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Prevention Awareness Day CAP Month Kick-off Event -March 23

The state's official kick-off event for CAP Month will take place at the Michigan Capitol steps on March 23, 2010, at noon. We currently have commitments from at least five legislators and a state Supreme Court justice to speak. Like last year, we will also have an elementary school chorus. Also, we are working with the City of Lansing to close down Michigan Avenue to enable a procession to the traffic circle at Washington and Michigan Avenues where attendees will plant a pinwheel garden.



Last year approximately 130 people attended the event. We are hoping for an even bigger crowd this year. CTF has received the support and endorsement of this event from PAM (Parenting Awareness Michigan) and MCCF (Michigan Coalition for Children and Families). CTF is currently working with DHS Communications to provide information about this event to the media. In addition, the Ingham County local council has designed a fundraising effort which will also publicize the event. See page 3 for additional information. CTF is asking that all local councils and other stakeholders share and distribute the information related to this event with other applicable individuals and organizations. View the flyer at http://www.michigan.gov/documents/ctf/2010_PAD_Rally_Flyer_Final_310462_7.pdf.

Information will also be posted on the CTF website. Additional questions may be directed to Emily Wachsberger (wachsbergere@michigan.gov), 517-335-0671. Your participation and/or support for this event will present a strong positive presence and message of solidarity with the children and families of our state. Please download the flyer to help promote this event.

Local Councils that plan to attend the March 23, 2010, CAP Month Kick-off event can consider using their trip to Lansing as an opportunity to arrange a meeting with their state elected legislators in order to educate them about child maltreatment prevention efforts occurring in their respective communities.

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MSU Expands CTF Summer Intern Program

MSU's partnership with the Children's Trust Fund (CTF) of Michigan will kick off the second year of its program to provide local CTF affiliates with summer interns. Under the program, called "Children's Central Volunteers," advertising and public relations students can earn as many as six "independent study" credits working as fundraising and publicity volunteers for CTF grantees near their hometowns.

The program is managed by the "Children's Central" collaborative of MSU's Department of Advertising, Public Relations, and Retailing (APRR). During its first summer, the program provided student volunteers to eight CTF local affiliates as well as the Lansing CTF office. "The goal of the program is simple," said Richard Cole, Professor and Chairperson of APRR. "We match promotion-minded students who want to help prevent child abuse with CTF affiliates near the students' hometowns."

"PR and advertising students in our program get a great deal of exposure to child abuse and prevention efforts, and other important social causes, through various courses in the department. We help local CTF affiliates meet their objectives by giving the student the chance to show what they can do. This program benefits the student and society," Cole said.

"The more real-world experience a student receives during college, the better chance they have to find a job once they get out," said Nicole Marble, an MSU graduate student who oversees the internship program out of the MSU office.

According to CTF Executive Director Michael Foley, "The MSU interns who have worked with us have made significant contributions in our office. Their contributions have demonstrated one aspect of our special relationship with the university." Foley noted that "student reaction has been amazing. There was so much student enthusiasm for last summer's program that we ended up referring a number of students to other non-profit organizations through the Michigan Non-Profit Association."

"While working with the Director of Communications and PR in the Michigan Department of Human Services (DHS), we helped create a state-wide campaign to raise awareness of the number of kids in foster and adoptive care. We were even invited to the National Senior Management Conference near Traverse City to present our work. Overall, it was a great opportunity."

Jessie Murningham, 20, an MSU junior in the advertising program from Troy, who was placed with the Michigan Federation for Children and Families in Lansing.

"My volunteer internship actually turned into a great part-time paid position. I am currently working four days a week. Our Hopes and Dreams – Girl's Night Out event was an unexpected success, especially with everyone worrying about the current economy of our state."

Crystal Rosinski, 23, an MSU advertising graduate from St. Clair Shores, who did her internship at Child's Hope, the Wayne County CTF local council.

In the summer of 2009, eight CTF local affiliates along with other nonprofit agencies received an estimated \$48,000 worth of contributed labor from 20 MSU undergraduate PR and advertising students over the 12-week summer break. MSU placed volunteers in local CTF affiliate offices in Wayne, Midland, Monroe, Clinton, Ingham, Jackson, and Washtenaw counties. Students worked on public and media relations campaigns, direct fundraising and event planning, and public-service advertising and promotions.

