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## A Message from the Director

### *More Prevention Funding Needed in Recession*

by Paul Shaheen, Interim Executive Director

The Michigan Economy, as you know, is in crisis! Families are in crisis! The state budget is facing critical analysis, and cuts are anticipated and required in many areas. According to the recently released *KIDS COUNT in Michigan Data Book*, an increasing number of Michigan children—especially those under age 5—are growing up in poverty, which is one of the risk factors for maltreatment.

Prevent Child Abuse America has joined the National Child Abuse Coalition in asking Washington leaders to prioritize increasing funding for child abuse and neglect prevention, within the final construction of a historical federal stimulus package. The Michigan Children's Trust Fund, a co-chapter of PCA Michigan, supports this recommendation. Specifically, interagency funding for the Zero to Three Secondary Prevention Initiative and the federal Community-Based Child Abuse Prevention grant are essential funding sources for CTF's prevention work in Michigan. With more resources, CTF can protect more Michigan children from consequences of the nation's worst recession in generations.



We are engaging elected state officials and community stakeholders in discussions about prevention, and we have communicated prevention needs (especially in relation to the federal stimulus opportunity) with each member of the Michigan Congressional delegation. **But prevention needs your voice to be heard among the competing calls for funding.** It is time for those of us who understand the Power of Prevention to let everyone know why we do what we do—and its impact. Prevention Awareness Day on March 24, 2009, is an opportunity to begin telling our story (see page 2 for more details). I urge you to participate.

We will also be supporting you to get your message out at home in the following months. We are talking with our partners about potential collaborations at the community level to increase awareness of prevention as well as support for parents in preventing child abuse. Please share with us any feedback that you receive in your conversations with local decision makers about this matter. Thank you for all that you do!

## Prevention Awareness Day: March 24th

We welcome all grantees, as well as their community partners and program participants, to join us for Prevention Awareness Day at the State Capitol. The day will serve as the Kick-Off for Child Abuse Prevention Month and the “Pinwheels for Prevention” Prevent Child Abuse campaign launch. Prevention Awareness Day will afford an opportunity for early childhood and prevention programs from across Michigan to meet legislators and their staff to educate them about the value of prevention. The event is being sponsored by Prevent Child Abuse America Co-Chapters-Children’s Trust Fund and Children’s Charter of the Courts of Michigan, and the Zero to Five Advocacy Network. Please visit the CTF website for a save-the-date flyer. Special thanks to Mayor Virg Bernero and the City of Lansing for partnering on this event.

## Prevention Promotion Training

A special Prevention Promotion Training will be held via conference call on Thursday, March 5, from 11:00 a.m. to 12:00 p.m. (directly following the Local Council Work Group call). K.P. Pelleran, the State Director of Fight Crime: Invest in Kids, will provide the training in preparation for Prevention Awareness Day. The training will cover tips on engaging communities, stakeholders, and leadership in prevention efforts. Please join us by using the CTF conference call line: (877) 336-1828 and access code 8088351.

More details about Prevention Awareness Day will be announced soon!

## CAP Month Updates

If you would like your organization’s CAP Month activities posted on the CTF website, please email dates and details of each activity to Alan Stokes at [stokesa@michigan.gov](mailto:stokesa@michigan.gov). Activities will be posted under the “Calendar” section of the website.

Also, CAP Month Toolkits and PCA Pinwheels will be distributed to all local councils. Distribution is expected by the end of February. The toolkit will include CAP Month activities specific to CTF, as well as Pinwheels for Prevention materials provided by Prevent Child Abuse America. It will also include the new CAP Month public service announcement. We plan to distribute all materials in one mailing. We will let councils know when these materials are being shipped!

All grantees are encouraged to participate in the April 1st Pinwheel Garden event, which was established as a statewide event by local council representatives in the CAP Month Work Group. Councils around the state will be partnering with local schools, court houses, and other organizations to show their commitment to child abuse prevention. Please use materials in your CAP Month toolkit or contact CTF for more details and planning ideas!

## CTF Direct Service RFP

The CTF Direct Service Request for Proposal (RFP) is anticipated to be released on March 2, 2009. CTF will notify all grantees of the RFP via email, and the notice will also be posted on the CTF website. Technical assistance sessions will be held in Lansing shortly after the release. Please stay tuned for details!

