

CTF News Briefs



Prevention Innovations Since 1982

April 2010 - Vol. 4, No. 7

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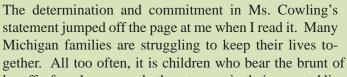
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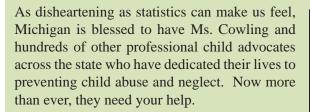
Signature Auction Event – May 12

A Message from Scott Stevenson, CTF Board Member

"We will not shrink away because of the extraordinary challenges that this economy has created; we will take the broader view and base our goals on what families need, not just what we can afford." – Candace Cowling, Executive Director, Child and Family Resource Council (Kent County)



layoffs, foreclosures and other stresses in their parents' lives. On average, 342 reports of suspected child abuse or neglect are made each day in Michigan. Imagine what those numbers look like in these very un-average times.



The Michigan Children's Trust Fund's annual Signature Auction Event raises money to help support statewide and local child abuse prevenFor more information on the CTF Signature Auction Event contact Patricia Headley

Fund Development Coordinator

Ph: 517-241-7226

Email: HeadleyP@michigan.gov

tion programs. CTF provides financial support to local prevention organizations in virtually every Michigan county. This year's auction will be held on May 12, 2010, from 5:00-9:00 p.m. at the Lansing Center in downtown Lansing.

April 26, 2010, is the last day CTF can guarantee that sponsors and donors will have their names printed in the official auction program. For all of you who are soliciting donations or may not have realized how quickly time is slipping by, please return your commitment forms no later than close of business on April 26. Everything you need is available online at www.michigan.gov/ctfsignature. *Continued on Page 4*.

Child Abuse Prevention Month

CAP Month Updates

Child Abuse Prevention (CAP) Month Proclamations:

Emily Schuster Wachsberger CAP Month/Local Council Coordinator

- Governor Jennifer Granholm has proclaimed April as Child Abuse Prevention Month. To see the proclamation, visit the following link, http://www.michigan.gov/documents/ctf/Governor_CAP_Month_2010_Proclamation_317248_7.pdf.
- President Barack Obama has also proclaimed April as CAP Month. To see the proclamation, visit http://www.white-house.gov/the-press-office/presidential-proclamation-national-child-abuse-prevention-month.

Prevention Awareness Day – CAP Month Kick-off Event

On a sunny March 23, 2010, approximately 130 people (attendees and participants) gathered at the Michigan Capitol steps to kick off Child Abuse Prevention (CAP) Month. This year's rally theme was again *The Power of One*. Mike Foley, Executive Director of CTF and emcee of the event, spoke about the issue of child abuse and neglect. He then affirmed our state's dedication to supporting healthy, safe families and of the meaningful prevention work that CTF local councils and direct services grantees carry out on a daily basis. Mike then introduced a number of guest speakers including Michigan Supreme Court Justice Maura Corrigan; CTF Board member Cynthia Wil-



liams; State Representatives John Espinoza and Terry Brown; and Senators Bill Hardiman and Martha Scott. Notable rally attendees included Representatives Lisa Brown and Rick Jones. We also heard the wonderful singing voices of the Lansing Averill Elementary School Fifth Grade All Stars led by music teacher Aida Cisneros. Their song choices included "It's My Journey" and "Put a Little Love in Your Heart", both inspirational and apropos to the occasion. At the conclusion of the speakers' portion of the event, Michigan Avenue was closed to traffic and attendees walked in a procession to a nearby traffic circle where they planted a pinwheel garden. The pinwheel is the national symbol of child abuse and neglect prevention, and also represents children and families served by prevention programs in Michigan. The pinwheels spun, shined and remained at the traffic circle for several hours after the event.

CTF wishes to thank all those who participated and supported this effort and to offer special recognition to Averill Elementary School and its principal Rosa Thill, the City of Lansing, the Department of Human Services and Office of Capitol Facility Events, Parenting Awareness Michigan (PAM), the Michigan Coalition for Children and Families, and those restaurant and store owners located in downtown Lansing who either donated event materials or permitted us to hang event flyers in their business establishments, and finally to the CTF Local Council CAP Month Sub-workgroup for their assistance in helping to plan all CTF CAP month endeavors.

