

Child Abuse Prevention Month **Toolkit**

April 2012



**Our
kids:
Our business**

Toolkit Contents

This year's statewide initiative, "**The Power of One**", asserts that through the power of one person, one community, one dollar, one action, etc. during April will help to protect children from abuse and neglect throughout Michigan. Because the safety and well-being of our children is a concern felt by all, the contents of the CAP Month Toolkit are intended to serve as a resource to help meet those concerns. In addition to the information provided in this toolkit CD, copy-ready materials are also available on the CTF website at www.michigan.gov/ctf.

How to Use the Toolkit..

Use the content of the toolkit any way you like to make your observance of Child Abuse Prevention Month 2012 count. You have permission to copy or reprint anything in the toolkit. Feel free to customize the materials and to add the name of your group or your local program information. There are samples of a press release, public service announcements and a proclamation for you to use.

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February, 2012

Dear Child Maltreatment Prevention Partner:

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Executive Director

*Members of the Board of
Directors are appointed by
the Governor with the consent
of the Senate per Public Act
250 of 1982*

April was first declared “Child Abuse Prevention Month (CAP Month)” by presidential proclamation in 1985. Since then, organizations such as the Michigan Children’s Trust Fund (CTF) and its partner Prevent Child Abuse America (PCA), that are dedicated to protecting children, have used this special time each year to acknowledge the importance of families and communities working together to prevent child maltreatment in all its forms.

On April 19, 2012, Michigan will honor CAP Month by sponsoring *Prevention Awareness Day*. The rally event begins at 11:00 a.m. at the Capitol Building. State of Michigan legislators and other key prevention partners will be joining us at the event. Media will be invited. Governor Snyder will have issued a proclamation in support of CAP Month. Rally attendees will then walk a short distance and plant a *Pinwheel Garden* in support of child abuse prevention. The pinwheel is the symbol of the PCA *Pinwheels for Prevention*™ national campaign. The day will also include a Legislative Education day, affording the opportunity for CTF grantees and other child advocates an opportunity to educate legislators about prevention needs and current programming across the state.

This year, our CTF local council partners will kick off CAP Month on April 2, 2012, by planting *Pinwheel Gardens* in their respective communities. Other state and locally supported efforts throughout CAP Month include but are not limited to, *Turn the Light on Prevention*, and *Faith Based Campaign*.

Throughout April we will also feature our statewide initiative *The Power of One*. This theme asserts that through the power of one person, one community, one dollar, one action, etc. Michigan residents can help to protect children from abuse and neglect.

Other CAP Month State Initiatives include:

Turn the Light on Prevention is a statewide effort to bring awareness to the issue of child abuse prevention by asking citizens of Michigan to turn on their porch lights on Sunday, April 1, 2012.

Child maltreatment prevention is a community responsibility. It can be a matter of life or death. By combining our efforts, we have the opportunity to effectively raise awareness about child maltreatment prevention and keep Michigan children safe. Please take some time to look through the materials that we have provided in the CAP Month Toolkit. We hope the materials will help as you embark, with us, in this major child abuse prevention awareness campaign or your local child abuse prevention activities. If you need further assistance in implementing your efforts, feel free to contact the CTF office at 517-373-4320.

Best regards,

Mike Foley
Executive Director
Children’s Trust Fund



The Power of One – Statewide Initiative

Child abuse prevention is an acknowledged community responsibility—this month and each thereafter the Children’s Trust Fund (CTF) shall commit to *The Power of One*. This statewide initiative asserts that the power of one person, one community, one dollar, one action, etc. during April, will help to protect children from abuse and neglect throughout Michigan. The initiative encourages every citizen to take responsibility for providing the support and assistance that all parents need. It is a compelling strategy for the primary prevention of child abuse and neglect.

The goal of primary prevention is to stop child abuse and neglect before it occurs. Primary prevention strategies create supportive environments that empower parents and help them access the tools they need to raise their children in safe, loving, and nurturing homes. Primary prevention efforts are found in places where families gather: neighborhoods, workplaces, shopping centers, libraries, religious settings, schools, and clubs. *The Power of One* initiative accomplishes primary prevention by raising awareness of the solutions to the problem of child abuse and by mobilizing citizens to engage in those solutions.

