



CTF News Briefs



Prevention Innovations Since 1982

October 2009 - Vol. 4, No. 1

BOARD OF DIRECTORS

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Representing
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Representing General Public

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Tamara Vander Ark Potter
Representing
Labor Organizations

Cynthia K. Williams
Representing
Religious Community

Carol L. Wolenberg
Representing
Department of Education

2009 Annual Training—Coming Soon!

The 2009 CTF Annual Training will take place on November 12-13, 2009, at the Kellogg Center in East Lansing. The training will offer two days of exciting workshops and keynote speakers, featuring 18 CTF workshops that include:

- “Protective Factors 101”
- “How to Raise Funds in Tough Economic Times”
- “Great Start Collaboratives and Parent Coalitions: Strengthening Communities, Fostering Leaders”
- “Assessment + Need = Strategic Board Development”
- “Beyond Anecdotes: Using Qualitative Data in Program Evaluation”
- “Searching for, Writing and Securing Grants: Method or Madness?”
- “Mandated Reporting: Educating Communities, Protecting Children”
- “Safe Sleep: Strategies from a Local Program Model”
-And much more!

CTF is also partnering with the MSU Department of Advertising, Public Relations, and Retailing to hold our training concurrent to their conference, “Consumer Culture and the Ethical Treatment of Children: Theory, Research and Fair Practice.” Attendees will have the opportunity to attend MSU sessions in addition to CTF workshops, including “Children’s Vulnerability to Advertising Messages From Familiar Characters” and “Mechanisms of Child Abuse Public Service Announcements Effectiveness: Roles of Emotional Response and Perceived Effectiveness.” Detailed information about the CTF and MSU workshops is included in the attached CTF program/registration and MSU program. **See page 3 for more details on the annual training.**



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CTF Board of Directors

Doug Paterson Reappointed

Douglas M. Paterson of East Lansing, president of The Paterson Group, was reappointed by Governor Granholm to represent the general public on the CTF Board for a term expiring December 19, 2011.

Mr. Paterson is retired from state government after 34 years with the Department of Community Health. His entire career was dedicated to improving maternal and child health; he served on several interagency workgroups dedicated to improving the well being of mothers and children. Before his retirement, Mr. Paterson previously served on the CTF Board representing the Director of MDCH.



Cynthia Williams Appointed

Cynthia K. Williams of East Lansing, executive director for the Michigan Education Special Services Association, was appointed by Governor Granholm to represent the religious community on the CTF Board for a term expiring December 19, 2010. She succeeds the late Sophie Womack.

“As a former teacher and the mother of two sons, I have long been concerned about the devastating effects of child abuse and neglect,” Williams said. “I am honored by the Governor’s appointment and look forward to making a personal contribution to advance the worthy mission of the Child Abuse and Neglect Prevention Board.”



Trisha Stein Appointed

Trisha L. Stein of Dearborn, self-employed public policy and political consultant, was appointed by Governor Granholm to represent the general public on the CTF Board for a term expiring December 19, 2011. She succeeds Renee Farhat Loepp whose term has expired.

“I think now more than ever the needs of our children should be a top priority,” Stein said. “In this time of tight financial resources, it is imperative that we all take more responsibility for our state’s most precious resource—our children. The Children’s Trust Fund delivers vital funding to our local communities to help prevent the vicious cycle of child abuse and neglect. At this critical time in our state when children and families need assistance the most, I am ready to serve.”



Children’s Trust Fund
Protecting Michigan’s Children

These appointments were effective September 22, 2009. For more information about the CTF Board/State Child Abuse and Neglect Prevention Board see Public Act 250 of 1982 which is available online at www.legislature.mi.gov/documents/mcl/pdf/mcl-Act-250-of-1982.pdf

The next scheduled board meeting is December 14, 2009, at 1:30 pm in the DTE Energy office at 101 S. Washington Square, Ste. 700, Lansing, Michigan, 48933.

All CTF Board meetings are open to the public.

