

Southeast Shaken Baby Prevention Project

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The Children's Trust Fund is completing its third year of a highly successful Southeast Michigan Shaken Baby Syndrome Prevention Project. This initiative was made possible through the generous support of the Jewish Fund. CTF partnered with three hospitals in Southeastern Michigan – Hutzel, Sinai Grace, and Children's Hospital of Michigan. The evidence-based Period of PURPLE Crying has been used to heighten awareness of why babies cry and the serious consequences that exist if a baby is shaken. Over the course of this initiative, over 19,000 PURPLE DVDs were distributed to parents of newborn infants at the hospitals and in the general community during trainings and presentations.

The Merrill Palmer Skillman Institute for Child and Family Development (MPSI) has been a valuable partner in this work. MPSI was instrumental in developing the plan to evaluate the program and to conduct shaken baby prevention presentations in the community. Through this relationship, CTF has worked closely with Dr. Ann Stacks, a faculty member in Developmental Psychology and director of the Graduate Certificate Program in Infant Mental Health at Wayne State University. In 2012, Dr. Stacks created the Inconsolable Crying: Causes, Consequences, and Coping training that provides professional education credits and can be delivered at no cost to professional agencies. In 2012, Dr. Stacks trained 558 professionals at seven agencies. In 2013, the training team traveled to seven sites and one conference and trained 174 professionals.

Because research has shown that the majority of shaken baby cases are done by male perpetrators, in 2014 the project is focused on targeting the male population with the shaken baby prevention message. Targeted programs for males include human service programs, support groups, sports venues, all-male high schools and other general high schools. The Inconsolable Crying: Causes, Consequences, and Coping training presentation used for social service agencies was tailored this year for the male population and high school students. This modified training has been presented to over 400 individuals including students in various educational settings such as Renaissance High School, the Communication and Media Arts High School in Detroit, Vincent Massey Secondary School, the Wayne County Fatherhood Initiative conference, and at a maternity and infant conference for nurses hosted by Hutzel Hospital. Information about shaken baby prevention and the Period of PURPLE Crying was also embedded in a course at the University of Detroit Mercy School of Law.

Another aspect of this initiative is participation in the CLICK for Babies Campaign. The campaign is led by the National Center on Shaken Baby Syndrome and helps to address awareness for shaken baby prevention by collecting donations of purple-colored knitted caps from the community. These caps are presented during the month of November to the project's partnering hospitals. In 2013, over 1,000 purple caps were donated by the community. Channel 4-WDIV in Detroit provided coverage for the campaign through an interview at Hutzel hospital. The interview can be viewed online at <http://www.clickondetroit.com/lifestyle/health/purple-hats-help-raise-awareness-of-shaken-baby-syndrome/-/2300442/21872258/-/8m65g0z/-/index.html>.

As a result of the impact of the shaken baby prevention program in Southeast Michigan, CTF was invited by the National Center on Shaken Baby Syndrome to become the statewide lead for the Period of PURPLE Crying in Michigan. This role led to the formation of the Michigan Coalition for the Period of PURPLE Crying to help support ongoing efforts to implement educational programs and activities for shaken baby prevention in hospitals and social service agencies throughout Michigan.



Direct Service Grants

Children are the world's most valuable resource and its best hope for the future. ~ John F. Kennedy
Children are like wet cement. Whatever falls on them makes an impression. ~ Dr. Haim Ginott



Acknowledgments

Thanks to all of the DS grantees for your ongoing direct services prevention efforts in your respective communities.
Continue your outstanding work!

Announcements

Direct Service FY 2015 Request for Proposals Update

The Michigan Children's Trust Fund (CTF) announces the availability of funding for community-based secondary direct prevention programs/services designed to promote strong, nurturing families and prevent child abuse and neglect. The CTF Bid Application will be posted at <http://www.egrans-mi.com/ctf> on Thursday, July 24th, with a deadline date of Wednesday, September 17th at 3:00 p.m. EST. The Michigan Children's Trust Fund Board will award these three years and six month grant agreements in December 2014. Funding will begin April 1, 2015.

The CTF award must be used to support secondary direct prevention programs that are designed to prevent child abuse and neglect and build protective factors. This Invitation to Bid (ITB) provides interested applicants with sufficient information to prepare and submit bid responses for consideration by DHS.

Year-end Statement of Expenditure Deadlines

The DHS Contract Payments Unit is issuing the following timelines for prior and current year bills to meet fiscal year (FY) 2014 year-end deadlines.

- Submit FY14 current year FSRs, 3rd Qtr. (April through June 2014) by August 1, 2014.
- Submit Estimated 4th Qtr. FSRs, as an "Obligation" in EGrAMS by Thursday, September 4, 2014.