There are countless options to strengthening the mission of making child abuse prevention a reality. Child Abuse Prevention Month is an opportunity for you to be a positive force on behalf of the children and families in your community. No one person can do everything, but everyone can do something. And together, we can do anything!

Here are some things you CAN do this Child Abuse Prevention Month:

Reach out. Anything you do to support parents and children can reduce the stress that often leads to child abuse and neglect.

- Be a friend to a parent you know. Ask how their children are doing. If a parent seems to be struggling, offer to baby-sit, run errands, or lend a friendly ear.
- Talk to your neighbors about looking out for one another’s children. Encourage a supportive spirit among parents in your community. Join a local Circle of Parents (<http://www.circleofparents.org/>) support group or Great Start Parent Coalition. (<http://greatstartforkids.org/content/great-start-parent-coalition-overview>)
- Donate your used clothing, furniture, and toys for use by another family. This can relieve the stress of financial burdens that parents may take out on their children.
- If you or someone you know feels overwhelmed by the demands of parenting, call Parent Awareness Michigan (PAM) at 1-800-968-4968 for information about family support resources in your community or visit www.preventionnetwork.org to find parenting resources managed by PAM.
- Become a volunteer and/or member of a child abuse prevention and/or advocacy group or organization in your community.
- Make a financial charitable contribution to a cause which will support families and children. (Each \$1 donation can make a difference.)

Raise the issue. By educating yourself—and others—you can help your community prevent child abuse from happening in the first place.

- Explore the Children’s Trust Fund (CTF) Website at www.michigan.gov/ctf to access information you can download, print, photocopy and post in your workplace and in your community.
- Explore CTF local council websites by clicking the applicable county at the following link, http://www.michigan.gov/ctf/0,1607,7-196-40188_42150---,00.html.
- Contact your county’s CTF local council to inquire about prevention programs and educational opportunities available for the community.
- Wear a blue pinwheel and tell people it stands for the prevention of child abuse and neglect.
- Participate in Child Abuse Prevention Month activities in your local community, e.g., Planting a Pinwheel Garden, Faith-based Campaign/Blue Sabbath, Fund Raisers, etc.
- Attend the Prevention Awareness Day (PrAD) rally in honor of Child Abuse Prevention (CAP) Month in Downtown Lansing to show support and to celebrate our state’s children and families. *(When the date is known write it in.)*
- Contact your elected officials and educate them regarding the child abuse and neglect prevention need in your local community, and ask them to support funding and legislative initiatives for parent support and child abuse prevention programs. *(See sample letters included in this toolkit.)*
- Participate in the Legislative Education Day (LED) component of the Prevention Awareness Day event. For more information about LED call CTF at 517-373-4320.

The Power of One CAN Make a Difference!

Pinwheels for Prevention: April 2nd Statewide Event

On April 2, 2012, local councils across the state will plant pinwheel gardens in their communities. (This year April 1st falls on a Sunday. To accommodate Local Councils, the date will be April 2nd for 2012) This initiative was decided upon by the CAP Month Work Group and rose out of success experienced by numerous councils in 2008, 2009, 2010, 2011. The *Pinwheels for Prevention*TM campaign is the national signature campaign of Prevent Child Abuse America. CTF serves as the state co-chapter of PCA. The campaign's objectives are noted below. The PCA toolkit highlights examples and pictures of pinwheel gardens as well as ways to effectively implement a local *Pinwheels for Prevention* campaign.

In 2011, local councils successfully carried out pinwheel gardens by working with local courts, schools, and other prevention partners. Creativity in how you plant the garden—for example, planting gardens in the shape of a pinwheel or at a frequently visited location—will help draw attention to your event and your message. The PCA toolkit also includes examples of:

- Speaking points
- Pinwheel coloring sheets
- PSA scripts
- Press releases
- Pinwheel gardens

We encourage you to contact CTF or councils who have implemented pinwheel campaigns, and to review the PCA toolkit materials (particularly the “Campaign Implementation” section), for ideas on how to work with partners in your community to implement the Pinwheels for Prevention campaign. **Note:** The only positioning not allowed by PCA is equating the pinwheel symbol with deaths from child abuse or reported cases of child abuse.

National Signature Campaign Objectives

(Excerpted from National Signature Campaign Implementation Kit for Chapters)

The following represent the four campaign objectives. Further refinement of these objectives, including the addition of specific measurable components, will take place as part of the development of the campaign evaluation plan, now underway, with public health campaign evaluation expert Doug Evans of George Washington University.