CTF Annual Training

Training Agenda

Wednesday, November 11, 2009

6:00-8:00 p.m. Registration Open
6:00-7:30 p.m. Opening Reception (optional; cost not included in CTF training)

Thursday, November 12, 2009

7:30-8:30 a.m. Breakfast and Registration
8:30-10:00 a.m. Opening Plenary Session featuring Cheryl Olson, M.P.H., Sc.D.
10:00-10:15 a.m. Break
10:15-11:45 a.m. CTF & MSU Workshops
11:45-1:15 p.m. Lunch featuring Jim Hmurovich, Prevent Child Abuse America
1:15-2:45 p.m. CTF & MSU Workshops
2:45-3:00 p.m. Break
3:00-4:30 p.m. CTF & MSU Workshops
6:00-8:00 p.m. Dinner (optional; cost not included in CTF training)

Friday, November 13, 2009

7:30-8:30 a.m. Breakfast
8:30-10:00 a.m. Opening Plenary Session featuring Dafna Lemish, Ph.D.
10:00-10:15 a.m. Break
10:15-11:45 a.m. CTF & MSU Workshops
11:45-1:15 p.m. Lunch
1:15-2:45 p.m. CTF & MSU Workshops
2:45 p.m. Training Adjourns

To register for the training:

Please complete the registration form on page 6 of the attached “CTF Program and Registration” by **October 23**. It may also be accessed online at www.michigan.gov/documents/ctf/CTF_Program__Registration_293702_7.pdf. Completing this form will provide you access to both CTF and MSU workshops. Registration fees are covered for the first two representatives from CTF local councils and direct service grants. Grantees are encouraged to attend both days of training, but minimally must attend on November 12. Additional attendees are welcome, at a registration fee of \$125. Attendees are responsible for lodging, mileage, and meals not provided during the training. (CTF grantees traveling from over 200 miles one-way will receive partial mileage reimbursement. Contact Alan Stokes for details.) Attendees are welcome to attend the MSU opening reception on November 11 and dinner on November 12, but costs are not covered by CTF and must be paid for separately (see page 7 of “MSU program” or access online at www.michigan.gov/documents/ctf/MSU_Program_295941_7.pdf).

Overnight accommodations:

To make your room reservations, contact the Kellogg Center at (800) 875-5090. To receive the state rate, please note that you are with the Children’s Trust Fund. The Kellogg Center will release the room block on **Thursday, October 15**.

Key Dates:

October 15 - Room Blocks Released

October 23 - Registration Deadline

Nov. 12-13 Annual Training

Location:

Kellogg Hotel & Conference Center
Michigan State University
55 South Harrison Avenue
East Lansing, MI 48824-1022
Phone: (517) 432-4000
Reservation Line: (800) 875-5090
www.kelloggcenter.com

Local Council Programs

*Emily Schuster Wachsberger
Local Council Coordinator*

Reminders

Fourth quarter reports will be due on October 20. When completing the fourth quarter expense report, mark it as *Final*. This is important for accurate recordkeeping.

At this point the majority of the new three-year grant applications have been approved by both CTF and DHS. Thank you and congratulations on a job well done!

Thoughts

I wish to share with you some of my thoughts about the three-year grant application process you've either just completed or are in the process of finishing. I am very proud of each and every one of you. You can feel proud of yourselves for the great work and effort you've put forth in creating a quality grant application. The necessary documentation for this application cycle reached a new level of expectation for a successful submission. You met those new challenges with zeal, patience, and at times, a sense of humor.

Over the past two years, CTF has been striving to move our work along the continuum of continuous quality improvement and outcomes-based activities. This has included the federal initiative to explore evidence-based and evidence-informed programs and practices. CTF has also emphasized that being able to evaluate program quality is increasingly important. In that spirit, your grant application was developed so that it followed a logical sequence to include: 1) the challenges and strengths of the community; 2) a list of needs based upon the assessment; 3) a logic model to assist in the development of an outcomes-oriented work plan; 4) a work plan with measures and benchmarks, and finally; 5) a budget that reflects how the work plan would be accomplished.

