

Child Abuse Prevention Month **Toolkit**

April 2010



**Our
kids:
Our business**

2010 CAP Month -Children's Trust Fund Councils Only Resource Order Form

Organization: _____

Contact: _____ Phone: _____

Shipping Address: _____

City: _____ MI Zip: _____

Email: _____

Product*	Unit Cost	Quantity	Total
CAP Month Brochure	Free	(Limit 25)	
CAP Month Poster	Free	(Limit 25)	
Blue Ribbon Enamel Pin**	Free	Out of Stock	Out of Stock
Embroidered Blue Ribbons with Sticky Back (Roll of 100)**	Free	Out of Stock	Out of Stock
Blue Wristband**	Free		
In MI We Love Our Kids Booklet	Free		
Pinwheel Pin (new item, limited availability)	\$1.50	(Limit 50)	
Pinwheel Pendant Necklace (New item, limited availability)	\$20.00	(Limit 2, first come, first served basis)	
Total Order Cost			

The above may be ordered directly from the Children's Trust Fund.

Contact: Derrick Hartwell, Fax: 517-241-7038, Email hartwelld@michigan.gov
PO Box 30037 Lansing, MI 48933 Phone: 517-373-4320

*Shipping is free until April 30, 2010, and no minimums are required for CTF partners.

**The Blue Ribbons (pins and embroidered roll) and blue wristbands are discontinued items and the inventory will not be renewed. They are available on a first come, first serve basis.

Contact Derrick Hartwell if interested in ordering these items.

Other Opportunities:

Life's Great!: Life's Great offers educational resources for Child Abuse Awareness and Prevention. For affiliates of Michigan Children's Trust Fund, mention code MCT for a 15% discount on all items, whether invoiced or prepaid (no additional discounts apply). See www.zimmy.com or call 888-88-GREAT for more information on products.

Please contact CTF if you have needs that are not met by these resources.

Local CAN Statistics

To access county-based child abuse and neglect statistics, we encourage grantees to utilize KIDS COUNT.

The steps to acquire the Michigan data are:

- Go to <http://www.kidscount.org/datacenter/>.
- Click over the words **Data by State** in the box in the top middle of the page.
- Next, click on either the actual name Michigan or the State of Michigan on the map provided. This will then take the user to the home page for the Michigan Data.
- In the box at the right side of the page labeled **Rankings, Maps or Trend Graphs by Topic**, click the desired information to seek.
- If the *MI KIDS COUNT Indicators* is clicked, the page will open to a list of all indicators.
- Click on the desired indicator to view data listed by county.

The steps to acquire the National data are:

- Go to <http://www.kidscount.org/datacenter/>.
- Click over the words **Data Across States** in the box in the top right of the page.
- Scroll down the page to the box labeled **Rankings, Maps or Trend Graphs by Topic**, click the desired information to seek.
- The topic choice *National KIDS COUNT Key Indicators* lists a number of key indicators. Click on the “+” sign to the left of the word *Indicators* beneath the topic title to see choices.
- Click on desired choice to view data listed by state.



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF HUMAN SERVICES
LANSING



ISMAEL AHMED
DIRECTOR

September 3, 2009

The Honorable Bill Hardiman, Chair
Senate Appropriations Subcommittee on DHS
State Capitol
Lansing, Michigan 48933

The Honorable Dudley Spade, Chair
House Appropriations Subcommittee on DHS
State Capitol
Lansing, Michigan 48933

Dear Senator Hardiman and Representative Spade:

Section 514 of P.A. 248 (Enrolled House Bill No. 5814) requires the Department of Human Services to make a comprehensive report concerning children's protective services to the legislature. The department's report is attached.

If you have any questions about the attached material, please contact Suzanne Stiles Burke, director, Bureau of Child Welfare at (517) 241-8606.

Sincerely,

Ismael Ahmed

Attachments

- c: Senate and House Appropriations Subcommittees on DHS
- Senate and House Committees on Family and Human Services
- Senate and House Fiscal Agencies and Policy Offices
- State Budget Director

Children's Protective Services 2008 Trends Report Summary

The number of Children's Protective Services complaints received by the Department of Human Services increased from 123,149 in fiscal year 2007 to 124,716 in fiscal year 2008. While more cases were assigned for investigation, the percentage of confirmed cases (i.e., a preponderance of evidence of abuse and/or neglect was found) remained approximately the same. Also during FY 2008, CPS policy and the Child Protection Law were revised to increase protections for children and clarify responsibilities for persons involved in child protection cases.

Highlights of the report:

- **CPS Complaint Trends Summary 1999-2008:**
 - The number of complaints steadily increased from 1999-2003, and then began to decline from 2004-2007.
 - In 2008, complaints increased by 1,567 from 2007. (Attachment A)
 - The percentage of complaints investigated increased from 54 percent (69,133) in 1999 to 60 percent (74,439) in 2008.
 - In 2008, 24 percent of investigations resulted in a finding of preponderance of evidence.

- **Rejected Complaints:**
 - From 2003 through 2008, the percentage of rejected complaints consistently ranged from 37 to 40 percent.

- **Confirmed Investigations:**
 - The percentage of investigations confirmed from 2004 to 2008 ranged between 23 and 26 percent.
 - Only perpetrators identified in investigations disposed as Categories I and II are placed on Central Registry (Attachment B).
 - If the perpetrator in a confirmed case is a licensed foster parent, foster care or adoption worker at DHS or a child placing agency, licensed or registered child care provider or their employee abusing their own children, or a non-parent adult who resides outside the child's home, the perpetrator must be identified on central registry, regardless of category.

- **Five Category Disposition System:**
 - Since FY 2002, the distribution of investigation dispositions has remained consistent. Twenty-two to twenty-six percent are category I, II, or III (preponderance of evidence), and 75-78 percent are category IV or V (no preponderance of evidence). In FY 2008 those percentages were 24 and 76, respectively. (Attachment B)
 - In 2007, 39 percent of investigations with a preponderance of evidence were low/moderate risk (category III). That number increased in 2008 to 42 percent (see 5 Category Disposition System) (Attachment B)

- **FY 2008 Victims of Abuse and Neglect by Age, Race, and Gender:**
 - In the 17,460 confirmed investigations in 2008, a total of 29,401 victims were identified.
 - 51 percent of all victims were female, 49 percent male.
 - 63 percent of all victims were white, 34 percent were African American, and 3 percent were a combination of Native American, Asian, Latino, and other undefined races.
 - 35 percent were under the age of four.
(Attachment C)

- **Perpetrators of Abuse and Neglect:**
 - In approximately 90 percent of all cases, the perpetrator is the parent.
 - There are 1.2 perpetrators for every confirmed investigation.
(Attachment D)

- **Reporting Sources of Complaints:**
 - Law enforcement represents the largest source of complaints filed of all mandated reporters (25 percent).
 - The largest non-mandated reporting source is “anonymous” (22 percent) followed closely by relatives (18 percent).
(Attachment E)

- **Changes to Policy and Law in 2008 Attachment F**
 - To enhance the collection, accuracy, and thorough review of all available information during an investigation.
 - To require mandatory petitions, coordination with law enforcement, and medical examinations in cases involving the production and use of methamphetamine.
 - To ensure that services workers continue to monitor child safety throughout the life of the case.
 - To ensure proper handling of complaints of the pregnancy of a child less than 12, and a child with a sexually transmitted disease.
 - To clarify and expand the release of confidential information.
 - To provide exceptions to when a petition must be filed.
(Attachment F)

Children's Protective Services (CPS) Definitions 2008

Assigned for Investigation: A child abuse and/or neglect complaint is assigned to a worker for the interview of family members, victims, etc., and to complete a thorough review of the evidence and circumstances of the complaint. The worker completes the investigation and submits a report of their findings and disposition of the case.