## Direct Service Endorsement Training for Local Councils

CTF will hold a training for local councils on Wednesday, March 11, from 1:00 p.m. to 2:30 p.m. to discuss the direct service RFP process. Through Public Act 250 of 1982, councils are required to review and approve direct service applications (see Section 722.609). The training will cover techniques for promoting the RFP in your community as well as the process for reviewing and approving grant applications in EGrAMS. Additional training details (including the training format) will be posted in the *March News Briefs*.

## Needs Assessment Tools

**Child Welfare Information Gateway**  
PROTECTING CHILDREN ■ STRENGTHENING FAMILIES

Are you working on your county's needs assessment, or would like to see examples of other community needs assessments? The Child Welfare Information Gateway has a

number of resources available on what a needs assessment is, and how to develop one. The information can be accessed at <http://www.childwelfare.gov/systemwide/assessment/community.cfm>. In particular, CTF recommends visiting the University of Kansas Community Tool Box (the first link at the Child Welfare page), which can also be directly accessed at [http://ctb.ku.edu/en/dothework/tools\\_tk\\_2.htm](http://ctb.ku.edu/en/dothework/tools_tk_2.htm). Note that under the "Example(s) of Assessing Community Needs and Resources" link, the "Example 5 - Needs Assessment Example Wyandotte County" specifically addresses child abuse and neglect in the given county.

## Circle of Parents Update



Currently, 19 Mutual Family Support Circle of Parents sites are in eight counties—operating at no cost to participants—to help parents who may need a place to talk about the challenges of parenting, and to develop parent leaders. See current Circle of Parents listing at <http://www.michigan.gov/ctf/0,1607,7-196-40188-137312--,00.html>. Circle of Parents groups are facilitated by a trained Parent Leader and Professional Group Facilitator. Please welcome the latest three agencies to join Circle of Parents: Guidance Center in Southgate, with three

sites starting up in November 2008; the Order of the Fishermen Ministry Headstart Program in Detroit, beginning in mid-February 2009; and Lansing School District – Parent Teacher Resource Center in Lansing. CTF is exploring having this information added to the 211 listing. All Circle of Parents Leaders and Facilitators attending Prevention Awareness Day on March 24 are asked to email Sylvia Brown Jones at [brown-jones@michigan.gov](mailto:brown-jones@michigan.gov). There is a small budget to support parent involvement at this event for Parent Leaders on a first-come basis.

## Local Council Renewal Application and Logic Model Trainings

CTF plans to hold four trainings for local councils throughout the state. The trainings will be from 9:00 a.m. to 4:30 p.m., with a focus on the FY2010 renewal application from 9:00 a.m. to 11:00 a.m. and on logic models and project planning for the remainder of the training. CTF will also hold a teleconference (covering renewal applications only) on April 17.

Space is limited! Please RSVP with Emily Wachsbarger to reserve your space.

### March 18, 2009

Gaylord OPD Training Center  
Alpine Center complex  
800 Livingston Blvd.  
Gaylord, MI 49735

### March 20, 2009

Kalamazoo OPD Training Center  
322 Stockbridge Ave.  
Kalamazoo, MI 49001

### March 25, 2009

Lansing OPD Training Center  
7109 W. Saginaw  
Lansing, MI 48917

### March 31, 2009

Escanaba OPD Training Center  
2717 North Lincoln Rd.  
Escanaba, MI 49829

### April 17, 2009

10:00 a.m. to 12:00 p.m.  
TA Session for FY2010 Renewal Application  
Using CTF Conference Line  
(877) 336-1828 and access code 8088351

## 2009 National TA Center for Children's Mental Health

### *Conference Calls*

Sign up and participate in the 2009 national telephone conference call series sponsored by the National Technical Assistance Center for Children's Mental Health! The monthly conference calls cover important and emerging trends in the mental health field. Presentations from expert resource persons are followed by open discussion in order for all participants to ask questions and enrich the conversation.

