

WISCONSIN CHILD ABUSE AND NEGLECT PREVENTION BOARD  
2011-2013 BIENNIAL REPORT

To: The Honorable Scott Walker, Governor of Wisconsin  
Members of the Wisconsin State Legislature  
Citizens of the State of Wisconsin

We are pleased to present the 2011-2013 biennial report of the Wisconsin Child Abuse and Neglect Prevention Board, also known as the Children's Trust Fund.

The Children's Trust Fund was statutorily created by the Wisconsin State Legislature in 1983. The 20 member Board is appointed by the Governor and includes agency heads from the state departments of health services, children and families, justice, corrections and public instruction; four state legislators; and 10 public members who are leaders working to enhance the lives of children and families in our state.

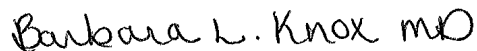
In the last biennium, the Board engaged in strategic planning to focus on maximizing resources to make significant positive impact on children and families across the state. As the agency moves into the last year of its strategic plan, the Board will continue to focus on developing a sustainable, comprehensive prevention infrastructure that reflects research and promising practices in child abuse and neglect prevention. Through strategic partnerships and investments, the Board will support Wisconsin communities in service provision to prevent child abuse and neglect. As guided by statute, the Board will make recommendation to the Governor, the legislature and state agencies regarding changes needed in state programs, statutes, policies, budgets and rules to reduce child abuse and neglect and improve coordination among state agencies. In the next biennium, the agency will initiate the planning phase for the next strategic plan, building on the current plan.

The Board commends the Governor and state legislators for the continued support and maintenance of the state's investment in prevention, particularly in tight economic times. This report outlines specific ways in which that support has made a difference for children and families in Wisconsin during SFY 2011-2013.

We look forward to working with the Governor, State Legislature, State Government Agencies and the citizens of the great state of Wisconsin in furthering our efforts to keep children safe and families strong.



Jennifer A. Jones  
Interim Executive Director  
Children's Trust Fund



Dr. Barbara Knox  
Board Chair  
Child Abuse and Neglect Prevention Board

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## OVERVIEW OF STRUCTURE AND FUNCTIONS

### Vision

All Wisconsin children grow up in healthy and nurturing environments – free from violence with an equal opportunity to reach their full potential.

### Mission

The Children’s Trust Fund (CTF) promotes the development of a sustainable, comprehensive prevention infrastructure that reflects research and promising practices in child abuse and neglect prevention. Through strategic partnerships and investments, CTF supports Wisconsin communities in the provision of services to prevent child abuse and neglect.

### Organizational Goals

1. Convene and unite key partners around a shared prevention agenda.
2. Identify, develop, and promote best practices in child abuse prevention.
3. Promote adult and community responsibility to protect children from abuse and neglect.
4. Advocate for public policy that reflects the Children’s Trust Fund vision and mission.
5. Ensure the Children’s Trust Fund is a high quality and high performing agency.

### Key Areas of Focus

The Children’s Trust Fund leads statewide efforts to protect children from abuse and neglect. The agency works in partnership with communities, state and federal governments, private foundations, and individuals to ensure parents have the skills, education, and resources to nurture and parent their children in positive ways. As an independently operating agency attached to the Department of Children and Families for administrative efficiencies, CTF is in a unique position to work flexibly and responsively to meet these goals, convening groups of stakeholders, catalyzing action at the state and local level, and incubating new ideas and innovations in child maltreatment prevention. In 1983, the state legislature created the Child Abuse and Neglect Prevention Board and the Children’s Trust Fund as a public-private partnership, making Wisconsin one of the first states to have a fund dedicated to the prevention of child abuse and neglect. Children’s Trust Funds, similar to Wisconsin’s, now exist in nearly every state. CTF has three key areas of focus identified in State Statute noted below.

### *POLICY: Keeping policymakers informed*

The agency directs its work on meeting its statutory charge to recommend to the Governor, the legislature, and state agencies changes needed in state programs, statutes, policies, budgets and rules to reduce child abuse and neglect and improve coordination among state agencies.

### *PUBLIC AWARENESS-SOCIAL MARKETING: Spreading positive prevention messages*

The agency uses positive, innovative social marketing principles to advance prevention messages at the individual, community, and societal level. With a range of public and private partners, CTF supports social marketing initiatives throughout the state, ranging from positive parenting messages and Shaken Baby Syndrome prevention to child sexual abuse prevention campaigns.

### *GRANT MAKING & OUTREACH: Supporting families statewide through community investment*

The agency provides financial support to a mix of established, proven programs and innovative approaches to support families and keep children safe and healthy. Once grants are awarded, CTF ensures program quality through technical assistance, staff development, and program evaluation.

## *Child Abuse and Neglect Prevention Board*

The Child Abuse and Neglect Prevention Board (CANPB) administers the Children's Trust Fund (CTF), together promoting the development of a sustainable, comprehensive prevention infrastructure that reflects research and promising practices in child abuse and neglect prevention. Through strategic partnerships and investments, CTF supports Wisconsin communities in the provision of services to prevent child abuse and neglect. The 20-member Board is comprised of ten, Governor-appointed public members serving three-year terms, and ten members serving unspecified terms who represent the Governor, the Departments of Children and Families, Corrections, Health Services, Justice, and Public Instruction, as well as both major parties of the legislature.

This report reflects the work accomplished by the Board during the 2011-2013 biennium.

