



Children's Trust Fund
Protecting Michigan's Children

Child Abuse Prevention Month Toolkit

“The Power of One”

April 2014



Pinwheels for
PREVENTION[®]



Prevent Child Abuse
Michigan

Toolkit Contents

“**The Power of One**”, a 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. 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. The information provided in this toolkit contains copy-ready materials.

How to Use the Toolkit...

Use the content of the toolkit any way you like to make your observance of Child Abuse Prevention Month 2014 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.

The Folder Includes:

- *Folder – CTF CAP Month Campaign*
 1. Cover Letter from CTF Executive Director
 2. Prevention Awareness Day Brochure
 3. The Power of One – Statewide Initiative
 4. Pinwheels for Prevention – National Campaign and Ideas for a Successful Pinwheel Garden Event
 5. CAP Month Poster
 6. CAP Month Brochure
 7. Promotional Products Order Form
 8. Child Abuse Statistics – State & National
 9. CPS Trends Report FY 2012
 10. Accessing Local Child Abuse Statistics via Kids Count
 11. Effective Prevention Strategies
 12. Keeping the Family Strong – The Protective Factors
 13. Safe Sleep
 14. Helpful Hints for Making CAP Month a Success
 15. Facebook and Twitter CAP Month Messaging
 16. School Messaging for CAP Month
 17. Calendar of Events – April 2014
 18. Faith Based Campaign
 19. Fundraising Ideas During CAP Month
 20. Fundraising Pinup (2 Per Page)
 21. Fundraising Pinup (4 Per Page)
 22. Pinwheel Coloring Sheet
 23. Pinwheel Sales Flyer
 24. Partners in Prevention – State & National

- *Folder – Media and Marketing*
 - ◆ Governor's Proclamation (Forthcoming)



Board of Directors

Lorinda M. Wortz, Chair
Religious Community

Sgt. Yvonne D. Brantley
State Police

John H. Brown
Private Sector

Lisa R. Canada
Organized Labor

Mark A. Davidoff
Business Community

Lena Epstein Koretzky
General Public

Shelley A. Kester
Volunteers

Karl T. Ieuter
General Public

Mark S. McDaniel
Parents

Brian J. Rooney, Esq.
Human Services

Andra M. Rush
Business Community

Vivek S. Sankaran
Legal Community

Deb L. Shaughnessy
General Public

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*

February, 2014

To Our Partners Supporting Michigan's Children and Families:

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 22, 2014, 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*TM national campaign. The day will also include a Legislative Education day, so that CTF grantees and other child advocates have an opportunity to educate legislators about prevention needs and current programming across the state.

This year, many of our CTF local council partners will kick off CAP Month on April 1, 2014 and throughout the month, by planting *Pinwheel Gardens* in their respective communities. Other state and locally supported efforts throughout CAP Month include but are not limited to, *Faith Based Campaign*, parent education series, a community walk, and a family fun fair.

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:

Safe Sleep: Bringing special awareness of the need for all infants to sleep in a safe environment. In 2013 nearly 150 infants died in Michigan due to unsafe sleeping circumstances. These deaths are 100% preventable and April is a good time to educate the public about how they can help protect infants in their care.

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

What is Children's Trust Fund?

The Children's Trust Fund (CTF) serves as a voice for Michigan's children and families and promotes their health, safety, and welfare by funding effective local programs and services that prevent child abuse and neglect.

Learn more about CTF programs in your county, visit www.michigan.gov/ctf.



Children's Trust Fund
Protecting Michigan's Children



Prevent Child Abuse
Michigan

Prevention Awareness Day
11 a.m. • April 22, 2014

Rally Location:
Steps of the Capitol Building

For more information:
Emily S. Wachsberger
wachsbergere@michigan.gov
517-335-0671

Learn more about Child Abuse Prevention
Month at
www.michigan.gov/PreventChildAbuse

Not printed with state funds.
CTF-278 (01-14)

*Join us for Michigan's
Prevention Awareness Day*

*11 a.m. • April 22, 2014
Steps of the Capitol Building*



Children's Trust Fund
Protecting Michigan's Children



Pinwheels for
PREVENTION
Prevent Child Abuse
Michigan



What is Prevention Awareness Day?

- Prevention Awareness Day (PrAD) along with its theme “The Power of One” serves as the kickoff for April’s Child Abuse Prevention Month.
- A rally, procession and planting of a pinwheel garden take place downtown Lansing to show support for child abuse prevention programs in the state.
- The pinwheel is the national symbol of child abuse and neglect prevention.
- Legislative Education Day (LED), a component of PrAD, provides Children’s Trust Fund grantees and other child advocates an opportunity to educate legislators about prevention needs and current programming across the state.



Get Involved

- Promote Prevention Awareness Day to other individuals and/or organizations (Facebook, Twitter and other forms of social media are good ways to promote the event).
- Attend the rally event on April 22, 2014, and be a part of Legislative Education Day.
- Show your support by becoming a sponsor of Prevention Awareness Day. Contact Emily Wachsberger, 517-335-0671.

Benefits of Prevention Awareness Day

- You and/or your organization join with others as a positive presence of support in the belief that child abuse and neglect can be prevented.
- Your investment in healthy development contributes to community and economic development as flourishing children become the foundation of a thriving society.
- Estimates show that implementing effective policies and strategies to prevent child abuse and neglect can save taxpayers more than \$104 billion a year.
- Taking your responsibility to create safe and nurturing environments in which to raise our children leads to happy and healthy children.



Join Us, Be a Voice for Michigan’s Children!

Be part of the power of

One Person,

One Community,

One Dollar,

One Action,

*for Prevention Awareness Day
and during April to help protect
children from abuse and neglect
throughout Michigan.*

*Prevention Awareness Day
11 a.m. • April 22, 2014
Steps of the Capitol Building*



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 as a local council:

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 the Child Abuse Prevention Month toolkit and other information you can download, print, photocopy and post in your workplace and in your community.
- Find contact information for other CTF local councils by clicking the applicable county at the following link, http://www.michigan.gov/ctf/0,1607,7-196-40188_42150---,00.html. You can inquire, share information and/or collaborate with other councils about your prevention programs and activities.
- Wear a blue pinwheel and tell people it stands for the prevention of child abuse and neglect.
- Lead 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 April 22, 2014 Prevention Awareness Day (PrAD) rally in recognition of Child Abuse Prevention (CAP) Month at the Capitol steps at 11 AM in Downtown Lansing to show support and to celebrate our state’s children and families.
- 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.



- 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.

Here are things the local council can encourage community members to do:

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.)
- Contact your county's CTF local council to inquire about prevention programs, educational opportunities and Child Abuse Prevention Month activities.
- 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.
- Attend the April 22, 2014 Prevention Awareness Day (PrAD) rally in recognition of Child Abuse Prevention (CAP) Month at the Capitol steps at 11 AM in Downtown Lansing to show support and to celebrate our state's children and families.

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



Pinwheels for Prevention: April 1st Statewide Event

On April 1, 2014 (or as near to that date as possible), local councils across the state will plant pinwheel gardens in their communities. The pinwheel garden planting initiative has been a successful event for numerous councils over the past 5 years.

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. **Note: The only positioning not allowed by PCA is equating the pinwheel symbol with deaths from child abuse and neglect, or reported cases of child abuse or neglect.**

In 2013, 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.

We encourage you to contact CTF or councils who have implemented pinwheel campaigns, for ideas on how to work with partners in your community to implement the Pinwheels for Prevention campaign.

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.