I believe that this new grant application and the subsequent reporting process represent a major step toward a new level of accountability, quality services and increased opportunity. Working toward better evaluation will enable councils to more accurately assess whether their activities are effective in meeting objectives. The information can also help clarify the role of councils in the child abuse and neglect continuum of services in their community. Local councils will be able to use information from the application for other grant opportunities, strengthening their sustainability. Further, potential donor sources are increasingly demanding evidence of program effectiveness before writing checks. Councils will increasingly have that data.

The feedback that we've received about this new process has run the gamut, from the negative to the positive. Unfortunately, EGrAMS hasn't always been user-friendly. We will be looking into those issues further. Fortunately, for the vast majority, the response has been positive. Some councils have already used the grant information for other granting opportunities with positive results. Several local council coordinators have shared that this process gave them and their boards pause to think about the direction they wanted to pursue to be more effective. Others look forward to strengthening their continuous quality improvement efforts, now that they have set targets to measure.

On a more personal note, I've truly enjoyed working with all of you, including those who have sought assistance throughout this process. Working with each one of you has reminded me of the honor it is to work with such a dedicated group of individuals for this worthy cause. As we move forward with the three-year grant agreement and the new biannual program register and activity reporting (expense reports to remain quarterly), I look forward to being more engaged with councils, to understand the various communities and needs, and to assist each in achieving their desired results. I thank you for your time, hard work, and efforts to design and implement programming that will play a significant role in ending child abuse and neglect in Michigan.

Hillsdale County Local Council Wins \$100,000 National Walmart Award

On September 30, 2009, Vanessa Doellman, the CTF Hillsdale County Local Council Coordinator, received word that the council will be awarded a check for \$100,000 as the recipient of the Walmart National Employee Volunteer Contest. Needless to say, Vanessa and her council team members are ecstatic. All told, they've won over \$116,000. This is the council's story.

This past July, Walmart employees from the Jonesville, Michigan, store sought out the local council to be the beneficiary of their annual volunteer campaign. Each year, Walmart stores around the country choose a charity and employees work toward completing 250 hours of volunteer service within a six-month time period. Once the 250 hours are achieved, the organization receives a \$5,000 award. The council was thrilled with the store's generous offer. Employees assisted the council with packing their Safe Sleep newborn baby packets (including blankets, sleep CDs, a community resource guide, a Safe Sleep magnet and informational brochures), which are given to parents of newborns at local hospitals. When the employees completed this project, they continued their volunteer efforts with a car wash and bake sale—a combined effort involving 53 volunteers that netted the council an additional \$1,081 in addition to the \$5,000 award.

The following month, in response to President Obama's "United We Serve" call for volunteerism, Walmart expanded the contest by choosing the 10 stores in the entire nation that had contributed the most volunteer hours within a given month period. The Jonesville store made the cut with over 200 hours. For that top 10 status, the Hillsdale Local Council received a \$10,000 grant. At this point Vanessa was "in shock and overjoyed." The story continues.

Walmart took their contest one additional step by choosing the top five volunteer-hour stores in the nation. Employees from all over the nation then voted for their preferred charitable organization. After receiving 1,800 votes, 46% of the total number of votes cast, the Hillsdale Child Abuse Prevention and Awareness Council was named the winner of this prestigious \$100,000 award.

The CTF Hillsdale County Local Council will now be empowered with opportunities to increase prevention services across their county. The council will be scheduling strategic planning sessions in the near future to determine the best use for the money. The employees of the Jonesville Walmart and the Walmart Corporation are to be thanked for their enthusiasm, commitment and generosity in this endeavor. Finally, thank you to Vanessa Doellman and the Hillsdale Child Abuse Prevention and Awareness Council for embracing what turned out to be a remarkable capacity-building opportunity. Please note that although the \$100,000 contest has passed, the \$5,000 opportunity will continue until the end of January. On behalf of CTF, I wish to convey our congratulations to the Hillsdale County Local Council. We are thrilled with their monumental accomplishment!