Visit [http://gucchd.georgetown.edu/programs/ta\\_center/ta-calls2009.html](http://gucchd.georgetown.edu/programs/ta_center/ta-calls2009.html) for registration information and the full 2009 Calendar of Calls. PowerPoint presentations and reading materials for each call will be posted on the website and can be downloaded to view while listening to the calls. There are no registration fees for these calls. If you have any trouble accessing the website, please call MelKisha Knight at (202) 687-5000.

### *Data Matters Interactive Electronic Newsletter*

Tied closely with the conference call series is *Data Matters*, an interactive electronic newsletter that highlights the importance of data, spreads the word about evaluation strategies and outcomes, and keeps readers up to date on the latest in the field of children's mental health. *Data Matters* is constantly updated to coincide with the conference call topic of the month. You can read through the main feature, peruse links to additional materials, review posted comments, and access our archives. To browse through *Data Matters*, please visit <http://gucchd-georgetown.net/data/>.

## Upcoming Events

**February 8:** The Mackinac County Child Protection Roundtable will hold the **4th Annual Ice Follies** on Sunday, February, 8, at Little Bear East Ice Arena in St. Ignace. Featuring National Showcase Champions and award-winning figure skaters, the event will be held from 1:00 p.m. to 3:00 p.m. Advance tickets are \$5.00 per person or \$20.00 per family (up to 8 people). Tickets at the door are \$6.00 per person or \$25.00 per family (up to 8 people). Contact Mary Lynn Swiderski at (906) 643-7307 or pemble@msu.edu for more information.

**February 18:** The **Parent Leadership Work Group** will hold its next meeting on Wednesday, February 18, at 10:00 a.m. All local council and direct service grantees are encouraged to participate. Please contact Sarah Davis for more information.

**February 25:** A special training on **“Investigative Strategies for Child Abuse Professionals.”** See page 7 for details.

**March 5:** The **Local Council Work Group** will hold its March meeting at 10:00 a.m. on Thursday, March 5, using the CTF conference line. Please contact Emily Wachsberger for more information.

**March 19:** The Child Abuse Council of Charlevoix and Emmet Counties presents **“Discipline that Builds Self-Discipline: A Love and Logic Seminar for Parents and Professionals Who Work with Difficult Children.”** The featured speaker is Betsy Geddes, Ed.D. The seminar will be held from 8:30 a.m. to 3:30 p.m. at the Knights of Columbus Hall in Petoskey, with lunch served on site. Continuing Education has been approved for Nursing and Social Work. If you have any questions, please contact Elaine Roach at (231) 347-4658 or eroach8555@msn.com.

**April 1-2:** The State Court Administrative Office, Family Services Division-Child Welfare Services and the Governor’s Task Force on Children’s Justice will sponsor a conference entitled **“Addressing Invisible Injuries: Child Neglect, Exploitation, and Emotional Abuse.”** See page 8 for more information.

**April 13-14:** Special child abuse training on the **“Forensic Interviewing of Children.”** See page 7 for details.

**April 24:** The Upper Peninsula Children’s Coalition is pleased to present the **Annual Children’s Coalition Conference** with special guest speaker Robert Anda, MD, MS. Dr. Anda is the Co-Principal Investigator and Co-Founder of the Adverse Childhood Experience (ACE) Study and will present on **“The Health and Social Impact of Adverse Childhood Experiences Throughout the Lifespan.”** The conference will take place at Northern Michigan University in Marquette. Registration materials will be available in March 2009. For more information, contact cookieaho@sbcglobal.net or polson@glycd.org.

**May 27-29:** The **National Child Welfare Evaluation Summit** will be held at the Renaissance Mayflower Hotel in Washington, D.C. The summit will explore the current state of evaluation practice in the field of child welfare and to promote cohesive, strategic, and sound approaches for evaluating child welfare systems, programs, and projects. Target participants include Children’s Bureau discretionary grant evaluators, State and Tribal child welfare administrators and analysts, evaluation experts in child welfare, evaluation experts in other human service fields, and interested child welfare professionals. For more information, email evaluationsummit@pal-tech.com.

## Funding Opportunities

### *RFA for Drug Free Communities Support Program*

The Request for Applications (RFA) for the 2009 Drug Free Communities Support Program has been released by the Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA). Information is available at <http://members.jointogether.org/ct/z7AxpJ51KSiO/>.