We look forward to continuing this annual tradition to kick off CAP Month.

Annual Training – Save the Date!

This year, CTF is partnering with the University of Michigan and its conference "Child Abuse & Neglect: Prevention, Assessment, and Treatment." Please save the dates of October 18-19, 2010, and stay tuned for details!

Local Councils

April 1st Pinwheel Gardens Across Michigan

This year over thirty CTF local councils participated in an April 1st planting of a pinwheel garden event in honor of CAP Month. "Children's Trust Fund is excited and pleased to see our partners from across the state of Michigan engage in these numerous public awareness efforts and activities," said CTF director Michael Foley. "This is another opportunity to set the stage for a positive and affirmative commitment for all Michigan citizens to do their part to help our kids be treated with dignity and respect."

Examples of local pinwheel events include:

Council for Prevention of CAN (Van Buren County) – "This morning we had the representative from the Ottawa County area with her entourage putting up pinwheels at the Michigan State Police Post in Grand Haven. They also took a picture of Tpr. Robert Bilacic amongst the pinwheels with a little gal…..Very cheerful and spinning like crazy, because it is super windy here today."

Child's Hope (Out-Wayne County) – The council sent a picture of their pinwheel garden. (See picture at right)

Alpena CAN Team, Inc. (Alpena County) – "Local parents, children and public officials gathered at Duck Park in Alpena Thursday to plant a pinwheel garden as part of the Pinwheels for Prevention campaign. Those in attendance planted blue and silver pinwheels near the entrance of the park in an effort to promote child abuse and neglect prevention. Among the 50 or so in attendance were Judge Thomas LaCross, Mayor Carol Shafto and a number of employees from Child and Family Services. This is the second year the garden was planted at the site. People who wish can take one of the pinwheels from the park to plant in their garden or yard at home." (The Alpena News, April 1, 2010)



Local Council CAP Month Sub-Workgroup schedule:

The final meeting of this year's CAP Month Sub-Workgroup is scheduled for May 18, 2010, at 2:00 p.m. It is planned as a wrap-up session. The call-in number is 877-336-1828, access code 8088351.

Special thanks go out to the following people for their participation in this dynamic group and for their contributions in helping to make Michigan's CAP Month a great success: Jessica Austin and Ruth Rockwell (Clinton), Jim Paparella (Ingham), Keri Keck (Jackson), Mimi Otto (Kalamazoo), Deanna Norris (Livingston), Miriana Milo (Oakland), Ellen Hatcher and Catherine Martinez (Saginaw), Annemarie Valdez and Crystal Rosinski (Out-Wayne).

May Local Council Meeting

The next local council workgroup will take place on May 6, 2010, at 10:00 a.m. We will plan to have a discussion of CAP Month events. In addition, guest speaker Shannon Stotenbur-Wing, MSW, Director of Child & Adolescent Health at the Michigan Public Health Institute, will speak about results and implications from her work on the Child Death Review Panel.

CTF Signature Auction Event





Continued from Page 1.

Please join me in applauding those that have made their sponsor commitments as of April 15. Official Sponsors include Delta Air Lines, DTE Energy Foundation, and Great Lakes Capital Fund. Additional sponsors include Accenture, Accident Fund, Advance America, Auto-Owners Insurance, Blue Cross Blue Shield of Michigan, CIGNA, CSG Government Solutions, Currie Foundation, DELL, Delta Dental of Michigan, Deloitte, GCSI, Hewlett Packard, Information Builders, Informatix, Inc., INGENIX Government Solutions, International Union of Operating Engineers Local 324, Jackson National Life Insurance, J.C. Huizenga, Karoub & Associates, Kelley Cawthorne, Kunz, Leigh & Associates, Meijer, Michigan Association of Health Plans, Michigan Education Association, Michigan Education Special Services Association, Michigan Electric Cooperative Association, Michigan Health & Hospital Association, Michigan State Housing Development Authority, MSU Department of Advertising, Public Relations and Retailing, Motorola, Inc., Plante & Moran, PLLC, Public Affairs Associates, W. Sidney & Judith Smith, Spectrum Health, St. Johns Health System, Symantec, Teksystems, Telecommunications Association of Michigan, UFCW Local 951 Community Foundation, UNISYS, and Whitmer Family Foundation. For updated information on sponsors, visit the CTF website at www.michigan.gov/documents/ctf/sponsor_website_318108_7.pdf.