Pinwheels for Prevention

The Children's Trust Fund will again be participating in Prevent Child Abuse America's Pinwheels for Prevention campaign. Pinwheels promote Child Abuse Prevention Month. Please contact Alan Stokes (stokesa@michigan.gov, 517-241-7793) about your pinwheel orders for CAP Month by Friday, October 9, 2009. We understand that it seems early to order. However, this will be our one opportunity to order. Please anticipate your future need as best you are able. CTF will supply 96 pinwheels to each local council at no cost. Additional ones will be \$.30 each. Billing and distribution will occur in January or February.



*Ongoing thanks and appreciation for your commitment
to Michigan's communities!
Sylvia Brown Jones
Direct Services Coordinator
Circle of Parents Coordinator*



CIRCLE of PARENTS™
Sharing Ideas. Sharing Support.

*CTF would like to acknowledge the great prevention work of the FY 2007 grantees whose three-year programs ended September 30, 2009. We realize that these are challenging economic times, and we hope you are able to maintain sustainability of your programs. A CTF Wayne State University graduate student will be contacting you in the near future to identify sustainability status and issues.

*CTF is currently in the process of determining a date for the Protective Factors Survey meeting for the six new FY2010 direct services grantees. Grantees will be notified when the date is set.

*A friendly reminder that CTF will need your 4th quarter actual FSR by October 10, 2009, for a timely payment. For grantees with outstanding reports, or corrections are needed, please complete them as quickly as possible.

*CTF will be forming a direct services work group to discuss topics on peer exchange, parent leadership, quarterly reporting, etc. Further discussion will take place at the annual training in November. Please think about ideas and concerns you would like to discuss.

*Remember to keep sending in those success stories, announcements, or other related information that you would like shared in the News Briefs.

Since October 2006, CTF has served as the lead agency for Circle of Parents® in Michigan. This leadership role continues in FY2010. Circle of Parents® provides an opportunity for parent involvement, leadership, and support. There are now 17 main program sites in Michigan, with multiple groups operating at most sites.

Circle of Parents® also serves as a resource to vulnerable families. In particular, many Michigan families are experiencing economic distress or crises, which often impact family stability. Therefore, families are seeking community resources to help them manage stress from job and/or home ownership losses. In multiple communities across the state, Circle of Parents® provides support to these and other vulnerable families.

The 2009 Circle of Parents® Training was held on September 24-25. Dee Obrecht from the Child and Family Enrichment Council in Isabella County was the lead trainer. There were a total of 16 participants for the two-day, interactive training with three possible new site locations in Ingham, Branch, and Grand Traverse counties. The training provided support, learning, and prevention methods for potential sites and facilitators.

Contact Sylvia Brown Jones if you are interested in learning more about Circle of Parents®

Centers for Disease Control and Prevention

The CDC has created a Parent Portal to help parents find information to give children healthier, safer lives. The Parent Portal can be found at <http://www.cdc.gov/parents/>.



**Harvard Family
Research Project**

Since 1983, the Harvard Family Research Project has helped stakeholders develop and evaluate strategies to promote the well-being of children, youth, families, and their communities. Online resources are available at <http://www.hfrp.org/>.

Key Dates/Events

October

October 8: Child's Hope and Neiman Marcus are pleased to announce the fifth annual "Hopes & Dreams - A Girls' Night Out" fall fashion show and dinner, a benefit for child abuse prevention programs in Wayne County. This year's event is scheduled for Thursday, October 8, at the Ford CEC in Dearborn. For more information visit the Child's Hope website at www.childshope.org/HopesandDreams.htm.

October 9: Deadline to submit Pinwheel orders to Children's Trust Fund.