"One of the side benefits of our relationship with MSU has been the value that these interns have been able to add in our office. That's important," said Foley. "What may be more important, over the long haul, is the degree to which we are helping set these kids off on a lifetime course of volunteering to help prevent child abuse and neglect. I'd call that a win-win-win."

CTF affiliates interested in obtaining one or more part-time volunteer or student-wage interns should develop a brief description of the

internship opportunity for students. Requests for interns should be made, as soon as possible, via email to Nicole Marble at searchni@msu.edu with a copy to Patricia Headley at CTF (headleyp@michigan.gov). The interns will be assigned to qualified agencies on a first-come, first-served basis.

Local Councils

CAP Month Updates

CTF thanks all the great work of the CAP Month Sub-workgroup for their hard work and efforts to assure a successful CAP Month 2010. Their input and active participation have been invaluable to this endeavor.

Emily Schuster Wachsberger
Local Council Coordinator

Toolkit:

- The toolkit is currently in the process of being copied onto a disc.
- There are updated versions of the PSA, brochure and poster in the new toolkit.

Below is the CAP Month Sub-Workgroup schedule along with prospective meeting focus. Your participation in this dynamic group is welcomed. If you are interested in participating, please contact Emily (wachsbergere@michigan.gov) at 517-335-0671.

- February 16, 2010 at 2pm – CAP Month Events
- March 16, 2010 at 2pm – Any final concerns.
- May 18, 2010 at 2pm – Wrap-up.
- The call-in number is 877-336-1828, access code 8088351.

Ingham County Fundraiser

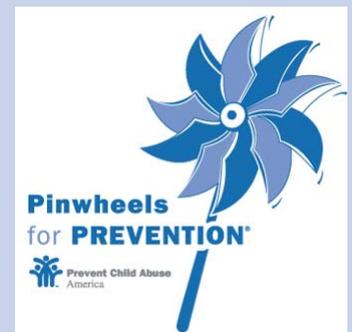
This year Ingham County's local council is planning a great CAP Month fundraiser which will benefit both their council and the State CTF! They designed and created the pinwheel mini-poster as shown below, which will be sold and hung up at businesses (restaurants, stores, banks, etc.) throughout the Lansing area, raising funds for the local council and promoting the March 23, 2010, CAP Month Kick-off event at the same time. It is hoped that downtown Lansing business windows will be saturated with these pinwheel mini-posters and will help to bring people to the event. The template for the pinwheel mini-poster will be made available to other councils for their use and can be downloaded at http://www.michigan.gov/documents/ctf/Pin_4_Prev_3_10_CAPS_CTF_master_copy_310627_7.doc

April 1st Pinwheel Gardens Across Michigan

CTF will champion an April 1st statewide local council CAP Month Planting of a Pinwheel Garden event. Last year, over 50 local councils participated in what we look forward to becoming a new annual tradition. We hope to have all local councils participate in this activity of solidarity with the children and families of our state.

Surplus Pinwheels

We've received some last minute requests for pinwheels for CAP Month from both local councils and outside organizations. We would like to give the local councils one last opportunity to order any of the surplus 1,000 pinwheels we have at \$.30 each before we open sales up to outside organizations.



If you are interested in ordering additional pinwheels (over the 96 you will be receiving free of charge) please contact Alan Stokes no later than Tuesday, February 16, 2010 by 5:00 p.m. Requests will be processed on a first-come, first-served basis given the limited supply. If there are still extras after the date reserved solely for CTF local councils (2/16), we will then offer them to outside organizations as well as the CTF community.

Sad News

We regret to inform you of the death of Carol Schmidt, past local council coordinator for Iosco County. She was one of the founding members of the council, committed to the mission and leaves a lasting legacy which will continue to help the children and families of her community. CTF honors her memory.

April Local Council Meeting Cancelled

Due to CAP Month activities and spring vacation break plans, the April Local Council Work Group meeting has been cancelled. There will be a local council work group meeting on March 4, 2010, and then again on May 6, 2010, both at 10:00 a.m.

Fund Development

Patricia Headley
Fund Development Coordinator

Signature Auction Event

This year's Children's Trust Fund "Cherish the Children" Signature Auction Event will be held on Wednesday, May 12, at the Lansing Center, located in downtown Lansing. Doors open and silent auction begins at 5:00 p.m.