The CTF auction has always been known for offering a wide range of unique and desirable items that appeal to big and small spenders alike. This year's list is growing every day, but we're trying to get as many items committed as possible before the April 26 deadline. To make an auction item donation or to view a list of current live auction highlights, visit www.michigan. gov/ctfsignature or an event blog at www.ctfsignatureevent.blogspot.com/

Tickets for this fun-filled evening can be purchased for \$100 online at www.michigan.gov/ctfauction. If you would like additional information on the Signature Auction Event, please contact Tricia Headley, CTF's Fund Development Coordinator, at 517-241-7226 or headleyp@michigan.gov.

Let's keep the momentum going for the next several weeks so that when the final auction item is purchased, we'll have raised a record amount to support the work of Michigan's child abuse prevention community. Thank you.

Scott Stevenson
CTF Board of Directors

CHERISH THE CHILDREN

Signature Auction Event

Wednesday, May 12, 2010 . Lansing Center



In support of the Michigan Children's Trust Fund

Ways You Can Support the Children's Trust Fund Signature Auction Event

My Company or I would like to become a sponsor:	Ideas for possible auction item donations:
Official Sponsor (\$25,000) Sixteen (16) Complimentary Tickets	 Get holiday gifts you can't use – donate them! Have collectables (sports memorabilia, art, etc.) – and want to downsize – donate them!
Signature Sponsor (\$20,000) Sixteen (16) Complimentary Tickets	 Have season tickets and unable to attend a game/concert, etc. – donate them! Get the family/staff involved: Create a theme basket
Marquee Sponsor (\$10,000) Eight (8) Complimentary Tickets	My Company or I would like to become a donor:
Headline Sponsor (\$5,000) Eight (8) Complimentary Tickets	I would like to donate an item for the auction
Title Sponsor (\$2,500) Six (6) Complimentary Tickets	Donated Item(s)
Spotlight Sponsor (\$1,500) Five (5) Complimentary Tickets	
Banner Sponsor (\$1,000) Four (4) Complimentary Tickets	Retail Value Tax Exempt #38-6000134
Autograph Sponsor (\$500) Two (2) Complimentary Tickets	Yes, I/We would like to attend the event:
	Please send tickets at \$100 each
For more information on sponsor opportunities please go to: www.michigan.gov/ctfsignature	Sorry, I/We cannot attend but would like to make a tax-deductible donation in the amount of \$
☐ Note: All contributors will be listed in the auction of you wish to be listed as "anonymous".	 catalog and the biennial report. Please check this box if
Name:	
Address:	_ City: State: Zip:
Phone () Email:	
☐ Check enclosed (payable to CTF) ☐ Bill Me	☐ Charge my credit card:
Account Number:	Expiration Date:
Amount: \$ Cardholder Signature:	

Mail completed form to: Children's Trust Fund, P.O. Box 30037, Lansing, MI 48909 or fax to: (517) 241-7038

Direct Service Grants

Send in Your Program's Success Stories

Ongoing efforts are still in process to obtain direct service success stories from your program participants, to be showcased on tent cards for the upcoming May 12th Signature Event. Sponsors and legislators are interested in knowing how the direct service dollars are being used, and testimonies from program participants show that these funds are making a difference. Check your March 8th

Sylvia Brown Jones
Circle of Parents/
Direct Services Coordinator

email, titled "Table Tents with Direct Services Information for Signature Event," for instructions on how to send in your success stories.