Category Disposition: Developed in July 1999 and fully implemented in FY 2001, the five category disposition system was developed to allow more definitive case dispositions and to provide an adequate level of services to families with varied risk levels. Those categories are as follows:

- **Category V** – CPS investigated and found no evidence of child abuse/neglect; or the family did not cooperate and the court did not require them to cooperate; or the family cannot be located.
- **Category IV** - CPS investigated and found there was not a preponderance of evidence of child abuse and/or neglect. CPS may assist the family in accessing community-based services.
- **Category III** – CPS investigated and found there was a preponderance of evidence of child abuse and/or neglect and the risk to children was low or moderate. CPS must assist the family in receiving community-based services commensurate with the risk to the child. The perpetrator is not listed on Central Registry. Exception: If the perpetrator is a licensed foster parent, foster care or adoption worker at DHS or a child placing agency, licensed or registered child care provider or their employee abusing their own children, or a non-parent adult who resides outside the child's home, the perpetrator must also be identified on Central Registry when a preponderance of evidence is determined, regardless of category.
- **Category II** – CPS investigated and found a preponderance of evidence of child abuse and/or neglect and the risk to children is high or intensive. CPS must open a protective service case and provide services. The perpetrator is listed on Central Registry.
- **Category I** - CPS found a preponderance of evidence of child abuse and/or neglect and the Child Protection Law or policy requires a petition for court action. The perpetrator is listed on Central Registry.

Central Registry: List of perpetrators who have been substantiated for child abuse and or neglect.

Complaint (Referral): The report taken by the Department of Human Services (DHS), entered into a database system at the DHS local office.

Confirmed Investigations: Investigations where a preponderance of evidence of child abuse and/or neglect is found. Includes category I, II, and III case dispositions.

Disposition: The results or findings of a worker's case investigation, submitted in the investigation summary report within 30 days of the complaint date.

Non-Preponderance: Investigations where there is not a preponderance of evidence of child abuse and/or neglect. Includes category IV and V case dispositions.

Pending Complaint: Status of a complaint that is currently being investigated and pending disposition.

Perpetrator: A person responsible for a child's health and welfare that has abused and or neglected that child.

Preponderance: The level of evidence needed to confirm that abuse/neglect occurred; i.e., more evidence (at least 51 percent) indicates that an incident did occur than the evidence suggesting it did not.

Re-Complaint or Re-Referral: A separate case complaint taken on a family recorded in the data system after the original complaint.

Recurrence: The number of child victims that have subsequent victimizations. Usually reported as a rate by dividing the number of children that had subsequent victimization in a given time period by the total number of child victims.

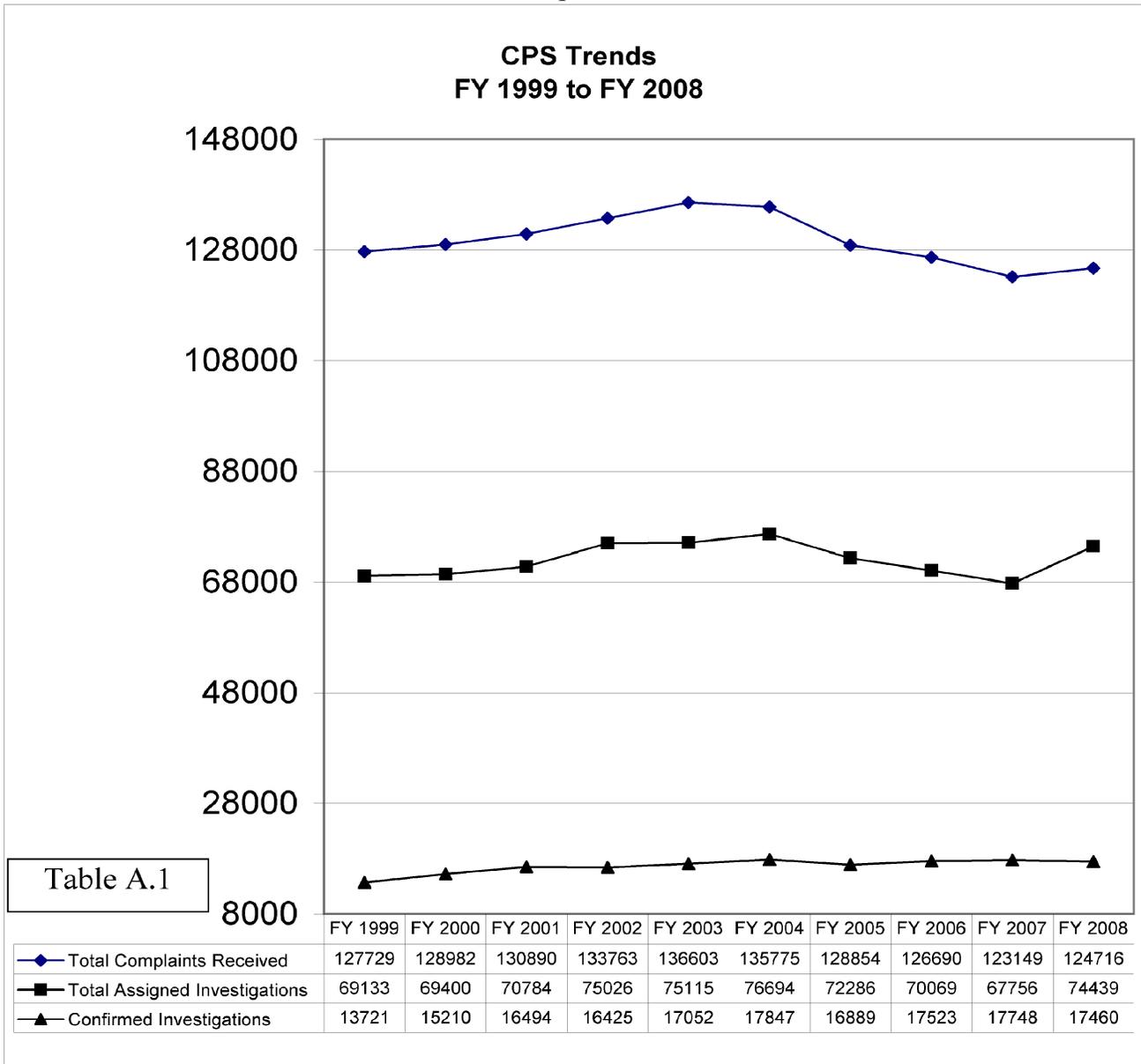
Screened Out (Rejected) Complaint: A complaint that is not assigned for investigation.