### *Celebrate Children Foundation*

In 1998, the Child Abuse and Neglect Prevention Board (CANPB), through its statutory authority, created The Celebrate Children Foundation (CCF), as a non-stock non-profit 501(c)(3) organization. The Foundation develops resources to promote early childhood and family development supporting initiatives to promote healthy child development. CCF has created a permanent endowment, with revenue from the sale of Celebrate Children license plates to ensure that investments will continue. The organization is directed by a 9-member board, including the chair and four members of the CANPB, and an additional four members approved by the CANPB. The Foundation staff includes a President, Executive Vice President, and a Resource Development Coordinator/Public Relations Consultant.

## *Current Board Members*

*Serving as of June 30, 2013, the end date of the 2011-2013 biennium.*

**Nancy Armbrust**, Green Bay, is a Board Member of Schreiber Foods, Inc.

**Michael F. Bloedorn**, West Bend, is the Deputy Director of the Washington County Human Services Department.

**Sheila Briggs**, Madison, is the designee for **State Superintendent Tony Evers**. She serves as the Assistant State Superintendent in the Division for Academic Excellence at the Department of Public Instruction.

**Sara Buschman**, Madison, is the designee for **Secretary Eloise Anderson**. She serves as the Executive Assistant at the Department of Children and Families.

**Senator Glenn Grothman**, West Bend, serves as a Senate appointee. His assigned designee is Valirie Maxim.

**Jill Karofsky**, Madison, is the designee for **Attorney General J.B. Van Hollen**. She serves as the Executive Director of the Office of Crime Victim Services in the Department of Justice.

**Representative Joel Kleefisch**, Oconomowoc, serves as an Assembly appointee. His assigned designee is Jonna Clark.

**Dr. Barbara Knox**, Madison, is Medical Director of the UW-Madison Child Protection Program and Assistant Professor in the Department of Pediatrics at the UW-Madison, School of Medicine and Public Health.

**Dr. Jeffrey Lamont**, Weston, is a Pediatrician at the Marshfield Clinic and Immediate Past President of the Wisconsin Chapter of the American Academy of Pediatrics.

**Senator Julie Lassa**, Stevens Point, serves as a Senate appointee. Her assigned designee is Jessica Kelly.

**Kimber Leidl**, Madison, is the designee for **Governor Scott Walker**. She serves as a Senior Policy Advisor in the Governor's Office.

**Sandra McCormick**, La Crosse, is President and Chief Executive Officer of World Services of La Crosse, Inc.

**Jesus Mireles**, Waukesha, is the Human Services Manager at the Waukesha County Department of Health and Human Services.

**Kevin Moore**, Madison, is the designee for **Secretary Kitty Rhoades**. He serves as the Deputy Secretary in the Department of Health Services.

**Jennifer Noyes**, Madison, is the Associate Director of Programs and Management at the UW-Madison Institute for Research on Poverty and Co-director of the UW-Madison Center on Child Welfare Policy and Practice.

**Jane Pirsig**, Milwaukee, is the Executive Director of Aurora Family Services.

**Melissa Roberts**, Madison, is the designee for **Secretary Edward Wall**. She serves as the Legislative Liaison in the Department of Corrections.

**Dimitri Topitzes**, Ph.D., Milwaukee, is an Assistant Professor at the Helen Bader School of Social Welfare in the Department of Social Work at the UW-Milwaukee.

**Teri Zywicki**, Milwaukee, is the Chief Executive Officer of St. Amelian-Lakeside.

**Vacant**, Minority Assembly Appointment

### *Former Board Members*

*Served between July 1, 2011 and June 30, 2013.*

**Scott Anderson**, Sun Prairie, works as the Executive Director of the Wisconsin Council of Churches.

**Stephen Gilbertson**, Milwaukee, works as a Clinical Program Coordinator / Consulting Clinical Psychologist for Wraparound Milwaukee.

**Kris Goodwill**, Black River Falls, works as a Tribal Attorney for the Ho-Chunk Nation.

**MaryAnn Lippert**, Madison, was the designee for **Secretary Eloise Anderson**. She served as the Executive Assistant.

**Richard Schlimm**, Madison, was the Executive Director of the Wisconsin Community Action Program Association.

**Representative Donna Seidel**, Madison, served as Assembly appointee.

**Jennifer Thayer**, Madison, was the designee for **State Superintendent Tony Evers**. She is an Assistant State Superintendent.

### *Staff*

**Melissa Biagtan**  
Executive Staff Assistant

**Jennifer A. Jones**  
Associate Director & Interim Executive Director

**Rebecca Murray**  
Senior Program Officer

**Joshua Puls**  
Prevention Outreach Coordinator

**Therese Scherrer**  
Strategy and Fund Development Officer

**Mary Anne Snyder (resigned October 2012)**  
Former Executive Director

### *Family Friendly Agency*

A family-friendly agency, the Children's Trust Fund supports alternative work schedules and approves flexible-time work schedules based on individual staff needs.

## Partners

The Children's Trust Fund accomplishes its goals by working collaboratively with a network of partners at the local, state and national levels.

### *State Level Partners*

Celebrate Children Foundation

Child Abuse Prevention Fund of Children's Hospital and Health System

Children's Hospital and Health System, Community Services

Department of Children and Families

Department of Corrections

Department of Health Services

Department of Justice

Department of Public Instruction

Department of Workforce Development

Early Childhood Collaborating Partners

Mental Health America of Wisconsin

Midwest Inter-State ACEs Learning Collaborative

Milwaukee Child Abuse Prevention Services Coalition

Parents Plus, Inc.