Direct Service Work Group

The April 1st direct service work group covered a number of topics, including the "Allowable Costs" trainings conducted by Bill Addison. Mike Foley noted that CTF will be working with direct service grantees to enhance contract compliance. Sarah Davis provided an update on the parent leadership initiative. Namely, in March four direct service grantees reviewed the *Parents Partnering for Change* training curriculum and competencies with CTF staff and will be involved in continued development of the initiative. The training will likely occur in late July or early August. Sarah also provided a peer review presentation and reviewed the CBCAP Peer Review Tool. Discussion followed about ways to incorporate peer review into the formal direct service grant structure. More discussion will occur this summer.

The next DS workgroup teleconference is scheduled for June 1 from 1:00 p.m. -2:30 p.m. A reminder will go out in mid-May.

Circle of Parents 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 always welcome.

CTF Student Assistant Named To National Parent Leadership Position

Congratulations to Derrick Hartwell for being accepted as the Michigan Parent as Leader (PAL) representative! PAL is the parent leadership team of Circle of Parents®. Derrick is a

single parent who has been a strong voice for CTF on fatherhood issues. His passion was evident to the Circle of Parents® network which led to this appointment. Michigan will be well served with Derrick's involvement.

PAL was created to ensure that parent voices are present in planning and implementation of services to parents and children. Team members consist of parents who have been involved in leadership positions and activities on state and regional levels and are interested in taking on leadership roles on the national level. PAL's goals are 1) to have one representative from each state or region served by the Circle of Parents® member organization and 2) to represent the socioeconomic, cultural, and geographic diversity of parent support group members nationwide.

Circle of Parents® Training

A two-day Circle of Parents® Facilitator and Parent Leadership training will be offered at the Cheboygan Youth Center and Child Advocacy Council on April 20-21, 2010. Details are available at http://www.michigan.gov/documents/ctf/COP_training_brochure_Apr_20-21_2010_318045_7.pdf, with 20 slots available (10 still open). Training is free and breakfast and lunch will be provided. Attendees must provide their own lodging.

Expanding Circle of Parents® in Michigan – New Opportunities on the Horizon

CTF is working with Military & Family Life Consultants and the Michigan Council on Crime and Delinquency representatives in efforts to expand the reach of Circle of Parents® in Michigan. Through our collaborative efforts we will be exploring ways to establish Circle of Parents® groups for military families as well as ways to assist prisoners as they re-enter society. These are exciting opportunities and we look forward to our continued efforts with these organizations in this important work.

Research and Resources

Alan Stokes Research Analyst

FRIENDS

The FRIENDS Parent Advisory Council produces The Parents & Practitioners Newsletter. This resource shares best practices for improving parent leadership within existing or innovative programs through the collaboration of local and national resources. Past issues may be downloaded at www.friendsnrc.org/aboutus/pacnl.htm.

National Child Abuse and Neglect Data System Report Released

Child Abuse Prevention Month in April is the time that the latest child maltreatment statistics are released from the federal government. This year's information is from 2008 and can be downloaded at www.acf.hhs.gov/programs/cb/pubs/cm08/. Child Welfare League reports in the Children's Monitor that "Case-level data from 49 states, the District of Columbia, and Puerto Rico reveal that out of an estimated 3.3 million referrals to child protective services, approximately two-thirds (2.06 million) were investigated. From those investigations, roughly 772,000 children were found to be victims of child abuse and neglect. This is down slightly from 794,000 last year, with the corresponding rate per 1,000 children in the overall population decreasing by only a small fraction from 10.6 in 2007 to 10.3 in 2008."

Social Impact Advisors

The FSG Social Impact Advisors (with support from The William and Flora Hewlett Foundation) has published Breakthroughs in Shared Measurement and Social Impact. The Social Impact Advisors website states that this report includes "20 examples of social enterprises that have developed innovative and coordinated web-based approaches to reporting performance, outcome and impact measurements over multiple social enterprises and stakeholders." The reports may be downloaded at http://www.fsg-impact.org/ideas/item/breakthroughs_in_measurement.html.