Ideas for a Successful Pinwheel Garden Event

- Begin to plan the event as early as possible, several months (or more in advance) so that good planning can take place and all logistical considerations will be addressed adequately.
- Ideally plan to have at least one on April 1st to join with other councils across the state as one statewide voice.
- If the ground is frozen and/or there is snow consider using a planter box with sand, Styrofoam or other similar base to plant the pinwheels.
- When planning decide whether this event will solely be sponsored by the Local Council or whether this will be a collaborative effort (e.g. join with a particular school, DHS, local health department, other).
- Have signage at event that explains the Pinwheels for Prevention campaign.
- Invite community partners, e.g. Exchange Club to sponsor and/or assist in the campaign.
- Decide where the council would like to have the pinwheel garden. That decision would be the direct result of some of the following questions:
 - What size and earmarked audience is desired?
 - What venue will give the 'biggest bang for the buck?'
 - Is weather a consideration which might influence whether this is an indoor or outdoor event?
 - What time(s) seem practical to have the event?
 - What organization(s) would the council like to have participating in the event?
 - Are there logistics (e.g. permissions, licenses) required for the chosen venue?
- Choose a host for the event. This could be a board member, Local Council Coordinator, local celebrity or other person.
- Decide whether the event will include entertainment and/or guest speakers.
- Plan the length of time for this event. Successful events are anywhere from 30 minutes to an hour, no longer.
- **Remember to NEVER use the pinwheel as a symbol of children who've died as a result of child abuse and/or neglect, or as a symbol of the number of reported cases of child abuse or neglect.** This goes against PCA and CTF *Pinwheels for Prevention* protocol.
- Create a marketing plan for the event, communicating to local media, social media, schools, houses of worship, public and/or private businesses and other applicable sites. This can include a *Save the Date* announcement(s) at least 1 month prior to the event followed by subsequent announcements leading up to the actual date.
- If possible, have Local Council materials to distribute to the attendees at the event.
- Send out thank you notes to any notable attendees or participants after the event.
- Have a discussion with others after the event to assess the successes and lessons learned.
- Have fun!!!

April is Child Abuse Prevention Month

The Power of One

You can make a difference.



Children's Trust Fund

Protecting Michigan's Children



Pinwheels for
PREVENTION
Prevent Child Abuse
Michigan



For more information on the Children's Trust Fund of Michigan,
or for ways to help prevent child abuse in your community, call:

1-800-CHILDREN
www.michigan.gov/ctf

Why You Should Get Involved

All children deserve and thrive in a safe and nurturing environment.

Additionally, optimal child development is at the core of community and economic development. Ensuring that children and families are safe and strong helps to create the foundation for a child's successful growth.

It's simple: When we don't make the safety and development of our children a top priority, we jeopardize their future – and ours.



Children's Trust Fund
Protecting Michigan's Children



Prevent Child Abuse
Michigan

Contact your Local Prevention Council or Direct Service Program

Find a program in your area at
www.michigan.gov/ctf

Stay Connected

Follow us on:
www.facebook.com/MichiganCTF
www.twitter.com/CTF_Michigan
www.youtube.com/MichiganCTF



Children's Trust Fund
Protecting Michigan's Children



Children's Trust Fund

The Children's Trust Fund (CTF) serves as a voice for Michigan's children and families and promotes their health, safety and welfare by funding local programs and services that prevent child abuse and neglect.

Established by Public Act 250 of 1982, CTF is Michigan's only independent statewide, nonprofit organization dedicated to prevention.

Since 1982, CTF has generated nearly \$70 million to support prevention programs and services in communities across the state, positively impacting the lives of more than 6 million children and families.

CTF does not receive state general funds. It relies on grants and revenue from direct donations and campaigns, including a specialty license plate, an heirloom birth certificate, state income tax contributions, investment income, and fundraising events.

The Problem in Michigan

On average, **240 suspected child abuse or neglect** complaints are investigated **daily**.

In 2013, there were **22,640 confirmed cases of abuse or neglect**, representing **33,970 child victims**.

In 2013, **36.5 percent of victims were under the age of 4**.

Nationally, an estimated **four children die each day from child abuse or neglect**.



Addressing the Problem

CTF uses the Strengthening Families protective factors framework, a research-based approach that builds parental resilience, promotes community and social connections, links families to support in times of need, expands parenting knowledge and supports the emotional well-being of children. Our programming includes:

Funding community-based direct service grants for services such as respite care, home visitation, child development support and other targeted services.

Funding 73 local child abuse and neglect prevention councils that provide education and other prevention leadership efforts.



Leading Child Abuse Prevention Month efforts in April with educational and public awareness activities.

Leading statewide projects including a safe sleep initiative and the Circle of Parents program.

Working with state partners to build coordinated and collaborative programs and services.

You Can Help

There are two avenues available for you to support the prevention of child abuse and neglect efforts of the Children's Trust Fund.

Your Time and Talents

- Learn more about prevention and be an ambassador to your family, friends, and neighbors.
- Learn about prevention efforts and needs, and talk to community leaders about the importance of prevention.
- Volunteer your time and skills at your local Child Abuse and Neglect Prevention Council.
- Report any suspected child abuse or neglect by calling 1-855-444-3911.

Your Financial Support

Visit our website to find out how you can:

- Donate to CTF on your state income tax Form 4642 (ask your tax preparer for assistance).
- Purchase a CTF specialty license plate through Secretary of State.
- Become a sponsor, purchase a ticket, host a table or donate an auction item to CTF's annual Pam Posthumus Signature Auction Event.
- Purchase an Heirloom Birth Certificate.
- Remember CTF in your will and estate planning.
- Donate directly to CTF.

www.michigan.gov/CTF

2014 CAP Month -Children's Trust Fund Councils Only Resource Order Form

Organization: _____

Contact: _____ Phone: _____

Shipping Address: _____

City: _____ MI Zip: _____

Email: _____

Product*	CTF Grantee's Cost	General Public Cost	Quantity	Total
CAP Month Brochure	Free	Free	(Limit 25)	
CAP Month Poster	Free	Free	(Limit 25)	
Pinwheel Pin (new item, limited availability)	\$2.00	\$3.00	(Limit 50)	
Pinwheel Pendant Necklace (New item, limited availability)	\$20.00	\$25.00	(Limit 2, first come, first served basis)	
Total Order Cost				

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

Contact: Christina Medina, Phone: 517-373-4320, Email: medinac@michigan.gov

Address: PO Box 30037 Lansing, MI 48933 or Fax: 517-241-7038

*Shipping is free until April 30, 2014, and no minimums are required for CTF partners.

The pinwheel necklace and the lapel pin are just a few of the items that the Kids Store sells. We offer exclusive CTF logo merchandise, including water bottles, t-shirts, lunch boxes, our famous kid pins and much more!

We invite you to visit the CTF Kids Store website beforehand to preview what will be sold. A link to the Kids Store website can be found on the right side of CTF's homepage (www.mi.gov/ctf) under Quick Links. (FYI, prices will be discounted for CTF grantees).

All purchase proceeds go directly to CTF in support of child abuse prevention programming across the State of Michigan.

Also if you need other pieces of prevention education literature (including Safe Sleep) which is free to you, please fill out our literature request form and we will ship them to you.