October 14: The 17th Annual Parenting Awareness Michigan Conference will be held in Marquette, Michigan, at Northern Michigan University. Keynote speaker is Bob Howe. For information call 800-968-4968 or visit www.preventionnetwork.org.

October 16: CARE House, the Child Abuse and Neglect Council of Oakland County, will hold their signature event "Merry-Go-Round" on October 16, 2009, from 6:00 p.m. to 11:00 p.m. at The Townsend Hotel in Birmingham, Michigan. Tickets are \$150-\$250 per guest and include a black tie gala with an auction, dinner, and dancing. For more information visit www.carehouse.org or call 248-332-7173.

October 16: The Washtenaw Area Council for Children will hold their annual fundraiser "Autumn Delights – A Chocolate and Wine Tasting" on Friday, October 16, at 6:00 p.m. at Lake Forest Golf Club in Ann Arbor. Tickets are \$50 per person. For more information, please call the office at 734-434-4215.

October 19-20: The University of Michigan Medical School will hold its 28th Annual Michigan Statewide Conference on Child Abuse & Neglect on October 19-20, 2009, at the Inn at St. John's in Plymouth, Michigan.

November

November 5: CTF will host a Local Council Work Group Meeting via conference call at 10:00 a.m. Please contact the office for call-in instructions.

November 9: The 17th Annual Parenting Awareness Michigan Conference will be held in East Lansing, Michigan, at the Kellogg Hotel & Conference Center on November 9, 2009. Keynote speaker is Barbara Flis. For information call 800-968-4968 or visit www.preventionnetwork.org.

November 11: CTF office is closed for the Veteran's Day holiday.

November 12-13: The CTF annual training and MSU conference will be held at the Kellogg Center in East Lansing. Please see page 1 and 3 and the attached documents for details.

Please submit announcements to Alan Stokes. Events after November 13 will appear in the November News Briefs.

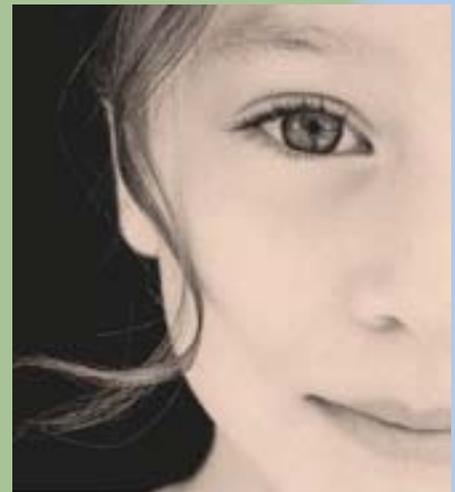
Signature Event-Sept. 30, 2009

Because of you, the Children's Trust Fund's seventh annual Signature Event, "Cherish the Children Auction" raised over \$336,000 for child abuse prevention programs in Michigan and hosted nearly 600 guests! We are grateful for your continued support, generosity and commitment to this very important cause.

As the event has grown, so has the number of champions for children. You have helped us prove that a group of committed individuals can make a difference, even in times such as these.

On behalf of the Children's Trust Fund and our Board, we would like to express a heartfelt thanks to Governor Jennifer Granholm; Advisory Committee co-chairs Senators Birkholz, Prusi, Richardville and Scott; Representatives Byrum, Hildenbrand, Rogers, and Scripps; Nancy Moody, CTF Board Chair; the entire Advisory Committee; the auction committees and chairs; and the CTF Board, sponsors, donors, bidders, and the many volunteers. We could not have done this without each and every one of you!

Patricia Headley, Fund Development Coordinator



News on the Ethical Treatment of Children from MSU-APRR Children's Central

Nationally-Known Child Advocates to Address CTF Community Leaders and Academic Researchers

The Consumer Culture and the Ethical Treatment of Children: Theory, Research and Fair Practice Conference is just weeks away. The conference is an exciting convergence of two separate meetings. The research meeting is an inaugural international conference organized by MSU professors Drs. Nora Rifon and Elizabeth Quilliam of Children's Central—the CTF-affiliated research, outreach and education partner. This first-time research conference will be held in conjunction with the CTF Annual Training for child abuse and neglect prevention statewide leaders. Many of the conference sessions will overlap in what has been described as a unique blend of an academic and professional meeting.