Child Welfare Information Gateway

The Strengthening Families and Communities: 2010 Resource Guide focuses on strategies to strengthen families by promoting key protective factors that help prevent child abuse and neglect. The free guide is produced annually by the U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, Child Welfare Information Gateway, and the FRIENDS National Resource Center for Community-Based Child Abuse Prevention. The guide can be downloaded at www.childwelfare.gov/pubs/res_ guide_2010. A limited supply of guides is also available at the Children's Trust Fund office. Please contact Derrick Hartwell at 517-373-4230 or HartwellD@ michigan.gov. For multiple copies please contact the Child Welfare Information Gateway at 1-800-394-3366 or info@childwelfare.gov.

Prevent Child Abuse America Bullying

National attention has recently focused on the tragic effects of bullying. Prevent Child Abuse America has an excellent resource on general prevention tips, tips for parents of bullies, and tips for victims and witnesses. This information is available online at www.preventchildabuse.org/publications/downloads/bullying.pdf.

Children's Bureau

The recently updated Children's Bureau Training & Technical Assistance Network Directory is available at http://www.acf.hhs.gov/programs/cb/tta/index.htm. The Children's Bureau website reports that "the purpose of the T&TA Network is to build the capacity of State, local, Tribal, and other publicly administered or publicly supported child welfare agencies and family and juvenile courts through the provision of training, technical assistance, research, and consultation on the full array of Federal requirements administered by the Children's Bureau.

Children's Central



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



MSU Children's Central gets NIH grant to extend Professor Mira Lee's Advergame studies

Is food really just fun and games online? Food marketers think so, but parents, researchers and policymakers are not so sure. A Children's Central research team from the Department of Advertising, Public Relations and Retailing at Michigan State University has been awarded a \$418,000 grant by the National Institutes of Health to examine how these tactics influence children's consumption choices. Led by Dr. Nora Rifon, Director of Children's Central, the team includes Drs. Mira Lee, Hye-Jin Paek, Elizabeth Taylor Quilliam, Children's Central Associate Director, and Richard T. Cole, Department Chair. ITEC (Information Technology Empowerment Center), TechSmith Corporation, and the Michigan Children's Trust Fund are community partners for this project.

Ninety students sign up for 2010 CTF internship program

MSU has begun its search for advertising and public relations students to intern over the summer with Children's Trust Fund grantees. In less than two weeks, over 90 undergraduate students have signed up to participate in this year's internship opportunity. Last summer's inaugural CTF internship program produced more than 20 interns who contributed nearly \$50,000 in volunteer labor to CTF affiliates around the state and to related nonprofit organizations. "While we may lose a few students to other opportunities, we are confident that we will have another successful summer," said CTF volunteer coordinator, MSU graduate student Nicole Marble. CTF grantees can request summer interns by sending a brief internship description to Nicole Marble by e-mail at searchni@msu.edu or fax (517) 432-2589.

Dean Whitten scores a \$500,000 scholarship program for APRR students studying nonprofit PR and advertising

College Dean Pam Whitten has secured a financial commitment that will be big news in the state's nonprofit community. The \$500,000 endowment—funded by a gift from an MSU advertising alumni—is expected to produce \$25,000 each year for scholarships to advertising and PR students interested in the nonprofit sector, and to fund nonprofit internships. The donor, and more details on the program, will be announced in a subsequent newsletter. "Hopefully, many of these internships will be available in the future to help us to encourage more students to consider careers in child abuse prevention, child advocacy, and other vital nonprofit jobs," said APRR professor and chairperson, Richard Cole.

Key Dates/Events



April 17: A parenting conference will be held on Saturday, April 17, at Clinton County RESA, 1013 South U.S. 27, Suite A, St. Johns, MI 48879. The cost is \$15.00/person or \$25.00/parenting couple. More information is available online at http://www.michigan.gov/documents/ctf/L3_Registration_form_2010.RE-VISED1_313701_7.pdf.