Substantiated: Investigations in which a preponderance of evidence of child abuse/neglect is found and the perpetrator is listed on Central Registry. Includes investigations disposed as Category I and II.

Transferred Complaints: A complaint that is transferred to another entity (i.e., law enforcement, licensing).

Attachment A

Graph A.1



Attachment B

Graph B.1

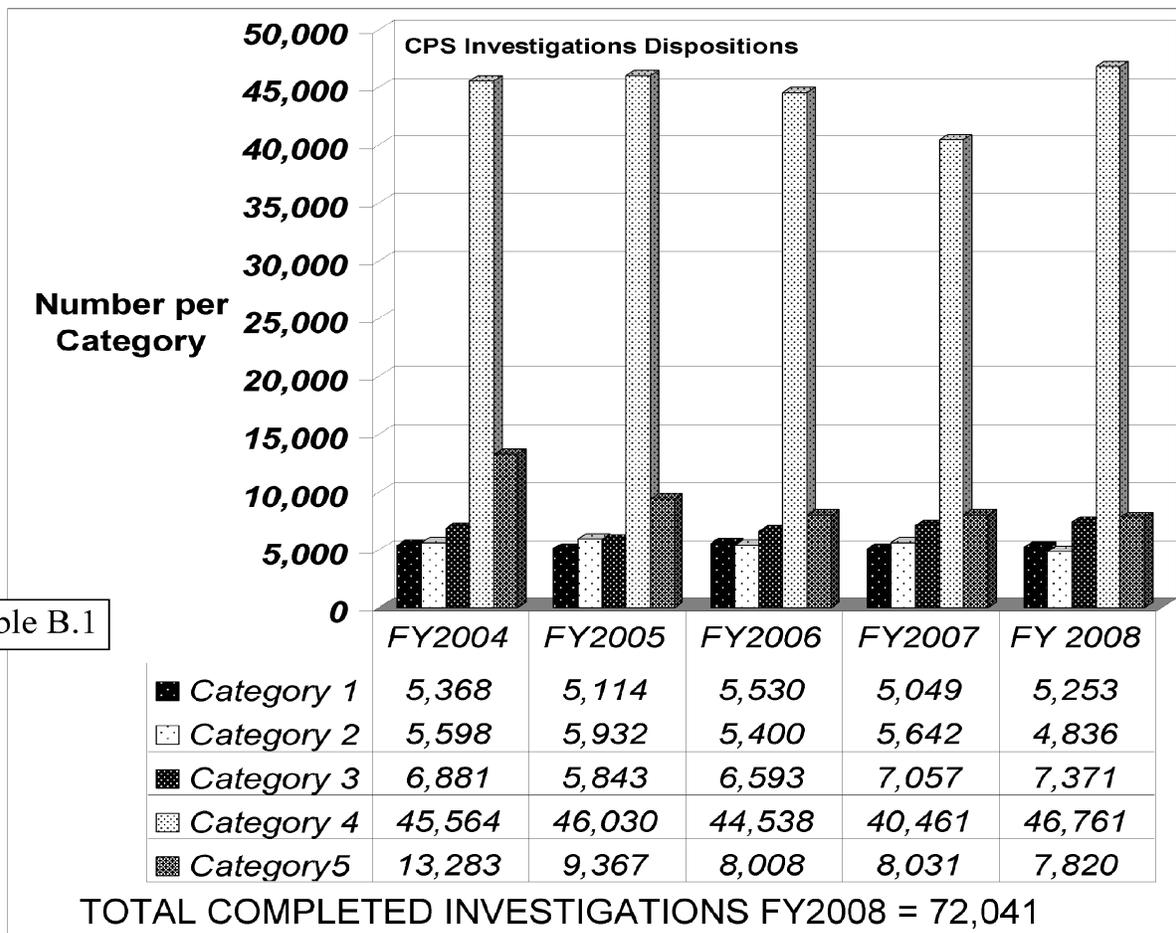


Table B.1

Table B.2

Category III Escalations	
A. Category III cases that escalated to Category II in FY 2008.	147
B. Category III cases that escalated to Category I in FY 2008.	49

ATTACHMENT C

Graph C.1



Table C.1

	WHITE	BLACK	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN	UNABLE TO DETERMINE	Totals
Male	3177	2041	79	23	5	106	5,409
Female	3042	1759	61	13	2	99	4,976
	Race						10,385

Graph C.2

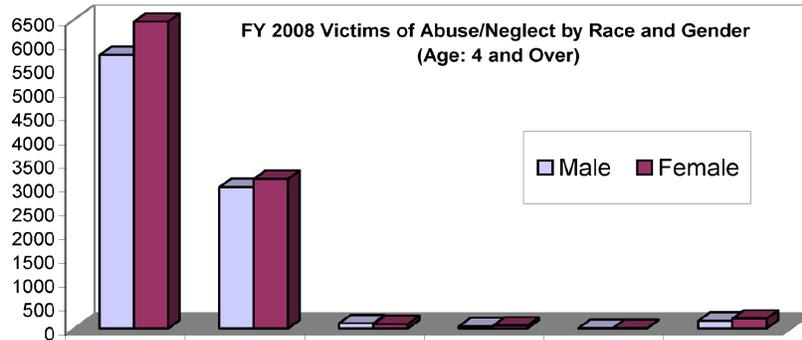
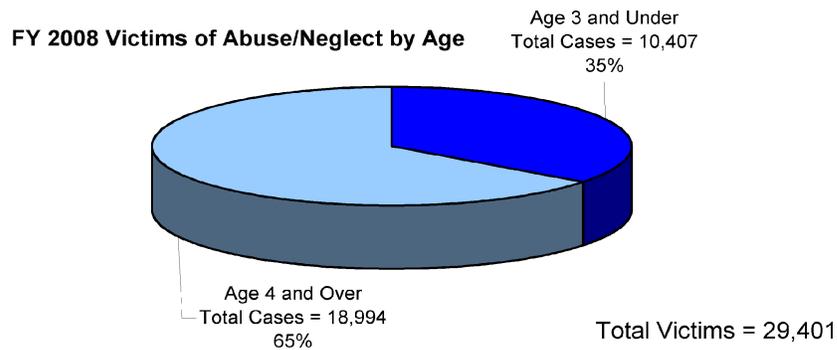


Table C.2

	WHITE	BLACK	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN	UNABLE TO DETERMINE	Totals
Male	5750	2975	104	43	5	156	9,033
Female	6453	3145	90	60	6	207	9,961
	Race						18,994

Graph C.3



There was a total of 138 perpetrators who exposed a total of 129 child victims to criminal drug activity, including the manufacture of illicit drugs, that exposed the child victim to significant health and environmental hazards.