<http://michigan.gov/ctf/0,1607,7-196--170747--,00.html>

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



Child Abuse Statistics: Michigan & National

Michigan¹ (FY2013):

- There was an increase of the complaints that were investigated: 2001, 70,784; 2009, 71,780; 2010, 78,893; 2011, 83,627; 2012, 91,159; and 2013, 87,980.
- In 2013 39% of investigations resulted in evidence of abuse or neglect.¹
- Of the 87,980 confirmed investigations in 2013 (an increase of 17,196 since 2001), a total of 22,640 complaints were confirmed representing 33,970 identified victims (an increase of 370 over 2012).¹
- 36.5% of victims were under the age of four.¹
- In approximately 86 percent of all cases, the perpetrator is the parent (biological, adoptive, putative or step-parent).¹
- 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-seven percent are category I, II, or III (confirmed - preponderance of evidence), and 72 to 78 percent are category IV or V (no preponderance of evidence). In FY 2013 those percentages were 26 and 74, respectively.¹
- 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: (FY2012)

- An estimated 686,000 children were victims of maltreatment.³
- An estimated 3.4 million children received a CPS investigation or assessment.³
- An estimated 1,640 children in 2012 (compared to 1,545 children in 2011) died from abuse or neglect.³
- During 2012, 78.3 percent of victims experienced neglect, 18.3 percent were physically abused, 9.3 percent were sexually abused, and 10.6 percent of victims experienced various forms of psychological maltreatment, such as threatened abuse, parent's drug/alcohol abuse, etc. Because a victim may have suffered from more than one type of maltreatment, every maltreatment type was counted, which is why the percentages total to more than 100.0.³
- For 2012, approximately 80.3 percent of victims were maltreated by a parent(s), 6.1 percent were maltreated by a non-parent relative, 4.2 percent were maltreated by an unmarried partner of a parent, 3.1 percent were maltreated by someone with an "unknown" relationship with the victims, and 4.6 percent were maltreated by someone with an "other" relationship with the victims (e.g. babysitter, sibling, boyfriend/girlfriend, stranger).
- The consequences of child abuse cost the country at least \$124 billion annually, costing the average American family approximately \$1,400 each year.⁴

¹ MI Department of Human Services' "Children's Protective Services 2013 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 U.S. Department of Health and Human Services' "Child Maltreatment 2012." The report can be accessed at the following URL:

<http://www.acf.hhs.gov/programs/cb/research-data-technology/statistics-research/child-maltreatment>.

⁴ U.S. Department of Health and Human Services Child Welfare Information Gateway.

<https://www.childwelfare.gov/pubs/factsheets/long_term_consequences.cfm>

* Child Help, <http://www.childhelp.org/pages/statistics>



STATE OF MICHIGAN
DEPARTMENT OF HUMAN SERVICES
LANSING

RICK SNYDER
GOVERNOR

MAURA D. CORRIGAN
DIRECTOR

January 1, 2014

The Honorable Bruce Caswell, Chair
Senate Appropriations Subcommittee on DHS
Michigan State Senate
Lansing, Michigan 48933

The Honorable Peter MacGregor, Chair
House Appropriations Subcommittee on DHS
Michigan House of Representatives
Lansing, Michigan 48933

Dear Senator Caswell and Representative MacGregor:

The enclosed report is provided pursuant to the Department of Human Services' (DHS') Fiscal Year 2014 Appropriations Act, PA 59 of 2013, Article X, Section 514. This section requires that DHS submit a report on Children's Protective Services (CPS) statistical data, including significant CPS policy changes and court decisions implemented in the preceding fiscal year.

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

Sincerely,

A handwritten signature in blue ink that reads "Susan Kangas".

Susan Kangas
Chief Financial Officer

Enclosure

cc: Senate and House Appropriations Subcommittees
Senate and House Fiscal Agencies
Senate and House Policy Offices
State Budget Director

**Children's Protective Services
2013 Comprehensive Report**

This comprehensive report provides Children's Protective Services statistical information pursuant to Article X, Section 514 of PA 59 of 2013.

PA 59 of 2013 Sec. 514 (a) (i)

There were 87,980 total reports of abuse or neglect assigned for investigation in FY 2013 under the Child Protection Law, 1975 PA 238, MCL 722.621 to 722.638. There were 87,715 total cases dispositioned in FY 2013.

Dispositioned Cases and Classifications	
Category I	5,479
Category II	6,652
Category III	10,509
Category IV	61,400
Category V	3,669
Pending	6
Total	87,715

* Disparity in case disposition totals and investigation totals are the result of case report carry-overs from the previous fiscal year.

PA 59 of 2013 Sec. 514(a) (ii)

Characteristics of perpetrators of abuse or neglect and the child victims:

In FY 2013, 49.6% of all victims were female; 50.4% male; 70.7% of all victims were Caucasian; 27.5% were African American; 1.8% were in the American Indian, Asian, Native Hawaiian or unable to determine categories; and 36.5% of all victims were age three and under. There can be more than one victim per case, therefore the victim data does not match up to the case disposition data.

FY 2013 Victims of Abuse/Neglect by Race and Gender (age 3 and under)							
	Caucasian	African American	American Indian	Asian	Native Hawaiian	Unable to Determine	Grand Total
Female	3,870	1,889	45	9	1	52	5,866
Male	4,355	2,053	49	14	1	62	6,534
Grand Total	8,225	3,942	94	23	2	114	12,400

FY 2013 Victims of Abuse/Neglect by Race and Gender (age 4 and above)							
	Caucasian	African American	American Indian	Asian	Native Hawaiian	Unable to Determine	Grand Total
Female	8,129	2,664	87	34	3	83	11,000
Male	7,648	2,724	78	36	2	82	10,570
Grand Total	15,777	5,388	165	70	5	165	21,570

Perpetrators of Abuse/Neglect*	
Description by Relation to Victim	Total
Adoptive Parent	416
Adoptive Sibling	6
Aunt/Uncle	274
Biological Parent	23,709
Cousin	62
Child Day Care Provider	19
Friends or Neighbors	74
Foster Parent (non-relative)	43
Grandparent	443
Guardian	163
Half Sibling	23
Institutional Care Staff/Group Home	13
Non-Relative	2,541
Other Professionals	3
Other Relative	73
Other	175
Putative Parent	166
Relative Foster Care Provider	11
Relative Unlicensed Provider	33
Sibling	82
Step Sibling	32
Step Parent	1,368
Unknown	41

*One perpetrator may be counted more than once based on their relationship code.

Description by Age of Perpetrator	Total
0-20	1,787
21-30	11,531
31-40	9,135
41-50	3,750
51-60	1,071
61-70	270
71-80	56
81-90	6
91-up	4

Victims of Abuse/Neglect**	
Description by Relation to Perpetrator	Total
Adopted Sibling	7
Biological Child	41,126
Cousin	79
Day Care Child	26
Foster Child Relative	16
Foster Child of Unlicensed Relative	54
Friends or Neighbors	101
Foster Child of Licensed Non Relative	77
Grand Child	696
Half Sibling	24
Institutional Care Child	17
Niece/Nephew	390
Non -Relative	3,979
Other Relative	101
Other	283
Putative Child	203
Protectee	229
Step Child	2,051
Sibling	112
Step Sibling	33
Subordinate Child	4
Unknown	101

**One child may have multiple perpetrators.

Description by Race of Perpetrator	Total
Caucasian	19,788
African American	7,230
American Indian	187
Asian	97
Native Hawaiian	10
Unable to Determine	298

Children Victims Exposed to Drug Activity	
Type of Exposure	Total
Substance Abuse	7,971
Drug Positive Infant	2,611
Drug Residence	80
Methamphetamine	114
Other than Methamphetamine	233

PA 59 of 2013 Sec. 514(a) (iii)

The mandatory reporter category in which the individual who made the report fits, or other categorization if the individual is not within a group required to report under the child protection law, 1975 PA 238, MCL 722.621 to 722.638.

Non- Mandated Reporters	
Anonymous	7,936
Court Personnel	1,099
Friend/Neighbor	5,461
Hospital/Clinic Personnel	289
New Birth Match	699
Other	4,539
Other Public Social Agency Personnel	457
Other School Personnel	496
Parent/Sub in Home	3068
Parent/Sub out of Home	6,370
Relative	6,718
Sibling	182
Victim	279
Total Non-Mandated	37,593

Mandated Reporters	
Audiologist	18
Child Care Provider	485
Clergy	148
Coroner/Medical Examiner	24
Court Social Worker	279
Dentist	69
DHS Facility Personnel	170
DHS Facility Social Worker	766
DMH Facility Personnel	58
DMH Facility Social Worker	372
Domestic Violence Providers	275
FIS/ES Worker/Supervisor	924
Friend of Court	275
Hospital/Clinic Physician	1,342
Hospital/Clinic Social Worker	7,801
Law Enforcement	11,813
Licensed Counselor	1,999
Marriage/Family Therapist	1,492
Nurse (Not School)	3,168
Other Public Social Worker	2,063
Other Social Worker	1,921
Paramedic/EMT	97
Private Agency Social Worker	1,744
Private Physician	671
Private Social Agency Personnel	400
Psychologist	709
School Administrator	2,691
School Counselor	5,375
School Nurse	265
Social Services Specialist/Manager	4,669
Teacher	5,512
Total Mandated	57,595

PA 59 of 2013 Sec. 514 (a) (iv)

In 2013, 3,706 cases involved a separation from the parent or legal guardian. This resulted in 6,550 children being separated from the parent or legal guardian. The period of the separation of a child from the parent or guardian is not captured through the Children's Protective Services program; however, the status of these separated children at the close of FY 2013 can be determined. Of the 6,550 children who were separated, 506 had their cases closed due to the termination of parental rights, 563 had their cases closed after either returning home or to another planned living arrangement, and 5,481 children were still active to a foster care case at the end of the fiscal year.