### *Funds for Reducing High-Risk Drinking Among College Students*

Colleges and universities can apply for grants from the U.S. Department of Education to support programs that seek to reduce high-risk drinking and violent behavior among college students. Information is available at <http://members.jointogether.org/ct/z1AxpJ51KSib/>.

### *Safe Schools/Healthy Students Program*

The U.S. Department of Education is now accepting applications for its Safe Schools/Healthy Students Program, which supports development and implementation of comprehensive, community-wide plans to create safe and drug-free schools and promote healthy childhood development. Local education agencies (LEAs) and charter schools may apply for funding, which will total \$30.9 million this year. Information is available at <http://members.jointogether.org/ct/zpAxpJ51KSiW/>.

### *Gang Prevention Coordination and Assistance Program*

The U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention (OJJDP) will award grants of up to \$200,000 under its Gang Prevention Coordination and Assistance Program. Information is available at <http://members.jointogether.org/ct/zdAxpJ51KSi6/>.

### **Family Preservation Planning and Implementation Grants**

#### **FAMILY PRESERVATION PLANNING GRANT(S)**

Deadline: March 25, 2009

The U.S. Administration for Children and Families will award \$1 million for 10 grants to federally recognized Indian tribes and other related organizations for improving the well-being of children. The funds are specifically for planning approaches to improve child well-being by removing barriers associated with strengthening families—including fatherhood, foster parenting, absentee parent activities and grandparents raising grandchildren—and forming and preserving healthy families, relationships and marriages (including traditional Native American and Pacific Basin marriages). More information is available at <http://www.acf.hhs.gov/grants/open/HHS-2009-ACF-ANA-NI-0049.html>.

#### **FAMILY PRESERVATION IMPLEMENTATION GRANT(S)**

Deadline: March 25, 2009

The U.S. Administration for Children and Families will award \$3 million for 10 grants to federally recognized Indian tribes and other related organizations for project implementation approaches to improve child well-being by removing barriers associated with strengthening families—including fatherhood, foster parenting, absentee parent activities and grandparents raising grandchildren—and forming and preserving healthy families, relationships and marriages (including traditional Native American and Pacific Basin marriages). More information is available at [www.acf.hhs.gov/grants/open/HHS-2009-ACF-ANA-NI-0059.html](http://www.acf.hhs.gov/grants/open/HHS-2009-ACF-ANA-NI-0059.html).

## Special Child Abuse Trainings

The Prosecuting Attorneys Association of Michigan, Child Abuse Training Services, in cooperation with the Prosecuting Attorneys Coordinating Council, Department of Human Services (DHS), and Governor's Task Force on Children's Justice (GTF), is pleased to present the following special trainings related to child abuse. Please visit [www.micats.org](http://www.micats.org) for complete course descriptions and registration details.

### **Child Abuse Investigations: Investigative Strategies for Child Abuse Professionals**

**February 25, 2009**

This cross-professional Specialized Child Abuse Training seminar will focus on the topic of Investigative Strategies for Child Abuse Professionals. Registration will begin at 8:30 a.m. on Wednesday, February 25, 2009 and the training will conclude by 4:00 p.m. The training will be held at the Ingham County Sheriff's Office at 630 N. Cedar St., Mason, MI 48854.

This seminar is designed for DHS CPS workers, police officers, prosecuting attorneys, and assistant prosecuting attorneys who are involved with child abuse investigation or prosecution. Please contact Julie Welch at (517) 334-6060 ext. 833 or [welchj@michigan.gov](mailto:welchj@michigan.gov) with any questions.

If you are in a position that may have to testify in court, you won't want to miss this seminar! Please contact Julie Welch (517) 334-6060 ext. 833 or [welchj@michigan.gov](mailto:welchj@michigan.gov) with any questions.

### **Covering the Case: From the First Interview to Closing Arguments**

**March 6, 2009**

This cross-professional Specialized Child Abuse Training seminar will cover the topic of Covering the Case: From the First Interview to Closing Arguments. This training will begin with registration at 8:30 a.m. on Thursday, March 5, 2009 and will conclude at 4:00 p.m. on Friday, March 6, 2009. The training will be held at the Double Tree Hotel, One Wennonah Park Place, in Bay City, MI 48708.