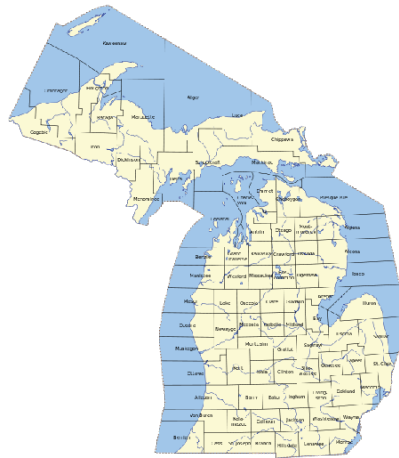
It is imperative that you understand the importance of these year-end deadlines.

If you cannot comply with these deadlines, then you run the risk of not being paid for these bills until the Department's books are closed, which is normally around December.

Timely submission of your FSRs will also help reduce overestimation and/or underestimation of any current FY unpaid bills. A Year-end email reminder will be sent as soon as the year-end closing schedule is available.

If you have any questions concerning this announcement, please contact Sylvia Brown Jones at (517) 241-7792 or brown-jones@michigan.gov.

Local Council Regional Meetings



CTF regional meetings have once more begun. The state's Local Councils are divided into seven regions. On June 18, 2014, we began with the southeast regional meeting in Ann Arbor and on July 15, 2014 we had the southwest regional meeting in Hastings. Both were great, high-energy days for the Local Council attendees. Thanks to all who attended! Special thank yous go to Jyoti Gupta and Karen Jousma for hosting their respective regional meetings. The feedback from the meetings was very positive.

The morning session is being devoted to Safe Sleep. During fiscal years 2014 and 2015 all 73 CTF Local Councils are engaged in Safe Sleep programming. Our morning session provides councils with an opportunity to share the work they're doing, to discuss future opportunities and the strategic direction they believe will reduce the number of infant deaths due to unsafe sleeping circumstances. The Safe Sleep data from all seven regional meetings will be collected and salient points will be extracted to become a report that will be forwarded to state officials and the state Safe Sleep committee, as appropriate. In the afternoon, councils participate in a peer sharing process with a focus on how their councils are advancing the Strengthening Families/Protective Factors framework (a research-based model for reducing child abuse and neglect) within their councils' programming, as well as applying the framework's principles within the administrative structure and operations of the councils. Finally, we have a segment on the protective factor of resilience. This topic includes doing some fun group exercises which are a great way to finish the day.

Meetings around the state will take place throughout the summer. In addition to council coordinators, Local Councils are welcome and encouraged to bring others to the regional meetings. The input from board members and volunteers at this past meeting enriched all discussions.

Please contact Emily (wachsbergere@michigan.gov) with any questions about the remaining meetings. The meetings take place from 9am – 4pm ET (except in the Western Upper Peninsula when they'll start at 10am ET/9am CT). A continental breakfast and lunch are provided by CTF. See below for further information about the remaining meetings.

- Eastern Regional Meeting: Thursday, July 24, at Mid-Michigan Children's Museum, 315 W. Genesee Ave Saginaw, MI.
- Western Regional Meeting: Tuesday, July 29, at the Newaygo County Local Council, 1268 E. Newell, White Cloud.
- Eastern UP Regional Meeting: Tuesday, September 9, at the Village Inn of Newberry, 7552 M 123 Newberry, MI.
- Western UP Regional Meeting: Thursday, September 11, at RESA, 321 East Ohio Street, Marquette.

SAVE THE DATE
33rd Annual Michigan Statewide Conference
Child Abuse & Neglect: Prevention, Assessment & Treatment

October 27-28, 2014

The Inn at St. John's

Plymouth, MI 48170

This year's two-day conference features noted national and Michigan experts who will address a range of topics in the field of child abuse prevention, assessment, and treatment. In addition to the keynote presentations and plenary session, attendees will have a choice of over 30 workshops focusing on recent advances and best practices in the areas of prevention, medical issues, child advocacy, and law enforcement.

The goal is for conference participants to gain knowledge about practice in the field of child abuse throughout the conference and be able to apply this knowledge in the field. Participants will also have opportunities to interact and network with other professionals in the field.

The conference is designed for prevention specialists; social workers; child welfare professionals (children's protective services, foster care, adoption); juvenile justice services; physicians; nurses; mental health and other medical professionals; attorneys; law enforcement; child advocacy professionals; and educators.

Registration for this event will be online and notification will be sent out when registration opens in August. Check the website for information as it becomes available, to view archives of previous conferences and to sign up for email notifications at www.canconferenceuofm.org.

We look forward to seeing you in October!