ATTACHMENT D

Table D.1

Perpetrators of Abuse/Neglect	
Relation to Victim Discription	FY 2008
Adoptive Parent	386
Adoptive Sibling	11
Aunt/Uncle	207
Biological Parent	15,729
Cousin	52
Child Day Care Provider	10
Friends or Neighbors	43
Foster Parent (non-relative)	77
Staff	4
Grandparent	377
Guardian	143
Half Sibling	16
Non-relative	1,354
Other Relative	62
Other	248
Putative Parent	173
Relative Foster Care Provider	17
Sibling	65
School Professional	2
Step Sibling	18
Step Parent	1,104
Unknown	987
TOTAL	21,085

Department of Human Services

Data Source: Services Worker Support System (SWSS)

Report Date: April 20, 2009

Attachment E

Reporting Sources of Complaints

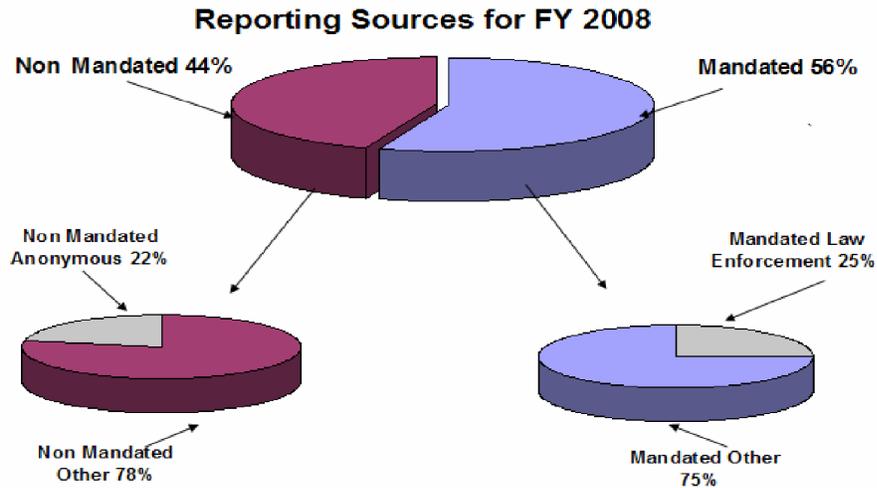
Table E.1

Non- Mandated Reporters	FY2008 Complaints
	488
Anonymous	6,920
DHS Facility Personnel	398
Court Personnel	873
Friend/Neighbor	4,136
Hospital/Clinic Personnel	323
Other	4,174
New Birth Match	195
Other Public Social Agency Personnel	373
Other School Personnel	378
Other Social Worker	932
Parent/Sub in Home	2,306
Parent/Sub out of Home	4,375
Psychologist	196
Relative	5,823
Sibling	186
Victim	303
Non Mandated Reporters Total	32,379

Table E.2

Mandated Reporters	FY2008 Complaints
Audiologist	6
Child Care Provider	420
Clergy	77
Hospital/Clinic Physician	1,417
Coroner/Medical Examiner	14
Hospital/Clinic Social Worker	5,398
Court Social Worker	480
Dentist	54
DHS Facility Social Worker	2,760
DMH Facility Personnel	93
DMH Facility Social Worker	684
FIS/ES Worker/Supervisor	89
Law Enforcement	10,041
Licensed Counselor	334
Marriage/Family Therapist	125
Nurse (Not School)	1,722
Other Public Social Worker	2,268
Paramedic/EMT	17
Private Agency Social Worker	2,656
Private Physician	702
Private Social Agency Personnel	306
School Administrator	
School Counselor	6,213
School Nurse	285
Social Services Specialist/Manager (CPS, CFC, etc.)	240
Teacher	3,656
Mandated Reporters Totals	40,057

Graph E.1



Department of Human Services

Data Source: Services Worker Support System (SWSS)

Report Date: April 20, 2009

Attachment F

2008 CPS Policy Changes

COORDINATION WITH PROSECUTING ATTORNEY AND LAW ENFORCEMENT (March 2008)

CFP 712-3

The Law Enforcement Notification form should be used to refer complaints to the prosecutor and law enforcement as required by the Child Protection Law (CPL), MCL 722.623, MCL 722.628, and MCL 722.628b, and to seek assistance of law enforcement as required by the CPL, MCL 722.628.

Reason: Outline process in the new Social Worker Support System (SWSS CPS) application.

ENTERING ALLEGATIONS DURING COMPLAINT INTAKE (March 2008)

CFP 712-5

Allegations cannot be changed once an intake decision (assign, transfer, reject) is made.

Reason: Federal requirements and SWSS CPS do not allow for the complaint allegations to be changed after the intake decision is made. If the complaint is assigned for investigation, the allegations, as written at the time of assignment, will pre-fill the DHS-154.

INTER-COUNTY COMPLAINTS (March 2008)

CFP 712-6, 713-1, 714-1, 716-2

Policy was added on how to handle complaints involving multiple counties.

Reason: To clarify the policy on handling complaints involving multiple counties.

CASE MEMBER INFORMATION (March 2008)

CFP 713-1

Policy was added regarding updating case member information during the investigation and how to establish households when more than one household is involved in the investigation.

Reason: To ensure case member information is accurate and to document roles of case members in separate households.

MEDICAL EXAMINATIONS (March 2008)

CFP 713-4

Policy on when to obtain a medical examination in sexual abuse cases was clarified.

Reason: To ensure that policy on when to obtain a medical examination in sexual abuse cases is clear.

RISK ASSESSMENT AND FAMILY AND CHILD ASSESSMENT OF NEEDS AND STRENGTHS (FANS-CPS AND CANS-CPS) (March 2008)

CFP 713-11, 713-12

Section updated to reflect changes in risk assessment questions and definitions. Sections updated to reflect how to and when to complete a risk assessment and a FANS-CPS and a CANS-CPS.

Reason: Risk assessments and the FANS-CPS and CANS-CPS do not need to be completed on every case. The risk assessment was re-validated and the questions and definitions were updated to reflect the re-validation.

PLACEMENT WITH NON-CUSTODIAL PARENTS (March 2008)

CFP 715-2

When CPS evaluates placement with the non-custodial parent, CPS must also complete a risk assessment and a FANS-CPS on the non-custodial parent's household. Document in the Investigation Report (DHS-154) or the USP whether or not placement with the non-custodial parent is appropriate.

Reason: To ensure that a thorough evaluation of the non-custodial parent's home is done prior to placement.

CPS INVOLVEMENT IN DRUG RAIDS (March 2008)

CFP 716-7

When CPS receives information from law enforcement that a drug raid has occurred, the case must be commenced immediately.

Reason: To ensure child safety when a drug raid has occurred.

METHAMPHETAMINE USE (March 2008)

CFP 712-6

A complaint alleging that methamphetamine is being smoked in a home where children reside must be assigned for investigation.

Reason: A child's health and well-being may be effected due to the toxic chemicals that are released when methamphetamine is smoked.