Prevent Child Abuse Wisconsin

Office of Justice Assistance

Respite Care Association of Wisconsin

Supporting Families Together Association

University of Wisconsin–Extension

University of Wisconsin–Madison

University of Wisconsin-Milwaukee

Wisconsin Association of Family and Children's Agencies

Wisconsin Association for Infant Mental Health

Wisconsin Coalition Against Domestic Violence

Wisconsin Coalition Against Sexual Assault

Wisconsin Council on Children and Families

Wisconsin Chapter of the American Academy of Pediatrics and the WIAAP Foundation

### *National Partners*

Center for the Study of Social Policy

Centers for Disease Control and Prevention

Department of Health and Human Services

Doris Duke Charitable Foundation

Montana State University

National Alliance of Children's Trust and Prevention Funds

Prevent Child Abuse America



State Fiscal Years 2012 and 2013 Financial Summary

	<b>SFY 12</b>	<b>SFY 13</b>
<b>Revenue</b>		
Duplicate Birth Certificates	1,372,101.00	1,362,860.00
Carry Forward BCR Balance	0.00	332,882.00
General Purpose Revenue	999,600.00	999,600.00
Federal CAPTA Funds	842,000.00	560,162.00
Access and Visitation	157,681.00	157,426.00
<b>TOTAL REVENUE</b>	<b>3,371,382.00</b>	<b>3,412,930.00</b>
<b>Statewide Programs and Services Expenditures</b>		
Administrative	100,035.60	131,992.57
Salary and Fringe	310,209.13	285,525.07
Training and TA to Grantees	37,185.59	7,037.94
Access and Visitation	17,681.00	11,600.00
<b>TOTAL STATEWIDE EXPENDITURES</b>	<b>465,111.32</b>	<b>436,155.58</b>
<b>Grants to Organizations</b>		
BCR Funded Grants	244,352.61	647,332.79
GPR Funded Grants	666,978.37	961,077.12
CAPTA Funded Grants	464,314.87	327,774.32
Access and Visitation	140,000.00	160,000.00
<b>TOTAL GRANTS TO ORGANIZATIONS</b>	<b>1,515,645.85</b>	<b>2,096,184.23</b>
<b>Summary Expenditures</b>		
Statewide Expenditures	465,111.32	436,155.58
Grants to Organizations	1,515,645.85	2,096,184.23
<b>TOTAL EXPENDITURES</b>	<b>1,980,757.17</b>	<b>2,532,339.81</b>

## The Child Abuse and Neglect Prevention Board

### Strategic Plan 2010 - 2015

The Child Abuse and Neglect Prevention Board 2010-2015 Strategic Plan focuses on the development of a sustainable, comprehensive prevention infrastructure that reflects research and promising practices in child abuse and neglect prevention. CTF prioritizes its work in alignment with the strategic plan: convening and uniting key partners around a shared agenda; identifying, developing and promoting best practices in child maltreatment prevention; promoting responsibility to protect children from abuse and neglect; advocating for public policy; and ensuring the agency is high quality and high performing. Also according to State Statute, CTF works to meet its charge to make recommendation to the Governor, the legislature, and state agencies regarding changes needed in state programs, statutes, policies, budgets and rules to reduce child abuse and neglect and improve coordination among state agencies.

In addition to its statewide impact, CTF responds to developments, and has a strong presence, at the national level. The Centers for Disease Control and Prevention (CDC) identified child maltreatment as a serious public health issue and has invested in researching effective prevention programs and approaches. The CDC's social ecological model favors multi-faceted approaches to the prevention of child maltreatment. It not only addresses the individual child or family risk factors, but also the norms, beliefs, and social and economic systems that create the conditions for child maltreatment. The Strategic Plan reflects this social ecological model in its targeting of risk and protective factors at multiple levels.

### STRATEGIC PLAN IMPLEMENTATION 2011-2013

On April 12, 2010, the Board approved its 2010-2015 strategic plan which spans both the 2009-2011 and 2011-2013 biennia. Since then, staff has focused on operationalizing the plan, including identifying funding priorities for child abuse prevention efforts statewide. CTF staff conducted a series of regional listening sessions with Family Resource Centers, including those not funded by CTF, to discuss the new strategic plan and vision for supporting prevention efforts in the state. The following five goals were identified as priorities by the Board in 2010-2015. A description of the work contributing to progress on each goal follows.

1. Convene and unite key partners around a shared prevention agenda.
2. Identify, develop, and promote best practices in child abuse prevention.
3. Promote adult and community responsibility to protect children from abuse and neglect.
4. Advocate for public policy that reflects the Children's Trust Fund vision and mission.
5. Ensure the Children's Trust Fund is a high quality and high performing agency.

## GOAL 1

Convene and unite key partners around a shared prevention agenda.

### *A. Children's Trust Fund as Convener*

#### *Wisconsin Child Maltreatment Prevention Leadership Council*

Starting in SFY 2012, CTF convened the Wisconsin Child Maltreatment Prevention Leadership Council, bringing together key prevention leaders to develop and implement a shared prevention agenda that identifies priorities. The Council is charged with creating a bold agenda that has shared responsibility across systems and addresses the risk factors associated with child abuse and neglect. The prevention agenda will be informed by existing strategies being implemented by agencies represented on the Council. In addition, the Leadership Council will advise the Board on barriers and gaps in service and recommend public policy that improves the lives of children and families in the state. With an emphasis on child poverty, the Council will spend 2013 identifying and advancing effective strategies and policy recommendations to advance statewide. Council members include: Child Abuse Prevention Fund; Children's Hospital and Health System; the Departments of Children and Families, Health Services, Public Instruction and Corrections; Milwaukee Child Abuse Prevention Services Coalition Public Policy Committee; Supporting Families Together Association; UW-Madison; UW-Milwaukee; Wisconsin Alliance for Infant Mental Health; Wisconsin Association of Family and Children's Agencies; Wisconsin Coalition Against Domestic Violence; Wisconsin Coalition Against Sexual Assault; and the Wisconsin Council on Children and Families.

