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New Direct Service Grants

The Children's Trust Fund Board has approved seven (7) new direct services grants for funding beginning January 1, 2011. Once awarded, these grants will be for a four-year grant cycle. These seven grants will join 17 current grants that are continuing in the new fiscal year, totaling \$698,929 in direct services funding for FY2011. The complete list of all grant recipients is available on the CTF website at www.michigan.gov/documents/ctf/Current_CTF_Direct_Services_Grants_338099_7.pdf

Branch/Hillsdale/St. Joseph Community Health Department

Serving Hillsdale County Website: www.bhsj.org/

Total: \$31,973.50

Program: Healthy Beginnings Teen Prenatal Education Classes

Cadillac Area OASIS/Family Resource Center

Serving Wexford and Missaukee Counties Website: www.cadillacoasis-frc.org/index.asp

Total: \$34,664.38

Program: The Family Links Program (based on Healthy Start Community Outreach and Home Visiting model)

Children's Advocacy Center of Shiawassee County

Serving Shiawassee County Website: www.scapcouncil.com/childadvocacycenter.php

Total: \$34,172.61

Program: Positive Youth Development Educational Programs and Advocacy

Children's Aid Society – Wayne County

Serving Wayne County Website: www.childrens-aid-society-mi.org/

Total: \$34,664.38

Program: The Nurturing Family Project

Family Service & Children's Aid – Jackson County

Serving Jackson County Website: www.strong-families.org/

Total: \$34,664.38

Program: The Nurturing Parenting Education Program

The Guidance Center – Wayne County

Serving Out Wayne County Website: www.guidance-center.org/

Total: \$34,664.38

Program: My Time Respite Care Program

Michigan State University Extension – Saginaw County

Serving Saginaw County Website: www.msue.msu.edu/portal/default.cfm?pageset_id=28596

Total: \$34,664.38

Program: Parents as Teachers Home Visitation Program

Direct Services Grant of the Month

Keweenaw Family Resource Center (KFRC)

Watch Me Grow Program



Left to Right: Sarah Robb, Natalie (2 Years), Pam Sheridan, Laura and Benjamin (6 months).

Laura is a teen parent featured in the above picture with Benjamin (6 months) and Natalie (2 years). Keweenaw staff, Pam Sheridan is the Home Visitor (H.V.), and Sarah Robb is a collaborative partner with BHK (Baraga, Houghton, and Keweenaw Counties) Child Development Board. Laura was interviewed during the September 8, 2010, site visit. Laura stated that the *Watch Me Grow Program* is meeting her family's needs. "The home visiting worker is more than just a H.V. worker, she has become like a family friend. KFRC brings a lot of resources and information to the community." Laura is spreading the word about the *Watch Me Grow* program, and is motivated to participate in parenting surveys because of the relationship she has with her home visitor.

Families in the Keewenaw region are geographically isolated. Many are unemployed and under educated. Some families attending KFRC programs are working on their GED, or high school completion. Many of the families enrolled in the *Watch Me Grow* home visiting portion of the grant have at least three or more risk factors for child maltreatment.

Key services include bi-weekly home visits, playgroup, and welcome baby hospital visits. Every home visit includes a parenting component as well as a child development piece. Parents may be given a written parenting tip of the week that is designed to help families with uncomplicated language to accommodate all reading levels. The Ages and Stages Questionnaire assessment is completed bi-monthly to further understanding of their child's development. Parenting classes have been held at a lunch and learn setting: beverages are provided and participants bring a bag lunch. Parents provide input into session topics in the parent surveys they complete. Examples of covered parenting topics can include; Positive Discipline, Children and Stress, Frantic Families, and Temperament and Your Toddler. *Parenting the First Year* newsletter is available to all new parents through the Welcome Baby Hospital Visiting Program.

For more information on the Keweenaw Family Resource Center, Watch Me Grow Program contact:

Catherine Benda

850 W. Sharon Ave., Ste. 6 Houghton, MI 49931

(906) 482-9363

Email: cbenda@chartermi.net

Direct Services

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

Tip for this month: Life affords no greater responsibility, no greater privilege, than the raising of the next generation.

– C. Everet Koop, M.D.