The event consists of an exquisite cocktail reception during the silent auction, followed by a high-end live auction. The live auction includes one-of-a-kind travel packages, unique opportunities and exceptional sports memorabilia, plus so much more. Delta Air Lines is the Official Carrier/Sponsor for this year's event. Reserved seating for this fun-filled evening is required and can be purchased for \$100 online at www.michigan.gov/ctfauction.

Please visit our website at www.michigan.gov/ctfsignature to donate an auction item, become a sponsor, or volunteer. If you have any questions or would like to get more involved in the event, please contact Tricia Headley, CTF Event/Fund Development Coordinator, at headleyp@michigan.gov.



Buy Flowers Support CTF

This Valentine's Day—and any day you want to buy flowers for someone special—buy them from FTD and support CTF! Use code 14989 or order through Michigan's CTF page on the FTD website at <http://www.ftd.com/pcamichigan/>. 15% of all orders will benefit CTF, which serves as the Michigan chapter of Prevent Child Abuse America. Shop online or call 1-800-SEND-FTD.



Income Tax Check Off

Remember when you check off line 22 on your State of Michigan Income Tax form, the donation goes directly to help the Children's Trust Fund provide child abuse and neglect prevention programs in Michigan. If you would like materials to help promote the check off campaign, please contact Derrick Hartwell at 517-373-4320 or order online at <http://www.michigan.gov/ctf/0,1607,7-196--170747--,00.html>. The CTF check off commercial being aired on local television can be viewed on CTF's YouTube channel at <http://www.youtube.com/watch?v=Yj8bw0qnEko>.



CauseWorld is a new, free, location-based application that is available on iPhones and Android operating system phones. CauseWorld app users earn "karma points" when they walk into stores and log into the app to register where they are. No purchase is required at any store. App users can then donate their karma points to one of nine participating initial charities, of which Prevent Child Abuse America is one. The karma points are turned into real-world donations by the app's sponsors, Citigroup, Inc. and Kraft Foods. Each karma point has a real-world value of one cent.

Circle of Parents

Sylvia Brown Jones
Circle of Parents Coordinator



www.circleofparents.org/



Greetings to Michigan's Circle of Parents network, and ongoing THANKS for a job well done! Our goal is to continue to build statewide capacity. Collaborative partners are welcome.

Facilitators, please send in your "parenting" success stories or tips.

Training Cancellations:

The February 11, 2009, Grand Rapids COP Facilitator/Parent Leadership training is cancelled. It will be scheduled in the near future. Apologies for any inconvenience this may cause.

Dates to Remember:

- The October through December 2009 quarterly COP reports are due by February 15, 2009, to Derrick Hartwell at hartwelld@michigan.gov. It is very important to get your data sent in by the due date, so it can be compiled into the state report to be sent to National COP.
- The PFS will be administered from January through April 2010, for new participants only.

Upcoming COP Community Partner Events:

- Annual Fatherhood Conference on February 19, 2010.
There are a limited amount of scholarships available. Please contact Jeff Keener by email at michfatherhood@gmail.com or at 517-999-2730 ext. 203 for more information.

If you need lodging, Baymont Inn & Suites at 4120 Lambert Drive, Howell, MI 48855, 517-546-0712 is offering a rate of \$59.95 + tax (\$63.72 total). They have a pool and continental breakfast. The Tangier Outlet Mall is next door!

We are excited about the conference. Please pass this information along! We are looking forward to a great day!

Parenting website resources:

<http://www.michigan.gov/ctf>
<http://www.circleofparents.org/>
<http://www.michiganfatherhood.org>
<http://www.cdc.gov/parents/>
<http://www.preventionnetwork.org/>



Regardless of how many times a \$20 bill is placed in the gutter, and badly soiled and crumpled... it never loses its value. Neither should a human being. –Author unknown

Direct Service Grants

Sylvia Brown Jones
Direct Services Coordinator

Ongoing thanks and appreciation for your commitment to Michigan's communities!

Tip for this month:

“Changing behavior is hard not because you are weak, but because you are blind to and outnumbered by the many sources of influence that are shaping your choices.”- Joseph Grenny, coauthor of *Influencer*



Parent Leadership Training

CTF is working with the Parent Leadership in State Government Advisory Board to plan and deliver a parent leadership training for parents in our direct service programs. The training, entitled Parents Partnering for Change, is designed to provide parents with information and skills to become stronger leaders and advocates for themselves and their families. Topics include developing leadership skills, making meetings effective, and successfully handling conflict. CTF is in the process of adapting the training for our programs, and will obtain feedback from direct service grantees as the process unfolds. Grantees will be informed about the training and the process for registering once training details are finalized. Please contact Sarah Davis or Sylvia Brown Jones at CTF for more details.