#### *Adverse Childhood Experiences & Trauma Workgroup*

CTF continues to convene the Adverse Childhood Experiences (ACE) and Trauma Workgroup to develop strategies to reduce and prevent ACEs in Wisconsin and to integrate trauma-informed care principles into child maltreatment intervention and prevention services. Building on accomplishments made during 2009-2011, CTF continued its leading edge work in the 2011-2013 biennium to reduce and prevent ACEs and improve systems of care based on this knowledge. Workgroup details are provided on page 17-18.

#### *Abusive Head Trauma Task Force*

CTF leads the statewide effort in outreach to hospitals, home visiting programs, county public health professionals, and prevention programs to implement the evidence-based program, Period of Purple Crying.

## ***B. Children's Trust Fund as Partner***

### *Governor's Early Childhood Advisory Council*

The CTF Executive Director has played a strong leadership role as an appointed member of the Governor's Early Childhood Advisory Council and co-chair of its Steering Committee. The goal of the Council is to create a shared vision in Wisconsin which recognizes the importance of early childhood education for children; the need to promote school readiness for low-income children; consideration for other areas of early childhood development, including health, mental health, and family support; and the need for a coordinated and collaborative approach among federal, state and local child care and early childhood programs.

### *Department of Children and Families Secretary's Council on Child Welfare*

The Executive Director of CTF participated as a member of the DCF Secretary's Council on Child Welfare and chaired the Prevention Subcommittee. The Prevention Subcommittee developed recommendations for increasing opportunities and engagement across systems to support children and families. Strategies aim to: 1) increase cross-systems training in trauma-informed care; 2) establish a systems integration workgroup on home visitation with representation from all state agencies; and 3) promote local cross systems leadership.

### *Forward Wisconsin Initiative*

During the 2009-2011 biennium, CTF was a key partner in the Forward Wisconsin Initiative: Preventing Interpersonal Violence. The Initiative worked to enhance efforts to change social norms and community tolerance for violence. Other partner agencies included the Departments of Health Services and Children and Families, the Wisconsin Coalition Against Sexual Assault, the Wisconsin Coalition Against Domestic Violence, the Governor's Council on Domestic Abuse, the Child Abuse Prevention (CAP) Fund and Children's Service Society of Wisconsin.

In the current biennium, with the advent of the ACE and Trauma Workgroup and its goal to bring together key stakeholders around a shared prevention agenda, Forward Wisconsin Initiative leaders determined it would be most effective to blend the work of the two groups. A new subcommittee was formed as part of the ACE and Trauma Workgroup to continue the important work of interpersonal violence prevention.

### *Home Visiting*

As the designated Title II CBCAP agency, CTF is one of the lead agencies, along with the Departments of Children and Families, Health Services, and Public Instruction in developing the statewide plan to embed home visiting services into a comprehensive early childhood system in Wisconsin. In preparing the federal application for the Maternal, Infant, and Early Childhood Home Visiting Program funds, work conducted by CTF in its prevention scan and research on risk factors in Wisconsin made a critical contribution to the application. CTF staff serves on the Home Visiting Subcommittee of the Governor's Early Childhood Advisory Council (ECAC), the Home Visiting Project Team, the Home Visiting Evaluation and Program Implementation Planning Workgroup, and the Home Visiting Training and Technical Assistance Workgroup.

### *Additional Partnerships*

- Tribal Health Equities
- Child Sexual Abuse Campaign
- Trauma Informed Care Advisory Committee
- State Advisory Council on Young Child Wellness
- Wisconsin Child Welfare Professional Development
- Wisconsin Child Abuse Network
- Child Death Review Team
- Wisconsin Task Force on Children in Need
- Midwest Inter-State ACEs Learning Collaborative

### *National Partnerships*

During the 2011-2013 biennium, CTF leadership continued to promote strong networking at the national level with membership on the National Alliance of Children's Trust and Prevention Funds' Board. The agency also remains connected to other national efforts through Chapin Hall at the University of Chicago, the Doris Duke Foundation, the Center for the Study of Social Policy, the Alliance for Children and Families, and the Center for Disease Control and Prevention.

## GOAL 2

Identify, develop, and promote best practices in child abuse prevention.

### *A. Programs and Grant Awards*

Funding prevention programs in Wisconsin communities continues to be an important facet of the Children's Trust Fund's efforts in the prevention of child maltreatment. This biennium, CTF continued to evolve its investment strategies based on the latest research on the causes and consequences of child maltreatment, as well as the effectiveness of programs and services designed to prevent abuse and neglect. CTF used the work of the prevention scan, research on the risk factors and identified high risk counties in the state to inform CTF dollars community investment to have the greatest impact on children and families at risk for child maltreatment.

