



2015 License Plate Campaign Toolkit



Children's Trust Fund

Protecting Michigan's Children

January 2015

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Dear Leaders in Prevention:

First let me start by expressing our sincere appreciation for your support of the License Plate campaign through the past years. As we prepare for the 2015 License Plate campaign, we need your help now more than ever!

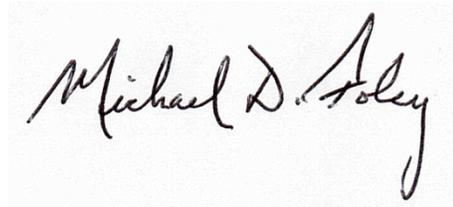
We are planning several strategies to assure that all those who have generously purchased a license plate will continue to do so. Our success will depend upon everyone working together to get appropriately-timed messages and information out to our established partners and to new networks we are cultivating. Critical to our success will be our work with you as chapter leaders.

Your own networks are very important to these efforts. As a group, networks know and understand prevention and many support the Children's Trust Fund all year around. We'll want to sustain their dedicated service and at the same time assure that they know the new challenges we face in maintaining this important source of funding.

Enclosed are promotional materials along with a toolkit to assist with your organization's efforts in promoting the 2015 License Plate campaign.

You truly are the backbone of the organization and the real reason for the work we do!

In Sincere Appreciation,



Michael D. Foley, Executive Director
Michigan Children's Trust Fund

Enclosures

Toolkit Contents

This year's "**Children's License Plate – Every Child Deserves Our Protection**" is intended to encourage Michigan citizens to purchase the Children's Trust Fund License Plate to support prevention programs throughout Michigan. The contents of the Children's License Plate Toolkit serve as resources to help you promote the campaign. The copy-ready materials are also available on the CTF web site at www.michigan.gov/ctf.

How to Use the Toolkit...

Use the contents of the toolkit in any way you would like to promote the Children's License Plate and to encourage all residents statewide to order their new Children's Trust Fund license plate. You have permission to copy or reprint anything in the toolkit. Feel free to customize the materials and include the name of your group or your local program information. Included are samples of a press release, public service announcement and a proclamation.

Please Fill Out and Return the Enclosed Survey...

Your responses are important and will assist in planning for the 2015 Children's License Plate campaign.

The CD Includes:

- *Children's License Plate Materials as follows:*
 - ◆ Cover Letter from CTF Executive Director
 - ◆ Things You Can Do To Promote the Children's License Plate
 - ◆ CTF License Plate Campaign Questions and Answers
 - ◆ Developing a Successful Community Awareness Campaign
 - ◆ General Media Tips
 - ◆ Media List
 - ◆ Tips for Developing Effective Media Coverage
 - ◆ Letter to the Editor (Sample)
 - ◆ Press Release (Sample)
 - ◆ Op Ed (Sample)
 - ◆ PSA Script (Sample)
 - ◆ Resources Order Form
 - ◆ Child Abuse & Neglect Statistics (Kids Count)
 - ◆ Child Abuse & Neglect Stats
 - ◆ Partners in Prevention
 - ◆ Direct Service Grantees
 - ◆ Local Councils

The Folder Includes:

- *License Plate Materials as follows:*
 - ◆ License Plate Poster
 - ◆ License Plate Palm Card
 - ◆ License Plate Postcard

Things You Can Do to Promote the License Plate Campaign

- Tweet or Facebook about the CTF License Plate. Also, follow our social media and share, "like," and comment on our posts.
- Write a letter about the Children's Trust Fund (CTF) and the Children's License Plate to the editor of your newspaper. Inform them that the money raised *comes back to your community*.
- Personally talk to family, friends, co-workers and neighbors. Ask them to purchase a CTF License Plate or, as a gift, offer to purchase one for them.
- Post information about the CTF License Plate on Facebook so friends can see that you support Michigan children and families.
- Ask your schools to send information about the CTF License Plate home to parents.
- Ask professional, religious and civic organizations, where you are a member, to display CTF License Plate materials and include an article about it in their organizational newsletters. Offer to speak at organizational events about CTF and the License Plate.
- Ask your city council to declare a Child Abuse Prevention week or day to promote the CTF License Plate.
- Display CTF License Plate materials at work and ask your spouse to do the same at his/her place of employment.
- Ask the companies where you conduct business to send CTF License Plate materials in their monthly statements or to display them where the public frequents.
- Ask the local Girl Scout or Boy Scout group to pass out CTF License Plate materials door-to-door.
- Ask your local parent-teacher organization to get involved in promoting the CTF License Plate.
- Ask your local government officials and media personalities to participate in the CTF License Plate campaign and include an article in their constituent newsletter about CTF and the License Plate.
- Offer to do a program about CTF and the License Plate for your public library.
- Ask local EMS, Fire Department and Police Department to promote the CTF License Plate.
- Include a CTF License Plate in a charity auction.
- Hand out CTF License Plate materials at senior centers.
- Encourage 10 friends to purchase a CTF License Plate.
- Purchase a personalized Children's License Plate for YOUR vehicle!



Children's Trust Fund
Protecting Michigan's Children

www.michigan.gov/ctf

1-800-CHILDREN



For more information or to order license plate materials, call the Children's Trust Fund at 1-800-CHILDREN

Children's Trust Fund

Protecting Michigan's Children

Children's License Plate Commonly Asked Questions and Answers

Q: Where can I purchase the Children's License Plate?

A: At any Michigan Secretary of State's Branch Office. You can also use the order form available on the Secretary of State's web site: www.sos.state.mi.us. If you are purchasing a new car, your dealer can handle the transaction for you.

Q: Can I get my plate the same day I purchase it?

A: No. You can order the plate for \$35. The Secretary of State's Office will mail the plate to your home within two weeks.

Q: How much does a Children's License Plate cost? How much goes to CTF?

A: The Children's License Plate sells for \$35. For each license plate sold, \$25 goes directly to the Michigan Children's Trust Fund to help fight child abuse and neglect. You can order a personalized plate by paying an additional fee of \$30.00.

Personalized license plates must be ordered in person at a Secretary of State Branch Office and can include up to five characters letters and/or numbers). An individual who would like to purchase a second personalized plate for the front of their vehicle would pay an additional \$5.00.

Q: My birthday isn't until December; can I buy a plate in April?

A: Yes, you can order a plate at any time. The cost is \$35. Your registration fees, which are due on your birthday, are a separate fee.

Q: How much does it cost to renew my Children's License Plate?

A: Each time your Children's License Plate is renewed, a \$10 fee is collected for the Children's Trust Fund. Individuals with a personalized Children's License Plate will pay an additional \$15 fee when renewing.

Q: What does CTF do with the proceeds from the sale of the plates?

A: CTF uses the proceeds to provide funding to local councils throughout the State for their local prevent child abuse and neglect and prevention programming efforts. The proceeds also fund community-based, direct service prevention programs such as parenting education, early childhood support, grandparents raising grandchildren, respite care and other prevention services that target “at risk” families. In addition, CTF also uses these valuable contributions for prevention awareness and outreach undertakings throughout the State of Michigan.

Q: Can I still donate to CTF through the Michigan State Income Tax Check-off?

A: Only during tax season do you have the opportunity to give to CTF through the Michigan Income Tax Form 4642, Voluntary Contribution check-off. However, you can also still make direct donations to CTF online at www.michigan.gov/ctf at any time or purchase a Kid Pin or other quality items from our Kids Store at <http://apps.michigan.gov/michiganestore/public/categorydisplay.aspx?categoryId=8>

***The children of Michigan trust you to keep them safe.
Your gift to the Children’s Trust Fund sustains that trust.***

Michigan Children’s Trust Fund
P.O. Box 30037, Suite 1411, Lansing, MI 48909-7537
Phone: 517-373-4320*Fax: 517-241-7038
Website: www.michigan.gov/ctf

Develop a Successful Campaign

A successful community awareness campaign starts with a well-designed marketing plan. It is important to look at your message from the point of view of your audience and think about what behavior you want to change and how you will reach your audience with a call to action.

The most effective child maltreatment prevention awareness initiatives are targeted, local and responsive to the cultural context of each unique community. Each community has different definitions of child abuse and neglect, different ways of approaching the issue, also different communication methods and responses to the issue.

Understand your target audience:

Developing an effective campaign requires a thorough understanding of your target audience(s). Before you start planning a campaign, it is important to address the following questions:

- Who is the best audience for messages about child abuse prevention? Target audience examples include: parents, businesses, adolescents, medical professionals, school staff and government agencies.
- What methods of communication will be most effective to reach your target audience and change their behavior? Examples include: events, social media, posters, public displays, print materials, radio public service announcements, newspaper and television.
- Will your audience identify with a need to change a behavior or take action?
- What objections might the target audience have?
- What other organizations or groups in your community target similar audiences or have similar goals? How can your organization collaborate and partner with other groups?