April 17: Kappa Delta Sorority is sponsoring a 5K run on Michigan State University's campus on Saturday, April 17, at 10:00 a.m. to help prevent child abuse.

April 17: The Child Abuse Council of Muskegon County will hold its Roadblock for Child Abuse on Saturday, April 17, from 8:00 a.m. – 12:00 p.m. For more information or to help, please contact Ellen Berends at eberends@childabusecouncil.org.

April 17: The Child Abuse Council of Charlevoix and Emmet Counties is participating in a local Children's Health Fair at the Petoskey Middle School.

April 20: The Mackinac County Child Protection Roundtable will host Bowling for a Cause—Strike Out Child Abuse and Neglect on Tuesday, April 20, from 5:00 p.m. – 7:00 p.m. at Gateway Lanes Bowling Alley. Contact the council at (906) 643-7307 for more information.

April 20-21: The Children's Trust Fund is sponsoring a Circle of Parents® Training on April 20-21, 2010. See page 5 for more information.

April 22-23: The Charlevoix-Emmet Child Abuse Council will hold an Opportunity Conference on April 22-23 at Boyne Mountain Civic Center in Boyne Falls. Dr. Donna Beegle is the keynote speaker. For more information view the conference flyer at http://www.michigan.gov/documents/ctf/Char-EM_Child_Abuse_Council_Conference_315180_7.pdf.

April 22-23: The Detroit Fathers & Families Coalition will host its first annual conference on April 22-23, 2010. The conference will take place at the Samaritan Center, 5555 Conner Street, Detroit, MI 48213. Register online at http://events.constantcontact.com/register/event?oeidk=a07 e2pb8s8i94632ef6&oseq=a013ag4mukv2s or contact Robin Wright King at (248) 797-5080 for more information.

April 27: The Children's Trust Fund will hold a press conference for the 8th Annual Signature Auction Event at 11:30 a.m. at the State Capitol.

April 28: The Arenac County Council will hold a "Bridges Out of Poverty" training with Sarah Kile on April 28 from 8:00 a.m. to 4:00 p.m. Contact Alison Fegan at (989) 846-6541 ext. 8112 for more information. Registration information is also available at http://www.michigan.gov/documents/ctf/Bridges_out_of_Poverty_flier_2010_314092_7.pdf.



May 5: The best practices work group will meet on May 5 at 3:00 p.m. Please contact Sarah Davis for details.

May 6: The next local council workgroup will take place on May 6 at 10:00 a.m. The call-in number is 877-336-1828, access code 8088351.

May 12: The Children's Trust Fund will hold its 8th Annual Signature Auction Event on May 12, 2010, at 5:00 p.m. at the Lansing Center. For more information visit http://www.michigan.gov/ctfsignature or call Patricia Headley at 517-373-4320.

May 18: The final meeting of this year's CAP Month Sub-Workgroup is scheduled for May 18, 2010 at 2:00 p.m. The call-in number is 877-336-1828, access code 8088351.

May 18: Carehouse will hold its Journey of Hope fundraising breakfast from 8:00 a.m. – 9:00 a.m. at the Radisson Hotel, 39475 Woodward Avenue, Bloomfield Hills, MI 48304.

Please submit events for May or June to Alan Stokes by May 5, 2010.

CTF Team

CTF Social Media



Facebook Fans: 755*



Twitter Followers: 225*

See us on



You Tube Visitors: 1,440*

*Social Media Statistics Effective April 15, 2010





Louise Samuel – MSW Intern from Wayne State is Moving On

Louise Samuel will complete her internship with the Children's Trust Fund in April. She will be earning her Master of Social Work degree from Wayne State University. The staff at CTF will miss Louise. She worked on several research projects that helped immensely in making policy decisions. CTF recognizes Louise's academic achievements and is thankful for her dedication and hard work as an intern. Thank you Louise -- Good Luck -- come back and see us!!

CTF TEAM



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Local Council Grant Monitor CAP Month