Strengthening Families Leadership Summit



Registration is now available for the 2014 Strengthening Families summit – Reaching Deeper, Growing Stronger, Branching Out. The summit will take place October 7-8, 2014, in Chicago, IL. Some highlights of the summit will include:

- Share your experience and expertise while learning from state and national leaders implementing protective factors through home visiting, child welfare, early childhood systems, child abuse prevention and parent and youth leadership.
- Get the latest information from national leaders about developing a strong evidence base for our work.
- Be challenged to dig deeper on the impact of culture and racial inequity in all our work – and to talk about it effectively.
- Learn all about the new Youth Thrive™ framework that describes protective and promotive factors through age 25.

For more information and to register, visit <http://www.cvent.com/events/strengthening-families-leadership-summit/event-summary-faed5216bc4845989de08f43e4459d42.aspx>.

Michigan Home Visiting Conference

You are invited to register for the Michigan Home Visiting Conference, August 5-7, 2014 at the Adoba Hotel in Dearborn, MI. The conference is sponsored by the Michigan Home Visiting Initiative, Michigan Department of Community Health.

Who should attend:

- Home visitors
- Administrators
- Parents
- State and local agency staff
- Interested stakeholders

Conference goals and objectives:

- Learn about the most commonly implemented home visiting models in Michigan
- Learn how family experience and trauma can impact very young children later in life
- Discuss the impact of health equity, health pathways, early programming, and cumulative stress on women's and families' health

How to register:

To read a preliminary program and for the link to complete the conference registration visit <http://miaeyc.org/documents/home-visiting/HVCPreliminaryProgram.pdf>. If you are a MIECHV funded site, please enter MIECHVAug14 in the conference code section of the registration form, immediately under the spot where you enter your name. If you are NOT a MIECHV funded site, skip this step.

Hotel reservations should be made directly through the Adoba Hotel at <http://adobadearborn.com/>. Enter conference dates and Group Code 1536 and click search, or call (313) 592-3622. The conference rate for a standard single or double room is \$75 per night.

July 25, 2014 is the conference registration deadline.

July 21, 2014 is the hotel reservation registration deadline.

We look forward to seeing you in Dearborn on August 5-7, 2014!

2014 Parenting Awareness Michigan Conferences

The 22nd Annual Parenting Awareness Michigan Conferences will take place this fall at the following locations and dates.

• **October 16, 2014**, at the Holiday Inn of Marquette, MI. Our keynoter is Deborah Gilboa, M.D. (aka Dr. G. from AskDoctorG).

• **November 10, 2014**, at the Kellogg Hotel & Conference Center, East Lansing, MI. Our keynoter is Dr. Susan Linn, Campaign for a Commercial Free Childhood.

Online registration will be opened in August. The PAM Conferences are geared for professionals and volunteers who work with parents, children, and families. Continuing education opportunities are offered at each conference.

Please mark your calendars and share the information with others in your networks. You can visit www.preventionnetwork.org/pam for more information. See pages 6-7 with information on the 2015 Parenting Awareness Month Poster Contest.



2015 PARENTING AWARENESS MONTH POSTER CONTEST

Parenting Awareness Michigan invites you to submit poster entries that celebrate parents and promote positive parenting.

GRAND PRIZE WINNER	\$100	
Preschool -	\$50 - 1st Prize	\$25 - 2nd Prize
Kindergarten		
1st – 4th Grade	\$50 - 1st Prize	\$25 - 2nd Prize
5th – 8th Grade	\$50 - 1st Prize	\$25 - 2nd Prize
9th – 12th Grade	\$50 - 1st Prize	\$25 - 2nd Prize
Adult or College Student	\$50 - 1st Prize	\$25 - 2nd Prize

CONTEST RULES AND GUIDELINES

ELIGIBILITY: This competition is open to Michigan individuals who wish to help promote Parenting Awareness Month. The Grand Prize winning entry will be transformed into a poster and matching bookmark with parenting tips for use in Parenting Awareness Month activities throughout Michigan.

CRITERIA FOR JUDGING:

- Use of noticeable color (color required)
- Originality
- Artistic quality
- Artwork should be easily visible as a poster, yet also visible as part of a bookmark
- Submission of entry in the appropriate format
- No photographs, copyrighted figures, or computer generated art
- Original artwork only (no copies or prints)
- Completed and signed entry form must be taped to back of poster.

FORMAT:

- The PAM slogan “**Parenting is for a Lifetime**” may be added to the poster artwork, but no other slogan.
- Poster entry size: for reproduction purposes no smaller than 11”x17” and no larger than 22”x28”
- Use of standard sizes of paper/poster board/art board is best
- Entries must **not** be laminated
- Posters may be signed
- **Completed and signed entry form(s) must be taped to the back of the poster.**

Poster entries reflecting a variety of family structures, cultures, races, and ethnicities are welcomed.