PA 59 of 2013 Sec. 514(a) (v)

For the reported complaints of abuse or neglect by teachers, school administrators, and school counselors, 1,312 cases were classified as category I or category II and 12,250 cases were classified as category III, category IV, and category V.

PA 59 of 2013 Sec. 514(a) (vi)

For the reported complaints of abuse or neglect by teachers, school administrators, and school counselors, 230 cases resulted in separation of the child from the parent or guardian. This resulted in 548 children being separated from the parent or guardian. The period of that separation, up to and including termination of rights is not captured through the Children's Protective Services program; however, the status of these separated children at the close of FY 2013 can be determined. Of the 548 children who were separated, 67 had their cases closed due to the termination of parental rights, 64 had their cases closed after either returning home or to another planned living arrangement, and 417 children were still active to a foster care case at the end of the fiscal year.

PA 59 of 2013 Sec. 514 (b)

New policies related to Children's Protective Services including, but not limited to, major policy changes and court decisions affecting the Children's Protective Services system during the immediate preceding 12-month period are listed below:

CPS-Maltreatment in Care (MIC) Investigation of Child Abuse and Neglect (CA/N) in Child Caring Facilities (CCF)

PSB 2012-006

CPS-MIC workers will conduct investigations of CA/N in the following types of CCF: registered family child care homes, licensed group child care homes, licensed child care centers. These complaints were previously investigated by the Bureau of Children and Adult Licensing (BCAL).

Reason: Policy update to align with the Modified Settlement Agreement.

Safe Sleep

PSM 713-1; 714-1

Updated and enhanced safe sleep report and investigative requirements.

Reason: Best case practices.

Placement with Unlicensed Relatives

PSM 715-2

Assessments of child safety and appropriate background checks must occur for all non-licensed relative homes prior to any out-of-home placement.

Reason: Best case practices.

Social Work Contacts

PSM 713-10

All contacts, either attempted or successful, must be entered into SWSS (Services Worker Support System) CPS.

Reason: Policy update.

Case Service Agreement Approval

PSM 713-1; 714-1

The caseworker must meet with his/her supervisor at least monthly for case consultation on every active case. Supervisors must review and approve each case service agreement. Case service agreements must not be approved until the supervisor has a face-to-face meeting with the caseworker, which may occur during the monthly case

consultation. The policy identifies and lists certain aspects and criteria that the supervisor should be considering and agreeing to when approving each case service agreement.

Reason: Improvement of Case Practice Standards and Child and Family Services Review (CFSR), Program Improvement Plan (PIP).

CPS Supervisory Guides and Tools

PSM 713-1; 714-1

The DHS-1156, CPS Investigation Supervisory Guide, DHS-1157, CPS Investigation Supervisory Tool, DHS-1158, CPS Ongoing Supervisory Tool, and DHS-1159, CPS Ongoing Supervisory Guide, are available to assist supervisors, during monthly case consultations, in gathering information and assessing whether a child's needs of safety, permanency and well-being are met. The items in the guides are listed as prompts to guide discussion and should be supported by case documentation.

Reason: Department of Health and Human Services CFSR Program Improvement Plan (PIP).

Risk Assessment

PSM 713-1

Procedural update to safety assessments.

Reason: Policy consistency.

Expunction Requests and Administrative Hearings

PSM 717-2; 717-3

The DHS local office that places a perpetrator on central registry is responsible for responding to expunction requests.

Reason: Policy update.

PA 59 of 2013 Sec. 514 (c)

The information required under section 8d (5) of the Child Protection Law, 1975 PA 238, MCL 722.628d, pertains to information regarding families that were classified in category III. In 2013, the total number of cases classified in category III was 10,509. Category III cases have two distinct sub-classifications that refer to voluntary community service and close, or refer to voluntary community service and monitor for 90 days. In FY 2013, 6,148 cases were referred to voluntary community services and closed and 4,361 were referred to voluntary community services and monitored for 90 days. The department reclassified 125 cases from a category III to category II and 26 cases from a category III to a category I. Of those 26 cases, 19 involved separation of the child(ren) from the parent or legal guardian. Lastly, 5,872 victims were identified by the department to have more than one type of abuse and/or neglect in category III cases.

PA 59 of 2013 Sec. 514(d)

The DHS policy requires that all complaints regarding children who have been exposed to the production or manufacture of methamphetamines be assigned for investigation. The Michigan Child Protection Law (CPL) (MCL 722.623 and 722.628) requires DHS to refer to the prosecutor and law enforcement within 24 hours of receipt all complaints with allegations that indicate potential violations of the public health code involving methamphetamine (MCL 333.7401c). The CPL, Section 17, requires that a petition for court jurisdiction must be filed by DHS within 24 hours of determining a preponderance of evidence exists that a child has been exposed to, or had contact with, methamphetamine. The Department must also obtain a medical examination of all child victims and any other children residing in the household when a child has been exposed to, or had contact with, methamphetamine. The department did not make any changes to CPS policy regarding children who have been exposed to the production or manufacture of methamphetamines during FY 2013.



Accessing Local, County-based 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.

For a 2 page Kids Count summary of your county's statistics go to the following link, Another optional link is <http://www.mlpp.org/kids-count/michigan>. Scroll down the page where there is a map by county. Click on the desired county. A report then appears.

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.



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" is still not well understood and is mainly thought of in terms of solely reporting incidents of child abuse and neglect. There is still a lot of opportunity to educate the public regarding known effective prevention strategies.

The U.S. Government's Children's Bureau connects these dots well in its Strengthening Families and Communities: 2014 Resource Guide. The following is adapted from it:

For years, researchers have been studying both the risk factors common among families experiencing abuse and neglect and those factors that protect families who are under stress. There is growing interest in understanding the complex ways in which these risk and protective factors interact within the context of a child's family, community, and society to affect both the incidence and consequences of abuse and neglect. Research has found that successful interventions must both reduce risk factors and promote protective factors to ensure the well-being of children and families.

- 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.

Protective Factors are Important

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

- **Nurturing and Attachment.** Juggling the demands of work, home, and other responsibilities leaves many parents feeling like they do not have nearly enough time with their children. But even small acts of kindness, protection, and caring—a hug, a smile, or loving words—make a big difference to children. Research shows that babies who receive affection and nurturing from their parents have the best chance of developing into children, teens, and adults who are happy, healthy, and competent. Research also shows that a consistent relationship with a caring adult in the early years is associated with better grades, healthier behaviors, more positive peer interactions, and an increased ability to cope with stress later in life.
- **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.** Parents who can cope with the stresses of everyday life as well as an occasional crisis have resilience—the flexibility and inner strength to bounce back when things are not going well. Parents with resilience also know how to seek help in times of trouble. Their ability to deal with life's ups and downs serves as a model of coping behavior for their children.
- **Social Connections.** Parents with a network of emotionally supportive friends, family, and neighbors often find that it is easier to care for their children and themselves. Most parents need people they can call on once in a while when they need a sympathetic listener, advice, or concrete support such as transportation or occasional child care. A parent's supportive relationships also model positive social interactions for children, while giving children access to other supportive adults. On the other hand, research has shown that parents who are isolated and have few social connections are at higher risk for child abuse and neglect.
- **Concrete Supports for Parents.** Families whose basic needs (for food, clothing, housing, and transportation) are met have more time and energy to devote to their children's safety and well-being. When parents do not have steady financial resources, lack health insurance, or face a family crisis (such as a natural disaster or the incarceration of a parent), their ability to support their children's healthy development may be at risk. Some families also may need assistance connecting to social service supports such as alcohol and drug treatment, domestic violence counseling, or public benefits.

