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FRIENDS Online Learning Center Has Moved

The FRIENDS National Resource Center has transitioned their Online Learning Center to a new website, <http://friendsnrcelearning.org/>. All the previous FRIENDS courses are available on the new site which is designed to offer you accessible continuing education and professional development, 24 hours a day, 7 days a week. All courses are free to anyone who enrolls. Courses from the previous site have been transferred to the new site and include:

- Logic Models
- Maximizing Funding
- Data Management
- Continuous Quality Improvement
- Protective Factors
- Creating Effective Parent-Practitioner Partnerships: An Introduction to Parent Leadership

Registering on the new site is easy and only takes a few minutes.

1. Click the following link to visit the Online Learning Center: <http://friendsnrcelearning.org/>
2. Create a New Account by following the instructions indicated for New Account Creation in the top right corner Login Block. You will need to provide a Username and Password per the guidelines indicated, complete other requested information and submit. You will receive an email confirmation of your new account.

Once you have received the confirmation email you can register for a course

1. Input your Username and Password in the Login Block on the right to login to the Online Learning Center.
2. Once logged in, you will see a link to view Tutorials and Tours of the Online Learning Center. These short Tutorials & Tours are designed to quickly familiarize you with the Online Learning Center. Please take a few minutes to review them prior to enrolling in a course.
3. Available courses are listed in the middle of the Home page. To enroll in a course, click the title of the course and follow the instructions to Self Enroll. Once enrolled, you will have immediate access to the course.

In the coming months FRIENDS will be adding new courses and enhancing many of the features available to you. If you have any questions about the site, please email FRIENDS@friendsnrc.org.



Children's Trust Fund Specialty License Plate Campaign 2013



We are grateful for your continued support of the License Plate campaign through the past years. As we prepare for the 2013 License Plate campaign, we need your help now more than ever!

We are planning several strategies to assure that all those who have generously purchased a license plate will continue to do so. Our success will depend on everyone working together to get appropriately-timed messages and information out to our established partners and to new networks we are cultivating. Critical to our success will be our work with you as chapter leaders.

Your own networks are very important to these efforts. As a group, networks know and understand prevention and many support the Trust Fund all year around. We'll want to sustain their dedicated service and at the same time assure they know the new challenges we face in maintaining this important source of funding.

License plate toolkits were distributed at the CAN Conference in October to assist with your organization's efforts in promoting the 2013 CTF Specialty License Plate Campaign. If you did not receive a toolkit, please contact our office at 1-800-CHILDREN to receive one. An electronic copy of the toolkit and related marketing materials can be downloaded at www.michigan.gov/ctf.

We appreciate the work you do and wish to support your efforts in any way possible. Please do not hesitate to contact me, Tricia Headley, Fund Development Coordinator, at 517-241-7226 or headleyp@michigan.gov to share your ideas and to learn how we can best serve and support you and the very important work you do to prevent child abuse in Michigan!

Wishing You Warm & Happy Holidays.

Tricia

Local Council Reflections on 2012

This year flew by but the accomplishments of the Local Councils have been numerous.

The Social Media Toolkit Workgroup was able to finish an important document which lists a number of prevention programs. The programs were assessed on a continuum ranging from research cited to evidence-based. This resource sheet which was eventually uploaded into the Local Council Resource Library enables both Local Councils and others an opportunity to review a list of programs to consider for future use. The link to the CTF Local Council Resource Library is <http://www.michigan.gov/ctf/0,1607,7-196-40188-241352--,00.html>.

This year Local Councils completed a new 3-year application for the 2013-2015 fiscal years. This application was developed with input from the Local Councils. We are happy to report that once more CTF will have 73 Local Councils representing all Michigan counties.

For the third year in a row, in what has become a new tradition, regional meetings took place across the state. A total of 55 local councils came together at those various meetings to share and collaborate with their regional peers. The topics covered at the regional meetings included fundraising, reporting and peer sharing. There was also a discussion around Safe Sleep which was significant because the information obtained from that discussion was themed and presented to the state's Interagency Safe Sleep Committee for their consideration as a state Safe Sleep plan is developed.

Even though this past year's economy presented financial challenges, the Local Councils positively rose to the occasion with their creative and tireless fundraising endeavors. The reporting data showed that there were 183 fundraising events and net dollars raised from those efforts totaled \$1,373,163. A number of Local Councils are coming together to collaborate on fundraising efforts.

The monthly phone Local Council Workgroup meeting provided opportunities for councils to come together, receive information from CTF and to share with each other about fundraisers, conferences, new hires, special events, and program initiatives. The Local Council Workgroup also afforded opportunities for special guests to speak on a variety of topics including:

- In March, Mary Adkins of Tomorrow's Child spoke to the group about the organization's Safe Sleep work;
- In August, Julie Price, International Program Director and Jamie Justice, Outreach Coordinator from The National Center on Shaken Baby Syndrome spoke to the group about the Period of Purple Crying, an evidence-based program, and the great work being done in Michigan to prevent infant head trauma.
- In October, Jean Hoffman of Safe Delivery provided updates to the group.
- In November, Kristen Hawkins, parent mentor from the Michigan Public Health Institute presented to the group about the work being done to promote parent leadership across the state.
- In December, Jeff Brown, state coordinator of Communities in Schools, spoke about the organization's work in Michigan to help children be successful in school.

The CAP Month Workgroup was once more a part of an overall CTF effort to have another successful CAP Month yet. The workgroup helped with creating the CAP Month Toolkit which is sent out to all Local Councils across the state for their CAP Month efforts. The workgroup also contributed to helping make the third annual Prevention Awareness Day rally, procession and planting of a pinwheel garden event a memorable one. Both the CAP Month Workgroup and the Social Media Toolkit Workgroup are made up of local council volunteers. They are certainly not required to work on these groups but do so selflessly for the cause. Their time, efforts and energy are great contributions to CTF and are most appreciated.

I can't say enough about the great work of all the CTF Local Councils. I appreciate the work of everyone at the Local Councils who dedicate themselves to helping all children be safe, secure and loved.

Here's wishing you and yours a very happy holiday season and all the best in 2013!

Southeast Shaken Baby Syndrome Project

On November 29, the Children's Trust Fund was invited to participate in a televised interview about Shaken Baby Syndrome (SBS) with Street Beats on CW50. The interview included Michael Foley, CTF director, and Dr. Nazer, Chief of Child Protection Team from the Children's Hospital General Pediatric Clinic, and a couple who adopted a child suffering from the devastating effects of SBS. This interview is part of the many efforts of the Southeast Shaken Baby Syndrome Project led by CTF and sponsored by the Jewish Fund to help provide education about the prevention of SBS to parents of newborn infants in the birthing hospitals of Hutzel, Sinai-Grace and the Children's Hospital of Michigan. The SBS project also focuses on family-centered social service agencies and the community as a whole in Wayne County through SBS presentations and various media outlets.

For more information about the interview and the Southeast Shaken Baby Syndrome Project, please contact Ama Larsen at the Children's Trust Fund at 517-241-5860 or by e-mail at larsena@michigan.gov.

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