Plan your campaign:

1. Mobilize community support...

Join forces with local community groups that are concerned about the welfare of children.

2. Determine your needs and locate funding...

Once your team has developed a community awareness campaign, determine your needs in the following areas: money, materials, people, time and leadership. Approach local groups such as Rotary, Jaycees, Lions/Lioness, churches, businesses, private donors and others and ask them to support your campaign or donate services.

3. Order additional Children's License Plate campaign materials...

The Michigan Children's Trust Fund (CTF) will have campaign materials available. An order form is included in the toolkit. Please fill out the form or contact CTF for more information.

4. Implement a campaign with community media partners...

The media can be an effective partner in disseminating messages to a target audience. The news media has specific criteria for judging what is worth covering. It is important to frame your information so the media is interested. The media usually likes stories with conflict, human interest or novelty. Questions to consider when approaching the media include:

- What is your media hook?
- What is important or unique about your campaign?
- What will attract the media's attention?
- Have you considered sources of free publicity in your community?
- When you contact newspapers, radios, and television stations to ask them to feature stories about child abuse prevention, see if they will make a donation for ad space to help publicize your campaign.
- Has the level of media attention to child abuse prevention increased since you began your efforts?

5. Evaluate and continue your awareness efforts...

After the campaign has been carried out, evaluate your progress and seek feedback.

General Media Tips

Stay on message. Narrow your message to one or two central points that you want to get across and stick to them. You do not have to explicitly answer every question a reporter poses. Answer every question in such a way that it reflects your key message. Do not repeat something a reporter says that is not part of your point, even to disagree with it.

Emphasize the License Plate is about solutions to child abuse. It's about prevention, but don't leave the word "prevention" unexplained. Describe the solutions. Keep in mind that reporters will usually try to move you back to tragedy, but you can stress that child abuse is a problem with solutions that don't receive the attention they should. Explain that the American public cares deeply about child abuse, but doesn't know what can be done about it.

Reporters will want statistics. Instead of supplying them with the traditional child abuse statistics on reports, substantiations and deaths, given them stats of efficacy. What works? How many people do you reach with services? What has been the impact of such services?

Letters to the editor are a great way to reach a general audience. Keep them short and focused and be sure to include a call to action whether it is to support specific legislation or to learn more about a program.

Here is some general language about the CTF License Plate that could be adapted for press releases announcing events, letters to the editor, or website announcements.

By purchasing a Children's Trust Fund (CTF) Specialty License Plate, you can help transform our community into a place that increasingly cares about – and actively supports – families and children. You can help ensure that parents in our community have more access to parenting education resources, and substance abuse and mental health programs, which help keep our children safe.

The majority of child abuse cases stem from situations and conditions that are entirely preventable in an engaged and supportive community. For example, a community that cares about early childhood development, parent support and mental health, sees families with children who are nurtured and who are born healthy and enter school ready to learn. Cities and towns that work to create good school systems and come together to ensure that affordable housing is available in good, safe neighborhoods are less likely to see stressed, isolated families who don't know where to turn in times of need.

CTF and its partnering organizations connect all of these dots so that the solutions to child abuse receive the attention the public craves. In a recent poll, 89% of Americans reported that child abuse was a "very important" moral issue to them. It's not enough to care about the problem and address its consequences; we have to pay attention to the kinds of efforts that will prevent it from happening in the first place. Please learn more about what you and your community can do to support child abuse prevention. It is a shared responsibility and we're stronger when we work together.

To find out more about the CTF License Plate and child abuse prevention in your community, contact [add contact information here].

Tips for Developing Effective Media Coverage

Common Terms Defined

Understanding the different tools available to you to communicate with media organizations helps to make the relationship more productive.

Media Advisory: This is a very short notice inviting the media to attend an upcoming event. The advisory lists only the very basics of the time, date and place and identifies what will be happening and who will be there.

Press Release: This is a longer document that announces news about your organization.

Press Conference: This is an opportunity to make a major announcement or to allow many media organizations access to your organizations officials at the same time. A media advisory is often used to invite media to attend.

Public Service Announcement (PSA): PSAs are used as filler for media organizations when there is dead airtime, or in an area of the publication that cannot be filled with copy or paid advertisements. The old adage "You get what you pay for" applies to PSAs. Since there is no financial incentive to the media outlet to run your PSA, there is no guarantee that it will run in a timeslot or a space that meets your organization's communication goals.

Advertisement: You may opt to purchase paid space and time in media outlets to deliver your message. Most media outlets will help you develop commercials and display advertisements for an additional cost. Often, media organizations will leverage multiple media buys to maximize your message placement.

Ten Tips for Effective Press Releases:

1. Make sure the information is newsworthy.
2. Focus on speaking to your audience and give them a reason to continue reading.
3. Start with a brief description of the news, and then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?"
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much contact information as possible: an individual to contact, address, phone, fax, email, web site address.
9. Make sure you wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs.

Letter to the Editor (Sample)

Child abuse and neglect is real. It happens in every neighborhood and community in this state. The act itself could result in death, developmental disabilities, behavioral problems or a dramatic reduction in the quality of life for a survivor. The Children's Trust Fund (CTF) recognizes the toll it takes on the children and families of Michigan; this is why we are leading the effort to reduce the incidence of neglect and abuse.

When you are renewing your license plate, please consider the children and families in Michigan who suffer from child abuse and neglect. Please share with others that you support the CTF.

With the money raised from the CTF Specialty License Plate, CTF works to continue to fund essential child abuse prevention and neglect programs and services throughout the state. Contributions go directly toward funding 73 local child abuse and neglect prevention councils and direct service prevention programs in all of Michigan's 83 counties.

This is an important story for Michigan's children and your readers. Research verifies that 85% of the reported cases of child abuse and neglect could have been prevented. Quality child care and community support is essential for shaping a child's success. There's no more fundamental component of a quality life than supporting the health and safety of a child.

We are dedicated to building strong and healthy communities that benefit every citizen of Michigan. You can help us show kids and families in Michigan how much we care by promoting the CTF License Plate!

Children's Trust Fund
235 S. Grand Ave., Suite 1411
P.O. Box 30037
Lansing, MI 48909
Phone: 1-800-CHILDREN
Fax: 5178-241-7038
Website: www.michigan.gov/ctf
<http://www.facebook.com/MichiganCTF>
http://www.twitter.com/CTF_Michigan
<http://www.youtube.com/MichiganCTF>

Media List

The Children's License Plate Media List



For a listing of media outlets in Michigan, contact the
Michigan Children's Trust Fund at:

1-800-CHILDREN

Or

Visit online at:

www.michigan.gov/documents/ctf/Media_List_338459_7.xls

Press Release (Sample)



Children's Trust Fund
Protecting Michigan's Children

FOR IMMEDIATE RELEASE
January 2015

CONTACT: Local Contact
Contact Phone Number

Children's Trust Fund raises awareness during the 2015 License Plate Campaign
Residents are encouraged to prevent child abuse through license plate purchase

LANSING – This year, Children's Trust Fund is asking you to help out children and families in Michigan who are neglected and abused. When you purchase your license plate, please consider the children and families in Michigan who are neglected and/or abused; the results could mean everything.

CTF is the only statewide, nonprofit organization dedicated to the prevention of child abuse and neglect. "CTF relies heavily on the contributions donated through the state's campaigns to fund direct service and local prevention programs across the state of Michigan that help build strong, healthy families and keep children safe," says Michael Foley, Executive Director of CTF.

Your contribution will go directly toward funding local child abuse and neglect prevention councils and direct service prevention programs in all of Michigan's 83 counties. Since its creation in 1982, CTF has raised over \$60 million and provided support to over 6 million children and families.

For more information about CTF, how to contribute, and how to participate in local fundraising activities, please visit www.michigan.gov/ctf.

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OP ED (Sample)

Personalize, i.e., add local data, personal experiences, and ways that CTF has made a difference.

Research confirms that a safe, stable and nurturing setting is essential for a child's success. The Children's Trust Fund (CTF) supports prevention programs that not only help keep families emotionally healthy, but help shape our children's future and keep them safe. CTF recognizes the toll neglect and abuse take on the children and families of Michigan; which is why CTF is focused on leading the effort to reduce the incidence at the grassroots level.

This year, CTF continues to help build strong, healthy families and keep children safe through the License Plate campaign. The money raised through the CTF License Plate campaign will work to continue funding essential child abuse prevention and neglect services to local programs. Whether you are purchasing a license plate for yourself or as a gift, your purchase could make a world of difference for Michigan kids.