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: 2013 Resource Guide.

<https://www.childwelfare.gov/preventing/preventionmonth/guide2013/>

Update link

Keeping the Family Strong

Every family has strengths, and every family faces challenges. When you are under stress—the car breaks down, you or your partner lose a job, a child’s behavior is difficult, or even when the family is experiencing a positive change, such as moving into a new home—sometimes it takes a little extra help to get through the day.

Protective factors are the strengths and resources that families draw on when life gets difficult. Building on these strengths is a proven way to keep the family strong and prevent child abuse and neglect. This tip sheet describes six key protective factors and some simple ways you can build these factors in your own family.

Protective Factor and What it Means	What You Can Do
<p>Nurturing and Attachment: Our family shows how much we love each other.</p>	<ul style="list-style-type: none"> * Take a few minutes at the end of each day to connect with your children with a hug, a smile, a song or a few minutes of listening and talking. * Find ways to engage your children while completing everyday tasks (meals, shopping, driving in the car). Talk about what you are doing, ask them questions, or play simple games (such as “I Spy”).
<p>Knowledge of Parenting and Child Development: I know parenting is part natural and part learned. I am always learning new things about raising children and what they can do at different ages.</p>	<ul style="list-style-type: none"> * Explore parenting questions with your family doctor, child’s teacher, family or friends. * Subscribe to a magazine, website, or online newsletter about child development. * Take a parenting class or attend a parent support group. * Sit and observe what your child can and cannot do. * Share what you learn with anyone who cares for your child.
<p>Parental Resilience: I have courage during stress and the ability to bounce back from challenges.</p>	<ul style="list-style-type: none"> * Take quiet time to reenergize: Take a bath, write, sing, laugh, play, drink a cup of tea. * Do some physical exercise: Walk, stretch, do yoga, lift weights, dance. * Share your feelings with someone you trust. * Surround yourself with people who support you and make you feel good about yourself.
<p>Social Connections: I have friends, family and neighbors who help out and provide emotional support.</p>	<ul style="list-style-type: none"> * Participate in neighborhood activities such as a potluck dinners, street fairs, picnics or block parties. * Join a playgroup or online support group of parents with children of similar ages. * Find a church, temple or mosque that welcomes and support parents.
<p>Concrete Supports: Our family can meet our day-to-day needs, including housing, food, health care, education, and counseling. I know where to find help if I need it.</p>	<ul style="list-style-type: none"> * Make a list of people or places to call for support. * Ask the director of your child’s school to host a Community Resource Night, so you (and other parents) can see what help your community offers. * Dial “2-1-1” find out about organizations that support families in your area.
<p>Social and Emotional Competence of Children: My children know they are loved, feel they belong, and are able to get along with others.</p>	<ul style="list-style-type: none"> * Provide regular routines, especially for young children. Make sure everyone who cares for your child is aware of your routines around mealtimes, naps and bedtimes. * Talk with your children about how important feelings are. * Teach and encourage children to solve problems in age-appropriate ways.

This tip sheet was created with information from experts in national organizations that work to prevent child maltreatment and promote well-being, including the Strengthening Families Initiatives in New Jersey, Alaska, and Tennessee. Preventing Child Maltreatment and Promoting Well-Being: A Network for Action. Local information was added.





Safe Sleep

Sudden Unexpected Infant Death, or SUID, is Michigan's leading cause of preventable infant death. Michigan currently ranks 37th among states for overall infant mortality and the state's infant mortality rate, 7.5 deaths per 1,000 live births, remains one of the highest in the nation. In 2013, nearly 150 Michigan babies, nearly three children every week, died of accidental suffocation or strangulation in bed.

Michigan babies have suffocated while sleeping in adult beds, sharing a bed with an adult or child, sleeping alone or with a parent on furniture (e.g. sofa, stuffed chair, rocking chairs, etc.), and sleeping with pillows, cushions, and blankets. In accordance with the American Academy of Pediatrics, follow these basic infant safe sleep recommendations to protect babies from suffocation or accidents during nightly sleep and naps:

- Infants should be placed to sleep on their backs.
- Use a firm sleep surface and firm mattress covered only with a fitted sheet.
- Remove soft objects and loose bedding from the crib (no pillows, quilts, comforters, stuffed toys, bumper pads, or other soft objects).
- Do not share a bed with your baby.
- Avoid allowing your baby to become overheated.
- Encourage "Tummy Time;" it's important to practice supervised tummy time while your baby is awake to build strong neck and shoulder muscles.
- Make sure everyone caring for your baby knows these guidelines, including babysitters, friends, and family members.

Suggested Activities to Promote Safe Sleep in Your Communities:

Information Distribution:

- Distribute free resource pamphlets, brochures, posters and other materials at fairs, conferences and other applicable venues, including restrooms.
- Distribute written information and other related materials (e.g. sleep sacks, pack and plays, fitted crib sheets, onesies, etc.) to the Health Department, DHS, hospitals, baby pantries, parent support groups and applicable others.

Community Outreach:

- Outreach to university and other student education programs for future awareness and learning opportunities.
- Outreach and coordinate services with WIC, GSRP, Parenting Awareness Michigan (PAM) and Head Start.
- Reach out to pediatricians, fatherhood initiatives, other relatives (e.g. grandparents).
- Establish working relationships with retail stores.
- Create and conduct Safe Sleep parent surveys w/self-addressed postcards, coded by township and seek 65% response rate about their knowledge of and compliance with Safe Sleep practices.



Education and Training:

- Conduct awareness sessions at teen mom groups, birthing classes, homeless/transitional housing.
- Provide information and training at local baby pantries
- Educate day care staff on Safe Sleep principles and practices.
- Provide new mom bags w/Safe Sleep information at a 1 time home visit w/educator.
- Conduct Safe Sleep training at the same time when the hospital does the Period of Purple Crying.
- Provide Safe Sleep training along with infant head trauma prevention training at middle and high school babysitting classes.
- Support MIHP (Maternal Infant Health Program) classes to child care providers.
- Add a Safe Sleep component to the Baby Think it Over program.

Equipment and Other Giveaways

- Give away crib sets w/education at pregnancy centers.
- Support crib and/or pack and play resource programs.
- Print onesies (w/writing that says “If you can read this flip me over”, “This side up”) and give away with baby bag.

Marketing

- Create and distribute press releases, op-ed pieces, etc.
- Create and utilize Facebook, websites other social media messaging.

Resources:

American Academy of Pediatrics: <http://www.aap.org/en-us/about-the-aap/aap-press-room/pages/AAP-Expands-Guidelines-for-Infant-Sleep-Safety-and-SIDS-Risk-Reduction.aspx>

A Parent’s Guide to Safe Sleep: <http://www.healthychildcare.org/pdf/sidsparentsafesleep.pdf>

Consumer Product Safety Commission: <http://www.cpsc.gov/en/Safety-Education/Safety-Education-Centers/cribs/>

Cribs for Kids: <http://www.cribsforkids.org/educational-materials/>

Halo Company: <https://www.halosleep.com/> (CTF receives no benefit as a result of any business conducted with the Halo Company.)