The campaign objectives are to:

1. Generate *greater awareness* of our organization, mission and programs (by establishing a baseline against which progress can be measured);
2. Increase *knowledge* of child abuse and neglect prevention;
3. Effect measurable *changes in attitudes and beliefs* toward child abuse and neglect prevention; and,
4. Effect measurable *changes in behaviors* with regard to child abuse and neglect prevention that progress over time.

Once established, these national campaign objectives are intended to complement and/or provide direction for chapters' campaign objectives, which chapters are welcome to establish based on the needs of their states. In the end, provided the national and chapter campaign objectives are complementary, we will achieve the “national consistency and local flexibility” sought for this campaign and establish a strong baseline from which to build.

Please review the PCA toolkit materials for a wealth of ideas and information!

Faith Based Campaign

In-Faith OBSERVANCES

In-faith observances can be tailored to fit a particular congregation's interests, needs, and resources. Some of these ideas may be useful to your church, temple or mosque in building or strengthening a community of faith in which children and families know that help is available when they need it.

Celebrate or Initiate Services for Families

In-faith observances can provide an opportunity to celebrate existing programs or establish new ones to support families within the congregation or the community as a whole. These efforts may be undertaken by an organization within the congregation (for example, an adult class), the congregation as a whole, or multiple congregations across the community.

- *Launch emergency relief services*
- *Renovate unsafe housing*

Parents who must constantly struggle to meet families' basic needs may be too overwhelmed to provide proper care. Even if parents are coping as well as they can under such circumstances, they may lack the resources to provide adequate shelter and nutrition.

- *Organize volunteers to provide emergency child care*
- *Host or support a Family Activity Center to include activities such as playgroups, Parents' Night Out program, financial education opportunities, and more*
- *Join with other congregations to make such services easily available to the whole community*

The most common reason for referral to Child Protective Services is a child's being left alone. Knowing that child care is easily available when an emergency occurs or simply when one needs a break is one of the most powerful elements of social support for parents.

- *Provide Family Friends, who are volunteer helpers or partners, to parents of young children*
- *Create parent networks or family clusters*
- *Through school partnerships, facilitate parents' interaction with each other and their engagement and leadership in the community*
- *Encourage young adults to assume important roles in service to the congregation and the community as a whole*

Mutual assistance is important in sustaining social support and alleviating worries about care of children. Having someone to call when a baby won't stop crying may be an important step in prevention of maltreatment. The development of parent leadership and civic engagement helps to strengthen family life and to support children's successful development.

- *Establish a task force to develop and implement other strategies for child protection and family support*

Such planning could be a direct outgrowth of adult religious school discussions or at a family-night supper.

Have Special Observances in a Worship Service

- *Build the entire worship service around themes of building community, supporting families, and caring for children*
- *In adult classes, discuss the myths and facts about keeping children safe (you might invite a STRONG COMMUNITIES staff member or volunteer to lead the discussion)*

- Ask members of the congregation to bring items to replenish the supplies of a community organization serving children and families
 - During the worship service, include a brief presentation about CAP Month, the reasons for it, and the possible role of the faith-based community
 - Honor members who are leaders in support for families in the congregation and the community
 - Sign pledges to watch out for families of young children
 - Wear Pinwheels for Prevention stickers and pins to signify such commitments
 - Include inserts in the bulletin or newsletter that explains and describes opportunities for volunteer service
- (For additional ideas contact your MI Children's Trust Fund Local Council, www.michigan.gov/ctf)

Examples of In-Faith Observances

Children's Defense Fund Children's Sabbath Campaign:

<http://www.childrensdefense.org/child-advocacy-resources-center/faith-based-programs/national-observance-of-childrens-sabbaths-celebration/>

The above website contains multi-faith resources and information about the National Observance of Children's Sabbaths Celebration (Children's Defense Fund). Although there is an event which takes place traditionally in October, Children's Sabbaths may be celebrated throughout the year, including during CAP Month (April).

Blue Sunday:

For help in implementing these ideas, finding resources, or linking Blue Sunday is a national child abuse prevention initiative whose mission is to inspire others to create their own child abuse prevention efforts. More information can be found at www.bluesunday.org. If everyone did a little we would see BIG results for children. National Blue Sunday is April 29, 2012. Encourage local faith communities to join other faith communities across the nation as they take the time in their morning service to pray for the victims of child abuse. It's that simple. There's nothing to join and no fees to participate. Your organization can take the lead in making a difference in child abuse prevention efforts.