RELEASE OF CPS INFORMATION (March 2008)

CFP 717-4

Policy was added outlining when mental health information must be redacted.

Reason: To ensure compliance with federal regulations on the confidentiality of mental health records.

FALSE CPS COMPLAINTS (March 2008)

CFP 712-7, 713-9

The requirement to refer any false complaint to the local prosecutor was taken out of policy.

Reason: To ensure that DHS is not violating the CPL by releasing the name of the reporting person to those not listed in Section 5 (MCL 722.625) of the CPL.

OUT-OF-STATE CENTRAL REGISTRY CLEARANCES (March 2008)

CFP 713-13

Policy on completing out-of-state central registry clearances was added.

Reason: To ensure compliance with the federal Adam Walsh Child Protection and Safety Act (PL 109-248).

MANDATED REPORTERS OF CHILD AND ADULT ABUSE AND NEGLECT (April 2008)

CFP 712-1, 718-8, 718-9

The following new items are added:

- CFP 718-8, DHS Employee Obligation to Report Suspected Child Abuse and Neglect.
- CFP 718-9, DHS Employee Obligation to Report Adult Abuse, Neglect and Exploitation.

Cross-reference links are added from the above manual items to the following newly added Administrative Handbook items:

- AHP 602-3, Conduct and Responsibilities - Mandated Reporters of Adult Abuse/Neglect/Exploitation.
- AHP 602-4, Conduct and Responsibilities - Mandated Reporters of Child Abuse and Neglect.

These items provide instructions to staff on how to report suspected child abuse and neglect and adult abuse, neglect and exploitation.

Reason: To ensure that DHS employees are reporting suspected child abuse and neglect and adult abuse, neglect and exploitation as required by the Child Protection Law and the Social Welfare Act.

RELEASE OF CPS INFORMATION (July 2008)

CFP 713-13, 717-4

The release of information and the central registry policy was clarified to note that any information released under the Adam Walsh Child Protection and Safety Act (PL 109-248) must not be used for any other purpose.

Reason: To ensure compliance with the federal Adam Walsh Child Protection and Safety Act (PL 109-248).

DEFINITION OF MEDICAL PRACTITIONER (October 2008)

CFP 711-4

Definition of medical practitioner was added.

Reason: To ensure medical examinations of children are completed by appropriate medical professionals.

DEFINITION OF TORTURE (October 2008)

CFP 711-5, 718-5

Definition of torture was added.

Reason: To define when a petition needs to be filed, as required by the Child Protection Law, when torture has occurred.

REQUIRED REFERRALS TO LAW ENFORCEMENT AND THE PROSECUTOR (October 2008)

CFP 712-3

Changes were made to when referrals to law enforcement and the prosecutor are required.

Reason: Michigan Child Protection Law change-Public Act 46.

INTER-COUNTY COMPLAINTS (October 2008)

CFP 712-6

Changes were made to the inter-county complaint policy.

Reason: To clarify policy in order to ensure child safety.

Birth Match (October 2008)

CFP 712-6, 713-9, 715-3

Policy was added on how to handle complaints generated by the birth match process and when to add perpetrators to the birth match list. This policy replaces L-Letter L-04-072.

Reason: To ensure complaints generated by the birth match process are handled correctly and to ensure that perpetrators are added to the birth match list when necessary.

CRITERIA FOR ASSIGNMENT OF COMPLAINTS (October 2008)

CFP 712-8

Criteria that must be met in order to assign a complaint for investigation was added.

Reason: To improve consistency in the assignment of complaints and to ensure the Child Protection Law is followed when determining whether or not assign a complaint for investigation.

NON-HOUSEHOLD MEMBERS (October 2008)

CFP 712-8

Policy on when to add non-household members to a complaint was added.

Reason: To ensure that appropriate case members are added to complaints.

PLACEMENT RESTRICTIONS (October 2008)

CFP 713-2, 715-2

Children must not be placed in homes with relatives and unrelated caregivers that have certain felony convictions.

Reason: To ensure compliance with the federal title IV-E state plan requirements.

CHILD DEATH INVESTIGATIONS (October 2008)

CFP 713-8

Policy on how to complete child death investigations was added.

Reason: To ensure that a thorough investigation is completed when a child death occurs.

EXTENDING THE 30-DAY STANDARD OF PROMPTNESS (SOP) AND OVERDUE INVESTIGATIONS (October 2008)

CFP 713-9

Policy was added that requires completion of a safety assessment and face-to-face contact with all alleged child victim(s) prior to requesting:

- Approval for an extension of the 30-day SOP.
- Requesting reauthorization of a previously approved extension.
- Disposing of an overdue investigation.

Reason: To ensure child safety.

REFERRALS TO *EARLY ON*® (October 2008)

CFP 714-1

Policy was clarified on when and how referrals should be made to *Early On*.

Reason: To ensure referrals are being made in compliance with CAPTA regulations.

SERVICES FOR PERPETRATORS OF SEXUAL ABUSE (October 2008)

CFP 714-2

If the court orders treatment for a perpetrator of sexual abuse, the treatment must be provided by a professional with expertise in treating sex offending behaviors.

Reason: To ensure perpetrators of sexual abuse are receiving appropriate treatment when ordered by the court.

COMPLAINTS INVOLVING CHILD CARE ORGANIZATIONS AND INSTITUTIONAL SETTINGS (October 2008)

CFP 716-6

Process changed for how Bureau of Children and Adult Licensing (BCAL) perpetrators are added to central registry.

Reason: Changes due to implementation of SWSS CPS and BCAL having the ability to add their investigations to central registry.

ADMINISTRATIVE HEARING PROCEDURES (October 2008)

CFP 717-3

Revised and made additions to this section of policy.

Reason: To incorporate changes to administrative hearing procedures.

CONTRACTED SERVICE PROVIDER (October 2008)

CFP 714-1

Policy was added on the responsibilities of the worker if the worker becomes aware that the contracted service provider has not been able to meet the required number of contacts with the family.

Reason: To ensure child safety.

CHILDREN'S PROTECTIVE SERVICES INVESTIGATION CHECKLIST (DHS-1442, SWSS CPS) (October 2008)

CFP 713-1, 713-10

Policy has been added on:

- Completing the Children's Protective Services Investigation Checklist (DHS-1442, SWSS CPS).
- Supervisory review of the checklist.
- Local office director or designee review of the checklist.

Reason: To ensure child safety and that investigation requirements have been met.

2008 Child Protection Law Changes

Effective March 27, 2008

(Changes are indicated by underlined text.)