Healthy Childcare America: <http://www.healthychildcare.org/sids.html>

Keeping Babies Safe: <http://www.keepingbabiesafe.org/>

Safe to Sleep Public Education Campaign:
<http://www.nichd.nih.gov/sts/news/etoolkit/Pages/default.aspx>

State of Michigan Safe Sleep website: www.michigan.gov/safesleep

Tomorrow’s Child website: <http://www.tomorrowschildmi.org/>

Helpful Hints for Making CAP Month a Success

- Engage the Local Council's board, staff and volunteers in CAP Month planning and activities.
- Start by planning early (prior to when pinwheel orders are requested from CTF), months in advance. That plan should include:
 - Goals, objectives, and activities and tasks;
 - Logistical considerations.
- Be practical about what can be accomplished during CAP Month. In other words don't take on too much. Remember this month is about being successful.
- Plan how to utilize the 96 free pinwheels that CTF provides to each county of the Local Councils.
- If additional pinwheels are ordered, make a plan for their use (e.g. fundraiser or for awareness).
- Arrange to have a pinwheel garden event, preferably at a location that can attract a significant crowd, e.g. schools, local government offices, shopping area, etc..
- Make use of seniors, National Honor Society members, Local Council services recipients or other volunteers for CAP Month events.
- Utilize the CAP Month Toolkit materials developed by CTF local councils as well as utilize materials from PCA.
- Use Facebook, Twitter and other social media outlets for messaging and promotion of CAP Month activities. Post daily messages
- Collaborate with other community organizations to accomplish CAP Month objectives.
- Communicate with other Local Councils to share ideas and receive feedback about plans (and to perhaps collaborate in efforts).
- Use CAP Month as an opportunity for fundraising. See toolkit piece with fundraising ideas.
- Promote the Michigan CAP Month theme *The Power of One* in all communications and marketing.
- Use PCA and other official CTF talking points so that communications and messaging are uniform across the state.
- Seek support from local newspaper and/or write an editorial about CAP Month to appear in the local paper during April.
- Develop a specific set of speaking points (a rap) and seek radio and/or television interview opportunities.
- Host a prevention conference.
- Participate in the CAP Month Prevention Awareness Day (PrAD) event at the Capitol. Also, participate in the Legislative Education Day (LED) component of PrAD and educate legislators about community need and accomplishments.
- **Have fun!**

Facebook and Twitter CAP Month Messaging

(Note: The #CAPmonth hash tag is added when using for Twitter. Also, can't exceed 140 characters for Twitter)

Twitter and Facebook

- April is Child Abuse Prevention Month #CAPmonth. (www.michigan.gov/ctf).
- The pinwheel is the national symbol of child abuse prevention #CAPmonth. Join us in planting a pinwheel garden in your community www.michigan.gov/ctf
- The statistics are clear. Michigan's children need our help now! Let's give them a voice, <http://www.childhelp.org/pages/statistics/> #CAPmonth.
- No child deserves to be neglected or abused. Support the _____ Children's Trust Fund Local Council #CAPmonth.
- All children have a right to grow up in a nurturing environment. Learn more at www.michigan.gov/ctf #CAPmonth.
- Promote the health and well-being of every child in your community #CAPmonth.
- Donate to child advocacy causes #CAPmonth (www.michigan.gov/ctf).
- Preventing child abuse before it occurs is the responsible way to manage our society's future #CAPmonth.
- Support families that are under stress #CAPmonth (www.michigan.gov/ctf).
- A focus on innovative prevention services lays the foundation for children's growth and development #CAPmonth (www.michigan.gov/ctf).
- How can we ensure that every child has an equal opportunity for healthy growth and development #CAPmonth?
- Americans are awakening to the role we all play in protecting the lives of children #CAPmonth.
- The time is now to protect our children from abuse and neglect #CAPmonth.
- Participate in youth-focused community organizations #CAPmonth (www.michigan.gov/ctf).
- Our ability to thrive as a society depends on how well we foster the health and well-being of the next generation #CAPmonth.
- @yourname focuses on public programming that prioritizes child development & prevention of child abuse & neglect #CAPmonth.
- The power of 1 person, 1 community, \$1, 1 action can change the life of a child #CAPmonth.

Facebook Only

Note: Posting pinwheel photos or the Pinwheels for Prevention symbol w/your Facebook entries is a better tool for marketing your message.

- During Child Abuse Prevention Month think of the connection between child development and economic development. When we invest in healthy child development, we invest in community and economic development, as flourishing children become the foundation of a thriving society.
- When the entire community takes responsibility for creating healthy environments for children, we lay the foundation for growth and development.
- Invest in prevention—getting it right early is less costly, to society & individuals, than trying to fix it later. (www.michigan.gov/ctf)
- Implementing effective policies and strategies to prevent child abuse and neglect can save taxpayers more than \$104 billion a year

School Messaging During CAP Month

Messages for adults: (Note: Use your own discretion about which statements are appropriate for the target audience.)

- With Child Abuse Prevention Month upon us, it is time to ensure that every child has the equal opportunity to grow and develop.
- Families can be strengthened when they have, knowledge of healthy parenting, have strong social connections and have easy access to concrete supports as needed.
- Children are our future but abuse can rob them of that future.
- All adults should listen and believe any child who shares information about alleged abuse or inappropriate behavior.
- Professional school personnel are mandatory reporters as written in the State of Michigan Child Protection Law (Section 3, 1[c]).
- If you suspect child abuse call 855-444-3911.

Messages for children: (Note: Use your own discretion about which statements are appropriate for the developmental level of the student audience.)

- It's always OK to talk to a trusted adult if you think you may have been abused.
- It's never OK for someone to touch you in a private part of your body or in any way that makes you feel uncomfortable.
- It's never your fault if someone has touched you in a private part of your body.
- It's never OK for another person (adult or child) to act in such a way as to deliberately bruise your body.
- Never identify yourself to a stranger on a computer website or social network site.
- Go with friends or adults when walking to and from school. Don't be alone.
- Never approach, take anything or go anywhere with strangers.
- It's never OK for people to call you names that make you feel bad.
- It's never your fault if someone hurts you in any way.
- Don't take part when friends are making fun of or criticizing other kids. Let your friends know that what they are doing is wrong.
- Bullying someone else is never a way to feel good about yourself.
- If you can't tell your friends that their bullying is wrong then go to a trusted adult and speak to that person about what is happening.



Appreciate Your Child - April 2014

(April is Child Abuse Prevention Month)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1. Say to your child, "I Love You".	2. Make up a play and act it out (try using your child's favorite book or character).	3. Praise them today for everything good they do.	4. Eat at your child's favorite restaurant or prepare your child's favorite meal.	5. Go to a local hardware or scrap store and build something together.
6. Make little pizzas together. (Recipe on back.)	7. Watch a cartoon together.	8. Make Phone Cups. (Instructions on back).	9. Bake cookies with your child.	10. Ask your child, "Who is your best friend and why?"	11. Make up a story and have your child draw pictures for that story.	12. Play a board game with your child.
13. Tell your child what makes him or her special to you.	14. Make a song up with your child and sing it.	15. Go to the library, look at books, and choose one to read with your child.	16. Ask your child, "What day of the week is your favorite and why?"	17. Do a puzzle together.	18. Take your child to a playground or nearby park.	19. Buy or make little objects, hide them before your child gets up in the morning and have a treasure hunt.
20. Ask your child, "Tell me one thing you wish for and why?"	21. Give your child five hugs today.	22. Talk about what your child likes to do at school or daycare and why.	23. Let your child set the table for dinner.	24. Make a tent in the living room with blankets and pillows.	25. Watch the sun go down together and wish upon the first star.	26. Ask your child, "What is your favorite color and why?"
27. Make your child breakfast in bed.	28. Make a necklace with uncooked pasta that can be threaded.	29. Go for a walk outside together.	30. Read with your child for 15 minutes.	Say to your child, "I Love You" every day!		