#### *Project GAIN - Milwaukee Community Response Program*

CTF awarded a five-year implementation grant to The Social Development Commission starting July 1, 2011 for \$300,000 per year to implement Project GAIN. The concept of Project GAIN was developed in partnership with CTF, the Department of Children and Families and researchers at the UW-Madison Institute for Research on Poverty. Project GAIN constitutes the first Randomized Control Trial (RCT) experimental evaluation to test whether assisting families in acquiring increased earnings and access to material necessities (food, housing, medical care), and reducing financial stressors (utility shut-offs, rent/mortgage arrears, debt, credit problems) decreases subsequent contacts with CPS. The Project focuses on families who have been reported to CPS but screened out following an initial assessment and offers them voluntary services. Case Managers provide participating families with: 1) comprehensive assessment of economic need and benefit eligibility, and assistance with linkage to services and public and private benefits; 2) financial planning assistance to resolve credit problems, reduce debt, and enhance their capacity to save; and 3) when necessary, one-time emergency cash supplements to alleviate immediate short-term financial crisis.

The Greater Milwaukee Foundation has demonstrated great interest in the proposed outcomes of Project GAIN evidenced by financial support for the process and implementation evaluation during its first year. The Implementation Team, comprised of key partners, meets regularly to discuss implementation progress and resolve project challenges. The process evaluation facilitated assessment and improvement during the initial implementation phase.

More than 200 families were served in the first year (Oct. 2011 – Oct. 2012) with 77% making progress on family financial goals. The project implementation report was released in March, 2012 and the RCT experimental evaluation started November 1, 2013 will proceed for an 18-month period. Preliminary evaluation findings support the research premise, and indicate that participants are 25% less likely than non-participants to be reported to CPS. Findings from the experimental evaluation stand to make a critical contribution to the prevention field.

#### *Family Resource Center Networks*

The current CTF five-year funding cycle which provides support to the Family Resource Center Networks (FRCNs) started in July 2011 with a competitive RFP followed by subsequent annual

continuation funding cycles. This strategic support represents the largest and most targeted component of CTF community investment to promote the dissemination of evidence-based practice in geographic areas of Wisconsin at highest risk of child maltreatment. The Networks collaborate across systems working with families and children to provide comprehensive services and build local community leadership to develop an integrated continuum of family-centered prevention supports. CTF requires that each funded agency provide five core services: 1) community response, voluntary services for families reported to child protective services (CPS) but screened out or closed after initial assessment; 2) coordination of public benefits and economic supports ensuring that families can meet their basic needs and move toward self-sufficiency; 3) use of a federally approved home visiting model (Healthy Families and Parents as Teachers) or coordination with existing evidence-based home visiting services; 4) Family Team Meetings, structured group discussions with informal supports that collectively assist families in developing their action plans; and 5) cross-systems leadership aimed at improving coordination of services at the community level.

Grants of \$150,000 per year for five years each were awarded to: **Children's Service Society of Wisconsin – Wausau** to serve Langlade, Oneida, and Vilas Counties; **Exchange Family Resource Center, Children's Service Society – Janesville** to serve Rock County; **Green Lake Department of Health and Human Services** to serve Adams, Green Lake, Marquette, and Waushara Counties; **Kenosha County Department of Human Services** to serve Kenosha County; **The Parenting Place** to serve La Crosse County; **Lake Shore Community Action Agency** to serve Manitowoc County; **Northwest Connection Family Resources** to serve Sawyer and Washburn Counties and the Lac Courte Oreilles Tribe; and **United Way of Racine County** to serve Racine County.

CTF-funded FRCNs served a diverse group of Wisconsin families with participants reporting positive changes in their parenting knowledge, beliefs and behaviors. The eight sites collectively serve more than 21,000 caregivers and 15,000 children through offerings including education, parent-child activities, home visitation, family support and access and visitation services. Program participants consistently report positive change on all questions of the retrospective program feedback survey, with significant change on several questions that correlate to reduced risk of child maltreatment. For example, in SFY 2013, nearly 94% of participants who were engaged in an evidence-based group prevention program, agreed that the program helped them deal with parenting challenges.

In addition to traditional parent education, family support and parent-child activities, the eight sites implement the Wisconsin Community Response Program (CRP) which is emerging as a promising practice for preventing child maltreatment and strengthening family functioning. Through case advocacy and provision of increased access to concrete family services, formal systems, and informal resources, CRP aims to increase family protective capacities. CRP fills a gap in the child maltreatment prevention continuum by serving this focus population of families. CRP is a short-term (16 weeks) voluntary prevention program including these components.

- Case management
- Home visits
- Collaborative goal setting between the primary caregiver(s) and the CRP worker
- Comprehensive assessment to guide case planning to increase the protective capabilities
- Flexible funds.

In 2011, UW-Madison submitted a final implementation evaluation report on Community Response which yields important findings that inform best practices for designing, implementing and investing in CRP models. CTF spent considerable time with the eight FRCNs, Project GAIN

and other non-CTF funded CRP programs to develop the model design, and a best practice and program requirement guide for model replication.

During SFY 2013, 486 families participated in CTF-funded Community Response programming. On average, participating families set three goals, commonly including improvements to the following: housing, education, employment, income and benefits, budgeting, transportation, substance abuse, mental health, family violence, parent education, child care, family planning, home environment, prenatal care, health care access or legal issues. Nearly 70% of program participants made progress on their goals through CTF support, reinforcing the critical importance of this community investment.