The following are some suggestions for launching Blue Sunday initiatives in your community. Perhaps partners in your community will have some of their own ideas on how to get faith communities involved.

- ❖ Find out if there is an interfaith council in your community. Contact the leader and ask if you can make a presentation about Blue Sunday at one of their meetings. Ask for a list of council members and contact information.
- ❖ Multiple local councils incorporate Marian Wright Edelman's "Prayer for Children" into Blue Sunday or Blue Sabbath events.
- ❖ Send local churches, temples, synagogues, etc. a letter (sample enclosed) to familiarize them with the Blue Sunday concept.
- ❖ Follow-up by contacting the leaders of local churches, temples, synagogues, etc. and request their participation.

- ❖ Churches often will have social committee groups who will take this on as a project. They will need time to organize it.
- ❖ Ask a florist to make large blue bows to put on church doors.
- ❖ Prepare a packet for each place of worship with the Blue Sunday Prayer and other sample literature. “Lord/God/Allah, thank You for our children. For them we kneel and pray. Help us teach them of Your kindness. Of Your mercy and Your way. Help us show them of Your love. Your strength and safety too. Help us show them who You are. Help us treat them like You do.”
- ❖ Work with local faith communities to host a Blue Sunday event where you give the Blue Sunday Challenge: Let’s pray, educate ourselves, and volunteer for the children of our nation until black and blue are just colors in their crayon box.
- ❖ Conduct a candlelight vigil to commemorate Blue Sunday.
- ❖ Host a press conference to share national, state and local statistics and the history of Blue Sunday.

Sample Letter

Dear Faith Community Leader,

Child abuse is a major problem in our state and in our nation. Three children a day die from abuse; 44% of them are infants, under the age of one. April is Child Abuse Prevention Month and April 26, 2009 is National Blue Sunday. All across Michigan efforts are being made to raise awareness about the impact of child abuse and neglect and to elicit the participation of community members. Blue Sunday is one initiative to inspire others to create their own prevention efforts. We know if everyone did a little we would see BIG results for children.

Join faith communities across the nation as they take the time in their morning service to pray for the victims of child abuse. It's that simple. There's nothing to join and no fees to participate. All we ask is that you register so that we can monitor the growth of this campaign and its effectiveness. **Register your involvement on the Blue Sunday website (www.bluesunday.org).** Your organization can take the lead in making a difference in protecting children.

Some suggested activities for Blue Sunday include the following:

- ❖ Address this issue in your weekly service and/or weekly bulletin.
- ❖ Tie blue ribbons on trees in your place of worship's yard and/or place large blue bows with blue streamers on entry doors.
- ❖ Pray for victims and those who care for them on Blue Sunday (April 26th) or each Sunday in April (see Blue Sunday Prayer).
- ❖ Set up a table with information about child abuse and available local services.
- ❖ Distribute blue lapel ribbons for people to wear during April.
- ❖ Ring church bells three times (the number of children who die each day) at 1:00 p.m.
- ❖ Get local statistics on child abuse victims by contacting your local Child Abuse and Neglect Council. Visit www.michigan.gov/ctf for a complete list of councils.
- ❖ Get handouts and reproducible literature from the Children's Trust Fund of Michigan at 1-800-CHILDREN or visit www.michigan.gov/ctf.

On behalf of Michigan's children and families, we thank you for your time and consideration.

Blöe Süunday

Blue Sunday Prayer*

Lord, thank you for our children
For them we kneel and pray.

Help us teach them of your kindness
Of your mercy and your way.

Help us show them of your love,
Your strength and safety, too.

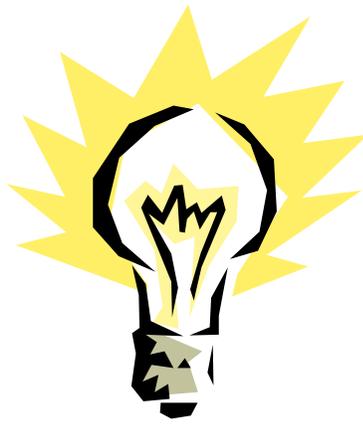
Help us show them who you are.
Help us treat them like you do.