This seminar is designed for prosecuting attorneys, assistant prosecuting attorneys, children's protective services workers, and police officers who are involved with child abuse investigations or prosecution. If you are in a position that may have to testify in court, you won't want to miss this seminar! Please contact Julie Welch (517) 334-6060 ext. 833 or [welchj@michigan.gov](mailto:welchj@michigan.gov) with any questions.

### **Forensic Interviewing of Children**

**April 13-14**

This regional, cross-professional Specialized Child Abuse Training seminar will cover the topic of Forensic Interviewing of Children. This training will begin with registration at 8:30 a.m. on Monday, April 13 and will conclude on Tuesday, April 14, 2009 at 4:00 p.m. The training will be held at the Oakland County Sheriff's Office at 1200 North Telegraph Road, Building 38 East, Pontiac, MI 48341.

This seminar is designed for prosecuting attorneys, assistant prosecuting attorneys, DHS workers, victim's advocates, and police officers who are involved with child abuse investigations or prosecution. The training is designed to increase your understanding of the primary features of forensic interviewing and provide information to enhance your interviewing skills. Please visit [www.micats.org](http://www.micats.org) for registration information or contact Jennifer Doerr at [doerrj@](mailto:doerrj@)

## **Lawmaker Introduces Bill Regarding Child Deaths**

State Representative Dudley Spade (D-Tipton) recently introduced a bill requiring that the Michigan Children's Ombudsman be notified within two hours of a child's death. HB 4125 (2009) seeks to establish a central clearinghouse and clear reporting requirements for children who die while in state custody. More information on the proposed bill can be found at [www.legislature.mi.gov](http://www.legislature.mi.gov).

## Domestic Violence Resources for Professionals

Child Welfare Information Gateway has a newly enhanced Domestic Violence web section. It provides updated and expanded information on the co-occurrence of child maltreatment and domestic violence, as well as information on how social service providers can work together to improve services for children, youth, and families affected by domestic violence.

In addition to an overview of the topic and a list of resources for families, the redesigned section addresses:

- \* Impact
- \* Prevention
- \* Assessment
- \* Treatment services
- \* Casework practice
- \* Cross-system collaboration

You can visit the Domestic Violence web section at [www.childwelfare.gov/systemwide/service\\_array/domviolence](http://www.childwelfare.gov/systemwide/service_array/domviolence).

## State Court Administrative Office: 5th Annual Child Welfare Issues Conference

On April 1-2, 2009, the State Court Administrative Office, Family Services Division-Child Welfare Services and the Governor's Task Force on Children's Justice will sponsor a conference entitled "Addressing Invisible Injuries: Child Neglect, Exploitation, and Emotional Abuse." This free statewide conference will address "invisible injuries" of neglect, emotional abuse and exploitation for children and families in the child welfare system. The conference will be held at the Kellogg Conference Center in East Lansing. For more information please contact Deborah Jensen, Children's Charter, at (517) 482-7533, [deborahjensen@childcrt.org](mailto:deborahjensen@childcrt.org) or visit [www.childcrt.org](http://www.childcrt.org).

## Promoting the CTF Check-Off

**Line 22. Children's Trust Fund.  
Enter your contribution amount  
(\$5 minimum)**

With tax season upon us, now is a great time to promote the CTF income tax check-off. How does the check-off work? Half of the funds collected through the check-off are allocated to prevention initiatives across the state, and the remaining half is invested through the trust account. This year tax filers can make a donation on Line 22 of the MI-1040 form. There are currently two other check-offs on the MI-1040 form, and there are five other check-offs on Form 4642.

This is the last year that CTF will be included on page 2 of the MI-1040, so it is more important than ever to increase awareness of the check-off! CTF will be utilizing billboards and limited radio, TV, and direct mail campaigns to promote the check off. Next year, the CTF check-off will be moved to Form 4642, the "Voluntary Contributions Schedule."

If you would like materials to help promote the check-off—including brochures, folders, postcards, posters, and inserts—please contact Alan Stokes at [stokesa@michigan.gov](mailto:stokesa@michigan.gov) or visit the Literature Request Form on the "Resources" page of the CTF website.