Day 6, Pizza Recipe: Ingredients:

English Muffins or Mini Pizza Crusts

Shredded Mozzarella

Pizza Toppings (pineapple, pepperoni, sausage, mushrooms, green pepper, or other preferred toppings)

Pizza Sauce

Instructions:

Place English muffins or mini-pizza crusts on a cookie sheet.

Put all ingredients in separate bowls.

Let your child put their own ingredients on the muffins starting with the pizza sauce.

Bake and serve.

Day 8, **Instructions for phone cups:**

Take two cups, paper or plastic. Punch a small hole in the bottom of each cup and push a 15 foot string through the holes. Then tie a large knot at each end of the string. Then stretch the string out and begin talking into the cups. Have a phone conversation with your child. (Throw away after done with this activity due to strangulation hazard.)

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, synagogue, 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.

Community members helping each other 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 or Insert Local Council Name and contact information in this space).

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:

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 27, 2014. 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. Note: Blue Sunday may be another day of the week depending upon when a religion's Sabbath is practiced.

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.
- Houses of worship often will have social committee groups who will take this on as a project. They will need time to organize it.
- Display pinwheels near the house of worship's door.
- 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 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 (Sabbath) event where you give the Blue Sunday/Sabbath 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/Sabbath.
- Host a press conference to share national, state and local statistics and the history of Blue Sunday/Sabbath.



Note: For those not of the Christian faith whose Sabbath may occur on another day of the week, e.g. Muslims on Fridays, Jews on Saturdays, etc., this Blue Sunday letter can be modified accordingly.

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 27, 2014 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 weekly 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:

1. Build the entire worship/prayer service around themes of building community, supporting families, and caring for children.
2. Pray for victims and those who care for them on Blue Sunday (April 27) or each Sunday in April (see Blue Sunday Prayer).
3. Host a Pinwheel Garden.
4. Honor those who lead and support family in the congregation and the community.
5. Set up a table with information about child abuse and available local services.
6. Include Parenting Tips in your newsletter or weekly Bulletin. Listed below are some tips:
 - Be there! Young people might not say it directly, but they want a positive and caring adult in their life. Even if few words are exchanged, your presence lets them know that you're there when they need you.
 - Tell your children you are proud of them! Think of ways to praise them each day.
 - Take advantage of "Teachable Moments." Use a relevant, real-life situation to teach your child about the importance of respect, positive role models, and the characteristics of healthy relationships. These are everyday examples of "teachable moments."
 - Celebrate family by having a no TV family night. Play games together, read together, look at family photos or home movies.
 - Have dinner together as a family. Spend the time around the table talking, telling jokes, being thankful for the time you are spending together as a family.
7. Make copies of the handout, Keeping Your Family Strong, on the back of this letter and distribute to your church.
8. Invite a speaker to talk to an adult Sunday School class.

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 27, 2014

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/>



Fundraising Ideas during CAP Month

I. Ideas with nominal costs and resources required

- Collect financial donations for pinwheels distributed at local stores and/or mall.
- Partner with local grocery stores to sell fundraiser pinups that will be displayed on the store's wall or window. See toolkit for pinup template.
- Conduct a bottle return campaign during CAP Month. This can be accomplished by partnering with schools, houses of worship, work settings or within the membership of the council.
- Have a Local Council garage sale. Collect items from the community and/or merchants and sell.
- Conduct a bake sale at a local venue. Perhaps combine this with selling pinwheels.
- Have a take a family picture day at the mall, store or other venue. Partner with a photographer and/or photography studio to take family portraits during CAP Month with a portion of the profits going to the Local Council.
- Place change collection boxes in locales including; houses of worship, work settings, stores, and others.
- Partner with a local radio station for a pledge drive.
- Partner with a local business or businesses to have them make the Local Council a *Charity of Choice* during CAP Month.
- Host a *Trivia* night at a local public venue where either all the profits or a portion of them go to the Local Council.

II. Ideas with moderate costs and resources required

- Order items from CTF Kid Store at CAP Month discounted rates and resell for a higher price, making a profit for the council.
- Design and create a recipe book with recipes from volunteers, donors, recipients (those who wish to participate) and other people associated with the Local Council.
- Work with a company to sell pizzas, candy, gift wrap and/or other catalog items with part of the proceeds coming to the Local Council. How does "Pizzas for Prevention" sound?
- Host a spaghetti dinner fundraiser.
- Create and sell a whimsical newsletter about the community.
- Conduct a raffle. (Note: A special state raffle license may be required.)



III. Ideas with considerable costs and resources required

- Host a Family Fun Night including dinner, activities and a drawing.
- Host a banquet with a silent auction and planned entertainment (e.g. music, fashion show or guest celebrity). Additional artists' market (local vendors rent a table to sell their wares) and raffle may be added to this event.
- Host a conference with a special guest speaker.
- Host a golf outing.
- Host a dinner theater experience, e.g. murder mystery or other play where the audience actually participates in the event.
- Create and sell a calendar for the following year.
- Sponsor a *Walk/Run* event.
- Host a chocolate event where local eateries and caterers donate chocolate anything (e.g. candies, cakes, cookies, pies, puddings/mousses, etc.) and then charge an admission fee for people to attend and sample the goodies.
- Host a tasting, auction and movie premiere event at a local movie theater. Vendors bring and set up their free food offerings in the theater lobby to give to the attendees. The attendees participate in a silent auction and then can view a newly released movie (seen prior to the general public). An admission fee is charged.

I helped to prevent child abuse and neglect in my community

Name



Pinwheels
for **PREVENTION**[®]



Prevent Child Abuse Michigan



Children's Trust Fund
Protecting Michigan's Children

Other Logo

I helped to prevent child abuse and neglect in my community

Name



Pinwheels
for **PREVENTION**[®]



Prevent Child Abuse Michigan



Children's Trust Fund
Protecting Michigan's Children

Other Logo

I helped to prevent child abuse and neglect in my community



Name

Pinwheels
for **PREVENTION**[®]



Prevent Child Abuse Michigan



Children's Trust Fund
Protecting Michigan's Children

Other Logo

I helped to prevent child abuse and neglect in my community



Name

Pinwheels
for **PREVENTION**[®]



Prevent Child Abuse Michigan



Children's Trust Fund
Protecting Michigan's Children

Other Logo

I helped to prevent child abuse and neglect in my community



Name

Pinwheels
for **PREVENTION**[®]



Prevent Child Abuse Michigan



Children's Trust Fund
Protecting Michigan's Children

Other Logo

I helped to prevent child abuse and neglect in my community



Name

Pinwheels
for **PREVENTION**[®]