### *Child Access and Visitation Program*

Through an annual federal formula grant of \$157,000 to CTF from the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Child Support Enforcement, access to safe exchange and visitation services is part of the continuum of services made available to Wisconsin families. Access and visitation services have resulted in: improved access for non-custodial parents to their children; increased non-custodial parent connection with their children; the availability of safe, non-threatening sites for visitation when necessary; enhanced ability for non-custodial and custodial parents to co-parent, and provision of a supportive, non-confrontational visitation environment.

CTF released a statewide competitive RFP in July 2012 resulting in grants to five organizations with both specialized knowledge about access issues affecting never-married, divorced, or separated parents, and which can provide services, activities, and supports to enhance the role of both parents in their children's lives. Statewide training and technical assistance is offered to non-CTF funded centers and community partners.

Access and Visitation grants are awarded on a federal fiscal year. In FFY 2011, CTF grantees provided services to 333 parents and 324 children; 193 parents received parent education, 101 parents participated in supervised visitation, 156 parents had a safe place to transition their children, and 79% of the non-custodial parent who participated increased his/her parenting time.

Grants of \$28,000 per year for three years each were awarded to: **Children's Service Society of Wisconsin – Wausau; Children's Service Society of Wisconsin – Milwaukee; The Parenting Place; Family Services of Northeast Wisconsin; and Women's Resource Center of Racine.**

### *Special Projects*

The CTF Special Projects Fund was created during this biennium culminating in a newly developed statewide competitive RFP released in November, 2012. CTF sought proposals from organizations addressing an identified need or gap in services in local communities. The grants are focused on child abuse and neglect prevention, and funds can be used for the purposes of program planning, start-up or existing prevention services, including direct services, training, capacity building, systems collaboration, policy development and/or research and evaluation. 23 proposals were received and underwent rigorous review, of which, the following six projects were funded:

- St. Aemilian-Lakeside: Implementing Parenting Interacting With Infants (PIWI) for young mothers who have aged out of foster care with at least one child under the age of 3.



- Lutheran Social Services of WI and Upper MI, Inc.: Implementing a Trauma Informed Care System with At-Risk Preschool Children identified through Waukesha County Department of Health and Human Service Child Protective Services Unit.
- Penfield Children’s Center: Implementing Parent and Child Therapy (PCT) program in their Behavior Clinic for at-risk families living in poverty with very young children who have significant emotional and behavioral problems.
- The Medical College of Wisconsin, Inc.: Implementing a Triple P Primary Care Initiative at the Downtown Health Center.
- SET Ministry, Inc.: Implementing the PEACE program at the Harambee neighborhood school in conjunction with the Fostering Futures trauma-informed care project.
- Family & Children’s Center: Developing and conducting a three-year evaluation study of two prevention programs in the La Crosse area.

Special projects serve as pilot programs to support parents and children, develop resources for broader distribution, and highlight the scope of service needs that can positively impact families.

#### *Outcome Measures and Performance-based Contracts*

Building on the partnership with Mercer Consulting to facilitate development of outcome measures and performance-based contracting with grantees, CTF continued its effort to standardize performance measurement during this biennium. Specifically, Mercer reviewed outcomes and performance-related data currently available in Wisconsin to inform the development of a set of metrics, and gathered additional information from comparison state Trust Funds. A meeting of CTF grantees and other key stakeholders was convened in November 2011 to review the findings including potential sources of data and options for measurements used in other states, with the goal of setting direction for effective metrics and performance measurement in Wisconsin. Based on the report recommendations, CTF convened three workgroups to develop draft prevention indicators which have been disseminated to FRCN and CRP grantees and national prevention leaders for feedback. In addition, the workgroups are engaged in pilot testing of the Ecological Assessment Tool, a newly developed neglect risk assessment, with researchers from the UW-Madison Institute for Research on Poverty.

#### ***B. Evaluation, Research and Reports***

##### *Community Response Evaluation*

##### *Does Financial Intervention Affect Child Maltreatment Reports?*

In 2011, UW-Madison submitted a final implementation evaluation report on Community Response which yields important findings that inform best practices in designing and implementing CRP models. CTF spend considerable time with the eight FRCNs, Project GAIN and other non-CTF funded program sites to develop the model design, and a best practice and program replication guide. Plans for program evaluation are under development.

For the Community Response model refined for implementation in Milwaukee – Project GAIN, and in addition to the process evaluation, a full scale RCT experimental evaluation is being conducted (description on page 13) by the UW-Madison Institute for Research on Poverty. The study sample will be enrolled over an 18 month period and all (treatment and control) families will be followed for at least 36 months beginning with the date of random assignment. Evaluation

objectives include: 1) estimating the impact of Project GAIN on whether families experience substantiated child maltreatment or CPS-identified child safety concerns; 2) the extent to which Project GAIN participation is associated with enhanced economic resources in increased earnings/income, access to material necessities and reductions in financial stressors; 3) the extent to which differential access to economic resources and associated reductions in financial stressors explain treatment-control group differences in child maltreatment; and 4) whether economic resources and financial stressors, CPS case characteristics, and parental characteristics and behaviors at the time of random assignment are associated with program take-up and differential rates of future child maltreatment among treatment group members.

The hypothesis is, that relative to the control group, the treatment group will have fewer subsequent incidents of child maltreatment, and will increase access to economic resources and reduced financial stress in the follow-up period. Having controlled for other factors, reductions in child maltreatment will be explained by differences in economic well-being that result from program participation. Despite decades of research confirming the strong association between poverty and child maltreatment, this is the first experimental test of whether the provision of economic assistance prevents child maltreatment. As previously described, initial analysis of program data supports the hypothesis.