## Legislature Releases Information to Citizens

The Michigan Legislature has released the first edition of their 2009-2010 Michigan Legislature contact and information directory, known as *A Citizen's Guide to State Government*. This publication will help child maltreatment prevention professionals access basic information on newly elected government officials and state agencies. This resource is available online at <http://www.legislature.mi.gov/documents/publications/citizensguide.pdf> and updates will be made to the online edition as available.



**Special Report: CTF and “Children’s Central” at MSU Sign Affiliation**

*Page 9 and 10 Provided Courtesy of  
Michigan State University “Children’s Central”*



The Children’s Trust Fund has signed a multi-year agreement with the Department of Advertising, Public Relations and Retailing at MSU. Under the agreement, the Children’s Central research, outreach and education collaborative at MSU will continue to pursue its multi-disciplinary study of the effects of media and advertising on children. Faculty members and students will also generate and disseminate new knowledge in child abuse prevention related to media and marketing, effective anti-child abuse advertising and Internet safety for children. Faculty-led student advertising and social marketing classes will continue to be engaged in outreach efforts aimed at developing and disseminating new ways of sharing findings and strengthening abuse prevention programs of local CTF affiliates. CTF interim director Paul Shaheen, assistant director Janell Thelen, and Jim Hmurovich, President of Prevent Child Abuse America, serve on the group’s advisory board. Long-time children media researcher, Dr. Nora Rifon, heads up the research component of the collaborative. Dr. Richard Cole chairs the Department in which all the activity occurs.

**International Children’s Conference Planned for November ‘09 in East Lansing**

The MSU Department of Advertising, Public Relations, and Retailing, in conjunction with the Children’s Trust Fund and Prevent Child Abuse America, will host an international conference entitled “Consumer Culture and the Ethical Treatment of Children: Research, Theory and Fair Practice” in East Lansing on November 12-13. The conference will occur in conjunction with the CTF annual training.

**Michigan Association Executives Asked to Push State Tax Contributions**

Children’s Trust Fund Chairperson and DTE executive Nancy Moody is applying years of effective issues management experience to launch a special solicitation for the CTF tax check-off. More than 800 members of the Michigan Society of Association Executives (MSAE) will receive informational packets and a letter from Chairperson Moody asking MSAE members to forward letters, postcards, posters and emails to tens of thousands of the members of Michigan’s trade and professional association community. The goal is to use a personal appeal to increase support for the annual “Line 22” contribution on the state’s tax form. The packet also contains a special appeal from Col. Pete Munoz, director of the Michigan State Police, and a designated member of the CTF board of directors.

## Michael Pertschuk, Former FTC Chairman, Consults with CTF Staff

On January 14, 2009, former Chairman of the U.S. Federal Trade Commission Michael Pertschuk was honored at MSU as the “Ned Brandt Lecture Series” speaker. He addressed faculty and students in the College, the Department of Advertising, Public Relations and Retailing’s Children’s Central collaborative, and staff from the Children’s Trust Fund of Michigan. He also held a private seminar for CTF staff and Children’s Central fellows, in which he outlined the successful national effort to restrict tobacco advertising.

“Chairman” Pertschuk is known in national government and media circles for effective social and health advocacy—particularly on behalf of America’s children. He is the author of several advocacy books including *Revolt against Regulation: The Rise and Pause of the Consumer Movement*; *Giant Killers*; *Smoke in Their Eyes: Lessons in Movement Leadership from the Tobacco Wars*; and, with Wendy Schaezel, *The People Rising: The Campaign Against the Bork Nomination*.