National Blue Sunday is April 25, 2010

Blue Sunday is a national child abuse prevention initiative whose mission is to inspire others to create their own child abuse prevention efforts. If everyone did a little we would see BIG results for children.

Join churches across the nation as they take the time in their morning service to pray for the victims of child abuse and those that rescue them. It's that simple. There's nothing to join and no fees to participate. All we ask is that you register so that we can monitor the growth of this campaign and its effectiveness. Your organization can take the lead in making a difference in child abuse prevention efforts. Please register at www.bluesunday.org.

*Taken from the official Blue Sunday website at <http://www.bluesunday.org/>



Turn the Light on Prevention Campaign

April is Child Abuse Prevention Month. As part of a statewide effort to raise awareness for this important cause, the Michigan Children's Trust Fund is asking the residents of Michigan to turn on their porch and car headlights Sunday, April 1, 2012 in a show of support for Child Abuse Prevention efforts.

On Sunday, April 1, 2012, porch lights and headlights across Michigan will shine brightly for Michigan's children. Show your support and hit the switch for the children of your community.

- ❑ Turn on your porch light the first Sunday evening in April to raise visibility and to show your support for Michigan's children.
- ❑ Actively participate in child abuse prevention activities in your local community throughout the month of April and thereafter.
- ❑ Pledge to embrace the **5 R's of Keeping Children Safe...**
 - **RAISE** the issue
 - **REACH OUT** to kids and parents in your community
 - **REMEMBER** the risk factors
 - **RECOGNIZE** the warning signs
 - **REPORT** suspected abuse and neglect

Every 5 minutes, a child in Michigan is reported as a victim of child abuse. With your help, we can "Turn the Light on Prevention" and change this statistic.

For information on Child Abuse and Neglect Prevention contact the Michigan Children's Trust Fund at 1-800-CHILDREN or visit www.michigan.gov/ctf.

Effective Prevention Strategies

When relating stories of successful prevention strategies, it is important to connect the dots from the program to the prevention of child abuse. Given the public's overwhelming tendency to think about child abuse in its worst forms, the term "child abuse prevention" holds little meaning to them outside of reporting. Thus, describing a parent support program as an example of child abuse prevention will not make sense to them without some explanation.

The U.S. Government's Children's Bureau connects these dots well in its Strengthening Families and Communities: 2012 Resource Guide. *The following is adapted from it:*

Research has found that successful interventions must both reduce risk factors and promote protective factors to ensure the well-being of children and families. Focusing on promoting protective factors is a more productive approach than reducing risk factors alone because:

- Protective factors are positive attributes that strengthen *all* families. A universal approach helps get needed support to families that may not meet the criteria for "at-risk" services, but who are dealing with stressors that could lead them to abuse or neglect.
- Focusing on protective factors, which are attributes that families themselves often want to build, helps service providers develop positive relationships with parents. Parents then feel more comfortable seeking out extra support if needed. This positive relationship is especially critical for parents who may be reluctant to disclose concerns or identify behaviors or circumstances that may place their families at risk.
- When service providers work with families to increase protective factors, they also help families build and draw on natural support networks within their family and community. These networks are critical to families' long-term success.

Which Protective Factors Are Most Important?

Research has shown that the following protective factors are linked to a lower incidence of child abuse and neglect:

- **Nurturing and Attachment.** A child's early experience of being nurtured and developing a bond with a caring adult affects all aspects of behavior and development. When parents and children have strong, warm feelings for one another, children develop trust that their parents will provide what they need to thrive, including love, acceptance, positive guidance, and protection.
- **Knowledge of Parenting and of Child and Youth Development.** Discipline is both more effective and more nurturing when parents know how to set and enforce limits and encourage appropriate behaviors based on the child's age and level of development. Parents who understand how children grow and develop can provide an environment where children can live up to their potential. Child abuse and neglect are often associated with a lack of understanding of basic child development or an inability to put that knowledge into action. Timely mentoring, coaching, advice, and practice may be more useful to parents than information alone.
- **Parental Resilience.** Resilience is the ability to handle everyday stressors and recover from occasional crises. Parents who are emotionally resilient have a positive attitude, creatively solve problems, effectively address challenges, and are less likely to direct anger and frustration at their children. In addition, these parents are aware of their own challenges—for example, those arising from inappropriate parenting they received as children—and accept help and/or counseling when needed.
- **Social Connections.** Evidence links social isolation and perceived lack of support to child maltreatment. Trusted and caring family and friends provide emotional support to parents by offering encouragement and assistance in facing the daily challenges of raising a family.

