



CTF News Briefs



Prevention Innovations Since 1982

January 2010 - Vol. 4, No. 4

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SAVE THE DATE – MAY 12!

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.



Yes, we have moved this very important public awareness/fundraising event back to the spring! The Signature Auction Event raises much needed monies to support child abuse prevention programs throughout Michigan. We need your help,

now more than ever during these difficult economic times, to make this year's event the biggest and best yet!

The event includes both a silent and live auction in addition to an online auction which, this year, kicks off the day of the event and will run through May 31, 2010. We are very fortunate to announce that Delta Air Lines is once again the Official Carrier/Sponsor for the event. Due to their generosity, you will see among the extraordinary live auction items some new and exciting travel packages throughout the continental U.S. in addition to European experiences to be announced!

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 to 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.

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Local Councils

Progress Reports

The first quarter of the new fiscal year ended on December 31, 2009. The reporting requirements have changed from previous years. See below for the dates when named reports will be due.

- January 20, 2010 – Expense Report Only
- April 20, 2010 – Expense, Program Register and Activity Reports
- July 20, 2010 – Expense Report Only
- October 20, 2010 – Expense, Program Register and Activity Reports

Emily Schuster Wachsberger
Local Council Coordinator

Moving forward, the Program Register and Activity Report requirements will be reduced to biannual reporting (2nd and 4th quarters). Councils are highly encouraged to keep a log of all activities and the information needed for both reports. CTF developed (and has sent to all local councils) an activity log tool (spreadsheet) for those who would like assistance with this effort.

The Program Register Report has been updated to be more user-friendly. Training sessions have been scheduled. Available dates are Tuesday, January 26, 2010 at 1:00 p.m.; Wednesday, January 27, 2010 at 10:00 a.m.; and Thursday, February 11, 2010 at 9:00 a.m. The training will be a 90-minute conference call utilizing the Webinar tool. The Webinar component will require participants to register. Below are three links where users may register, each link corresponding to a date choice. For phone access to the training dial 877-336-1828, access code 8088351.

- Jan. 26: <https://www2.gotomeeting.com/register/789356891>
- Jan. 27: <https://www2.gotomeeting.com/register/246081211>
- Feb. 11: <https://www2.gotomeeting.com/register/531617610>

Please contact Emily if you have any questions and/or are unable to use the Webinar tool.

CAP Month Sub-Work group

On Tuesday, December 15, 2009 the CAP Month Sub-Work group met. Noted information and decisions include:

- Updated PCA and CTF toolkits, pinwheels, and other helpful CAP Month materials will be sent to assist each local council with its CAP Month planning efforts. We are hoping that all materials will be sent no later than late February.
- The work group decided to again support a state kick-off event, which will include the planting of a pinwheel garden. The date is March 23, 2010 in Lansing. The group expressed the desire for an increased child presence at the event.
- The work group also decided to once more support a statewide pinwheel garden planting on April 1, 2010.

Below is the CAP Month Sub-Work group 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.

- January 19, 2010 at 2 p.m. – Any last minute toolkit concerns and emphasis on CAP Month Events, state and local.
- February 16, 2010 at 2 p.m. – CAP Month Event and PSA.
- March 16, 2010 at 2 p.m. – Any final concerns.
- May 18, 2010 at 2 p.m. – Wrap-up.
- The call-in number is 877-336-1828, access code 8088351.

Annual Training Follow-up

A lot of great energy and ideas came out of the local council break-out session at the end of day two of the annual training. CTF looks forward to a continuance of this collaborative spirit of like-tiers working together to advance their identified priorities, as listed below.

- Tier I – Energized board involvement
- Tier II – Ways to engage “mandated” board members and expand involvement from community members
- Tier III – Develop a manual/toolkit with media information about prevention (not just CAN) and volunteer training/screening materials

At the December 4, 2009, Local Council Work group meeting, councils decided that they would prefer to wait until after the new year to move forward with this effort. It was decided that Emily will do some groundwork on each respective tier interest and then schedule a phone conference meeting to discuss and advance the tier collaboration projects.

Research and Resources

Kids Count in Michigan Released



The Kids Count in Michigan Data Book 2009 was released on January 12, 2010. The report examines 15 indicators of child well-being and ranks the performance of specific counties in Michigan. This key information is available online at <http://www.michiganschildren.org/index.php/Kids-Count-in-Michigan/Kids-Count-in-Michigan.html>.

Creating Effective Parent-Practitioner Partnerships

The FRIENDS National Resource Center for Community-Based Child Abuse Prevention is pleased to announce that a new online course, Creating Effective Parent-Practitioner Partnerships, has been added to the FRIENDS Online Learning Center.