October CAN Conference – DS Breakout Peer Session:

Eleven grantees attended the session. Mike Foley welcomed the new grantees in attendance, and briefly spoke about CTF expectations. An update was provided on the year-end quarterly reports, and grantees networked and shared about their programs' strengths and challenges.

Announcements:

- Mark your calendars for March 29, 2011! Join CTF for Prevention Awareness Day at the State Capitol and be a voice for Michigan's children. Promote Prevention Awareness Day to individuals and/or organizations in your community!
- Congratulations to the seven new direct service grantees that have received four-year grants for FY2011-2014. A date will be set in January for new grantees to receive an overall orientation to the work of CTF and specific grant responsibilities. Please join CTF in extending a warm welcome to the new grantees that are listed on page one of this newsletter.

Direct Service Work Group

The next Direct Service Work Group teleconference is scheduled for December 2nd from 1:00 p.m. – 2:30 p.m. Email notifications will be sent out in mid-November. An agenda will go out in mid-November. If you would like to add a topic, please email Sylvia Brown-Jones at brown-jones@michigan.gov. CTF conference call number: 877-336-1828, access code: 8088351.

Key Dates/Events



November 19: The 18th Annual Parenting Awareness Michigan Conference will be held in East Lansing, Michigan. Wendy Shepherd is the keynote speaker. For more information call 800-968-4968 or visit www.preventionnetwork.org.

November 25-26: The Children's Trust Fund office will be closed for the Thanksgiving Holiday.

December

December 2: The Local Council Work Group teleconference is scheduled for December 2, from 10:00 a.m. – 11:00 a.m. To participate, call 877-336-1828 and enter passcode 8088351.

December 2: The Direct Service Workgroup teleconference is scheduled for December 2, from 1:00 pm – 2:30 pm. To participate, call 877-336-1828 and enter passcode 8088351.

December 2: The Peer Sharing Pilot councils will meet via teleconference from 3:00 to 4:00 p.m. To participate, call 877-336-1828 and enter passcode 8088351.

December 6: Care House/Macomb County Child Advocacy Center will host a Christmas for Kids at Mac & Rays in Harrison Township. Call (586) 463-0123 for tickets or to learn about sponsorship opportunities.

December 6: The Local Council Tier III Project group meeting will take place at 10:00 a.m. To participate, call 877-336-1828 and enter passcode 8088351. To register for the Webinar portion of the meeting go to the following link, <https://www.2.gotomeeting.com/register/863513419>.

December 6: The Children's Trust Fund Board will meet at 1:30 p.m. at the DTE Energy office, 101 S. Washington Square, Ste. 700, Lansing, MI 48933. CTF Board meetings are open to the public.

December 7: The Child Abuse Prevention Month Sub-Work Group will meet at 10:00 a.m. To participate, call 877-336-1828 and enter passcode 8088351. To register for the Webinar portion of the meeting go to the following link, <https://www.2.gotomeeting.com/register/273326907>.

Please submit dates for future events to Alan Stokes by December 1, 2010.

Local Councils

Annual Training

This year's annual training on October 18th and 19th combined the efforts of the University of Michigan's 29th Annual Michigan Statewide Conference on Child Abuse & Neglect with CTF's Annual Training. The marriage of these two annual events offered attendees many terrific workshop opportunities, nationally known plenary speakers and the chance to meet other prevention professionals from all across Michigan—all within the beautiful setting of the Inn at St. Johns in Plymouth, Michigan.

Local councils were actively engaged as workshop leaders at the training. We were honored to have Joyce Bos, Leigh Moerdyke and Julie Leeson of the Ottawa County Local Council, Pathways, lead two dynamic sessions: Putting the Strengthening Families Five Protective Factors Model into Practice and The Period of PURPLE Crying: Implementing an Evidence-Based Prevention Program. We were equally honored to have Dee Obrecht of the Isabella County Child & Family Enrichment Council co-lead a Circle of Parents (COP) workshop with CTF's Sylvia Brown Jones.