Speakers who will be addressing both audiences include:

- **Dr. Cheryl Olson**, professor at Harvard Medical School and Massachusetts General Hospital. She is also co-director and co-founder of Harvard Medical School Center for Mental Health and Media, and co-author of *Grand Theft Childhood: The Surprising Truth about Violent Video Games and What Parents Can Do*.
- **Dr. Dafna Lemish**, professor at Tel Aviv University, Israel, founder and editor *Journal of Children and Media*, and author of *Children and Television: A Global Perspective*; *Children and Media at Times of Conflict and War*; and *Media and the Make-Believe Worlds of Children*.
- **James Hmurovich**, President & CEO of Prevent Child Abuse America.
- **Michael Foley**, Executive Director of the Michigan Children's Trust Fund, and an affiliate of PCAA.

For a full version of our program please visit: <http://www.childrenscentral.msu.edu/conference/program>

Survey created to gain knowledge of what people think and know about child abuse and neglect

Six of Australia's leading social researchers have given their time to the (Australia-based) National Association for Prevention of Child Abuse and Neglect (NAPCAN) to develop a survey that they hope will be a key element in a campaign to engage the nation in action to prevent child abuse and neglect. "Waiting to respond until after a child is abused does not work—we must prevent the abuse before it happens. An important first step (requires) understanding what people know and think about child abuse—and so the idea of this survey was born—to encourage every man and woman in Australia to think and talk about this issue and to share their knowledge and opinions." (<http://www.preventingchildabuse.com.au/>)

According to the NAPCAN website, support from the Australian government supported the design, testing and creation of a special-purpose website to conduct the survey. Business, government, community and media organizations across Australia are encouraging the general public to complete the survey. "The results of the survey will be used by NAPCAN and its broad range of partner organizations to plan better, more effective ways, to involve the whole community in prevention of child abuse," according to the website.

To view the survey and read more please visit: <http://www.preventingchildabuse.com.au/>

Children's Bureau

Materials from the Children's Bureau's first National Child Welfare Evaluation Summit in Washington D.C. on May 27-29, 2009, are available to the public at the James Bell Associates website at www.jbassoc.com/reports/summary.aspx.

Zero to Three

To read more about FY 2010 budget decisions affecting Zero to Three and other services for children and families, click on the following link for the latest edition of Budget Basics from Michigan's Children: www.michiganschildren.org/index.php/Budget-Basics/Budget-Basics.html.

Team News



DHS Star Award

Patricia Headley was the Poverty Summit co-project manager in the fall of 2008. The Voices for Action Poverty Summit Core Team received the Department of Human Services Star Award on September 17, 2009. DHS Director Ismael Ahmed said, "These people are everyday heroes and continue to help DHS fulfill its mission to protect vulnerable adults, families, and children. I thank them all for their outstanding service and dedication." Congratulations to Patricia Headley, CTF Fund Development Coordinator.

Michigan CTF Social Media*

Facebook Fans: 417
Twitter Followers: 132
You Tube Visitors: 503

*Statistics Effective October 5, 2009.

For more information on CTF's social media program, please contact Alan Stokes.

PCA Rechartering

Prevent Child Abuse America conducted their rechartering visit of the Children's Trust Fund on September 16-17, 2009. A representative from PCA met with board members, stakeholders, and the CTF team. PCA's response from the visit should be available in November.



Signature Event

Special thanks to some key individuals who temporarily joined the CTF office team in order to make the Signature Event a success. Nicole Marble served as a volunteer; Rina Nagashima and Kayla Smith conducted an internship; and Deborah Drick, Christina Medina, and Kendra Osborne were contractors.



Children's Trust Fund

Protecting Michigan's Children

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