Parent Leadership is a strength-based approach to family support that is founded on the belief that parents are knowledgeable about their families and communities and can provide valuable insight into programmatic and community decision-making to benefit children and families.

This course is being offered free of charge through the FRIENDS Online Learning Center. When you enroll in the course a discount code will automatically be applied and the registration fee will be waived. To learn more about the FRIENDS Online Learning Center visit www.friendsnrc.org/resources/onlinelearn.htm or go directly to the site at www.cequick.com/myeln/FRIENDS/default.asp.

HealthyChildren.org

The American Academy of Pediatrics has a new website to provide parents with resources for protecting the health of children. Judith S. Palfrey, MD, FAAP, president of AAP says, "HealthyChildren.org is more than just an information portal, it's a valuable tool that parents can use to improve the health of their family." See <http://www.healthychildren.org/English/Pages/default.aspx> for more details.

Children's Exposure to Violence

The Office of Juvenile Justice and Delinquency Prevention (OJJDP) have released a comprehensive national survey on Children's Exposure to Violence. The data can be retrieved from the Safe Start Center Web site at <http://www.safestartcenter.org/pdf/childrens-exposure-to-violence.pdf>.

FutureofChildren.org

The Woodrow Wilson School of Public and International Affairs at Princeton University has compiled articles on preventing child abuse and neglect, including epidemiological perspectives; the roles of community responsibility, parent training, home-visiting programs, drug treatment, and the child protection system; and sexual abuse prevention. The journal is available online at http://www.futureofchildren.org/futureofchildren/publications/journals/journal_details/index.xml?journalid=71.

Special thanks to Rhys Edwards, Superior Child Abuse Prevention Council Coordinator, for recommending this resource to CTF.

Direct Service Grants

Sylvia Brown Jones
Direct Services Coordinator

Happy New Year, and ongoing thanks and appreciation for your commitment to Michigan's communities!
Tip for this month: Take time to clean the snow off your cars...

Progress Reports

Important notification: Your Financial Status Reports (FSR) must reflect "actual" expenditures. Historically, some grantees have submitted estimated quarterly expenditures, which will no longer be approved. For example, a supply line item budget of \$10,000 was reported each quarter as a \$2,500 expenditure. However, there normally is not an equal amount for supplies expensed each quarter.

The first quarter of the new fiscal year ended December 31, 2009. Make a note of the below quarterly reporting schedule for EGrAMS.

FY2010 Quarterly Report Due Date Schedule:

- 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.

Direct Services Work Group:

As stated in last month's News Brief, only a few Direct Service grantees were able to stay for the break-out work group session at the annual training; however, there was great synergy created from the group.

The CTF Direct Services (DS) work group had its first work group teleconference on Thursday, December 3, 2009. The DS work group's ongoing focus will be on sustainability (including outcomes, evaluation, EBP/EIP); parent leadership; peer review; and EGrAMS quarterly reports. It will also explore ways to collaborate with respective CTF Local CAN Prevention Councils, as opportunities present themselves. Fourteen of the 20 grantees participated. We ran out of time to cover all of the topics, but it was a good beginning. The work group will share other emerging needs and ideas for strengthening programs and services. It was agreed upon to meet bimonthly on the first Thursday of the month, allowing up to 90 minutes. Note that the time was changed from 11:00 a.m. to 1:00 p.m. – 2:30 p.m. The next teleconference will be on February 4. A link is being provided to download the following four documents for review and discussion at our February 4 meeting.

1. Parent Leadership Successful Strategies
2. Parent Leadership Component Chart
3. FRIENDS Peer Review in CBCAP
4. Youth Program Quality Assessment tool (Peer Evaluation shared by Leslie Harrington, Student Advocacy Director, who is already performing a "peer review" with one of her programs)

A reminder will go out in January. The call-in number is 877-336-1828 and access code 8088351.

For those grantees that have not yet had a site visit, scheduling will begin, as weather permits.

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.

The Circle's State Newsletter has been placed on hold. Sites are invited to send in their "parenting" success stories or tips.

Ongoing quarterly COP reports are due. This is to remind the site facilitators that I have not received everyone's Data Collection Tool Reports for the period July to September 2009, which was due on November 15, 2009. It is very important that you get your data to me by January 15, 2010, so I can complete my report to National COP.

In the November News Brief, CTF announced it was joining a Circle of Parents national evaluation plan. Alan Stokes is still scheduling ongoing training teleconferences for the Circle of Parents Trainers that will cover the following areas:

- Overview of the National Evaluation Project, and why it is important
- Project funding search
- Administration of the Protective Factor Survey (PFS) Protocol, and getting it out to sites
- Consent Form review
- Coding protocol review, and keeping the participant list secure
- Guided interview review

The PFS will be administered from January through April 2010, for only new participants.