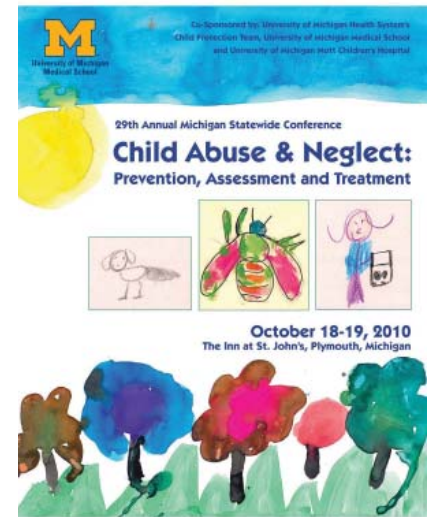
All three sessions were informative, interesting, well-attended and a significant contribution to this year's conference. We at CTF are appreciative of those CTF local council leaders who took special effort to plan for and lead those great sessions.

The local council breakout session afforded councils an opportunity to meet with others from their respective regions to share and learn from each other. The local councils then had an opportunity to evaluate last year's tier projects. All three tiers were pleased with the results of those projects and are open to similar efforts in the future, with some logistical changes (to accommodate those local councils that are made up of mainly a volunteer staff). After the tier project discussion, everyone celebrated their accomplishments with cake to recognize their tier-project achievements. The results of the project led to the development of a number of board and volunteer development resource materials which are now posted on the newly established Local Council Library in the CTF Website.

It was, once again, a pleasure to have an opportunity to spend another annual training with local council attendees. The energy, enthusiasm and camaraderie exhibited by all clearly illustrated the dedication and commitment of the local councils to the cause of prevention across the state. The work that you do is valued and plays an important role in enabling all of Michigan's children to grow up in a safe and nurturing environment.

CAP Month 2011

A date for Prevention Awareness Day, the CAP Month Kick-off event, has been set for March 29, 2011 at 11:00 a.m. at the Capitol steps. The CAP Month Workgroup, CTF staff and others are working together to expand the event to make it a momentous and memorable occasion in Michigan. Stay tuned for further information. To become involved with and/or support the CAP Month Kick-off event, please contact Emily Wachsberger (wachsbergere@michigan.gov), 517-335-0671.



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

State of Kansas Recognized for Child Abuse Prevention Efforts



Here is how one state has been recognized for the diligent efforts to stop child abuse and neglect. The Kansas Children's Cabinet & Trust Fund along with The Kansas Children's Service League (KCSL) and the Kansas Department of Social and Rehabilitation Services "will be recognized for outstanding child abuse prevention efforts, implementation of The Period of PURPLE Crying® throughout Kansas and for their dedication to the prevention of abusive head trauma," according to the article posted on The Star – Kansas City's newspaper website.

The Period of PURPLE Crying® Program is an evidence-based prevention program offered by the National Center on Shaken Baby Syndrome. In 2007 the program was piloted in four hospitals in each state region. After an increase in child abuse fatalities occurred, more than 30 agencies and 70 individuals formed the Wichita Child Abuse Fatalities Community Response Team. Since the introduction of the PURPLE Program, Wichita has seen a decrease in child abuse fatalities.



For more information on The Period of PURPLE Crying® Program and to learn how Kansas implemented the program, please visit <http://pressreleases.kcstar.com/?q=node/43944>.

Can YouTube Be Used to Create Effective Child Abuse Prevention Campaigns?



The popularity of user-generated content sites, such as YouTube, offers a new low-cost way to create and deliver public service campaign messages. These sites create new viewing patterns and social interactions between campaign creators and viewers. Additionally, they allow users to join in the conversation by creating and uploading their own videos. Some organizations even host viral video contests to promote this type of participation.

While these techniques are popular, little is known about their effectiveness. Children's Central researchers Hye-Jin Paek and Thomas Hove are beginning to examine how to make these campaigns most effective. They recently completed a study examining differences between child abuse prevention messages

created by users and those created professionally. The study found that user-generated content had a stronger influence on attitudes than professionally created videos.

Further research is needed, but it appears that social media can be used to create effective campaigns and engage young adults in the child abuse issue.

Circle of Parents



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.