#### *Ecological Assessment Tool - Assessing Child Neglect Risk*

In partnership with UW-Madison School of Social Work and the Institute for Research on Poverty, CTF is refining a tool to assess child neglect risk. Feedback from FRCN grantee sites implementing the Community Response model reinforced the need for an easily administered, risk assessment tool (with focus on child neglect) which is appropriate for voluntary clients receiving family support services. A survey was conducted by UW-Madison researchers at 22 Women, Infants, and Children (WIC) Program offices in Wisconsin, and one Home Visiting Program. More than 1000 participants were tracked for approximately 12 months to identify predictive validity of survey measures. The tool was revised based on survey results and subsequent family focus group feedback. Currently, the revised tool is undergoing its second pilot phase during which it will be tested by more than 1000 participants accessing services at FRCNs. The resulting tool will provide a useful scale for identifying families that have a high likelihood of future CPS contact, and for identifying types of family needs with respect to neglect risk. It will eventually be fully implemented by the FRCNs for assessment and case management.

#### *Adverse Childhood Experiences (ACEs)*

Building on ground-breaking work during 2009-2011, CTF continued in the 2011-2013 biennium to lead work designed to reduce and prevent ACEs and improvement of systems of care. The landmark report published in *The American Journal of Preventive Medicine* demonstrated that prolonged exposure to stress and violence as a child can result in disruption of the developing brain and nervous systems. CTF, in partnership with the Departments of Health Services and Children and Families and the Child Abuse Prevention (CAP) Fund, applied this study design and sponsored the inclusion of ACE-specific questions in the 2010 Behavioral Risk Factor Survey (BRFS) to determine the prevalence of ACEs and their impact on Wisconsinites' emotional, physical, social and economic well-being. Based on the survey findings, CTF and the CAP Fund published "Adverse Childhood Experiences in Wisconsin: Findings from the 2010 Behavioral Risk Factor Survey" in SFY 2012. The report has garnered national attention and is the foundation for education and raising awareness efforts regarding the impact of childhood adversity on adult health outcomes. The report is available on the CTF website and includes the following policy recommendations currently being implemented.

## ACE Strategic Priorities and Policy Recommendations:

- Increase awareness of ACEs and their impact on health and well-being.
  1. Develop an educational initiative for the general public on the impact of ACEs.
  2. Work with the education, child welfare, mental health, substance abuse, public health and corrections systems to increase awareness of the impact of ACEs.
- Increase assessment of and response to ACEs in health care settings.
  3. Partner with the health care community to improve integration of behavioral and primary health care and identify and promote strategies to assess and respond.
  4. Identify a standard of care that includes assessing for and responding to ACEs, to be integrated into contracts as performance measures with Forward Health (Medicaid).
- Enhance the capacity of communities to prevent and respond to ACEs.
  5. Prioritize Wisconsin's investments in evidence-based prevention programming and promote and fund the implementation and evaluation of promising approaches.
  6. Invest resources into evidence-based trauma interventions.
  7. Build access to and capacity of mental health and substance abuse services to include trauma-informed care and evidence-based trauma interventions.
- Continue to collect Wisconsin data on the relationship between ACEs and health outcomes.
  8. Designate funds to continue collection, analysis, and dissemination of ACE data.
  9. Increase the utility and scope of ACE data collected in Wisconsin.

To advance the noted policy recommendations and strategic priorities, CTF has established several sub-committees. The ACE Awareness and Education Subcommittee is developing an educational initiative to build knowledge about the impact of ACEs on physical and mental health as well as on school and work success. In response to another recommendation, the ACE and Corrections Subcommittee is working with the state's education, child welfare, mental health, substance abuse, and corrections systems to increase awareness of the impact of ACEs. Certain ACEs tend to indicate greater likelihood of other traumatic experiences in childhood. For instance, report findings show that among adults who had a household member incarcerated during their childhood, an estimated 64% have four or more ACEs. This fact has compelled CTF and key stakeholders to explore strategies for assessment and prevention in the Corrections system.

During SFY 2011-2013, CTF and partners have continued to provide financial support to include the ACE module in the BRFSS in Wisconsin. The continued funding has resulted in mapping ACE trends and developing a more comprehensive picture statewide. Findings from analysis of 2011/2012 data will be published in 2013. CTF has also supported measures to increase the BRFSS reach to a more diverse sample, including ACE module translation to Spanish and over-sampling the Native American population. In late 2012, CTF and its community and academic partners, received a UW-Madison Wisconsin Partnership Program grant for "Understanding the Role of Childhood Adversity in Adult Health Outcomes in Wisconsin" during 2013-2015. The Project aims to enhance public health surveillance systems with ACE measures on childhood poverty and neglect to drive policy, practice and resource allocation to prevent ACEs. Long-term, the Project provides a foundation for improved adult health outcomes and reduction of health disparities.

CTF and key stakeholders in Wisconsin continue to raise awareness through education and presenting the ACE findings throughout the state and nation. CTF is a national leader in the research and advancement in ACEs prevention work.

### GOAL 3

Promote adult and community responsibility to protect children from abuse and neglect.