I have personally seen the difference that programs and services supported by Children's Trust Fund make here in _____. Since 1982, CTF has provided over \$60 million to support prevention programs and services in communities across the state, touching the lives of over 6 million children and families. Here in _____ alone, we have been able to _____.

As a nonprofit agency with no state appropriation, CTF must raise its funds through grants and most importantly, through individual and corporate donations. These donations are the backbone of prevention.

CTF, the _____, and many community-based, direct service programs that have received funding are all helping to change lives, but could, given additional revenues and opportunities, help many more children and families. Together we can positively impact the children and families of Michigan.

Sincerely,

Children's Trust Fund of Michigan

PSA Scripts (Sample)

Sample #1:

Our listeners and the Children's Trust Fund are teaming up to stop child abuse and neglect.

Last year almost thirty-thousand children were abused and neglected in Michigan.

Every child deserves OUR protection.

You can help by purchasing a personalized Children's License Plate for your vehicle.

Kid's voice: Please remember the Children's Trust Fund and Michigan Kids when you are renewing your license plate!

Sample #2:

Every day in Michigan, there is over 375 reports of child abuse and neglect.

Every child deserves OUR protection!

Support the Children's Trust Fund by purchasing a CTF Specialty License Plate for your vehicle.

Your support will help transform the lives of Michigan's children and families.

Call 1-800-Children NOW or visit the website for more information about how you can become a "champion for children."

For Office Use Only

Order Taken By: _____
Date Order Received: _____
Date Processed: _____
Processed by Whom: _____



Children's Trust Fund
Protecting Michigan's Children

License Plate Campaign Resources Order Form

Please indicate the quantity requested on the line before each item.

- _____ License Plate Campaign Pocket Folder (CTF-226)
_____ License Plate Campaign Palm Card (CTF-269)
_____ License Plate Campaign Poster (CTF-224)
_____ License Plate Campaign Postcard (CTF-XXX)

Note: These materials may also be ordered on the CTF web site in the Literature Request Page of the Resources section.

Ship To: *For quickest delivery, please include your street address.*

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Michigan Children's Trust Fund
P.O. Box 30037, Suite 1411, Lansing, MI 48909-7537
Phone: 517-373-4320*Fax: 517-241-7038
web site: www.michigan.gov/ctf

Child Abuse & Neglect Statistics (KIDS COUNT)

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

Michigan Data:

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.

National Data:

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.

Right Start Data:

The steps to acquire the data for counties and cities (includes townships) on the national KIDS COUNT data center, are:

- Go to <http://datacenter.kidscount.org/data/bystate/StateLanding.aspx?state=MI>
- Click on bar in middle of screen "view community profiles"
- After selecting geography -- counties or cities (includes townships)
- Then be sure "featured indicators" is selected -- this will provide the total number of births and the % of births affected by each Right Start indicator
- If you want the "number of births affected" for these indicators, under INDICATORS select "by category" and select "HEALTH" instead of demographics (there's an arrow on the side of the box)

If you want the Michigan profile (with trends by race), the report, which focuses on cities, especially the high-risk ones, the press release, and other materials related to the report, go to <http://www.milhs.org/kids-count/right-start-in-michigan-2011>.

Child Abuse & Neglect Statistics

Michigan¹ (FY2010):

- ❖ Investigations for child abuse or neglect hit a ten year peak in 2010 reaching 78,893.
- ❖ Seven of the 83 Michigan counties experienced a decline in their rate of child abuse or neglect over the past 10 years. However, in 30 counties, the rate of child abuse and neglect reports doubled.
- ❖ From 2000 to 2010, the rate of Michigan's children in investigated families went up by six percent—rising from 66 of every 1000 children to 70 of every 1000 children ages 0-17.
- ❖ Confirmed victims increased 34 percent from 2000 (26,844) to 2010 (32,504).
- ❖ 40 percent of victims were under the age of four.
- ❖ In approximately 86 percent of all cases, the perpetrator is the parent in 2009.²
- ❖ From 2005 to 2010, all three categories of confirmed abuse or neglect showed an increase. Category III—where the risk to children is considered low to moderate—saw the largest increase, 70%. The next was Category I—which requires a petition for court action—with a 9% increase. The smallest was Category II, which requires CPS to open a case and provide services.
- ❖ The increase in Category III cases led to a decrease of children in foster care. The number went from over 17,000 to about 12,000 in 10 years.
- ❖ 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.³

National⁴: (Federal FY 2009)

- ❖ An estimated 690,869 children were victims of maltreatment.
- ❖ An estimated 2.9 million children received a CPS investigation or assessment.
- ❖ An estimated 1,825 children in 2010 (compared to 1,770 children in 2009) died from abuse or neglect.
- ❖ During 2009, 76 percent of victims experienced neglect, 23 percent were physically abused, 11 percent were sexually abused, and 9 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.⁵

*National data is for FFY 2009, information derived from U.S. Department of Health & Human Services-Administration for Children & Families.

www.acf.hhs.gov/programs/cb/pubs/cm08/chapter3.hm#subjects

*The cost of child abuse information derived from Prevent Child Abuse America website. "Total Estimated Cost of Child Abuse and Neglect in the United States".

¹ KIDS COUNT in Michigan Databook 2011. "Health Matters: County Profiles of Family and Well-being."

² 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.

³ Caldwell, R. & Noor, I. (2005). "The Costs of Child Abuse vs. Child Abuse Prevention: A Multi-year Follow-up in Michigan."

⁴ First five statistics from the U.S. Department of Health and Human Services, "Child Maltreatment 2007" report.

⁵ Wang and Holton. (2007). "Total Estimated Cost of Child Abuse and Neglect in the United States." Prevent Child Abuse America.

Partners in Prevention

Each community in Michigan has a variety of organizations, agencies and groups that could be possible partners with local child abuse and neglect prevention. 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 through effective partnerships provides us the greatest opportunity to lower 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

Children's Trust Fund of Michigan
www.michigan.gov/ctf
1-800-CHILDREN

Early Childhood Investment
Corporations (ECIC)
www.ecic4kids.org

Fight Crime: Invest in Kids
<http://www.fightcrime.org/state/michigan>

Infant Safe Sleep
www.michigan.gov/safesleep

MI Association for Infant Mental Health
www.mi-aimh.org
(734)785-7700

Michigan's Children
www.michiganschildren.org
(800)330-8674

Michigan Coalition for Children &
Families
www.miccf.org

Michigan Community Action Agencies
www.mcaaa.org

MI Dept. of Community Health
www.michigan.gov/mdch/

MI Department of Education
www.michigan.gov/mde/

MI Department of Human Services
www.michigan.gov/dhs/

Michigan Fatherhood Coalition
<http://www.michiganfatherhood.org/>

Michigan League for Human Services
www.milhs.org
(800) 837-5436

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

Michigan State Police
www.michigan.gov/msp

Parenting Awareness Michigan and
Prevention Network
www.preventionnetwork.org
pamcampaign@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

www.channing-bete.com

<http://pcaamerica.channing-bete.com/>

(800)391-2118

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

<http://www.preventchildabuse.org/index.shtml>

The Talaris Institute

www.talaris.org



Revised: February 2016

1. Arbor Circle

CTFDS-16-41001

County: Kent

Address: 1115 Ball Ave NE Grand Rapids, MI 49505-5904

Phone: (616) 456-7775 ext. 1215 or (616) 456-6571 ext. 1356

Fax: (616) 456-8568

Website: www.arborcircle.org

Contact: Kristin Gietzen Email: kgietzen@arborcircle.org

Contact: Marguerite Morgan Email: MMorgan@arborcircle.org

PFS Contact: Monica Marchell Email: MMarchell@arborcircle.org

Period: FY16-FY19

Award: \$175,000.00

Target Population: The target population for Healthy Start in Kent County includes first time parents and parents age 25 and younger with at least one identified risk factor.

Project: The Kent County Healthy Start Program, based on Healthy Families America model, is used as an evidence-based home visitation program that assess for high-risk, bi-cultural, Spanish speaking, first time parents residing in Kent County. Healthy Start families are assessed for: parental history of child abuse, current substance abuse issues, poverty, mental health concerns, unemployment and other risk factors, which compounds “normal” stress. The program’s goals are to promote child well-being, optimal development, and health and safety.

2. Berrien County Health Department

CTFDS-15-11001

County: Berrien

Address: 701 Main Street St. Joseph, MI 49085-1316

Phone: (269) 927-5607

Fax: (269) 927-5676

Website: www.bchdmi.org

Contact/PFS Contact: Susan Holcomb Email: sholcomb@bchdmi.org

Period: FY15-FY18

Award: \$175,000.000

Target Population: Families who need or desire support for children who are at risk for developing behavior problems.

