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## 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 is online and is available at [www.canconferenceuofm.org/register\\_current.html](http://www.canconferenceuofm.org/register_current.html).

The Children's Trust Fund is once again honored to hold our annual training in partnership with this conference. We look forward to seeing you in October!

## Save the Date

### 2015 Pam Posthumus Signature Auction Event



The Children's Trust Fund will host its Pam Posthumus Signature Auction Event on Wednesday, May 13, 2015 at the Lansing Center in Downtown Lansing. Your involvement can make a difference to help protect Michigan's littlest and most vulnerable citizens from child abuse.

You can get involved by joining CTF's Advisory Committee, becoming a cash or in-kind sponsor, donating or underwriting an auction item, or hosting a table at the event.

Please contact Tricia Headley at 517-241-7226 or email [headleyp@michigan.gov](mailto:headleyp@michigan.gov) for more information.

## Children's Trust Fund Specialty License Plate



It has been shown that the most vulnerable children to abuse and neglect are those whose parents don't have the financial, emotional, mental or physical resources to care for them. Many families in Michigan are facing tough times. Risk factors like poverty and unemployment are making it more difficult for parents to care for their children. Despite these challenges, we still strive to build safe, healthy families. For this reason, we encourage you to share with your network this message about how you can help with the mission of the Children's Trust Fund (CTF) by purchasing a CTF specialty license plate.

CTF is the only statewide, nonprofit organization dedicated to the prevention of child abuse and neglect for over 30 years. We fund 73 local child abuse and neglect prevention councils and 21 direct service prevention programs in all of Michigan's 83 counties. Research is clear that families thrive in communities with a robust commitment to protective factors that support parental resilience, strengthen social connections, attend to concrete support in times of need, improve knowledge of parenting and child development, and assure social and emotional competence of children. Building these family strengths is core to the work of the CTF.

Since its creation, CTF has raised over \$60 million and provided support to over 6 million children and families. Part of that money came from the sale of our specialty license plates. You can order a CTF plate from the Secretary of State any time of the year at [www.michigan.gov/sos](http://www.michigan.gov/sos). The CTF specialty plate sells for \$35; \$25 of which goes to CTF to help fight child abuse and neglect. Once you purchase a plate, an annual \$10 fee (as part of your license plate renewal) provides ongoing support of the work of the CTF. All contributions are tax deductible.

By purchasing a CTF specialty plate you will further our work and help share the word with your friends, family and neighbors, that you endorse supporting Michigan children and families.

For more information about the Children's Trust Fund, please visit [www.michigan.gov/ctf](http://www.michigan.gov/ctf) or call 1-800-CHILDREN.

### Special Thanks to Wayne State Sorority

The Children's Trust Fund wishes to extend our gratitude to the ladies at Gamma Omicron Chapter at Wayne State University for their donation of \$1,378.55 from their 2014 annual Shamrock fundraising event. This year's event was a first time 5K race. Other year's the Kappa Delta Sorority has hosted a bowling fundraiser with a small auction. The fundraising events are in honor of Prevent Child Abuse America and are generally held during April which is child abuse prevention month. 20% of what the Sorority raises goes to the National PCA America chapter.

Thank you Kappa Delta Sorority for your continued support and fabulous fundraising efforts on behalf of Michigan's children and families!

# Local Council Regional Meetings



Five of the seven planned CTF summer Local Council regional meetings have taken place thus far. Since the first session in June in Ann Arbor, we've also had meetings in Hastings, Gaylord, Saginaw and White Cloud. The high energy, great collaborative spirit, and comradery of each meeting have made for enjoyable and dynamic meetings. This year a number of participating Local Councils (LCs) had board and other council members attend the meetings in addition to the LC coordinators, which significantly enhanced the perspectives and shared conversations. A total of 83 individuals have participated in these regional meetings thus far with 16 additional individuals planning to attend the Eastern Upper Peninsula and Western Upper Peninsula meetings in September. CTF is appreciative of those LCs that hosted including: Jyoti Gupta (Washtenaw), Karen Jousma (Barry), Suzanne Greenberg, Vera Harrison and Catherine Martinez (Saginaw), and Karen Kroll (Newaygo). These gracious hosts went above and beyond to provide a great atmosphere and delicious food for the meetings.

The Regional Meeting agenda includes an all-morning discussion about Safe Sleep. Throughout 2014 the Local Councils have all been engaged in Safe Sleep programming. Data about the LC Safe Sleep work being accomplished along with LC strategic recommendations is being collected, themed and will be incorporated into a report to be presented to DHS leadership, the state Safe Sleep Committee and others. The Local Councils are in a unique position to offer their voice about this vital work, as grassroots workers in the field.