"If I had my child to raise all over again, I'd build self-esteem first, and the house later. I'd finger-paint more, and point the finger less. I would do less correcting and more connecting. I'd take my eyes off my watch, and watch with my eyes. I'd take more hikes and fly more kites. I'd stop playing serious, and seriously play. I would run through more fields and gaze at more stars. I'd do more hugging and less tugging." – Diane Loomans, from "If I Had My Child To Raise Over Again"

Updates

- Mark your calendars for March 29, 2011! Join CTF for Prevention Awareness Day at the State Capitol and be a voice for Michigan's children. Promote Prevention Awareness Day to individuals and/or organizations in your community!
- CTF's Circle of Parents Advisory Committee (COPAC) meeting was held on October 28, from 1:30 - 2:30 p.m. The committee remains open to all interested persons. The committee is currently looking for a co-chair to take on a lead role with the COP Advisory Committee. Self-nominations are welcome. The next COP Advisory Committee teleconference meeting is scheduled for December 16, 2010, from 1:30 - 2:30 p.m. Conference call number: 877-336-1828 Code: 8088351

Statewide COP Training Information (Only 25 slots available - Register Early!)

Where: Weiss Advocacy Center (formerly C/CAN and CAC)
515 East Street
Flint, MI 48505-1946

When: Thursday, January 20, 2011 from 8:30 a.m. - 5:00 p.m.
Friday, January 21, 2011 from 9:00 a.m. - 4:30 p.m.

Cost: Training and materials will be provided to participants at no charge. CTF will provide training materials, breakfast and lunch. Participants will be responsible for their lodging and evening meals.

Contact: Sylvia Brown Jones, LMSW (Brown-jones@michigan.gov) at 517-241-7792 or Lena Shacks-Glover (shacksl@michigan.gov) at 517-335-2711.

The training registration form is accessible at: www.michigan.gov/documents/ctf/COP_training_brochure.Registration_Jan_20-21_2011_337957_7.pdf.

Children's Trust Fund of Michigan Recognizes Small Business Association of Michigan

The Small Business Association of Michigan (SBAM) is assisting the Children's Trust Fund by encouraging Business owners throughout Michigan to support the Trust Fund by making tax deductible contributions on the Michigan Income Tax Form. This coming tax season will be the second year that Rob Fowler, President of SBAM has supported this effort by writing a letter encouraging the tax check-off for CTF. In appreciation of this support, the CTF Board of Directors passed a resolution to acknowledge this partnership on the behalf of children and families in Michigan. The text of the resolution follows.

Whereas, the Small Business Association of Michigan supported child abuse prevention efforts through a special initiative, encouraging their membership to contribute to The Children's Trust Fund through the annual Michigan income tax form; and,

Whereas, this effort brought to the attention of a large number of business leaders across the state the importance of private sector initiatives to prevent child abuse and neglect in Michigan; and,

Whereas, these business leaders, through this initiative, have pledged to continue to make child abuse prevention a major interest of their prestigious statewide organization; and,

Whereas, we believe that the SBAM income tax check-off initiative not only raised awareness, but contributed to our successful fundraising;

Now, Therefore, be it Resolved, That the Board of Directors of the Children's Trust Fund of Michigan acknowledges, salutes and otherwise expresses our deepest appreciation to the Small Business Association of Michigan and its leadership, especially its President, Robert Fowler.

Adopted on this 13th day of September, 2010.



Rob Fowler, President of the Small Business Association of Michigan, is given the CTF Board resolution of appreciation for SBAM's support of the CTF Income Tax Check-off by Michael Foley, CTF Executive Director.

Communications/Team News

CTF Joins Slideshare



CTF has established a presence on the social media service Slideshare.net that will be used in the future to share presentations that relate to grantees and stakeholders. Slideshare was rated #5 on the Top 100 Tools in 2010 by the Centre for Learning & Performance Technologies. To access the CTF Slideshare page and to become a follower of our page, go to www.slideshare.net/MichiganCTF.

Where in the world is CTF clothing being represented? Portugal!



Isabel Malheiro do Vale of Portugal's Projecto Familia and her colleagues Camelita and Ana spent a week with the Children's Services Division of the Department of Human Services to learn about Michigan's family preservation services. CTF Executive Director, Michael Foley, on behalf of staff and Board was honored to present our visitors from Portugal with CTF polo shirts from the new CTF Kids Store collection.

To order clothing and other items from the Children's Trust Fund Kids Store, call 1-800-CHILDREN or visit <http://ctfkidsstore.weebly.com/> to view items.



Join 1,300 Others and Click on the Logo to Access Links to CTF Social Media Pages



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