Project: The Berrien County Health Department proposes to implement the Triple P program. The Triple P – Positive Parenting Program – is a multi-tiered system of evidence-based education and support for parents and caregivers of children and adolescents. The system works as both an early intervention and secondary prevention model for parents of children who have or are at risk of developing behavioral problems. The goal is to enhance the independence and health of families through the enhancement of parents’ knowledge, skills, confidence, and self-sufficiency. Also to promote the development of non-violent, protective, and nurturing environment as well as the development, growth, health, and social competence of young children.



Revised: February 2016

3. Bethany Christian Services of Michigan

CTFDS-15-41001

County: Ottawa

Address: 901 Eastern Ave, N.E Grand Rapids, MI 49501-0294

Phone: (616) 375-8295

Fax: (616) 748-6099

Website: www.bethany.org

Contact: Laura Driscoll

Email: ldricoll@bethany.org

PFS Contact: Jodi Glass

Email: Jlglass@bethany.org

Period: FY15-FY18

Award: 175,000.00

Target Population: Families with children ages 0-18 who exhibit one or more risk factors.

Project: Bethany Christian Services will implement the Safe Families for Children program to serve families facing short-term crisis in Ottawa County. This program is designed to prevent child abuse and neglect by providing parents who are overwhelmed and resource limited with a safe, temporary place for their children to stay and extensive family-oriented volunteer social support that follows the Strengthening Families Approach to strengthen families, provide opportunities for optimal child development, and reduce child abuse and neglect.

4. Bethany Christian Services

CTFDS16-28001

County: Grand Traverse

Address: 901 Eastern Ave, N.E. Grand Rapids, MI 49501-0294

Phone: (231) 995-0870

Website: www.bethany.org

Contact/PFS Contact: Andrea Hentschel

Email: ahentschel@bethany.org

Period: FY16-FY19

Award: \$95,036.00

Target Population: The target population is families with children ages 0-18 who exhibit one or more risk factor(s) as identified by the Strengthening Families Approach

Project: The Safe Families for Children™ (SFFC) program is a viable community based approach to preserving families by providing an extended community safety net. Volunteer families give back to their community through becoming the safety net for families in crisis. The program is reducing the rate of child abuse and neglect through temporary emergency care for children whose parents are in a crisis situation, and who require time to receive help for potentially debilitating problems without the fear of losing custody of their children through the foster care system.



Revised: February 2016

5. Big Brothers Big Sisters of the Bay Area, Inc.

CTFDS-16-22001

Counties: Delta, Dickinson, Menominee

Address: 1101 Ludington St., Ste. 224, Escanaba, MI 49829-3500

Phone: (906) 789-0060

Website: <http://bbbsbayarea.org>

Contact: Tanya Ettenhofer Email: tschuster01@gmail.com

PFS Contact:

Period: FY16-FY19

Award: \$175,000.00

Target Population: At-risk girls age 8-12 and their families.

Project: The goal of Big Brothers Big Sisters of the Bay Area is to positively impact youth development through our structured approach to youth mentoring and family outreach services. BBBS of the Bay Area will enhance our school-based mentoring programs by adding a gender specific girl group within the school systems in which we serve. There is a need to empower our girls. This girls' only mentoring program's goal is working with girls at the critical ages to help them build self-esteem, develop life skills, and develop positive motivations, along with creating opportunities for family outreach.

6. Cadillac Area OASIS/ Family Resource Center

CTFDS-15-83001

County: Wexford

Address: 118 S. Mitchell St., Cadillac, MI 49601-2138

Phone: (231) 775-7299

Fax: (231)775-4074

Website: www.cadillacoasis-frc.org

Contact/PFS Contact: Julie Hamilton Email: Julie.hamilton@cadillacoasis-frc.org

Period: FY15-FY18

Award: \$175,000.00

Target Population: Families who exhibit at least three identified risk factors for child abuse and neglect.

Project: The Family Links Program will use Parents as Teachers community outreach and home-visiting model to reduce the risk of child abuse and neglect in three ways: 1.) by teaching and helping parents in setting goals to use positive parenting techniques including the knowledge and screening of children for developmental milestones, 2.) by helping parents assess and problem solve for difficult child behaviors, and 3.) by educating, screening, and connecting with services for domestic abuse and its effects on children and parenting.



Revised: February 2016

7. Catholic Charities West Michigan

CTFDS-13-61001

County: Muskegon

Address: 360 Division S. Ste. 3A

Grand Rapids, MI 49503-4501

Phone: (616) 356-6250; (616) 916-5764

Website: <http://ccwestmi.org>

Contact: Pam Cohn, Assistant Director

Email: pcohn@ccwestmi.org;

PFS Contact: Lindsey Polanyi

Email: lpolanyi@ccwestmi.org

Period: FY13-FY16

Award: \$50,000.00

Target Population: New and expectant families.

Project: The Muskegon Healthy Families Program, along with the Muskegon Healthy Families Prenatal Program, provides comprehensive secondary prevention and early intervention designed to reduce or eliminate child abuse and neglect in new and expectant families. The program is designed to promote healthy child and family development by reducing risk factors, promoting healthy habits, strengthening parent/child bonds and empowering the family through weekly visits lasting 9-12 months and continuously based on need.

8. Catholic Family Services

CTFDS-13-39001

County: Kalamazoo

Address: 1819 Gull Rd.

Kalamazoo, MI 49048-1611

Phone: (269) 381-9800 ext. 224

Phone: (269) 381-1234

Website: www.catholicfamilyservices.org

Contact: Carol Cousins Program Director

Email: carolcousins@ccdok.org

PFS Contact: Tierene Coleman

Email: TiereneColeman@ccdok.org

Period: FY13-FY16

Award: \$50,000.00

Target Population: Families with expectant mothers.

Project: The Healthy Families America program as a part of the Catholic Family Services' Caring Network provides in home service to overburdened young families who are at risk for adverse childhood experiences. The program focuses on engaging mothers when they are pregnant and providing case management, transitional housing, parenting education, family literacy services, mentoring, and support to lay a strong foundation for the family.



Revised: February 2016

9. Catholic Social Services Washtenaw County

CTFDS-13-81001

County: Washtenaw

Address: 4925 Packard Rd. Ann Arbor, MI 48108-1521

Phone: (734) 761-1440

Fax: (734) 761-7164

Website: csswashtenaw.org

Contact: Cathi Kelley, Program Manager

Email: ckelley@csswashtenaw.org

Contact: Sheila Schaaf

Email: sschaaf@csswashtenaw.org

PFS Contact: David Garvin

Email: dgarvin@csswashtenaw.org

Period: FY13-FY16

Award: \$40,000.00

Target Population: Families that include a pregnant woman or a newborn in the home.

Project: The expansion of the Healthy Families Washtenaw Program is a targeted home visitation program designed to work with overburdened families who are at-risk for child maltreatment, abuse and neglect. Services begin prenatally or right after the birth and are offered voluntarily, intensively, and up to 5 years after the birth. Services include education on stages of childhood development, positive parenting and discipline techniques, children's basic health and safety needs, school readiness, and activities to promote bonding attachment.

10. Community Fatherhood

CTFDS-13-13001

County: Calhoun

Address: 14600 Beadle Lake Rd., Battle Creek, MI 49014-7587

Phone: (269) 282-1340

Fax: (269) 282-1850

Website: www.cfatherhood.org

Contact: Gilbert Ortiz, Director

Email: Gilberto@cfatherhood.org

PFS Contact: Juanita Garrett

Email: juanitag@cfatherhood.org

Period: FY13-FY16

Award: \$49,999.00

Target Population: Low income fathers.

Project: Providing an increase in the positive involvement and decrease in abusive and neglectful behaviors of fathers and father figures in the lives of children. This is through the nurturing parenting Fathers Matter program with classes, group support, mentoring and case management in Calhoun County through the Nurturing Fathers Model, which is designed to enable fathers to replace hurtful patterns of parenting with newer, healthier patterns.



Revised: February 2016

11. Eaton RESA

CTFDS-13-23001

Counties: Eaton and Barry

Address: 1790 E. Packard Highway, Charlotte, MI 48813-9719

Phone: (517) 541-8987

Fax: (517) 543-8016

Website: www.eatonresa.org

Contact: Ronda Rucker, Director Email: rucker@eatonresa.org

PFS Contact:

Period: FY13-FY16

Award: \$46,912.00

Target Population: Parenting teens who are earning their high school diplomas.

Project: The Parents As Teachers Program for Parents attending Relevant Academy will provide both one-to-one and group parent education, using the PAT home visitation and group model to assist these parent-students age 16-20 in fulfilling their potential as parents while completing high school so that they can become self-sufficient and productive citizens.