The afternoon program includes a 'peer sharing' discussion with a Strengthening Families/Protective Factors framework theme. Individuals pair with another from a different council, providing each other support and feedback using a list of questions related to council programming and administration.

The day closes with a discussion and fun activities around the topic of resiliency, a key protective factor. Protective factors are research-based elements that can help mitigate child abuse and neglect risk factors.

Please contact Emily ([wachsbergere@michigan.gov](mailto:wachsbergere@michigan.gov)) with any questions about the two remaining meetings. The Eastern UP meeting will take place from 9am – 4pm EDT and the Western UP meeting will be from 10am – 4:30 EDT/9am – 3:30 CDT. The Western UP meeting begins later than the other meetings to accommodate individuals who are driving from the Central Time Zone. Lunch and snacks are provided by CTF. See below for further information about the remaining 2 meetings.

- Eastern Upper Peninsula – Tuesday, September 9th, Village Inn of Newberry, 7552 M-123, Newberry, MI, 49868
- Western Upper Peninsula, Thursday, September 11th, RESA, Conference Rm. C, 321 East Ohio Street, Marquette, MI 49855

# September is Safe Sleep Month

September is designated nationally as Safe Sleep Month. Each year in Michigan, we are losing approximately 140 infants due to causes that are 100% preventable. Sudden Unexpected Infant Death, or SUID, is Michigan's leading cause of preventable infant death. Nationally, this statistic translates to well over 5,000 infants who will not complete their first year of life because they were placed in unsafe sleeping environments. These are staggering statistics, ones that need to change so that in the future no baby dies due to accidental suffocation.

Most deaths due to SUID occur between 2 and 4 months of age, and incidence increases during cold weather. African-American infants are twice as likely and Native American infants are approximately three times more likely to die of SUID than Caucasian infants. More boys than girls fall victim to SUID. Contributing risk factors in these deaths include: smoking, drinking, and drug use during pregnancy; poor prenatal care; prematurity or low birth weight; mothers younger than 20; tobacco smoke exposure following birth; overheating from excessive sleepwear and bedding, and stomach sleeping.

To prevent SUID, the American Academy of Pediatrics recommends the following:

- Never put a baby to sleep with adults or other children.
- Put babies in cribs of their own, never on adult beds, pillows, or couches.
- Use a firm mattress with a tightly fitted sheet.
- Ensure that the crib does not contain extraneous items – including pillows, crib bumpers and stuffed animals – and use a safe sleep sack instead of blankets.
- Place the baby to sleep on his or her back, not on the stomach or side.
- Do not overheat the baby.
- Make certain that no one smokes around the baby.

Also, there is some research stating that pacifier use may help to reduce SUID.

All of the Children's Trust Fund Local Councils are currently engaged in Safe Sleep programming. Examples of this important Local Council programming include:

- Teaching Safe Sleep principles to new parents as well as middle and high school students.
- Marketing the message throughout communities on billboards, buses and posters.
- Distributing of Safe Sleep materials at local fairs, day care facilities, baby pantries and community organizations.
- Providing Safe Sleep sacks, 'pack and plays', and cribs to families in need.
- Meeting with new parents one time within the home setting to educate about Safe Sleep.
- Speaking at service club and professional organizational meetings.
- Training professionals in a 'train the trainer' capacity.

At the state level, CTF actively participates in the state's Safe Sleep Committee. This interagency group is engaged in a number of pursuits including: exploring ways to better deliver the message in such a way that all caregivers (parents, daycare providers, grandparents and other family members) will utilize recommended Safe Sleep practices; seeking community partnerships with medical professionals, faith-based organizations and others to promote Safe Sleep; and reaching out to the retail community (including resale shops) to engage in discussions about Safe Sleep principles.

CTF, its Local Councils, DHS and DCH, Tomorrow's Child and a number of other organizations are partnering together during Safe Sleep Month and beyond to help make sure that all newborns are provided a safe environment from which they can thrive. Please join us and take the pledge to support, practice and spread the Safe Sleep message.