Upcoming COP Community Partner Events:

- Midwest Fatherhood Conference: Saturday, January 30, 2010, 8:00 a.m. – 3:00 p.m. To register, call 248-209-2500.
- Annual Fatherhood Conference on February 19, 2010. To register go to <http://www.michiganfatherhood.org> A limited amount of scholarships are available. Please contact Jeff Keener by email at michfatherhood@gmail.com or at 517-999-2730 ext. 203 for more information.

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

Brenda's Corner

Brenda Jenkins
Circle of Parents Program Director

Brenda is slowly easing herself back into the swing of things. Here is Brenda's feedback:

Thanks for all the prayers as I go through my journey with Multiple Myeloma. I am doing great. I encourage everyone to get their annual doctor exam.

See video for Understanding Myeloma at <http://www.cancertv.net/CancerTV/ConMember/VideoView.aspx?id=75>

Today is a gift – That is why it is called the "present."
-Author unknown

Key Dates/Events



Snowflakes are one of nature's most fragile things, but just look what they do when they stick together.

Verna M. Kelly

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**January 18:** The Children's Trust Fund office will be closed for Martin Luther King, Jr. Day.

**January 19:** The Child Abuse Prevention Month Sub-Work group will meet at 2 p.m. To participate, call 1-877-336-1828 and enter passcode 8088351.

**January 24:** The Child Abuse Council and the Muskegon Winter Sports Complex are partnering once again to bring Family Flurry, a day of FREE Winter activities on Sunday, January 24, from 4:00-7:00 p.m. For more information e-mail [kburda@childabusecouncil.org](mailto:kburda@childabusecouncil.org).

**January 28:** The 2010 Auction Advisory Committee Kickoff Meeting will be held at 8:00 a.m. at the Capital Building in Lansing. For more information call CTF at 517-373-4320.

**January 28:** The Child Abuse and Neglect Council of Oakland County will hold its 14th Annual Circle of Friends Luncheon on January 28, 2010, from 12:00-1:30 p.m. at the Townsend Hotel. Guest speaker will be Anna Quindlen. For more information call 248-332-7173.

**January 28:** The Best Practices Work Group will hold its third meeting on January 28 from 1:00-2:30 p.m. Topics of discussion will include peer review and the Strengthening Families initiative. Please contact Sarah Davis at CTF for more information or to participate.

*Please submit announcements to Alan Stokes by February 5, 2010 for the February CTF News Briefs.*



**February 4:** The Local Council Work Group will meet at 10:00 a.m. To participate, call 1-877-336-1828 and enter passcode 8088351.

**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. To participate, call 1-877-336-1828 and enter passcode 8088351.

**February 25:** The CAN Council of Saginaw County will hold its 17th Annual CAN Council auction (Mardi Gras Madness) on Thursday, February 25, 2010 from 6 p.m.-10 p.m. at the Apple Mountain Resort in Freeland. For more information call 989.752.7226 or visit their website at [www.cancouncil.org](http://www.cancouncil.org).

**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, Michigan. Call 269.673.3791 to obtain a ticket.

# Parenting Awareness Month 2010!

*The following is reprinted with permission from Prevention Network and appeared in the December 2009 issue of Network News.*



The month of March is Parenting Awareness Month in Michigan and a great opportunity to host events and share resources in celebration of parents and caregivers and their important role in raising children.

***Share the fun!*** Connect with individuals, groups, coalitions, and organizations who can be part of your local PAM celebrations and activities.

***Make friends with local media.*** We all want to hear good news! Connect with local media outlets to let them know about events to celebrate PAM 2010. Invite their participation on local PAM planning committees.

***Arrange for a local Resolution declaring March as Parenting Awareness Month.*** Ask a city council member, county commissioner, or school board member to sponsor a local resolution in your community, county or school district. For sample wording for a local resolution, refer to the 2009 PAM Organizers' Packet, or visit [www.preventionnetwork.org](http://www.preventionnetwork.org).

***Connect with your local library and bookstore.*** Ask if they can: (1) Provide a special display area during March featuring parenting books and other multimedia parenting information; (2) Include information about your organization and parenting events you are planning; (3) Develop a list of parenting books, tapes, and videos for distribution to parents.

***Create a local parenting resources list.*** Work with other organizations to develop a list with information about resources that address a range of issues and special needs for today's diverse families and the variety of people involved in raising children.

***Encourage a local business to become involved in PAM.*** Take the PAM Organizers' Packet to local businesses and invite them to participate in PAM. Include local businesses in your parenting/family coalition. Encourage businesses to offer parenting education and resources at the work site during March and throughout the year.