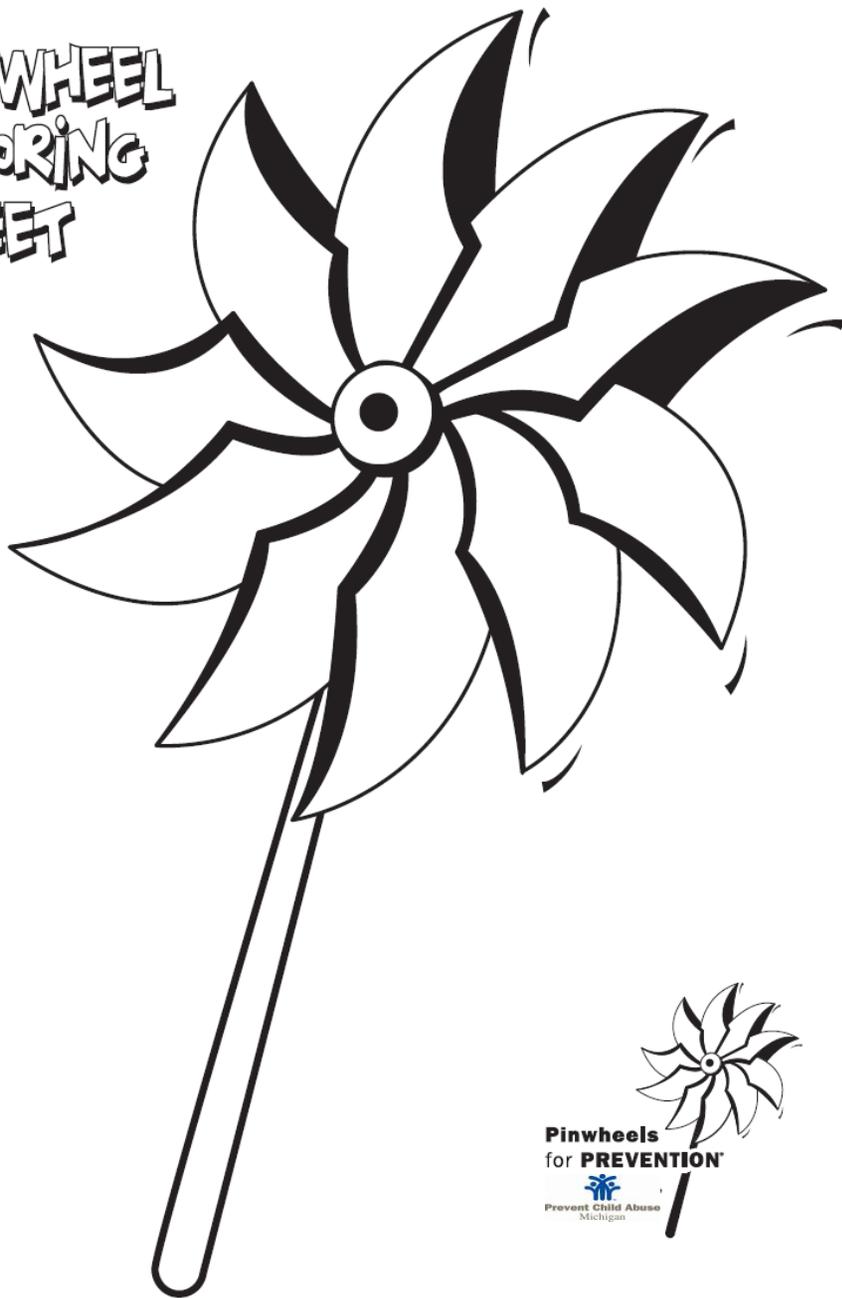
Prevent Child Abuse Michigan



Children's Trust Fund
Protecting Michigan's Children

Other Logo

**PINWHEEL
COLORING
SHEET**



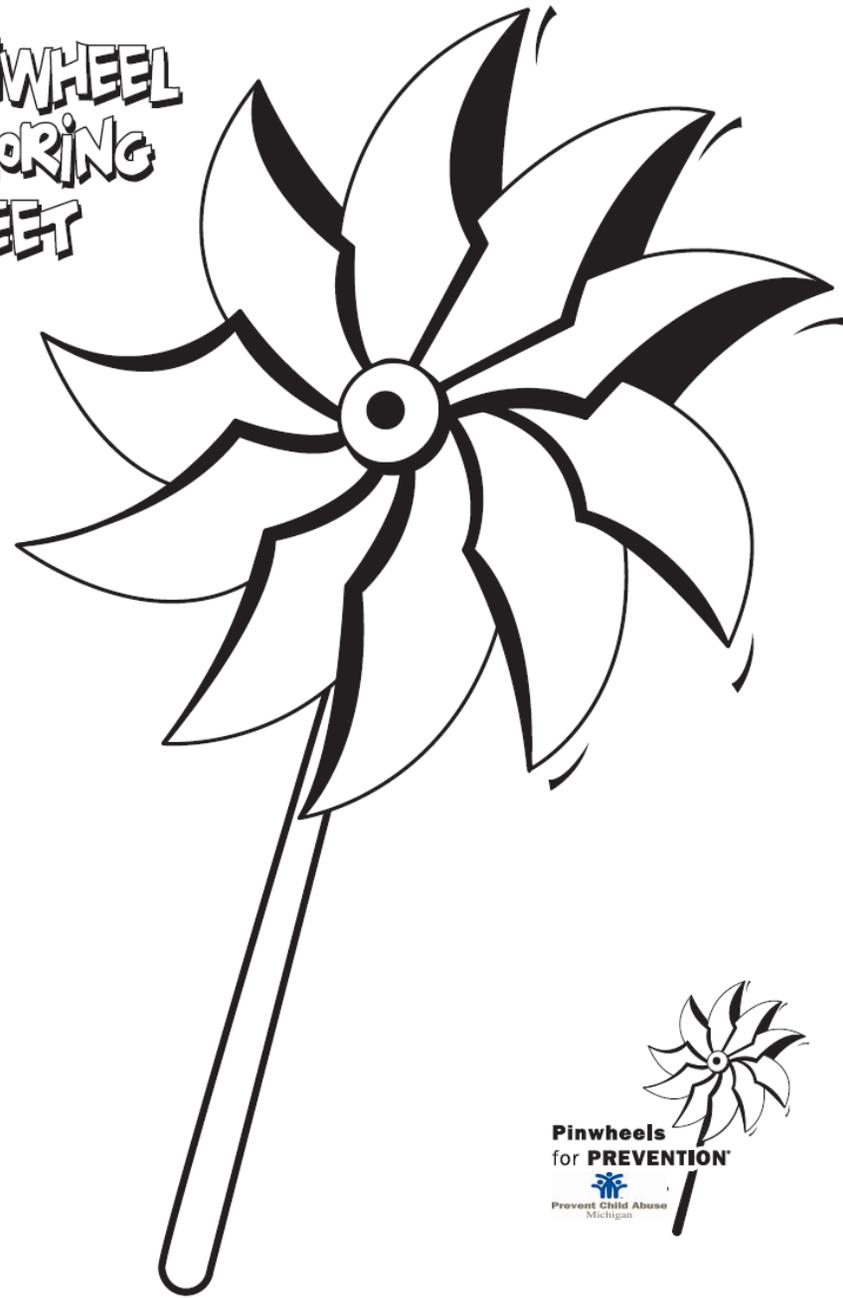
LC Logo

LC Name
LC Address
LC Phone Number
LC Website



**Other
Logo as
Needed**

**PINWHEEL
COLORING
SHEET**



LC Logo

LC Name
LC Address
LC Phone Number
LC Website



**Other
Logo as
Needed**

You CAN make a difference in the life of a child...

Purchase a pinwheel for a donation!

The pinwheel is the nationally recognized symbol promoted by Prevent Child Abuse America to encourage everyone to “play their part” in the prevention of child abuse and neglect. Pinwheels are a happy and uplifting symbol of childhood.



Proceeds benefit the programs and services
of the LC Name



Children's Trust Fund
Protecting Michigan's Children

For local information, please contact:
LC Name
LC Phone Number
or visit our website
LC Website Address

LC
Logo



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's Children www.michiganschildren.org (800)330-8674
Children's Trust Fund of Michigan (517) 335-1938 www.michigan.gov/ctf	Michigan Coalition for Children & Families www.miccf.org
Communities in Schools (517) 487-1548 x 13 http://www.communitiesinschools.org	Michigan Community Action Agencies www.mcaaa.org
Early Childhood Investment Corporations (ECIC) www.ecic4kids.org	MI Dept. of Community Health www.michigan.gov/mdch/
Fight Crime: Invest in Kids www.fightcrime.org/mi/index.php	MI Department of Education www.michigan.gov/mde/
Infant Safe Sleep www.michigan.gov/safesleep	MI Department of Human Services www.michigan.gov/dhs/
MI Association for Infant Mental Health www.mi-aimh.org (734)785-7700	Michigan Fatherhood Coalition www.michiganfatherhood.org info@michiganfatherhood.org



Michigan Office of Children's
Ombudsman
(800)MICH-FAM
childombud@mich.gov

Michigan State Police
www.michigan.gov/msp

Parenting Awareness Michigan
www.preventionnetwork.org
pamcampaign@preventionnetwork.org

Prevention Network
www.preventionnetwork.org

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