# FRIENDS Website Evaluation Tool

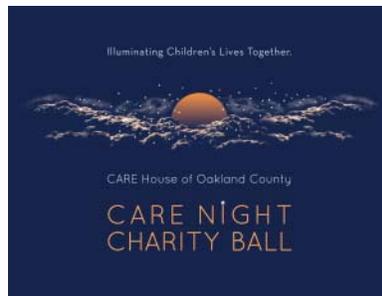
The FRIENDS web-based Evaluation Toolkit has been revised and updated. We invite you to visit their website, [www.friendsnrc.org](http://www.friendsnrc.org), and click on the Evaluation Toolkit link on the left side of the main page. You will find a wealth of information on evaluating the outcomes of prevention programs, from developing a logic model through analyzing evaluation results. The toolkit includes infographics, tips for evaluation, and links to other relevant evaluation resources.

## Community Roof-Sit in St. Clair County



2014 marks the 20th year of the St. Clair County Child Abuse/Neglect Council's Roof-Sit. Chuck Santonio, WSAQ's morning personality, will spend six days roof-top on the Birchwood Mall, from September 14-19, 2014. Many community events are planned the week of the Roof-Sit. The St. Clair County Community and all who have been part of this tradition are to be commended for two decades of supporting child abuse and neglect prevention. More information on the 20th Roof-Sit is in the summer edition of The St. Clair County Child Abuse/Neglect Council's Newsletter. It is available online at [www.sccstopchildabuse.org/documents/RoofSitNewsletter2014\\_000.pdf](http://www.sccstopchildabuse.org/documents/RoofSitNewsletter2014_000.pdf). Those interested in volunteering or for more information on the roof-sit can call 810-966-9911 or email [info@sccstopchildabuse.org](mailto:info@sccstopchildabuse.org).

## Care Night Charity Ball



CARE House of Oakland County will host the CARE NIGHT CHARITY BALL on October 25, 2014 at the GM Heritage Center. Detroit Music Hall of Fame inductee Thornetta Davis will be performing a private concert. For more information, visit <http://www.carehouse.org/column2/care-night-2011/>.

# 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>.

## 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 is now available at [www.preventionnetwork.org/pam](http://www.preventionnetwork.org/pam). 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! See pages 8-9 with information on the 2015 Parenting Awareness Month Poster Contest.

## MI-AIMH Conference

The 2015 Michigan Association for Infant Mental Health's Biennial Conference entitled, "Caring for the Whole Child: Working Together for the Health and Well-Being of Infants, Toddlers, and their Families" will take place at the Radisson Hotel and Suites in Kalamazoo May 17-19, 2015. The call for workshop and student poster proposals is now open. If you have any questions, please visit the conference website at [www.mi-aimh.org/events/2015-MI-AIMH-Conference](http://www.mi-aimh.org/events/2015-MI-AIMH-Conference) or contact [miaimh.conference@gmail.com](mailto:miaimh.conference@gmail.com).

## Kid Store

September is a great month for going around town and exploring your local markets or going to an orchard! What better way to hold all of your fruit and vegetables than a sturdy canvas tote. This tote will come in handy in many ways and is very convenient to keep in your trunk. Our large grocery tote is eco-friendly and is reusable. It is larger than most normal bags and can hold all of your groceries and other household items. We have the totes available in green and tan. You can show your support and buy this grocery tote for only \$5.00 each or stock up by purchasing three for \$13.00. All proceeds go back to Children's Trust Fund in helping prevent child abuse and neglect.

To purchase this item or to check out other great items in our kids store, please go to <http://media.state.mi.us/michiganstore/public/categorydisplay.aspx?categoryId=8>. If you have any questions, please feel free to contact CTF at 517-373-4320.

## Best Wishes to Ama Larsen

Ama Larsen left CTF on August 1 to become an Assistant Professor in the Social Work department of Spring Arbor University. Ama was instrumental the past three years at the Children's Trust Fund in providing leadership for special projects such as the Heirloom Birth Certificate, the Southeast Shaken Baby Initiative, and the CTF Annual Training. We wish her all the best in her new endeavors.



## CTF Social Media Pages

See us on



**Children's Trust Fund**  
Protecting Michigan's Children

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# 2015 PARENTING AWARENESS MONTH POSTER CONTEST

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

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

<i>Signature of entrant:</i>	Signature of Parent/Guardian if entrant is under 18
<i>Entrant's printed name:</i>	School or organization (if applicable)
Entrant's Street address, P.O. Box, or RFD	School or organization address
City / state / zip (please include zip code)	City / state / zip (please include zip code)
Area code & Phone number      County:	Area code & phone number
<i>Area code &amp; phone number of Parent / Guardian</i>	
<i>Name of person sending entries (for contact purposes)</i>	
<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	<i>Grade level if in grade K-12</i>

**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](http://www.preventionnetwork.org).**