



Prevention Innovations Since 1982

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Annual Training Around the Corner!

We look forward to seeing you this week at the 2009 CTF Annual Training! The training will take place on November 12-13, 2009, at the Kellogg Center in East Lansing. Attendees will have the opportunity to participate in two days of exciting workshops and keynote speakers, featuring 18 CTF workshops and 10 MSU sessions. The training is taking place in conjunction with the MSU Department of Advertising, Public Relations, and Retailing's conference "Consumer Culture and the Ethical Treatment of Children: Theory, Research and Fair Practice."

Location:

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



Registration:

Attendees can check-in for the training on Wednesday, November 11, from 6:00 p.m. to 8:00 p.m. in the Kellogg Center lobby.

Registration will also be available Thursday and Friday morning from 7:30 a.m. to 8:30 a.m. in the lobby.

Directions:

Directions to the Kellogg Center are available at <http://www.hfs.msu.edu/kellogg/about/location.html>.

Parking:

Parking is available in the Kellogg Center parking ramp. If you are staying at the hotel, you will receive a parking pass when you check-in. If you are not staying at the hotel, CTF will provide parking vouchers for CTF grantees.

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Local Councils

Emily Schuster Wachsberger
Local Council Coordinator

Meet and Greets

Mike Foley and I have just completed a series of Meet and Greets around the state having met with representatives from over 25 local councils. On behalf of Mike and I, it's been a pleasure hearing about all of the great prevention work that councils are doing in Michigan and listening to your constructive suggestions for improving the councils and CTF. Additionally, we enjoyed meeting in person those individuals that we interact with on a regular basis. While traveling throughout Michigan, it reminded me of how fortunate we are to live in such a beautiful state with so many caring people. In these challenging economic times, the need to maintain and increase prevention services across the state is critical. Your energy and commitment for this mission is apparent. On a light note, since visiting the U.P., I now have urges to say *You betcha* and refer to anything below the Mackinac Bridge as *down below*.

4th Quarter Reports

Fourth quarter reports were due on October 20, 2009. If you've not already done so, please complete and/or correct, and (re)submit. Once all three reports (expenditure, activity and program register) have been approved, CTF will submit expenditures to DHS. Remember to mark your expenditure report as Final.

CAP Month Sub-Workgroup

On October 27, 2009, the CAP Month Sub-Workgroup had its first meeting. Moving forward the group will help to determine: 1) toolkit content, 2) state kick-off event, 3) local council statewide event, 4) useful CAP Month marketing strategies, and 5) other related efforts. If you are interested in being a part of this group, please contact Emily (wachsbergere@michigan.gov) at 517-335-0671.

Channing-Bete Fall 2009 Joint Purchase

CTF affiliates have until November 28, 2009, to send their orders into Channing-Bete for the Prevent Child Abuse America Fall 2009 joint purchase. This is a limited time to receive tremendous price savings over Channing-Bete's normal prices. An order form is available online at http://preview.channing-bete.com/PCAA/PCAA_grpOF.pdf.

All orders must be sent to Jasmin Tomic (Fax: 1-800-329-2939/Email: atomicjasper1@charter.net).



Direct Service Grants

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

Sylvia Brown Jones

Direct Services Coordinator

* A friendly reminder that Fiscal Year ended September 30, 2009, and CTF needs your 4th Quarter FSR (remember to mark it Final). For those grantees that still have outstanding reports, or corrections that may be needed, please complete them as quickly as possible. I look forward to seeing you all at the November 12-13, 2009, CTF annual training.

* I began making my site visits at the end of October. Our CTF Student Intern, Derrick Hartwell, was able to travel with me to gain some experience and understanding of the Direct Services (DS) site visits. It has been great interviewing parents who are utilizing the services, and meeting with the committed directors and their staff. At each site visit, parents have spoken of the invaluable services they are receiving, and how important the services are in helping them to strengthen their parenting skills. Additionally, the respective local councils have been at the site visits to show their support and speak on their collaborative relationship, and how important it is to have these DS prevention services in the community. More site visits will be scheduled in the upcoming months!