#### *Positive Community Norms*

During the SFY 2011-2013 biennium, CTF continued its partnership with the CAP Fund and the Center for Health and Safety Culture at Montana State University (MSU) to integrate the Positive Community Norms (PCN) model into child maltreatment prevention efforts in Wisconsin. PCN is a comprehensive prevention approach which addresses three critical areas – leadership, communication campaigns, and strategic allocation/integration of resources. The model provides a science-based approach to developing social marketing campaigns based on social norms theory. The Center has engaged core Wisconsin stakeholders in a seven-step process to develop a social marketing theme and message to frame child maltreatment prevention. CTF is working to build a context with system linkages statewide across the social ecology that increase safe, stable, nurturing environments in which children are healthy, thrive and develop free from maltreatment. The goals are to: 1) establish a solid foundation in the PCN model with a dedicated group of stakeholders; 2) develop a message to frame the prevention of child maltreatment; 3) develop a communications plan to share the message using multiple communication channels to reach a variety of focus audiences; and 4) build the capacity of key stakeholders across the state to support the message. CTF and key partners have taken the initial implementation steps: creation of a child maltreatment prevention message and development of a statewide survey distributed to more than 4,000 Wisconsin residents to measure perceptions about child maltreatment. Survey analysis will be conducted by MSU with findings available in late 2013. Once the analysis is complete, a comprehensive social media campaign will be developed for implementation throughout Wisconsin in 2014.

#### *Awareness to Action: Child Sexual Abuse Prevention Campaign*

CTF continued to play a leadership role throughout the biennium in the Wisconsin Child Sexual Abuse Prevention Project. The initiative: 1) empowers youth and child-serving agencies to improve internal policies, procedures and trainings to keep children safe from sexual harm; 2) coordinates the network of Darkness to Light trainers across the state to develop a statewide infrastructure; 3) monitors the grant awardees; 4) continues to evaluate process and report results; 5) convenes the statewide steering committee to work on identified policy issues; and 6) works with pilot sites and steering committee to develop messaging about child sexual abuse prevention that is focused on adult responsibility.

## GOAL 4

Advocate for public policy that reflects CTF vision and mission.

### *CANPB Legislative Committee*

The Child Abuse and Neglect Prevention Board Legislative Committee, staffed by CTF, meets on a regular basis to respond to legislative proposals that may impact the work of the agency and/or child abuse and neglect prevention efforts in the state. The Legislative Committee also works across state agencies to identify and promote public policy to enhance the lives of children and families in Wisconsin.

### *Forward Wisconsin Policy Group*

The agency organizes a regular monthly conference call as part of the Forward Wisconsin Initiative to Prevent Interpersonal Violence to discuss policy issues impacting the constituents of the partner agencies.

### *Wisconsin Child Maltreatment Prevention Leadership Council*

Starting in SFY 2012, CTF convened the Wisconsin Child Maltreatment Prevention Leadership Council, bringing together key prevention leaders to develop and implement a shared prevention agenda that identifies priorities. The Council is charged with creating a bold agenda that has shared responsibility across systems and addresses the risk factors associated with child abuse and neglect. The prevention agenda will be informed by existing strategies being implemented by agencies represented on the Council. In addition, the Leadership Council will advise the Board on barriers and gaps in service and recommend public policy that improves the lives of children and families in the state. With an emphasis on child poverty, the Council will spend 2013 identifying and advancing effective strategies and policy recommendations to advance statewide. Council members include: Child Abuse Prevention Fund; Children's Hospital and Health System; the Departments of Children and Families, Health Services, Public Instruction and Corrections; Milwaukee Child Abuse Prevention Services Coalition Public Policy Committee; Supporting Families Together Association; UW-Madison; UW-Milwaukee; Wisconsin Alliance for Infant Mental Health; Wisconsin Association of Family and Children's Agencies; Wisconsin Coalition Against Domestic Violence; Wisconsin Coalition Against Sexual Assault; and the Wisconsin Council on Children and Families.

## GOAL 5

Ensure CTF is a high quality and high performing agency.

### *CTF Staff and Board*

In SFY 2013, CTF recruited for and filled two positions within the agency: a Prevention Outreach Specialist and an Executive Staff Assistant. The Prevention Outreach Specialist position is responsible for provision of education and outreach for the Board's high level strategic priorities, including Adverse Childhood Experiences and the Positive Community Norms Model. The Executive Staff Assistant is responsible for providing administrative and finance support to the Children's Trust Fund and the Celebrate Children Foundation.

CTF's long-serving Executive Director, Mary Anne Snyder, resigned from the position in October 2012. The Board appointed Jennifer Jones, Associate Director, to serve as Interim Executive Director while the Board Transition Team moves forward with hiring a new Executive Director.

During this biennium, staff leadership has organized awareness raising and educational opportunities delivered at quarterly Board meetings. Staff have access to continued opportunities for professional development through webinars, training and conferences.

### *CTF Personnel, Policy and Procedures Manuals*

Manuals setting personnel, policy and procedures have been updated during the biennium to reflect agency changes.

### *CTF Strategic Planning and Fund Development Planning*

CTF staff are making preparations for the 2015 strategic planning process including review of documents from the 2010-2015 process, meeting with the independent strategic planning consultant to discuss potential plans for the upcoming work, and preparing Board presentation for the next Board meeting.

In the 2011-2013 biennium, CTF staff have created a Fund Development Plan aligned with the strategic plan which provides a roadmap for revenue generation and targeted financial goals to support projects and the annual budget. Action steps required to reach revenue goals are highlighted, as well as staff responsibilities in accomplishing the goals.

### *CTF Grant Making Program*

CTF staff have made substantial improvements to the grant making program during this biennium to improve effectiveness: aligning the agency community investment strategy with strategic goals, re-designing the RFP and evaluation packets, and providing applicant feedback.