***Join forces with other awareness campaigns.*** In addition to March as Parenting Awareness Month, March is also National Reading Month and National Nutritional Month. April is Month of the Young Child, Child Abuse Prevention Month, and Alcohol Awareness Month.\*

For a list of activities to do and additional information on planning for PAM 2010, call 800-968-4968 or visit [www.preventionnetwork.org](http://www.preventionnetwork.org).

\*Note: April is also Autism Awareness Month (not part of original article).

## News on the Ethical Treatment of Children from MSU-APRR Children's Central [www.childrenscentral.msu.edu/](http://www.childrenscentral.msu.edu/)

### **Children's Central fellows invited to Federal Trade Commission forum entitled "Sizing up Food Marketing and Childhood Obesity"**

Assistant Professor Elizabeth Taylor Quilliam was selected to represent Children's Central MSU—the research, outreach, and education affiliate of the Children's Trust Fund—as a panelist at a special forum held by the Federal Trade Commission (FTC) in Washington, DC (December 15, 2009). The purpose of the full-day forum was to gather testimony on the role of advertising with the growing epidemic of childhood obesity in the United States. A team, including Quilliam and Assistant Professor Mira Lee and Professor Richard Cole, were invited to share the findings of a yet-unpublished study conducted this summer that documents what Cole calls "food marketers' failure to launch their three-year-old self-regulation initiative." The industry initiative—Children's Food and Beverage Advertising Initiative (CFBAI)—contained a promise to restrain Internet marketing of low nutrition foods to children younger than 12, and to promote healthy alternatives. This initiative had been signed by the 16 major food marketers that account for the lion's share of food products marketed to children. To read the full article, please visit: [http://www.mediapost.com/publications/?fa=Articles.showArticle&art\\_aid=119268](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=119268).

### **Children's Central researcher Hye-Jin Paek added to Med School childhood obesity project in Grand Rapids**

Associate Professor Hye-Jin Paek (research fellow for Children's Central) was recently added to a multi-disciplinary research team that was awarded a \$1 million grant from Blue Cross and Blue Shield of Michigan (Detroit). The MSU School of Human Medicine is the lead agency on the grant called Project FIT. The project is a demonstration in several Grand Rapids elementary schools designed to show how a community-wide effort can reduce childhood obesity by increasing physical activity and improving nutrition through collaborations with school staff and parents. Paek's role will be to develop and orchestrate the "social marketing" aspect of Project Fit. To read the full press release, please visit: <http://news.msu.edu/story/6655/>.

### **The American Board of Pediatrics offers first certification in child abuse**

The *Chicago Tribune* has reported that in November 2009 more than 200 physicians nationwide sat for America's first certification examination as child abuse pediatricians. This new sub-specialty "will be able to consult on complicated cases, teach the discipline in medical school and advance research in the area," according to the American Board of Pediatrics. The first certificates are expected to be issued in January 2010. To view the entire article, please visit: <http://www.chicagotribune.com/health/chi-child-abuse-specialty-dec04,0,2249213.story>.

### **State Senator calls for House and Senate committees to review "sexting" policy**

The sharing of sexually explicit photos, video and chat by cell or online—called "sexting"—and cyber-bullying has become such a sufficient threat to Michigan's children that State Senator Gretchen Whitmer (D-East Lansing) has requested a legislative investigation. Citing a national Associate Press/MTV poll, the article states that "50 percent of 14 to 24-year-olds have experienced some sort of digital abuse, 30 percent have either sent or received nude photos on their cell phone or online, and 12 percent of those involved have considered suicide." "As a mother of two girls, the emerging danger of digital abuse sickens me, but also strengthens my resolve to tackle the problem head on ... before it's too late," Whitmer said. To read the full article, please visit Senator Whitmer's website at <http://www.senate.mi.gov/whitmer/pr.php?id=1486> and to view the full results of the AP/MTV survey visit: <http://www.childrenscentral.msu.edu/outreach.html>.

### **Microsoft donates new technology to attack child exploitation on the Internet**

Microsoft, Inc. has given the National Center for Missing & Exploited Children (NCMEC) a new tool to assist in finding and removing images of child sexual exploitation from the Internet. This new technology will help the NCMEC in its fight against child sexual exploitation and abuse. To read the full article, please visit: <http://www.prnewswire.com/news-releases/microsoft-and-national-center-for-missing--exploited-children-push-for-action-to-fight-child-pornography-79376942.html>.

# CTF Team

## Social Media Portal

CTF is pleased to announce the development of a new portal on our website that provides the access link to social media pages of our statewide network of grantees. The website page can be found at <http://www.michigan.gov/ctf/0,1607,7-196-27136-229437--,00.html>. Grantees can contact Alan Stokes to add or change information from their program to this list.



**Children's Trust Fund**  
*Protecting Michigan's Children*



**Prevent Child Abuse**  
Michigan

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