* This month, Marcellus Community Schools (Volinia Outcomes School) Triple P-Positive Parenting Program is being spotlighted. Your program outcomes have been stellar in exceeding expectations. CTF looks forward to hearing from Mary Karabetsos for some "Best Practice" tips during the DS Work Group sessions.

The Volinia Outcomes Community Day Program utilizes the Triple P – Positive Parenting Program. Triple P is a multi-level system of parenting and family support with five distinct levels, each increasing with strength and intensity. Other services include an extended teen parenting education program, multiple types of counseling (group, individual, family and parent-teen), incorporation of the OJJDP Model Program SMART Team, respite service, family fun nights, weekly academic tutoring, a series of parenting education forums/speakers, and on-site child care services for teen parents and parents/caregivers who participate in Triple P and other Positive Parenting Project activities. For each program goal and outcome, the participants saw an increase on positive parenting and community awareness. One teen parent provided this statement: "As a parent, I am involved in the Volinia Positive Parenting Program. I have been involved for over two years. I have always evaluated how my child was progressing....This year I have noticed a big change in my child. She shows more interest in books and her attention span has increased at home when reading to her....The program has helped me by teaching me strategies to use when I need to discipline my child."



Youth and Teen Parents Getting Fit. Volinia Outcomes School offered free health and wellness classes through the CTF grant.

Circle of Parents

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

In our joint effort to assist parents in their tough job of parenting, we continue to commit our resources and passion during Michigan's challenging economic times. You are providing invaluable parent leadership services to help strengthen Michigan's families by focusing on one or more of their Protective Factors: Family functioning/resiliency, social support, concrete support, nurturing and attachment, and knowledge of parenting/child development. These five protective factors are taken from the FRIENDS National Resource Center for Community-Based Child Abuse Prevention.

* CTF will be joining a Circle of Parents national evaluation plan. Here are a few of the benefits of participating in this evaluation:

- Numerous states using the same survey will allow us to "roll-up" our data for the first time and allow us to create reports regarding the effectiveness of the national network in creating lasting change for families across the country.
- We will be using a field-tested survey, standardized for validity and reliability (the Protective Factors Survey); by using this survey, we will be moving Circle of Parents toward more evidence-based practice. Very important for future funding and credibility!
- It is always positive to tell funders/donors/legislators that your state participated in a national evaluation project, and to share the results that pertain specifically to your state.



There will be a Circle of Parents workshop on November 13, 2009, from 10:15 a.m. – 11:45 a.m. at the CTF Annual Training, facilitated by both Sylvia Brown Jones and Dee Obrecht. We hope you will attend.

Brenda's Corner

Brenda is still doing well with her recuperation. By request, this is being run again. Patrick Henry Hughes was born with no eyes, and a tightening of the joints which left him crippled for life. Here is his quote:

“Life is not about waiting for the storms to pass...
it's about learning how to dance in the rain!”

Fund Development

*Patricia Headley
Fund Development Coordinator*

Signature Event

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!

Children's License Plate

Thank you for purchasing children's license plates. During Fiscal Year 2009, \$164,340 was raised from license plate sales to prevent child abuse and neglect in Michigan through CTF programs. An order form is available at http://www.michigan.gov/documents/orderform_children_16202_7.pdf or you may purchase plates at any Secretary of State Office.



Research and Resources

Alan Stokes
Research Analyst

Traumatic Childhood Takes 20 Years Off Life Expectancy

The Adverse Childhood Experiences study's latest focus has been on the life expectancy of those experiencing childhood trauma. According to Dr. David Brown of the Centers for Disease Control and Prevention, "It's pretty striking that someone with six or more ACEs died 20 years earlier." This research will appear in the November issue of the *American Journal of Preventive Medicine*. More information is online at www2.ljworld.com/news/2009/oct/06/traumatic-childhood-takes-20-years-life-expectancy/.