Direct Service Work Group

The newly established Direct Service Work Group held its second conference call meeting on February 4. This work group was established to enable grantees to communicate with one another and CTF on an ongoing basis. It provides a forum for grantees to share ideas and perspectives; to get updates and news from CTF; and to voice concerns and challenges. The discussions have been both lively and informative. All grantees are encouraged to participate. The next call is scheduled for April 1 from 1:00 p.m. – 2:30 p.m. A reminder will go out in mid-March.

Direct Service Grants

Special Sessions: Planning on Monitoring and Internal Controls for All Direct Service Grantees

CTF is working with the Office of Monitoring and Internal Controls on an In-Service Training for our Direct Service contractors. Because all Direct Service contracts include federal dollars, there are compliance issues related to administrative procedures, tracking staff time, and compensation. These areas have had audit issues with other contracts involving federal funding. The purpose of this training is to assure Direct Service contractors have all the necessary information for contract compliance. Bill Addison, from the Office of Monitoring and Internal Controls, will present and address any questions or concerns.

Three sessions are scheduled as follows. All sessions will take place from 10:00 a.m. to 12:30 p.m.

Lansing - February 22nd
Lansing's OPD Training Center (Classroom 2D)
7109 West Saginaw Hwy
Lansing, MI 48917

Kent County - March 9th
Lutheran CFS of Michigan
1715 Sutherland Drive
Kentwood, MI 49508

Oakland County - March 15th
St. Joseph Mercy Oakland
44405 Woodward Avenue
Pontiac, MI 48341

Registration and other details were provided in an email sent to all Direct Service grantees in early February. Please direct any follow-up questions to Sylvia at (517) 241-7792 or brown-jones@michigan.gov.

Send in Your Program's Success Stories

Efforts are underway to obtain DS success stories from your program participants, to be featured on tent cards for the upcoming CTF May 12th Signature Event. Sponsors and legislators are interested in knowing what CTF funds. Reading testimonies from your program's participants helps to show that these funds are making a difference! Please continue to send in your success stories.

Direct Services Grants – Progress Reports

A friendly reminder: the first quarter of the new fiscal year ended December 31, 2009. Reports were due January 20, 2010. Some reports are still outstanding or corrections are needed.

Please make a note of the following quarterly reporting schedule for EGrAMS.

FY2010 Quarterly Report Due Dates:

- 1st Qtr: October 1 – December 31, 2009 Due January 20, 2010
- 2nd Qtr: January 1 – March 31, 2010 Due April 20, 2010
- 3rd Qtr: April 1 – June 30, 2010 Due July 20, 2010
- 4th Qtr: July 1 – September 30, 2010 Due October 20, 2010*

*Note: The FSR report is always due earlier than the Program Register or Work Plan during the 4th Quarter, because of the year-end close-out requirements of establishing "Accounts Payables" from your "Estimated" 4th Quarter Statement of Expenditures (SOE), due no later than September 18th. This will allow time to work through any necessary corrections before the October Department of Human Services deadline. A friendly reminder will go out in early July.

Research and Resources

Alan Stokes
Research Analyst

Drug-Free Communities Support Program

A grant is currently available to establish and strengthen collaboration for preventing drug use among youth. Details may be found at <http://samhsa.gov/Grants/2010/SP-10-005.aspx>.



Reducing the Risk of SIDS

The American Academy of Pediatrics (AAP) Healthy Child Care America is pleased to announce the release of a new online training module on Reducing the Risk of Sudden Infant Death Syndrome (SIDS) in Child Care! This FREE course is designed to educate everyone who cares for babies, including child care providers, health care professionals, parents, grandparents, and relatives.

For more information and instructions on how to access this FREE course, read the online flyer at www.healthychildcare.org/pdf/SIDSmoduleflyer.pdf. Feel free to disseminate this flyer to anyone who cares for infants! For more information and materials on how to reduce the risk of SIDS, visit www.healthychildcare.org/sids.html.