722.628 (Changed by PA 46)

- (1) Within 24 hours after receiving a report made under this act, the department shall refer the report to the prosecuting attorney and the local law enforcement agency if the report meets the requirements of subsection (3)(a), (b), or (c) or section 3(6) or (9), shall commence an investigation of the child suspected of being abused or neglected. Within 24 hours after receiving a report whether from the reporting person or from the department under subsection (3)(a), (b), or (c) or section 3(6) or (9), the local law enforcement agency shall refer the report to the department if the report meets the requirements of section 3(7) or shall commence an investigation of the child suspected of being abused or neglected or exposed to or who has had contact with methamphetamine production. If the child suspected of being abused or exposed to or who has had contact with methamphetamine production is not in the physical custody of the parent or legal guardian and informing the parent or legal guardian would not endanger the child's health or welfare, the agency or the department shall inform the child's parent or legal guardian of the investigation as soon as the agency or the department discovers the identity of the child's parent or legal guardian.
- (8) A school or other institution shall cooperate with the department during an investigation of a report of child abuse or neglect. Cooperation includes allowing access to the child without parental consent if access is determined by the department to be necessary to complete the investigation or to prevent abuse or neglect of the child. The department shall notify the person responsible for the child's health or welfare about the department's contact with the child at the time or as soon afterward as the person can be reached. The department may delay the notice if the notice would compromise the safety of the child or child's siblings or the integrity of the investigation, but only for the time 1 of those conditions exists.
- (16) Unless section 5 of chapter XII of the probate code of requires a physician to report to the department, the surrender of a newborn in compliance with chapter XII of the probate code of 1939, 1939 PA 288, MCL 712.1 to 712.20, is not reasonable cause to suspect child abuse or neglect and is not subject to the section 3 reporting requirement. This subsection does not apply to circumstances that arise on or after the date that chapter XII of the probate code of 1939, 1939 PA 288, MCL 712.1 to 712.20, is repealed. This subsection applies to a newborn whose birth is described in the born alive infant protection act, 2002 PA 687, MCL 333.1071 TO 333.1073, and who is considered to be a newborn surrendered under the safe delivery of

newborns law as provided in section 3 of chapter XII of the probate code of 1939, 1939 PA 288, MCL 712.3.

Effective March 27, 2008

(Changes are indicated by underlined text.)

722.623 (Changed by PA 300)

- (1) An individual is required to report under this act as follows:
 - (a) A physician, dentist, physician's assistant, registered dental hygienist, medical examiner, nurse, person licensed to provide emergency medical care, audiologist, psychologist, marriage and family therapist, licensed professional counselor, social worker, licensed master's social worker, licensed bachelor's social worker, registered social service technician, social service technician, school administrator, school counselor or teacher, law enforcement officer, member of the clergy, or regulated child care provider who has reasonable cause to suspect child abuse or neglect shall make immediately, by telephone or otherwise, an oral report, or cause an oral report to be made, of the suspected child abuse or neglect to the department. Within 72 hours after making the oral report, the reporting person shall file a written report as required in this act. If the reporting person is a member of the staff of a hospital, agency, or school, the reporting person shall notify the person in charge of the hospital, agency, or school of his or her finding and that the report has been made, and shall make a copy of the written report available to the person in charge. A notification to the person in charge of a hospital, agency, or school does not relieve the member of the staff of the hospital, agency or school of the obligation of reporting to the department as required by this section. One report from a hospital, agency, or school shall be considered adequate to meet the reporting requirement. A member of the staff of a hospital, agency, or school shall not be dismissed or otherwise penalized for making a report required by this act or for cooperating in an investigation.
 - (b) A department employee who is 1 of the following and has reasonable cause to suspect child abuse or neglect shall make a report of suspected child abuse or neglect to the department in the same manner as required under subdivision (a):
 - (i) Eligibility specialist.
 - (ii) Family independence manager.
 - (iii) Family independence specialist.
 - (iv) Social services specialist.
 - (v) Social work specialist.

- (vi) Social work specialist manager.
- (vii) Welfare services specialist.

(c) Any employee of an organization or entity that as a result of federal funding statutes, regulations, or contracts, would be prohibited from reporting in the absence of a state mandated or court order. A person required to report under this subdivision shall report in the same manner as required under subdivision (a).

722.627 (Changed by PA 300)

- (2) Unless made public as specified information released under section 7d, a written report, document, or photograph filed with the department as provided in this act is a confidential record available only to 1 or more of the following:
 - (n) The children's ombudsman appointed under the children's ombudsman act, 1994 PA 204, MCL 722.921 to 922.932.
 - (t) A local friend of the court office. (The remainder of this paragraph was deleted.

722.628 (Changed by PA 300)

Referring report or commencing investigation; informing parent or legal guardian of investigation; duties of department; assistance of and cooperation with law enforcement officials; procedures; proceedings by prosecuting attorney; cooperation of schools or other institution; information as to disposition of report; exception to reporting requirement; surrender of newborn; training of employees on rights of children and families; determination of an open friend of the court case.

- (18) The department shall determine whether there is an open friend of the court case regarding a child who is suspected of being abused or neglected if a child protective services investigation of child abuse and neglect allegations result in any of the following dispositions:
 - (a) A finding that a preponderance of evidence indicates that there has been child abuse and neglect.
 - (b) Emergency removal of the child for child abuse and neglect before the investigation is completed.
 - (c) The family court takes jurisdiction on a petition and a child is maintained in his or her own home under the supervision of the department.
 - (d) If 1 or more children residing in the home are removed and 1 or more children remain in the home.

- (e) Any other circumstances that the department determines are applicable and related to child safety.

- (19) If the department determines that there is an open friend of the court case and the provisions of subsection (18) apply, the department shall notify the office of the friend of the court in the county in which the friend of the court case is open that there is an investigation being conducted under this act regarding that child and shall also report to the local friend of the court office when there is a change in the child's placement.

- (20) Child protective services may report to the local friend of the court office any situation in which a parent, more than 3 times within 1 year or on 5 cumulative reports over several year, made unfounded reports to child protective services regarding alleged child abuse or neglect of his or her child.

- (21) If the department determines that there is an open friend of the court case, the department shall provide noncustodial parents of a child who is suspected of being abused or neglected with the form developed by the department that has information on how to change a custody or parenting time order.

Child Abuse Statistics: Michigan & National

Michigan¹ (FY2008):

- The percentage of complaints investigated increased from 54 percent (69,133) in 1999 to 60 percent (74,439) in 2008.
- While there has been a decrease in the number of investigations (76,694 in 2004 to 74,439 in 2008), a percentage of investigations confirmed from 2004 to 2008 ranged between 23 and 26 percent.
- In the 17,460 confirmed investigations in 2008, a total of 29,401 victims were identified.
- 35 percent of victims were under the age of four.
- In approximately 90 percent of all cases, the perpetrator is the parent.
- Since the first year that the Five Category Disposition data became available (FY2002), the distribution of investigation dispositions has remained consistent. Twenty-two to twenty-six percent are category I, II, or III (confirmed - preponderance of evidence), and 75 to 78 percent are category IV or V (no preponderance of evidence). In FY2008 those percentages were 24 and 76, respectively.
- In a study by Caldwell & Noor (2005), costs of child abuse in Michigan were estimated at \$1,827,694,855. The costs of prevention are a fraction of the costs of abuse. Cost savings ranged from 96% to 98% depending on the prevention model tested.²

Nationally³: (Federal FY 2007)

- An estimated 872,000 children were victims of maltreatment.
- An estimated 5.8 million children received a CPS investigation or assessment.
- An estimated 1,760 children in Federal Fiscal Year 2007 (compared to 1,460 children for FFY2005) died from abuse or neglect—at a rate of 2.35 deaths per 100,000 children.
- During Federal Fiscal Year 2007, 59 percent of victims experienced neglect, 10.8 percent were physically abused, 7.6 percent were sexually abused, and 5 percent were psychologically maltreated.
- The consequences of child abuse cost the country at least \$103.8 billion annually, costing the average American family approximately \$942 each year.⁴

¹ MI Department of Human Services' "Children's Protective Services 2008 Trends Report Summary." Please see the report (included in the CAP Month Toolkit) for additional statewide and historical data.