Supportive adults in the family and the community can model alternative parenting styles and can serve as resources for parents when they need help.

- **Concrete Supports for Parents.** Many factors beyond the parent-child relationship affect a family's ability to care for their children. Parents need basic resources such as food, clothing, housing, transportation, and access to essential services that address family-specific needs (such as child care and health care) to ensure the health and well-being of their children. Some families may also need support connecting to social services such as alcohol and drug treatment, domestic violence counseling, or public benefits. Providing or connecting families to the concrete supports that families need is critical. These combined efforts help families cope with stress and prevent situations where maltreatment could occur.

These protective factors are critical for all parents and caregivers, regardless of the child's age, sex, ethnicity or racial heritage, economic status, special needs, or whether he or she is raised by a single, married, or divorced parent or other caregivers. All of these factors work together to reinforce each other; for example, parents are more likely to be resilient in times of stress when they have social connections and a strong attachment to their child. Protective factors can provide a helpful conceptual framework for guiding any provider's work with children and their families.

Excerpted from its Strengthening Families and Communities: 2009 Resource Guide.

<http://www.childwelfare.gov/preventing/preventionmonth/guide2011/>

Update link

Partners in Prevention – State & National

Each community in Michigan has a variety of organizations, agencies, and groups that could be possible partners with local Child Abuse and Neglect Councils. The formation of working partnerships with other organizations that share a common interest in children's safety and well-being strengthens prevention work. The synergy created by effective working partnerships provides us the greatest opportunity to impact the incidence of child abuse and neglect.

Below is a list of potential prevention resources and partners listed at state and national levels. You are encouraged to utilize resources from these partners and to form partnerships with other organizations in your local communities.

Michigan Partners

- | | |
|---|--|
| Circle of Parents
www.circleofparents.org | Michigan Community Action
Agencies
www.mcaaaa.org |
| Children's Trust Fund of Michigan
(517) 335-1938
www.michigan.gov/ctf | MI Dept. of Community Health
www.michigan.gov/mdch/ |
| Early Childhood Investment
Corporations (ECIC)
www.ecic4kids.org | MI Department of Education
www.michigan.gov/mde/ |
| Fight Crime: Invest in Kids
www.fightcrime.org/mi/index.php | MI Department of Human Services
www.michigan.gov/dhs/ |
| Infant Safe Sleep
www.michigan.gov/safesleep | Michigan Fatherhood Coalition
www.michiganfatherhood.org
info@michiganfatherhood.org |
| MI Association for Infant Mental
Health
www.mi-aimh.org
(734)785-7700 | Michigan Office of Children's
Ombudsman
(800)MICH-FAM
childombud@mich.gov |
| Michigan's Children
www.michiganschildren.org
(800)330-8674 | Michigan State Police
www.michigan.gov/msp |
| Michigan Coalition for Children &
Families
www.miccf.org | Parenting Awareness Michigan
www.preventionnetwork.org
pamcampaign@preventionnetwork.org |

Prevention Network
www.preventionnetwork.org

Prevention Pilot Initiative
Jeff Sadler
Sadlerm@michigan.gov

National Resources & Partners

Annie E. Casey Foundation
www.aecf.org
(410)547-6600

Child Welfare Information Gateway
www.childwelfare.gov/index.cfm

Channing Bete Company
(800)391-2118
www.channing-bete.com
<http://pcaamerica.channing-bete.com/>

The Children's Bureau Office on
Child Abuse and Neglect
www.acf.hhs.gov/programs/cb/

Child Help
www.childhelp.org
(800)4-A-CHILD

Child Welfare League of America
www.cwla.org

Circle of Parents
<http://www.circleofparents.org/>

FRIENDS National Resource Center
www.friendsnrc.org

Home Visit Forum
www.hfrp.org

National Alliance of Children's Trust
and Prevention Funds
<http://www.ctfalliance.org>

National Center for Shaken Baby
Syndrome
www.dontshake.org

Prevent Child Abuse America
www.preventchildabuse.org/index.shtml

The Talaris Institute
www.talaris.org