12. Family Service & Children's Aid

CTFDS-15-38001

County: Jackson

Address: 330 W. Michigan Ave.

Jackson, MI 49204-6128

Phone: (517) 787-7920

Fax: (517) 787-2440

Website: www.strong-families.org

Contact: Bob Powell Email: bpowell@fsca-jackson.org

PFS Contact: Denise Liles Email: dliles@strong-families.org

Period: FY15-FY18

Award: \$175,000.00

Target Population: At risk parents of children age 0-17.

Project: To enhance the current parent education programming to meet parenting needs of the Jackson community, particularly by enhancing abilities to meet the parenting needs of high-risk populations due to high stress, limited resources, and multiple trauma exposures. To increase awareness of the impact that trauma may have on families and to increase awareness of family strengths as a starting place for trauma services and parent education, in order to support the family and individual well-being, and reduce the risk of child abuse and neglect.

CHILDREN'S TRUST FUND – FY 2016 DIRECT SERVICE GRANTEES



Revised: February 2016

13. Genesee ISD

CTFDS-16-25001

County: Genesee

Address: 2413 W. Maple Ave., Flint, MI 48507-4031

Phone: (810) 591-5716

Website: www.geneseeisd.org

Contact: Susan Fleming Email: sfleming@geneseeisd.org

PFS Contact:

Period: FY16-FY19

Award: \$175,000.00

Target Population: Pregnant women and families with children birth through 3 months living in Genesee County with particular emphasis on families residing on the eastside of the city of Flint.

Project: The purpose of the SKIP: Healthy Families America (SKIP: HFA) project is to implement the Parents as Teachers (PAT) curriculum through the Healthy Families America (HFA) model. This would be piloted under the umbrella of the locally established SKIP to a Great Start (Successful Kids=Involved Parents) home visiting program, and intentionally focus on reducing the high rates of child abuse and neglect in Genesee County. *SKIP to a Great Start* has been serving Genesee County families for 15 years. During this time there has been a significant increase in the incidence of child abuse and neglect. In response, the Genesee Intermediate School District (GISD) which operates the SKIP to a Great Start program plans make improvements to the program. The intention is to more effectively address the problem of child abuse and neglect by utilizing the HFA model and continuing to use the PAT curriculum. In addition, there will be purposeful efforts to integrate the Strengthening Families Protective Factors framework into all aspects of the program.

14. His Love Family Resources

CTFDS-13-68001

County: Oscoda

Address: 203 S. Morenci (P.O. Box 217), Mio, MI 48647-2509

Phone: (989) 370-2403

Website: www.hislovemio.org

Contact: Ruth Ressler, Director Email: ruth@hislovemio.org

PFS Contact: Wendy Fuhr Email: wendy@hislovemi.org

Period: FY13-FY16

Award: \$8,333.00

Target Population: Primarily low income expectant parents, mothers, and fathers of children age 0-5.

Project: The Family Resource Center of Mio, an outreach of His Love Family Resources of Oscoda County, provides support to pregnant mothers, fathers-to-be, the parents of children age 0-5 who would otherwise be at risk physically, emotionally or socially. The expansion of this program will provide for an increase in service by 20 parents annually, provide additional educational programming, and address a county-wide lack of material support to families and children in need of basic care resources.



Revised: February 2016

15. Huron County Health Department

CTFDS-16-32001

County: Huron

Address: 1142 S. Van Dyke, Bad Axe, MI 48413-9800

Phone: (989) 269-9721 Ext 130

Fax: (989) 269-4181

Website: www.hchd.us

Contact: Cindy Rochefort

Email: rochefort@hchd.us

PFS Contact: Shelly Grifka

Email: sgrifka@hchd.us

Period: FY16-FY19

Award: \$175,000.00

Target Population: Families and those with children age 0-7 who have been identified to be at risk.

Project: This project includes a Family Mentor who will conduct home visits, utilizing the Healthy Families America Home Visiting Model and Nurturing Skills for Families curriculum. The Family Mentor will collaborate with multiple agencies to identify families at risk and help these families to set up a Plan of Action and assist families as they work toward their goals.

16. Ingham County Health Department

CTFDS-16-33001

County: Ingham

Address: 5303 S. Cedar, Lansing, MI 48911-3800

Phone: (517) 272-4122

Website: hd.ingham.org

Contact/PFS Contact: Lisa Chambers

Email: lichambers@ingham.org

Period: FY16-FY19

Award: \$135,331.00

Target Population: Medicaid eligible pregnant women and families with children under the age of three who reside in Ingham County

Project: ICHD-PEP will implement a voluntary home visiting program utilizing *Parents as Teachers (PAT)*, an evidence-based initiative designed to improve parent-child outcomes. The ICHD-PEP is driven by three local objectives: (1) enhance positive family functioning; (2) facilitate positive health outcomes; and (3) improve medical care access and utilization. As ICHD-PEP achieves these objectives, they will assess their movement towards the overall program goal that pregnant women and families with young children living in Ingham County are healthy, safe, and thriving.



Revised: February 2016

17. Keweenaw Family Resource Center

CTFDS-15- 31001

Counties: Houghton/Keweenaw/Baraga

Address: 850 W. Sharon Ave., Houghton, MI 49931-1968

Phone: (906) 482-9363

Fax: (906) 482-9353

Website: www.kfrckids.org

Contact: Catherine Benda Email: cbenda@kfrckids.org

PFS Contact: Andra Ziemnick Email: aziemnick@kfrckids.org

Period: FY15-FY18

Award: \$174,679.00

Target Population: Families with children age 0-4 who have 3 or more risk factors or developmental delays or concerns.

Project: Using the Ready, Set, Grow! program is to enhance existing services through home visiting, parenting education and socialization experiences targeting high risk families and those families whose young children are experiencing multiple risk factors or developmental delays, and/or behavior or sensory integration issues. Provide families with primary and secondary prevention programs that support the physical and social/emotional development of young children.

18. Livingston Area Council Against Spouse Abuse, Inc.

CTFDS-16-47001

County: Livingston

Address: 2895 W. Grand River Ave., Howell, MI 48843-8538

Phone: (517) 548-1350 ext. 226

Phone: (517) 548-1350 ext. 224

Fax: (517) 548-3034

Website: www.lacasacenter.org

Contact: Bobette Schrandt, Director Email: bschrandt@lacasacenter.org

Contact/PFS Contact: Polly Mallory Email: pmallory@lacasacenter.org

Period: FY16-FY19

Award: \$175,000.00

Target Population: Prenatal families and families with children 0-2 who reside in Livingston County and screen and assess for risk of child abuse and neglect.

Project: Healthy Families Livingston Program (HFL) for secondary child abuse and neglect prevention in Livingston County. Healthy Families America (HFA), a voluntary home visiting model, is a CBCAP Promising Program and Practice and an Effective Program of the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Model Programs Guide. This model offers intensive, long-term home visits to challenged prenatal families and families with newborns.



Revised: February 2016

19. Michigan State University- Saginaw

CTFDS-15-73001

County: Saginaw

Address: 426 Auditorium Rd.

East Lansing, MI 48824-2601

Phone: (810) 648-2515 ext. 116

Fax: (810) 648-3087

Website: www.msue.msu.edu

Contact: Gail Innis

Email: innis@anr.msu.edu

PFS Contact: Maria Millett

Email: millett7@anr.msu.edu

Period: FY15-FY18

Award: \$174,412.00

Target Population: Families with children ages 0-3 who are at risk of child abuse and neglect.

Project: Using the Building Early Emotional Skills (BEES) program to provide a research-based education program for parents/caregivers who are raising children that are under 4 years of age. The program includes parenting skills training that includes education in areas of child development, stress management, and childcare skills. Program staff will also offer general advocacy and support.

20. Motherly Intercession

CTFDS-13-25001

County: Genesee

Address: 3444 Lennon Rd., Flint, MI 48507-1017

Phone: (810) 424 9909

Fax: (810) 424-9610

Website: Miforu.org

Contact: Shirley Cochran, Director

Email: mi-info@comcast.net

PFS Contact: Ja' Lessa

Email: jalessamayes@comcast.net

Period: FY13-FY16

Award: \$50,000.00

Target Population: Children between ages 8 and 24 of incarcerated parents.

Project: The Strengthening Incarcerated Families program provides secondary direct prevention services to prevent child abuse and neglect, and develop family stability among incarcerated families. Services include training tools and strategies needed to preserve the family structure by strengthening the family bonds between the children, alternate caregivers or parents and incarcerated mothers. Motherly Intercession will also serve as the facility for a permanent Family Resource Center to provide ongoing resources to families and caregivers.