² Caldwell, R. & Noor, I. (2005). "The Costs of Child Abuse vs. Child Abuse Prevention: A Multi-year Follow-up in Michigan."

³ First five statistics from the U.S. Department of Health and Human Services, "Child Maltreatment 2007" report.

⁴ Wang and Holton. (2007). "Total Estimated Cost of Child Abuse and Neglect in the United States." Prevent Child Abuse America.

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.mcaaa.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

Zero to Three Secondary Prevention
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

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: 2009 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:

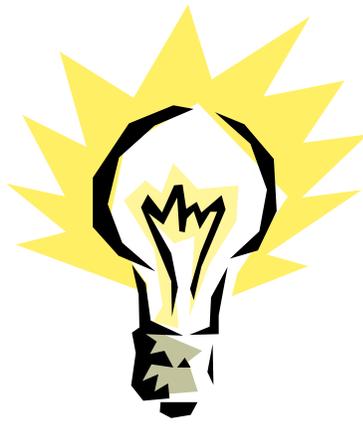
- **Nurturing and Attachment.** A child's early experience of being nurtured and developing a bond with a caring adult affects all aspects of behavior and development. When parents and children have strong, warm feelings for one another, children develop trust that their parents will provide what they 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/pubs/res_guide_2009/ch_one_protective.cfm



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 4, 2010 in a show of support for Child Abuse Prevention efforts.

On Sunday, April 4, 2010, 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.

Faith Based Campaign

Blue Sabbath:

BLUE Sabbath OBSERVANCES

Blue Sabbath observances can be tailored to fit a particular congregation's interests, needs, and resources. Some of these ideas may be useful to your church or temple 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

Blue Ribbon Sabbath 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 Sunday School 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 on Blue Ribbon Sabbath 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 Sunday School 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 Blue Ribbon Sabbath, the reasons for its observance, and the possibilities for follow-up*
- *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 blue-ribbon stickers to signify such commitments*
- *Include inserts in the bulletin or newsletter that explain Blue Ribbon Sabbath and describe opportunities for volunteer service*

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 25, 2010. 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.

Blue Sunday

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/>



Blue Ribbon Community Campaign

The Blue Ribbon idea is quite simple. Wear or display a blue ribbon to tell your friends, neighbors and community members that you want to prevent child abuse and neglect. **Although the national PCA campaign has changed to the Pinwheels for Prevention™ campaign, CTF recognizes that during this transition period councils may wish to continue their Blue Ribbon campaign activities.**

History of the Blue Ribbon Campaign: Bonnie Finney of Portsmouth, Virginia, started a personal battle to combat child abuse after the death of her grandson. She tied a blue ribbon around her van's antenna in memory of her grandson Michael "Budda" Dickinson, whose battered body had been found at the bottom of a canal. Her hope was, "Even if we change one child's life, it would be worth it. I don't want other parents or grandparents to go through what we're going through." That single blue ribbon in memory of a grandson has led to a flurry of other activities in the national effort to stop child abuse.

Over the past years, Prevent Child Abuse America chapters and other groups have organized Blue Ribbon Campaigns to promote ways of preventing child abuse and neglect. As an awareness strategy for Child Abuse Prevention Month, the idea has picked up momentum. The flexibility of the program offers numerous opportunities to be creative and to create partnerships with the business and professional communities.

Promote Action for Prevention: Anyone who has ever participated in a race or competition knows that blue ribbons are awarded only to those who perform the best. Blue Ribbon Campaigns take advantage of the positive meaning and prestige associated with winning a blue ribbon. Unlike other ribbon campaigns, the Blue Ribbon Campaign does not serve to memorialize victims, but to award and encourage caring and positive behavior. The blue ribbon symbolizes the positive steps that everyone can take to keep children safe from abuse and neglect.

Steps to a Successful Blue Ribbon Campaign: The Blue Ribbon Campaign works best at the local level. Some tips in how you can get a campaign going:

1. **Pull together a committee and identify the resources you will need.** Consider joining forces with other community groups. Be sure to determine your needs in five areas: money, materials, manpower, time and authority (leadership and decision making).
2. **An obvious need is blue ribbon.** Consider what size ribbon you want to use. Many people use a narrow ribbon, 3 inches long, folded and pinned on their lapel or blouse. Some people put a wider ribbon on their car antenna or a prominent place at home or

work. Large ribbons can send a strong message when they are displayed on buildings by businesses, public agencies and schools.

- A local florist, especially a floral shop where you have been a regular customer, may provide ribbon for you to use.
- Tell the manager who you are and how the Blue Ribbon Campaign began; ask if the shop will donate the ribbon or give a discount to your organization, find out when you can pick it up. Allow time to cut, fold, etc. before your launch date.
- Many florists carry an inexpensive 100 percent acetate ribbon in widths from ½ to 5/8 inches, on 100 yard rolls. By cutting the ribbon into 9-inch lengths, you can make 400 ribbons to attach to a bookmark handout or just give out.
- One inexpensive source of pre-cut blue ribbons attached to pins is AA Awareness Ribbons (<http://www.awarenessribbons.com>)
- Enamel blue ribbon lapel pins (1 inch high) are available from Children's Trust Fund for \$.25 each. For more information call 1-800-Children or visit www.michigan.gov/ctf.

3. **Display the ribbons.** How do you give out the ribbons so that people know what it is all about? They can be attached to bookmarks or business-size cards that explain how the blue ribbons show support for child abuse prevention. Some ideas:
 - Distribute the ribbons at Child Abuse Prevention Month events.
 - Arrange for places of worship to distribute Blue Ribbons and information.
 - Ask local businesses to display the cards and ribbons for their customers to take.
 - Distribute the ribbons to all those who are working as professionals or volunteers for child abuse prevention, to child advocates, medical professionals, law officers, and civic leaders.
 - Encourage business, educational, civic and religious communities to hold family events where blue ribbons and positive parenting information are distributed.
 - Suggest that ribbons be tied to car antennas.
 - Distribute to the media with a news release.
4. **Get as much media attention as possible.** Contact community newspapers, radio and TV stations. Make sure members of the media all get Blue Ribbons when you bring them a news release announcing your campaign. Keep track of how many ribbons go out, and report the results to the press.
 - Set up meetings with reporters and editors and share the Blue Ribbon Campaign history.
 - Ask newspapers to run a donated space featuring the Blue Ribbon information.
 - Ask radio and TV people to feature the Blue Ribbon Campaign – or at least share information about the campaign.
 - Kick-off your Blue Ribbon Campaign with a Blue Ribbon pinning with the mayor, county executive, or other local celebrities. Invite the media.
 - Be sure to tell the public that any piece of blue ribbon will do to convey the message, but if they want one of yours, tell them where to find it.
5. **There are limitless Blue Ribbon possibilities:**
 - Tied to all the cars in a dealer's lot.
 - Tied around a tree or light post.
 - Included with the handouts in church, mosque, or synagogue.
 - In report cards.
 - Printed on grocery store bags.