Michigan Cyber Safety Initiative



The Michigan Cyber Safety Initiative has offered Internet safety training to 420,000 school age children in its three-year history. I Keep Safe (<http://ikeepSAFE.org/>) designated Michigan's program as the most comprehensive in the nation. Michigan's

Attorney General, Mike Cox, sponsors the program which also has a community seminary component. There are three keeps for adults in monitoring children's use of the Internet: Keep Current, Keep Communicating, and Keep Checking.

Training videos in the program feature some real stories of cyber bullying and abuse cases to reach children. For more information about the Michigan Cyber Safety Initiative visit their website at www.michigan.gov/csi.

National Family Caregivers Month

November is National Family Caregivers Month. President Barack Obama's Presidential Proclamation states, "Every day, family caregivers assist loved ones with tasks ranging from personal care and homemaking, to transportation and financial assistance. As the foundation of America's long-term care system, these individuals give millions of Americans the peace of mind and security that only family can provide." For more information and resources on related events visit <http://www.thefamilycaregiver.org>.



"There are only four kinds of people in the world—those who have been caregivers, those who are currently caregivers, those who will be caregivers and those who will need caregivers."

– Rosalyn Carter

Key Dates/Events

November

November 1-25: The Salvation Army in Lansing is offering holiday help to families in need. Families can walk in between 9:00 a.m. – 3:45 p.m. on M, T, W, & F. Parents must bring picture ID, verification of address, social security cards for parents and children, and income verification. The Salvation Army is located at 3305 S. Pennsylvania in Lansing.

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.preventnetwork.org.

November 11: The CTF office is closed for a state holiday.

November 11: CARE House of Oakland County is hosting a fun-filled “Sing Out 4 Kids” karaoke event at 6:00 p.m. on Wednesday, November 11, at Mark Ridley’s Comedy Castle in Royal Oak. Karen Newman, voice of the Detroit Red Wings, will be the emcee. For tickets and more information, contact Pat at prosen@carehouse.org or call 248-332-7173.

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

November 17-19: The Michigan Federation for Children and Families will present their Tour of Michigan Seminars on Child Trauma. The featured speaker is Dr. Bruce D. Perry. For more information call 517-485-8552 or reference the online flyer at

http://www.michigan.gov/documents/ctf/NovTourChildTraumaSeminar_292571_7.pdf.

November 20: Child’s Hope will host a Right to Thrive: Mothers & Infants Summit on Friday, November 20, 2009, from 8:30 a.m. – 3:30 p.m. at the University of Michigan-Dearborn. For more information call 313-583-6401 or reference the online flyer at

http://www.michigan.gov/documents/ctf/std_back9209_292189_7.pdf.

November 26-27: The CTF office is closed for state holidays.

November 28: Deadline to submit Channing-Bete Fall Joint Purchase Orders. See Page 2 for more information.



December

December 1: There will be a Strategic Planning Meeting for the CTF Board of Directors on December 1, 2009. For more information call CTF at 517-373-4320.

December 3: The Local Council Work Group will hold a conference call at 10:00 a.m.

December 14: 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. For more information call CTF at 517-373-4320.



Please submit announcements to Alan Stokes. Events after December 14 will appear in the December News Briefs.

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

www.childrencentral.msu.edu/

Consumer Culture Conference and CTF Annual Training

Details are being finalized for the dual Consumer Culture conference and Children's Trust Fund annual training. Due to illness, former FTC chairman Mike Pertschuk can no longer attend as a guest speaker (but has expressed his desire to come to East Lansing in the future to address the CTF-MSU coalition). To make the best of an otherwise bad situation, Mike recruited former colleague Wally Snyder to speak at our Friday lunch. Snyder is immediate past-President and Chief Executive Officer of the American Advertising Federation where he served from 1992 to 2008. AAF represents 50,000 members across the country--including 130 corporate members (largely advertising agencies), 210 local advertising federations and 210 college chapters. Snyder often testified before federal and state lawmakers on issues of importance to the advertising industry. Our goal is to take this opportunity to ask Mr. Snyder to spread the word about the concerns being expressed at the conference, and through the work of CTF grantees, about the role marketing and media may be playing in stimulating violence, consumption of harmful food products and other concerns regarding the ethical treatment of children.