Fatherhood, Healthy Marriage, Relationship Education, Parenting, and Financial Education

The most updated version of low to no cost resources for Fatherhood, Healthy Marriage, Relationship Education, Parenting, and Financial Education is available at http://www.acf.hhs.gov/healthymarriage/pdf/curricula_resources_guide_121509.pdf. This resource was compiled by the ACF HM Regional Specialists and includes several pages of resources that are available for less than \$250. Many of them are free.

Social Media Training

The Network Addressing Collegiate Alcohol and Other Drug Issues and Prevention Network would like to invite you to a FREE training on Social Media Technologies in Prevention on Thursday, February 25, from 1:00 to 4:00 p.m. Please RSVP for the training to Kristine Norton at kristinen@prevention-network.org. The training will take place online, so you can participate from the comfort of your home or office! Limited slots are available.

Child Welfare Information Gateway Enhancements

The Child Welfare Information Gateway has enhanced several prevention-related areas of their website in preparation for National Child Abuse Prevention Month in April. Visit www.childwelfare.gov/preventing to access the improvements, which include evaluating programs, child care services, and respite care services.

Key Dates/Events



February 15: The Children's Trust Fund office will be closed for President's Day.

February 16: The Child Abuse Prevention Month Sub-Work Group will meet at 2 p.m. on February 16, 2010.

February 16: Keweenaw Krayons and Horizons Alternative High School S.T.A.R.S. will hold its 2010 Mardi Gras Celebration on February 16 from 5:00 p.m. to 8:00 p.m. For more information call 906.337.4706.

February 22: CTF will hold an in-service training for direct service grants entitled "Allowable Cost Seminar" at the OPD Training Center, 7109 West Saginaw Highway, in Lansing. See page 7 for more information.

February 25: The Children's Trust Fund Signature Event Advisory Committee will meet at 8:00 a.m. on February 25, 2010, at the Capitol in Lansing.

February 25: The Safe and Sound Child Advocacy Center in Midland County will hold its annual meeting on February 25, 2010, at the H Hotel, Indigo Room from 8:45 a.m. to 11:30 a.m. Call 989.835.9922 to register for free.

February 25: The CAN Council of Saginaw County will hold its 17th Annual CAN Council auction (Mardi Gras Madness) on Thursday, February 25, from 6:00 p.m. to 10:00 p.m. at the Apple Mountain Resort in Freeland. For more information, call 989.752.7226 or visit their website at www.cancouncil.org.

February 26: The Nathan Weidner Children's Advocacy Center will hold its 7th Annual Wine Tasting and Silent Auction at the Bay City Country Club on Friday, February 26, 2010, from 5:30 to 9:00 p.m. For more information call 989.671.1345.

February 27: Allegan County's Safe Harbor Children's Advocacy Center will hold its Lifeline Event on February 27, 2010, at 6:30 p.m. The event will feature a banquet and auction and take place at the Comfort Inn in Plainwell. Call 269.673.3791 to obtain a ticket or visit their website at <http://www.safeharborallegan.org/upcomingevents.html>.



March 4: The Local Council Work Group will meet at 10:00 a.m. on March 4, 2010.

March 9: CTF will hold an in-service training for direct service grants entitled "Allowable Cost Seminar" at the Lutheran CFS of Michigan, 1715 Sutherland Drive in Kentwood. See page 7 for more information.

March 15: CTF will hold an in-service training for direct service grants entitled "Allowable Cost Seminar" at the St. Joseph Mercy Oakland Hospital, 4405 Woodward in Pontiac. See page 7 for more information.

March 16: The Child Abuse Prevention Month Sub-Work Group will meet at 2 p.m. on March 16, 2010.

March 18: St. Clair County Child Abuse/Neglect Council will hold its 2010 Annual Awards Luncheon on March 18, 2010, from 12:00 p.m. to 1:30 p.m. at Alexander's in Marysville. The deadline for award nominations is February 23, 2010, and the reservation deadline is March 9, 2010. Call 810.966.9911 for more information.

March 19: Lapeer Council for Children will host a volunteer/facilitator training for their child abuse prevention program on Friday, March 19, 2010 from noon to 2:00 p.m. at the Lapeer School Superintendent's office at 250 Second Street in Lapeer. Call 810.664.9990 for more information.

March 20: The 18th Annual Big Brothers Big Sisters' Bowl for Kids is scheduled to take place on Saturday, March 20, 2010 from noon to 6:00 p.m. at The Mine Shaft in Houghton. For more information or to register a team, call 906.487.9855, email bbbs@goodwillfarm.com or visit their website at www.upbig.com.

