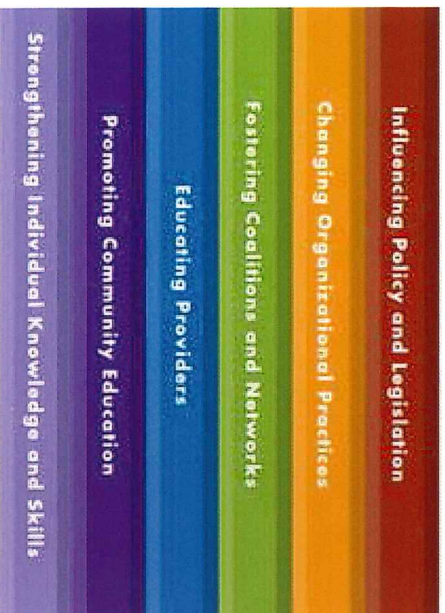


It's no secret that child abuse happens in Douglas County. To change that, Mercy Medical Center and Mercy Foundation, working in concert with over 30 Douglas County community partner agencies and organizations, formed the Up2Us Now Child Abuse Prevention Coalition in July 2010.

Our Shared Vision

Our shared vision was to develop a child abuse and neglect prevention initiative to address all six levels of the Spectrum of Prevention.

THE SPECTRUM OF PREVENTION



Our Core Values
Reverence Integrity Compassion Excellence

Our Mission
A Mission of Giving
Since its creation in 1973, Mercy Foundation has developed strong community partnerships to financially assist Mercy Medical Center in its vision to improve health, well-being, and quality of life for families and children. Foundation funding helps develop programs, technology, and facilities, allowing the organization to grow in its ability to enrich the lives of our Douglas County children today and into the future.

Mercy Foundation
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www.mercygive.org
8613130 (2/17)



Imagine better health.™

Mercy Foundation

UP2US NOW Child Abuse Prevention

Community Conversation

Community conversations began in 2008 bringing multiple agencies together to discuss the needs of Douglas County. Through a community needs assessment, the Up2Us Now Child Abuse Prevention Coalition has identified the following goals that guide our work:

- Increase the safety of children in families and social environments
- Increase community capacity to prevent child abuse and maltreatment
- Increase institutional capacity to prevent child abuse and maltreatment
- Act to change societal factors that condone, perpetuate or mediate child abuse and maltreatment

Our Vision Statement

Children growing in safe and loving environments, empowered to meet their full potential.

Our Mission Statement

To prevent child abuse and neglect in Douglas County through collaborative system changes, utilizing evidence based practices.

Our Goal

The goals of the Up2UsNow Douglas County Child Abuse Prevention Coalition, formed in 2010, are to shift the community norm from intervention, or putting the pieces back together once child abuse occurs, to prevention, sparing the great social, emotional, and financial impacts of child abuse.

The Up2UsNow Coalition is a community initiative whose function is to improve systems in order to enable at-risk families and individuals greater access to prevention services prior to an incident of child abuse. Our success will be measured primarily by seeing a reduction in founded cases of child abuse in Douglas County. Our goals, activities designed to achieve them, and budget to carry them out are prioritized by the coalition at large. A successful strategy must involve community collaboration and include activities in every level of the Spectrum

of Prevention, a tool developed by the Prevention Institute.

About Up2UsNow

While recognizing there will always be a need to treat and alleviate the consequences of violence (Intervention), Catholic Health Initiative (CHI) believes it is crucial to work to prevent violence in all dimensions and levels of our society. To advance this commitment, in 2008, Violence Prevention was identified as a Strategic Priority for CHI and a comprehensive violence prevention campaign, United Against Violence, was launched. Campaign elements include education, public policy initiatives, socially responsible investing and a series of Mission and Ministry Fund Grants designed to promote violence prevention efforts in communities served by CHI MBOs and participating congregations. CHI's 2012-2016 Strategic Plan affirms this priority.

CHI believes that to change the culture, we must move upstream — not just respond to the consequences of violence but work toward the eradication of violence.

The Up2UsNow Child Abuse Prevention Coalition is a collaborative community effort made up of various agencies, organizations, and individuals who have an interest in reducing child abuse in Douglas County. CHI Mission and Ministry funding is eligible to CHI facilities, joint operating agreement organizations, joint venture organizations, participating congregations and strategic partner organizations by submission of a notice of intent to participate at the appropriate time in the grant cycle. Mercy Foundation, as a part of Mercy Medical Center, is a CHI facility. As an early member of a group of concerned community agencies that included CASA, Douglas CARES, law enforcement and the Department of Human Services, Mercy Foundation applied to CHI on behalf of these agencies (which evolved into Up2UsNow) for the funding, and serves as the fiscal agent as stipulated by the grantor.



Our Projects

Period of Purple Crying

An educational program for parents and caregivers of newborns. This program educates on the normal developmental stage of infancy marked by increased periods of crying. The program provides support and soothing techniques to reduce the change of Shaken Baby Syndrome.

Youth Media Project on Child Abuse

A peer to peer video awareness project spreading the message of child abuse and violence prevention using social media.

Supporting Families Committee

A new and innovative project working with community partners to identify high risk families and link them to individualized prevention services that will increase the families protective factors.

For more project information, please visit www.up2usnow.org/projects