CHILDREN'S TRUST FUND – FY 2016 DIRECT SERVICE GRANTEES



Revised: February 2016

21. Oakland Family Services

CTFDS-15-63001

County: Oakland

Address: 114 Orchard Lake Rd.

Pontiac, MI 48341-2244

Phone: (248) 858-7766 ext. 219

Fax: (248) 858-7201

Website: www.oaklandfamilyservices.org

Contact/PFS Contact: Teri Dorta Email: tdorta@ofsfamily.org

Period: FY15-FY18

Award: \$175,000.00

Target Population: Parents who are at high risk of child abuse or maltreatment.

Project: To expand the Parents as Teachers program to: increase parent knowledge of early childhood development and improve parenting practices as well as prevent child abuse and neglect. This expansion will also provide early detection of developmental delays and health issues as well as increase children's readiness and school success.

22. St. Clair RESA

CTFDS16-74001

County: St. Clair

Address: 499 Range Road, Marysville, MI 48040-1573

Phone: (810) 455-4030

Website: www.sccresa.org

Contact: Becky Gorinac Email: gorinac.becky@sccresa.org

PFS Contact: Jennifer Gunderson Email: gunderson.jennifer@sccresa.org

Period: FY16-FY19

Award: \$175,000.00

Target Population: Low-income, high-risk families, specifically families at high risk of child abuse and neglect.

Project: St. Clair County Great Start Home Visiting uses the Parents As Teachers (PAT) Program for Parents model as the basis for home visits. This research-based model provides individual, non-threatening opportunities for parents and their children to develop or improve in their lives the five protective factors identified through the Strengthening Families approach: parental resilience, social connections, concrete supports, knowledge of parenting and child development, and social and emotional competence of children.



Revised: February 2016

23. Student Advocacy Center

CTFDS-16-38001

County: Jackson

Address: 124 Pearl St., Suite 504, Ypsilanti, MI 48197-4816

Phone: (734) 482-0489

Website: www.studentadvocacycenter.org

Contact: Peri Stone-Palmquist

Email: peri@studentadvocacycenter.org

PFS Contact: Anissa Lewis

Email: annissa@studentadvocacycenter.org

Period: FY16-19

Award: \$136,688.01

Target Population: Jackson County families of elementary school-aged children, grades Kindergarten through Fourth Grade, who are referred by their children's elementary school for student absenteeism.

Project: the Early Truancy Intervention (ETI) Program, a research-based, home-based program for Jackson County families with elementary school-aged children, grades K-4, who have been referred by their elementary school for absenteeism. The ETI program meets an established need in Jackson County, which has one of the worst abuse and neglect rates in the state.

24. Van Buren ISD

CTFDS-16-80001

County: Van Buren

Address: 490 S. Paw Paw Street, Lawrence, MI 49064-9328

Phone: (269) 657-7626

Website: www.vbisd.org

Contact: Teresa Klan Email: tklan@vbisd.org

Contact: Lise Black Email: liblack@vbisd.org

PFS Contact:

Period: FY16-FY19

Award: \$50,000.00

Target Population: Parents/guardians with children age 12 or younger.

Project: The purpose of the Family Empowerment Program is to provide services to a segment of the population, parenting children age 12 and younger, that are at-risk for abuse and neglect. These families have risk factors and would benefit from the Nurturing Parenting Program curriculum, but do not meet the qualifiers of the two current county programs offering those services. The two current programs require either Medicaid (CMH program) or CPS Category I,II, or III involvement.

CHILDREN'S TRUST FUND – FY 2016 DIRECT SERVICE GRANTEES



Revised: February 2016

For More Information, Contact:

CTF Direct Services Grant Coordinator
Scott Addison
Children's Trust Fund
235 S. Grand Avenue
Lansing, MI 48909-7537
Phone: (517) 335-7770
Email: AdissonS1@michigan.gov

For Information Related to the Protective Factors Survey Data Collection (PFS) Contact:

Alan Stokes
Children's Trust Fund
235 S. Grand Avenue
Lansing, MI 48909-7537
Phone: (517) 241-7793
Email: stokesa@michigan.gov

CHILDREN'S TRUST FUND DESIGNATED LOCAL COUNCILS - FY 2016

ALCONA

Northeast Michigan Community Partnership, Inc.
1600 W. Chisolm St., Suite C
Alpena, MI 49707-4845
Attn: Tamara Quick
E-Mail: quickfamily@wildblue.net
Phone: 989-724-5617

ALLEGAN

Safe Harbor Children's Advocacy Center
402 Trowbridge Street
Allegan, MI 49010-1231
Attn: Lori Antkoviak
Phone: 269-673-3791
FAX: 269-686-9481
E-Mail:
lantkoviak@safeharborallegan.org
Web: <http://www.safeandsoundcac.org>

ALPENA/PRESQUE ISLE

Alpena CAN Team, Inc.
POB 267
Alpena, MI 49707-0267
Attn: Robin Benson
Phone: 989-356-8058
E-Mail: rbenson@agh.org

ANTRIM

Antrim CAN Council
PO Box 240
Mancelona, MI 49659-0240
Attn: Kim Musselman
Phone: 231-587-9161
Email: musselman@torchlake.com

ARENAC

Arenac Co. Child Protection Council
3727 Deep River Road
Standish, MI 48658-9458
Attn: Alison Fegan
Phone: 989-846-6541x8112
E-Mail: afegan@cmdhd.org

BARAGA/HOUGHTON/KEWEENAW

Superior CAP Council
PO Box 832
900 W. Sharon Ave.
Houghton, MI 49931-0832
Attn: Rhys Edwards
Phone: 906-231-2511
E-Mail:
superiorcapcouncil@gmail.com
Web: superiorcapcouncil.wordpress.com

BARRY

Family Support Center of Barry County
PO Box 304
Hastings, MI 49058
Attn: Karen Jousma
Phone: 269-945-5439
FAX: 269-945-6314
E-Mail:
karen@familysupportbarry.com
Web: www.familysupportbarry.com

BAY

CAN Council Great Lakes Bay Region
715 N. Euclid Ave.
Bay City, MI 48706-2951
Attn: Suzanne Greenberg or
Catherine Martinez
Phone: 989-671-1345
FAX: 989-671-2365
Email: sgreenberg@cancouncil.org
cmartinez@cancouncil.org

BENZIE

Benzie County CAP Council
C/O Benzie Probate Court
440 Court Place
PO Box 377
Beulah, MI 49617-0377
Attn: Patty Roth
Phone: 231-882-2123
E-Mail: benziehsc@gmail.com

BERRIEN

Council for Children
4938 Niles Rd.
Saint Joseph, MI 49085-9612
Attn: Amelia Harper
Phone: (269) 556-9640
FAX: (269) 556-9643
E-Mail: aharper@berrienchild.org
Web: www.berrienchild.org

BRANCH

Branch County Council for C.A.N.
220 N. Michigan Ave.
Coldwater, MI 49036-1529
Attn: Myra Brimmer
Phone: 517-227-5234
E-Mail: mbrimmer2013@gmail.com

CALHOUN

Calhoun C.A.N. Council
PO Box 1216
16 Van Buren St.
Battle Creek, MI 49016-1216
Attn: Nora Geiger
Phone: 269-969-6942
E-Mail:
ngeiger@calhouncountymi.gov

CASS

Cass County Youth Council
PO Box 334
Cassopolis, MI 49031-0334
Attn: Kristen Chism
Phone: 269-303-3642
chismk@michigan.gov

CHARLEVOIX/EMMET

Northwest Council for the Prevention of Child Abuse and Neglect
PO Box 414
Petoskey, MI 49770-0414
Attn: Maggie Kromm
Phone: 231-753-8511
E-Mail:
childabusecouncil@gmail.com
Web:
www.upnorthchildabusecouncil.org

CHEBOYGAN

Cheboygan County Child Advocacy Council
PO Box 154
595 O'Brien Drive
Cheboygan, MI 49721-0154
Attn: Debra Turnbull
Phone: 231-627-6015
FAX: 231-597-0185
E-Mail: debrajturnbull@hotmail.com

CHIPPEWA

Chippewa Council for Youth & Families
PO Box 86
Sault Ste. Marie, MI 49783-0086
Attn: Renee Johnson
President: Karen Senkus
Coordinator: 906-248-8310
E-Mail: rjohnson@baymills.org/
ksenkus@chippewahd.com

CHILDREN'S TRUST FUND DESIGNATED LOCAL COUNCILS - FY 2016

CLARE

Clare County Youth Council
P.O. Box 757
Harrison, MI 48625-0757
Attn: Betsy Ulicki
Phone: 989-539-4229
FAX: 989-539-4232
E-Mail: ulickib@michigan.gov