March 23: CTF will host Prevention Awareness Day at the capitol in Lansing. The event will start at noon and consists of a rally and planting of a pinwheel garden in preparation for Child Abuse Prevention Month in April. Contact Emily S. Wachsberger at 517.335.0671 for more information.

Please submit announcements of events to Alan Stokes by March 5, 2010 for the March CTF News Briefs.

News on the Ethical Treatment of Children from MSU-APRR Children's Central www.childrenscentral.msu.edu/

CTF Audience Alerted to Growing Threat of TV Violence Begetting Violence

A recent Kaiser Family Foundation report reveals a dramatic increase in media consumption among kids, "surprising even the study's authors. Young people now spend on average 7 hours and 38 minutes each day using media for recreational purposes—that works out to more than 53 hours per week."

The study should cause concern for anyone who attended the presentation of Iowa State Professor Russell Laczniak at the recent Children's Trust Fund/MSU Conference (November 2009) in East Lansing. Dr. Laczniak and colleagues reported on research that concluded "a disproportionately large number of television ads targeted at children (up to age 12) contained violence."

"Communication theory suggests that exposure to media violence will lead children to generate aggressive cognitions which are used to update memory-based knowledge structures regarding aggression and violence. Aggressive behaviors are likely to result when aggressive script-like knowledge structures are cued to action," Laczniak said.

The Kaiser study was released at a January Kaiser Foundation conference in Washington, DC, attended by MSU Children's Central associate director, Dr. Liz Quilliam. To view the full report, please visit <http://www.childrenscentral.msu.edu/outreach.html> and click on "Generation M2: Media in the Lives of 8-to-18 Year-Olds." The abstract to Dr. Laczniak's study is included in the soon-to-be-released proceedings of the November 11-13 joint CTF-MSU conference. The monograph will be mailed to all CTF grantees and other CTF attendees at the joint conference within the next two weeks.

Study connects child abuse to adult intimate violence

A researcher at the University of North Carolina, Chapel Hill has uncovered that children who have been abused are likely to take the role of a victim or a perpetrator with an intimate partner as an adult. The study by Anu Gomez used data from the National Longitudinal Study of Adolescent Health to examine the impact of child abuse and adolescent dating violence in future relationships.

"It appears that experiencing violence during childhood and/or adolescence is highly predictive of intimate partner violence in young adulthood" according to Gomez. The study challenges conventional wisdom that, for example, a woman who is abused as a child would be a victim in later relationships. Gomez's study found that formerly-abused women could be either a victim or perpetrator in later life, or both. To view the full study, please visit <http://www.childrenscentral.msu.edu/outreach.html> and click on "Testing the Cycle of Violence Hypothesis."

National research foundation finds that early childhood funds pay back in many ways for Michigan

A study funded by Michigan's Early Childhood Investment Corporation traces huge taxpayer savings to investment in pre-kindergarten programs over the past 25 years. Wilder Research, based in St. Paul, Minnesota, said that more than \$1.15 billion was saved in 2009 alone. To see the complete report, please visit: <http://www.childrenscentral.msu.edu/outreach.html> and click on "Wilder Research Report."

Marketers Use Cartoon Characters to Influence Kids' Choices

Who lives in a pineapple under the sea and sells macaroni and cheese, soup, and other assorted food products? That's right kids, SpongeBob Squarepants. But our porous friend is not the only celebrity character to appear on children's food packaging. Celebrity characters seem to be everywhere.

Researchers at MSU Children's Central are asking questions about this and related food marketing practices that target children. Children have been shown to influence as much as \$500 billion of family household spending and are targets of food marketers. Celebrity characters are fictional characters that originate from entertainment sources that have a purpose distinct from advertising a product and the MSU researchers want to know how they influence children's food choices.

The study, led by Professor Nora Rifon, is identifying the extent of the use of these characters in food marketing to kids and the process by which the characters can actually influence food choices. With any luck, the findings will inform the design of food marketing strategies for nutritional food choices for children and families.

CTF Team



Children's Trust Fund
Protecting Michigan's Children



Prevent Child Abuse
Michigan

CTF Social Media



Facebook Fans: 581*



Twitter Followers: 197*



You Tube Visitors: 1,086*

**Statistics Effective February 9, 2010*

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