PLEASE NOTE:

- All entries must include a signed entry form by the artist(s) using the attached form (or copy) agreeing to take part in this competition, accept contest rules and guidelines as here outlined, and abide by contest judging decisions.
- If an entry is the work of more than one individual, each party must agree to the submission of the entry to this contest, as indicated by signing a separate entry form.
- All entries become the property of the PAM Steering Committee, which retains all rights to the entry including rights of reproduction, distribution, and display.
- The winning entry is subject to change or modification as deemed appropriate by the Steering Committee for the purposes of poster and bookmark rendition.
- Entrants may submit more than one entry, but are eligible for only one prize.
- The winning posters will be displayed at the PAM Conferences, fall 2014.
- Efforts will be made to return entries. Local displays of returned entries are encouraged.

PRIZES:

Prize monies will be awarded as indicated above. The PAM Steering Committee will determine winners and authorize disbursement of prize monies. The PAM Steering Committee is responsible for judging decisions.

**Entry form on back.
Form may be copied.**



2015 PAM POSTER CONTEST ENTRY FORM

Please **TAPE** this checked and completed entry form to the back of your poster entry. All contributors to this entry must attach individual forms. Forms may be copied. Deadline: No later than October 3, 2014.

Please review and check the following:

- ☐ I have read the Rules and Guidelines for the competition and agree to abide by them.
- ☐ I attest that the attached poster is the original artwork of the individual named below, or is the original artwork of individuals working in cooperation, all of whom have signed forms attached to this entry, and that only the individual(s) whose signature(s) is/are submitted here has/have any proprietary interest or ownership of the entry.
- ☐ I understand that upon submission, this entry becomes the property of the PAM Steering Committee, which retains and reserves all rights to the entry including rights of reproduction, distribution, and display.
- ☐ I further understand that should this entry be chosen as the winning design for the 2015 Parenting Awareness Month / Michigan poster, the PAM Steering Committee may graphically render it or modify it in any way they deem appropriate.

All information must be completed. Thank you.

Date:

Signature of entrant: <input type="text"/>		Signature of Parent/Guardian if entrant is under 18 <input type="text"/>
Entrant's printed name: <input type="text"/>		School or organization (if applicable) <input type="text"/>
Entrant's Street address, P.O. Box, or RFD <input type="text"/>		School or organization address <input type="text"/>
City / state / zip (please include zip code) <input type="text"/>		City / state / zip (please include zip code) <input type="text"/>
Area code & Phone number <input type="text"/>	County: <input type="text"/>	Area code & phone number <input type="text"/>
Area code & phone number of Parent / Guardian <input type="text"/>		
Name of person sending entries (for contact purposes) <input type="text"/>		
<input type="checkbox"/> Pre-School-Kindergarten <input type="checkbox"/> Grade 1-4 <input type="checkbox"/> Gr. 5-8 <input type="checkbox"/> Gr. 9-12 <input type="checkbox"/> Adult		Grade level if in grade K-12 <input type="text"/>

DEADLINE: Entries must be received no later than October 3, 2014. Entries received after October 3 will be returned unopened. Entries should be carefully packaged to ensure safe receipt.

MAIL TO: Prevention Network, PO Box 4458, East Lansing, MI 48826-4458.
For more information: 1-800-968-4968 or www.preventionnetwork.org.

Updated December 2013

Kid Store

July is known for being the hottest month of the year. Make sure you stay hydrated when you go for that bike ride or spend a day at the beach! What better way to stay cool and refreshed than to have a cold beverage on hand. You can keep your drink cold with this 26oz water bottle made from recycled plastic and ideal for people on the go! The water bottle is equipped with a convenient push/pull lid and comes in three different colors. You can show your support and buy this water bottle for only \$2.00 each or stock up for the whole family and get 3 for \$5.00. All proceeds go to the Children's Trust Fund to help prevent child abuse and neglect.



To purchase this item or to check out other CTF items in our kids store, please go to the website <http://media.state.mi.us/michiganstore/public/categorydisplay.aspx?categoryId=8>

If you have any questions, please contact Christina Medina at 517-373-4320.

CTF Relocates Temporarily

The Children's Trust Fund offices have been temporarily relocated to the 4th floor of the Grand Tower until approximately October 24 while our offices are remodeled. All staff phone numbers and the mailing address will remain the same. Any mail addressed to 235 S. Grand Ave., Suite 1411 Lansing, MI 48909 will be automatically forwarded to CTF during this transition period.

CTF Social Media Pages



Children's Trust Fund
Protecting Michigan's Children



Prevent Child Abuse
Michigan

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