- Distributed by volunteers at shopping centers.
- Tied to ski poles or tennis rackets.
- Pinned to bookmarks (see example in packet)

Pinwheels for Prevention: April 1st Statewide Event

On April 1, 2010, local councils across the state will plant pinwheel gardens in their communities. This initiative was decided upon by the CAP Month Work Group and rose out of success experienced by numerous councils in both 2008 and 2009. 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 (included on this CD) highlights examples and pictures of pinwheel gardens as well as ways to effectively implement a local Pinwheels for Prevention campaign.

In 2009, 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!

The Power of One – Statewide Initiative

Child abuse prevention is an acknowledged community responsibility—this month and each thereafter the Children’s Trust Fund 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.
- 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 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 Website at www.michigan.gov/ctf to access information you can download, print, photocopy and post in your workplace and in your community.
- Wear a blue pinwheel or blue ribbon pin 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., Turn the Light on for Prevention, Blue Sunday, etc.
- Call or write your elected officials and ask them to support funding and legislative initiatives for parent support and child abuse prevention programs.

*The Power of One **CAN** Make a Difference!*



Children's Trust Fund
Protecting Michigan's Children

Board of Directors

February, 2010

Dear Child Maltreatment Prevention Partner:

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 March 23, 2010, Michigan will kick off CAP Month by sponsoring *Prevention Awareness Day*. The rally event begins at 12:00 p.m. at the Capitol Building. State of Michigan legislators and other key prevention partners will be joining us to kick off April 2010. Media will be invited. Governor Jennifer Granholm 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*TM national campaign.

This year, our CTF local council partners will kick off CAP Month on April 1, 2010, 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*, *The Blue Ribbon Campaign*, 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 4th.

The Blue Ribbon Campaign is another recognized national symbol of child abuse prevention. Local communities statewide can participate to raise awareness by tying blue ribbons around trees, lampposts, car antennas and/or by wearing them on our lapels.

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

Alethia Carr
Community Health

Abby B. Dart
Parent Community

Sgt. Greg Jones
State Police

Doug M. Paterson, M.P.H.
Public Member

Shirley Mann Gray, M.S.W.
Professional Providers

Paul N. Shaheen
Professional Providers

Trisha L. Stein
General Public

Stanley Stewart
Human Services

Scott M. Stevenson
Volunteers

Tamara Vander Ark Potter
Organized Labor

Cynthia K. Williams
Religious Community

Carol L. Wolenberg
Public Instruction

Michael D. Foley
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



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 2010 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.

Please Fill Out and Return the Enclosed Survey...

Your responses are important and will assist us in planning for CAP Month 2011.

The CD Includes:

- *Folder – CTF CAP Month Campaign*
 - ◆ Cover Letter from CTF Executive Director
 - ◆ The Power of One – Statewide Initiative
 - ◆ Pinwheels for Prevention – National Campaign
 - ◆ Blue Ribbon Community Campaign
 - ◆ Faith Based Campaign
 - ◆ Turn the Light on Prevention Campaign
 - ◆ Effective Prevention Strategies
 - ◆ Partners in Prevention – State & National
 - ◆ Child Abuse Statistics – State & National
 - ◆ CPS Trends Report FY 2008
 - ◆ Child Abuse Statistics – Local
 - ◆ Promotional Products Order Form
 - ◆ CAP Month Survey
 - ◆ CAP Month Poster
 - ◆ CAP Month Brochure

- *Folder – Prevention Awareness Day – March 23, 2010*
 - ◆ Save the Date
 - ◆ Prevention Awareness Day Materials (Forthcoming)

- *Folder – Media and Marketing*
 - ◆ Governor's Proclamation (Forthcoming)
 - ◆ General Media Tips
 - ◆ Tips for Developing Effective Media Releases
 - ◆ Sample Press Release
 - ◆ CAP Month Tips

- *Folder – PCA 2010 Toolkit*

- *PSA*
 - ◆ PSA Guidelines
 - ◆ PSA

CAP Month Survey – April 2010

Please let us know how you used this year's Toolkit to observe Child Abuse Prevention (CAP) Month 2010 and which materials you found most useful. This will help us plan for next year.

Name: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

1. Did you find the contents of the Toolkit helpful? _____ Yes _____ No
2. Which of the following pieces did you use? *(Please check all that apply)*

Toolkit CD:

Folder – CTF CAP Month Campaign

- Cover Letter from CTF Executive Director
- The Power of One – Statewide Initiative
- Pinwheels for Prevention – National Campaign
- Blue Ribbon Community Campaign
- Faith Based Campaign
- Turn the Light on Prevention Campaign
- Effective Prevention Strategies
- Partners in Prevention – State & National
- Child Abuse Statistics – State & National
- CPS Trends Report FY 2008
- Promotional Products Order Form
- CAP Month Poster
- CAP Month Survey
- CAP Month Brochure(s)

Folder - Prevention Awareness Day – March 23, 2010

- Prevention Awareness Day Rally and Pinwheel Garden Planting Ceremony – (Save the Date)

Folder - Media and Marketing

- Governor's Proclamation
- General Media Tips
- Tips for Developing Effective Media Releases
- Sample Press Release
- CAP Month Tips

Folder - PCA 2010 Toolkit

- PCA Toolkit (Please note which item you found most helpful)

Folder - PSA

- CTF Public Service Announcement (PSA)

3. What ideas do you have for next year's Toolkit (e.g. anything you'd like to add)?

4. Did you use Pinwheels during your CAP Month activities? ___Yes ___No

5. Did your council participate in the planting of a *Pinwheel Garden* activity? ___Yes ___No

6. If you used Pinwheels during CAP Month, how did you use them (*in addition to the Pinwheel Garden*)?

7. Please estimate how many people you reached with awareness activities.

___100 or less ___101-500 ___501-1000 ___1001-5000 ___More than 5,000

8. Which of your CAP Month activities was least successful?

9. Which of your CAP Month activities was most successful?

Please send us samples of material you produced and articles about your activities.
You may attach samples of your materials to the survey and mail or fax to:

Children's Trust Fund
235 S. Grand Avenue, Suite 1411
Lansing, MI 48923
FAX: 517-241-7038
StokesA@michigan.gov