offices throughout the Greater Cincinnati area in 2018.

433

#### Bethesda Inc.

Special thanks to Bethesda Inc. for their \$1.35M in direct program support over the next 3 years.

## 20,000 PEOPLE SERVED WITH YOUR HELP

### Need Grows... We Meet It



- 6% growth in number of persons served
- 29% growth in Behavioral Health, predominantly in school expansion
- 36% growth in number of Foster Care Children
- 10% staff growth
- Reorganization to create the New Business Development Team
- Implementation of Lean Six Sigma

High Standards...
We Meet Them



- Passed rigorous review from Council of Accreditation
- Net Promoter Score asks...
   Would you recommend to a friend?
  - Global Benchmark: 40
  - BAPC Score: 72
- Awarded Center for Clinical & Translational Science & Training Academic-Community Research Partnership Award for Parent Connext™
- Awarded PreventionFirst! Rachael Hutzel Prevention Partner Award

Parents...
We Meet Them
Where They Are



3 Locations





4 Pediatric Offices



Refreshed & reorganized website



164

Total Foster Care children served

93

New Foster Care Placements

27

New Foster Care Families

9

Adoptions

### NATURAL **STRENGTH PARENTING**™

UNCOVERING THE STRENGTHS
OF ALL CHILDREN
WITH A MINDFUL FRAMEWORK
FOR INTENTIONAL GROWTH.

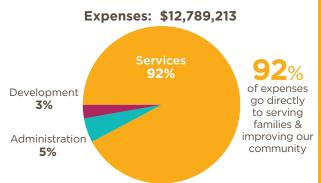


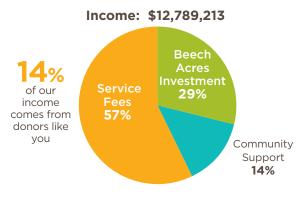
## 3 SIMPLE STEPS TO START TODAY

- Set an intention for yourself as a parent & for your child as an adult.
  - **Examples:**
- I want to have a strong parenting bond with my kids.
- I want my kids to become independent, loving adults.
- 2. Reflect on the strengths of you & your child.
- Go to viacharacter.org and complete the survey to uncover your own character strengths.
- A youth survey is available for ages 10-17 years old.
- 3. Identify a strength you see in your child, stay present to notice it and tell them you appreciate it!
- Turn off electronic distractions, maintain eye contact, and listen with the simple intention of better understanding him/her.
- Identify a specific strength or gift you see in him/her, and when you observe it expressed, share your appreciation and respect.

#### **Financials**

Our goal is to use every dollar as efficiently and effectively a possible, ensuring Beech Acres Parenting Center's legacy & impact continues.

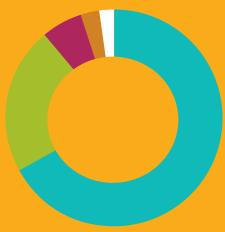




#### **Net Assets**

7/1/2016 \$61,099,355 6/30/2017 \$65,055,524

### WHERE HOW SERVE PARENTS THEIR KIDS?



■ Behavioral Health	15,204
■ Parenting Solutions	5,084
■ Foster Care, Every Child Succeeds and Intensive Family Restoration	842
Building Strong Marriages & Relationship and Fathers are a Factor	s 325
Professional Development	271

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