CLINTON

Clinton County Council for the Prevention of Child Abuse & Neglect
911 E. State Street, Suite H
St. Johns, MI 48879-2039
Attn: Marie Barks
Phone: 989-224-8845
E-Mail: cancouncil19@gmail.com
Web: clintoncountycancouncil.weebly.com

CRAWFORD/ROSCOMMON

Child Protection Council
PO Box 847
Houghton Lake, MI 48629-0847
Attn: Theresa Roberts
Phone: 231-394-0766
Email: theresaroberts921@yahoo.com

DELTA

Community Foundation of the Upper Peninsula/Delta County
507 1st Avenue N
Escanaba, MI 49829
Attn: Julie Moberg
Phone: 906-786-7080
FAX: 906-786-2643
E-Mail: jmoberg@mdscaa.org

EATON

Child Abuse Prevention Council
PO Box 301
Grand Ledge, MI 48837-2088
Attn: Kelly Morton
Phone/Fax 517-622-4543
E-Mail: capcoeaton@gmail.com
Web: www.capcouncil.com

GENESEE

Robert E. Weiss Advocacy Center for Children and Youth
515 East Street
Flint, MI 48503-1946
Attn: Claudnyse D. Jenkins
Phone: 810-238-3333
FAX: 810-238-7947
E-Mail: njenkins2@gmail.com
Web: www.WeissAdvocacyCenter.org

GLADWIN

Gladwin County CAN Council
PO Box 426
Beaverton, MI 48612-0426
Attn: Julie Wright
Phone: 989-246-6291
FAX: 989-426-6952
E-Mail: Julie.Wright@midmichigan.org

GOGEBIC

Dove, Inc. Gogebic County Child Protection Council
PO Box 366
Ironwood, MI 49938-0366
Attn: Jeanine Winkowski
Phone: 906-932-4990
FAX: 906-932-2040
E-Mail: Jewink16@yahoo.com

GRAND TRAVERSE/KALKASKA/LEELANAU

Traverse Bay Children's Advocacy Center
2000 Chartwell Drive, Suite 3
Traverse City, MI 49696
Attn: Sue Bolde
Phone: 231-929-4250
E-Mail: sbolde@traversebaycac.org

Web: <http://www.traversebaycac.org>

GRATIOT

Child Advocacy
525 N. State Street
Alma, MI 48801-1638
Attn: Audra Stahl
Phone: 989-463-1422
FAX: 989-466-2140
E-Mail: audra@linkforfamilies.org
Web: www.linkforfamilies.org

HILLSDALE

Child Abuse Prevention & Awareness - Hillsdale
20 Care Dr.
Hillsdale, MI 49242-5052
Attn: Bill Lundberg
Phone: 517-437-3100
FAX: 517-437-3163
E-Mail: capahillsdale@yahoo.com
Web: www.capahillsdale.org

HURON

Huron County CAN Council
PO Box 332
Bad Axe, MI 48413-0332
Attn: Kelli Braun
Phone: 989-269-3485
E-Mail: braunk@scheurer.org
Web: www.huroncountycancouncil.org

INGHAM

Child and Family Charities
4287 Five Oaks Drive
Lansing, MI 48911-4214
Attn: Julie Thomasma
Phone: 517-882-4000x123
FAX: 517-882-3506
Web: www.childandfamily.org

IONIA

Ionia County Council for Prev. of CAN
PO Box 358
100 Main Street
Ionia, MI 48846-0358
Attn: Maria Nickell
Phone: 616-527-3351, ext. 227
E-Mail: Ioniacountyican@gmail.com

IOSCO

Iosco Co Child Protection Council
P.O. Box 642
Oscoda, MI 48750-0642
Attn: Phyllis Rhodes
Phone: 989-362-2190
E-Mail: prhodes@ioscoresa.net

CHILDREN'S TRUST FUND DESIGNATED LOCAL COUNCILS - FY 2016

IRON/DICKINSON

Children's Advocacy Network
PO Box 2667
Kingsford, MI 49802
Attn: Kristina Demboski
Phone: 906-367-4866
E-Mail:
IronDickinsonCAN@aol.com

ISABELLA

Child & Family Enrichment Council
2480 West Campus Dr., Ste B100
Mt. Pleasant, MI 48858
Attn: Kim Seidel
Phone: 989-774-6458
E-Mail: kim@cafefamily.org
Web: www.cafefamily.org

JACKSON

Council for the Prevention of Child Abuse and Neglect of Jackson Co.
606 Greenwood Place
Jackson, MI 49203-1707
Attn: Wendy Gonzalez
Phone: 517-788-4239
FAX: 517-788-4685
E-Mail:
wgonzalez@cpcan.jackson.org
Web: www.cpcan.jackson.org

KALAMAZOO

CAN Council
420 E. Alcott St., Ste. 500
Kalamazoo, MI 49001-6104
Attn: Maliha Khan
Phone: 269-552-4430
FAX: 269-382-6836
E-Mail: maliha.kcan@gmail.com
Web: www.KalamazooCAN.com

KENT

Family Futures
678 Front Ave. NW #210
Grand Rapids, MI 49504-5372
Attn: Kelsey Rondeau
Phone: 616-855-5461
FAX: 616-454-2059
E-Mail: krondeau@familyfutures.net
Web: www.familyfutures.net

LAKE

Council for Prevention of CAN
1153 Michigan Ave.
Baldwin, MI 49304-7969
Attn: Carol Wallace
Phone: 231-745-2705
FAX: 231-745-9008
E-Mail: wallacec@co.lake.mi.us

LAPEER

Child Advocacy Center of Lapeer County/Council for Children
15 East Genesee Street
Lapeer, MI 48446-2664
Attn: Heather Frayer
Phone: 810-664-9990
E-Mail: caclapeer@aol.com

LENAWEE

Lenawee County Child Abuse & Neglect Council
2946 Sutton Road
Adrian, MI 49221-8301
Attn: Christie Cadmus
Phone: 517-265-1656
E-Mail:
Christie.cadmus@lenaweegreatstart.org

LIVINGSTON

LACASA
2895 W. Grand River
Howell, MI 48843-8539
Attn: Holly Naylor
Phone: 517-548-1350x287
E-Mail: hnaylor@lacasacenter.org
Web: www.lacasacenter.org

LUCE

Luce County Child Protection Council
407 W. Harrie St.
Newberry, MI 49868-1208
Attn: Tracy Parmaski
Phone: 906-293-3203
E-Mail: bcglime@sbcglobal.net

MACKINAC

Mackinac County Child Protection Roundtable
PO Box 56
St. Ignace, MI 49781-0056
Attn: Heather Arnold
Phone: 906-643-0498
E-Mail:
roundtable_mackinac@yahoo.com

MACOMB

Care House/Macomb County Child Advocacy Center
131 Market St.
Mt. Clemens, MI 48043-1762
Attn: Dorie Vazquez-Nolan
Phone: 586-463-0123
FAX: 586-783-3515
E-Mail: doriev@mccarehouse.org
Web: www.mccarehouse.net

MANISTEE

Manistee County Family Advocates
PO Box 594
Manistee, MI 49660-0594
Attn: Traci Smith
Phone: 231-398-9044
E-Mail: mcfa@manistee.org

MARQUETTE/ALGER

Alger Marquette Community Action Board
1125 Commerce Drive
Marquette, MI 49855-8630
Phone: 906-475-7801
Attn: Jayne Letts
E-Mail: jlets@chartermi.net

CHILDREN'S TRUST FUND DESIGNATED LOCAL COUNCILS - FY 2016

MASON/OCEANA

**Communities Overcoming
Violent Encounters, Mason**
906 East Ludington Ave
Ludington, MI 49431

Oceana
11 Washington Street
Hart, MI 49420
Attn: Mark Bergstrom
Email: ed4cove@gmail.com
Phone: 231-843-2541
Web: <http://callcove.com/>

MECOSTA

**Mecosta County Children's
Council**
PO Box 1132
Big Rapids, MI 49307-0832
Attn: Andi Strickler
Phone: 231-796-3543
E-Mail: meceola@mocckids.com
Web: www.mocckids.org

MENOMINEE

**Menominee County Intermediate
School District/Menominee Child
Protection Council**
1201 41st Ave.
Menominee, MI 49858
Attn: Mary Bauer
Phone: 906-863-5665x1027
Email: mbauer@mc-isd.org

MIDLAND

**Safe & Sound Child Advocacy
Center**
2716 Jefferson Ave., Building #2
Midland, MI 48640-4504
Attn: Michelle Waskevich
Phone: 989-835-9922
FAX: 989-835-8446
E-Mail:
waskevich@safeandsoundcac.org
Web: www.safeandsoundcac.net