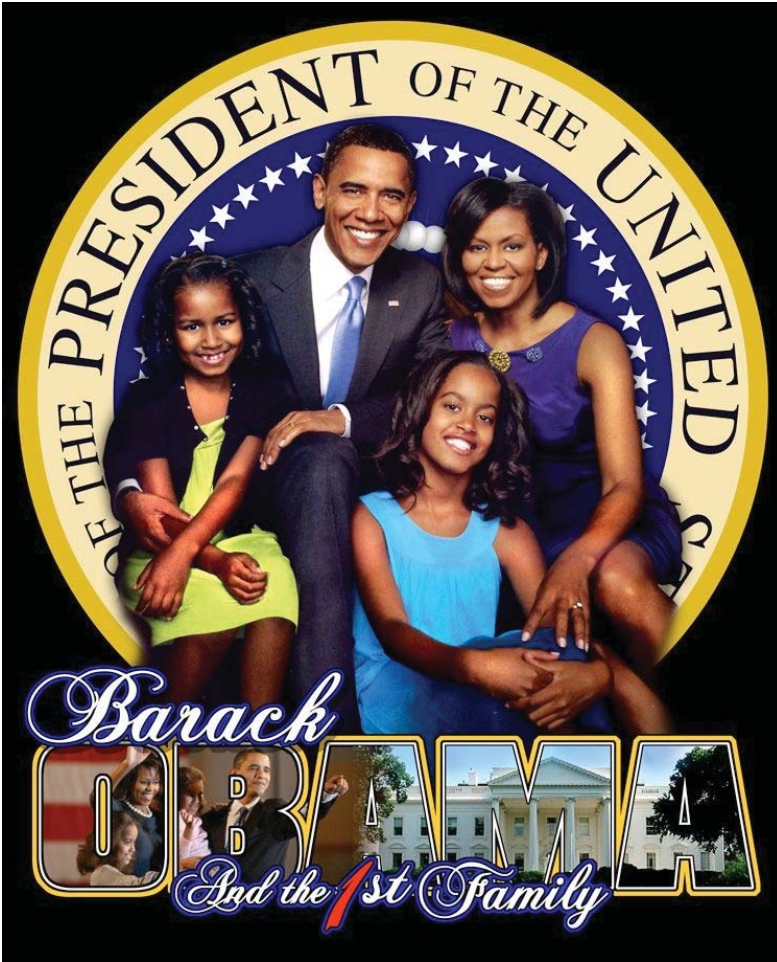
### Other News on the Ethical Treatment of Children

**1. Better Business Bureau:** The Council of Better Business Bureaus has announced the approval of Campbell Soup Company’s amended pledge as a participant in the Children’s Food and Beverage Advertising Initiative. Campbell’s pledge expresses their commitment to provide healthier food options in 11 of its children’s soups.  
<http://us.bbb.org/WWRRoot/SitePage.aspx?site=113&id=1869d6a9-82aa-49a1-8419-40a8251fa916&art=7461>

**2. BBC News:** Google has created the technology for the National Center for Missing and Exploited Children (NC-MEC). It was originally developed to block copyrighted videos on the company’s YouTube division. The program uses pattern recognition to enable analysts to sort and identify files containing child sex abuse. Google says its aim in teaming up with the center’s Technology Coalition Against Child Pornography is to develop solutions that would make it harder for people to use the web to exploit children or traffic in child pornography.  
<http://news.bbc.co.uk/2/hi/technology/7347476.stm>

**3. New York Times:** The Kellogg Company said it would stop advertising its products to children under the age of 12 unless the foods meet specific nutrition guidelines for calories, sugar, fat and sodium. Kellogg also announced that it would stop using licensed characters or branded toys to promote foods unless the products meet the nutrition guidelines.  
[http://www.nytimes.com/2007/06/14/business/14kellogg.html?\\_r=1](http://www.nytimes.com/2007/06/14/business/14kellogg.html?_r=1)

**4. The Guardian:** Some of the world’s leading food manufacturers have begun marketing to children on social networking websites and internet chat programs. Brands such as McDonald’s, Starburst, Haribo and Skittles are using the Internet to target children now that new rules from England’s media regulator Ofcom have made it difficult to advertise during children’s television. A Kellogg Foundation-funded study documenting the level of “adver-games” provided for free on the Internet by food marketing companies is scheduled for publication in the upcoming issue of *The Journal of Consumer Affairs*. Children’s Central fellows Mira Lee, Yoon Choi, Liz Quilliam, and Richard Cole co-authored the study.  
<http://www.guardian.co.uk/media/2007/jul/31/newmedia.advertising1>



## President's Day February 16, 2009

The CTF office will be closed on Monday, February 16, 2009, in honor of President's Day.

“Today we begin in earnest the work of making sure that the world we leave our children is just a little bit better than the one we inhabit today.”

President Barack Obama

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



**Prevent Child Abuse**  
Michigan