Poll: Child obesity a top U.S. concern

According to a poll conducted at the University of Michigan C.S. Mott Children's Hospital on Child Health, 42 percent of U.S. adults believe childhood obesity is a major American problem. This number represents a 7% increase over the level of concern for childhood obesity expressed in a similar Mott poll last year. According to the U-M news release, a second U-M study reports that children living in neighborhoods described as "unsafe" were a greater risk of becoming obese. "Nearly 17 percent of children in unsafe areas were overweight, compared to 14 percent in other areas."

For more information on this study, please visit:

<http://www.annarbor.com/news/u-m-poll-childhood-obesity-top-concern-among-us-adults/>.

Or for the full report, please visit: <http://www.med.umich.edu/mott/npch/pdf/81009fullreport.pdf>.

Georgia State University receives grant to explore training to prevent child abuse

The Centers for Disease Control and Prevention (CDC) has given The National SafeCare® Training and Research Center (NSTRC) a \$1.3 million grant to examine what works in coaching others to teach parents skills needed to prevent child abuse and neglect. "The study will help us understand how to translate science to community practice in an effective and efficient manner," said the project's principal investigator, Daniel Whitaker, director of the NSTRC and professor of public health at Georgia State. To learn more about this grant and NSTRC please visit:

<http://www.gsu.edu/38229.html>.

New child-abuse pediatrics subspecialty launched at the University of Oklahoma-Tulsa

In November of this year, 200 physicians will sit for their first board examination with a subspecialty in child-abuse pediatrics. According to the article, Dr. Robert Glock, chairperson of the pediatrics department at the University of Oklahoma-Tulsa led the effort to get the subspecialty recognized by the American Board of Pediatrics. "We're hoping to bring a higher level of correct science in the judicial system...The program also is aimed at providing support to pediatricians and emergency room physicians who typically make the first contact with abused children," Block said. "These kids suffer lifelong health problems because of abuse and violence, believe me." For more information about the pediatrics subspecialty and child abuse statistics, please visit:

http://www.tulsaworld.com/news/article.aspx?subjectid=17&articleid=20090819_17_A9_Teceto816611.

Here is an example of how an Ontario-based child abuse prevention council launched their "Use Your Voice Challenge" at a local elementary school

In Ontario, a local children's aid society visited an elementary school to launch their "Use Your Voice Challenge" in which third grade classes competed for a trophy by yelling the campaign slogan as loud as they could, while also learning about a very serious issue—child abuse and neglect. "It's a great way to engage the kids and get them involved in a serious message, but also, it does it in a fun way that gets them to participate," said Len Kennedy, the executive director of the Hasting Children's Aid society (HCAS). For more information about the campaign, please visit:

<http://www.intelligencer.ca/ArticleDisplay.aspx?e=1778572>.

CTF Team



Children's Trust Fund
Protecting Michigan's Children

PCA Rechartering



Prevent Child Abuse
Michigan

The Children's Trust Fund is positioned for the future in its key leadership role of child abuse and neglect prevention in Michigan. In September, the Children's Trust Fund successfully completed a rechartering process with PCA America and took over sole responsibility as the PCA Michigan chapter.

Michigan CTF Social Media*

Facebook Fans: 443
Twitter Followers: 144
You Tube Visitors: 655

*Statistics Effective November 5, 2009.

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

facebook

Facebook helps you connect and share with the people in your life.



twitter

What is Twitter?

What?



Twitter is a service for friends, family, and co-workers to communicate and stay connected through quick, frequent answers to one simple question: What are you doing?

New CTF Intern

CTF welcomes a new student intern, Louise Samuel, to our team. We are happy that she decided to come to CTF for the final internship experience of her MSW Program at Wayne State University. As a future professional social worker, Louise has an interest in research and advocacy. Louise's background includes having been an RN for more than 20 years. She looks forward to interacting and getting to know the CTF local council/grantee community.

CTF TEAM



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