MONROE

Child Advocacy Network
1101 S. Raisinville Rd
Monroe, MI 48161-9047
Attn: Crystal Martin
Phone: 734-241-0180x13
E-Mail: crystal@fcssmc.org

MONTCALM

We Care For Kids Council
P.O. Box 70
Stanton, MI 48888-0070
Attn: Mary Ellen Clery
Phone: 989-762-5229
E-Mail: wcfkmontcalm@gmail.com
Web: www.wecare4kids.com

MONTMORENCY/OSCODA

Child Protection Council
PO Box 733
Mio, MI 48647-0733
Attn: Jacqie Ziolkowski
Phone: 989-858-0836
Email: jacqie64@outlook.com

MUSKEGON

Child Abuse Council
1781 Peck St.
Muskegon, MI 49441-2577
Attn: Linda Villanueva
Phone: 231-728-6410
FAX: 231-722-7161
E-Mail:
lvillanueva@childabusecouncil.org
Web: www.childabusecouncil.org

NEWAYGO

**Council for the Prevention
of Child Abuse and Neglect**
1268 E. Newell
P. O. Box 415
White Cloud, MI 49349
Attn: Denise Roesly
Phone: 231-689-5223
E-Mail: ncpca.droesly@gmail.com
Web:
<http://newaygocountyprevention.org>

OAKLAND

**Child Abuse & Neglect Council of
Oakland County**
44765 Woodward Ave.
Pontiac, MI 48341-5021
Attn: Miriana Milo
Phone: 248-332-7173
FAX: 248-333-1539
E-Mail: mmilo@carehouse.org
Web: www.carehouse.org

OGEMAW

**Ogemaw County Child Protection
Council**
2389 S. M-76
West Branch, MI 48661-1130
Attn: Rebecca (Becky) Yuncker
Phone: 989-275-7145
E-Mail: nmcac4kids@gmail.com

ONTONAGON

Child Protection Council
725 Greenland Road
Ontonagon, MI 49953-1423
Attn: Paula Domitrovich
Phone: 906-884-4539
Fax: 906-884-2916
E-Mail:
pdomitrovich@ontonagoncounty.org

OSCEOLA

Osceola Children's Council
P.O. Box 237
Reed City, MI 49677-0237
Attn: Andi Strickler
Phone: 231-796-3543x467
E-Mail: Meceola@mocckids.com
Web: www.mocckids.org

OTSEGO

**Otsego County Child Welfare
Alliance**
3819 Hallock Rd.
P. O. Box 948
Gaylord, MI 49734-8905
Attn: Brandy McVannel
Phone: 989-390-5456
E-Mail: occwa@yahoo.com

OTTAWA

Pathways, MI
412 Century Lane
Holland, MI 49423-4285
Attn: Leigh Moerdyke
Phone: 616-396-2301x127
FAX: 616-396-8070
E-Mail: lmoerdyke@pathwaysmi.org
Web: www.pathwaysmi.org

CHILDREN'S TRUST FUND DESIGNATED LOCAL COUNCILS - FY 2016

SAGINAW

CAN Council Great Lakes Bay Region

1311 N. Michigan
Saginaw, MI 48602-4733
Attn: Suzanne Greenberg/Delores Gale
Vera Harrison – Education and Training Director
Phone: 989-752-7226
FAX: 989-752-2777
E-Mail: sgreenberg@cancouncil.org
E-Mail: dgale@cancouncil.org
E-Mail: vharrison@cancouncil.org
Web: www.cancouncil.org

SANILAC

Sanilac County Child Abuse Prevention Council

171 Dawson Street, Suite 123
Sandusky, MI 48471
Attn: Jennifer Gezequel
Phone: 810-648-4098x155
E-Mail: gezequelj@sanilachealth.com

SCHOOLCRAFT

Schoolcraft County Child Abuse and Neglect Council

426 Chippewa Ave.
Manistique, MI 49854-1349
Attn: Joan Ecclesine
Phone: 906-341-6423 (work)
Phone: 906-341-6637 (h)
Fax: 906-341-5862
E-Mail: jecclisine@mdsecp.org

SHIAWASSEE

Council for CAN

1216 W. Main St.
Owosso, MI 48867-2040
Attn: Ellen Lynch
Phone: 989-723-5877
FAX: 989-720-5878
E-Mail: ellen@cap-council.org

ST. CLAIR

St. Clair County CAN Council, Inc.

1107 Military Street
Port Huron, MI 48060-5418
Attn: Sally Straffon
Phone: 810-966-9911
FAX: 810-966-9933
E-Mail: Info@sccstopchildabuse.org
Web: www.sccstopchildabuse.org

ST. JOSEPH

Council for Prev. of CAN

P.O. Box 204
227 W. Main Street
Constantine, MI 49032-0204
Attn: Myra Brimmer
Phone/Fax: 269-467-3150
E-Mail: stjoeacan@yahoo.com

TUSCOLA

Tuscola County Health Department/Tuscola County CAN Prevention Council

1309 Cleaver Rd.
Caro, MI 48723-9114
Attn: Anne Hepfer
Phone: 989-673-8117
Email: ahepfer@tchd.us

VAN BUREN

Council for Prev. of CAN

801 Hazen Street
Paw Paw, MI 49079-2008
Attn: Becky Fatzinger
Phone: 269-427-6810
E-Mail: rfatzinger@vbcmh.com

WASHTENAW

Council for Children

3075 West Clark Road
Suite 110
Ypsilanti, MI 48197-1103
Attn: Jyoti Gupta
Phone: 734-434-4215
Fax: 734-434-4243
E-Mail: jyoti@washtenawchildren.org
Web: www.washtenawchildren.org

WAYNE (Out)

Child's Hope

Fairlane Center South
University of Michigan – Dearborn
19000 Hubbard Drive, Suite 256
Dearborn, MI 48126
Attn: Cindy Swift
Phone: 313-583-6401
Fax: 313-583-6402
E-Mail: office@childshope.org
Web: www.childshope.org

WAYNE

The Guidance Center/Kids TALK CAC

40 East Ferry Street
Detroit, MI 48202
Attn: Melanie Richards
Phone: 734-785-7705
E-Mail: mrichards@iamtgc.net
Web: www.guidance-center.org/Kids-talk

WEXFORD/MISSAUKEE

Child Protection Council

PO Box 1031
Cadillac, MI 49601-6031
Attn: Karen Staub
Phone: 231-779-8445
E-Mail: staubhome@charter.net

MICHIGAN CHILDREN'S TRUST FUND

PO Box 30037
Lansing, MI 48909-7537
Local Council Coordinator:
Emily S. Wachsberger
Phone: 517-335-0671
FAX: 517-241-7038
E-Mail: WachsbergerE@michigan.gov
Web: www.michigan.gov/ctf

The Children's License Plate Survey

Please let us know how you used this year's License Plate Toolkit and which materials you found most useful. This will help us plan for next year.

Thank you for your time in completing this survey!

Name: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

1. Did you find the contents of the Toolkit helpful? _____Yes _____No
2. Please rate the usefulness of the following contents you used in the **License Plate Toolkit** *(with 1 being least useful and 5 being most useful)*

The License Plate campaign contents:

Things You Can Do to Promote the Children's License Plate Campaign

1 2 3 4 5 Did not use

Developing a Successful Campaign

1 2 3 4 5 Did not use

Tips for Developing Effective Media Release

1 2 3 4 5 Did not use

Media Release (Sample)

1 2 3 4 5 Did not use

Letter to the Editor (Sample)

1 2 3 4 5 Did not use

Op Ed (Draft)

1 2 3 4 5 Did not use

PSA (Sample)

1 2 3 4 5 Did not use

General Media Tips

1 2 3 4 5 Did not use

Media List

1 2 3 4 5 Did not use

Resource Order Form

1 2 3 4 5 Did not use

Direct Service Roster

1 2 3 4 5 Did not use

Local Council Roster

1 2 3 4 5 Did not use

3. Please rate the usefulness of the following contents you used in the **License Plate Toolkit FOLDER** (*with 1 being least useful and 5 being most useful*)

License Plate Campaign folder contents:

The Children's License Plate Pocket Folder

1 2 3 4 5 Did not use

The Children's License Plate Palm Card

1 2 3 4 5 Did not use

The Children's License Plate Poster

1 2 3 4 5 Did not use

The Children's License Plate Postcard

1 2 3 4 5 Did not use

4. What ideas do you have for next year's toolkit (e.g. anything you'd like added)?

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

___ 100 or less ___ 101-500 ___ 501-1000 ___ 1001-5000 ___ 5001 or more

6. Please list which of your License Plate activities was most successful?

7. Please list which of your License Plate activities was least 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
P.O. Box, Suite 1411
Lansing, MI 48909-7537
FAX: 517-241-7038**