



CHILD ABUSE & NEGLECT

**Prevention Board**



2015 – 2017

# Biennial Report

October 2017



The Honorable Scott Walker  
Office of the Governor  
115 East, State Capitol  
Madison, WI 53702

Wisconsin State Legislators  
State Capitol Building  
Madison, WI 53702



Dear Governor Walker and Members of the Legislature:

Thank you for the opportunity to submit the Child Abuse and Neglect Prevention Board 2015-2017 Biennial Report.

This report details the Prevention Board's accomplishments to mobilize research and practices to strengthen families and prevent child abuse and neglect. The report also includes initiatives for the 2017-2019 biennium that will advance the Prevention Board's vision that every child in Wisconsin grows up in a safe, stable, and nurturing environment.

During the 2015-2017 biennium, the Prevention Board:

- Implemented an educational curriculum for family support professionals on building Protective Factors with families
- Promoted evidence-informed parent education programming
- Provided education on preventing abusive head trauma in infants
- Granted over \$5.9 million to support local child maltreatment prevention programs and services
- Implemented Community Response Programs in 17 counties and a tribal community to support families
- Undertook evaluations of the Community Response Program and Project GAIN

The Prevention Board looks forward to continuing to work with your offices to advance evidence-informed, strengths-based public policies that contribute to thriving children and families in Wisconsin.

Sincerely,

Michelle M. Jensen  
Executive Director

# Child Abuse and Neglect Prevention Board

## 2015—2017 Biennial Report

### EXECUTIVE SUMMARY

This report details the Child Abuse and Neglect Prevention Board’s accomplishments during the 2015-2017 biennium and its goals for the upcoming biennium, as required by Wis. Stats. §§15.04(1)(d) and 48.982.

#### Accomplishments

During the 2015-2017 biennium the Prevention Board focused its efforts on four key strategies:

- ✧ Public Policy
- ✧ Evidence-informed Parent Support
- ✧ Collaboration
- ✧ Education and Public Awareness

The Prevention Board provided \$5,953,249 to support local and statewide child maltreatment prevention efforts that included:

- Funding evidence-informed parent education programs, such as Triple P, Nurturing Parenting, and Effective Black Parenting.
- Implementing the Protective Factors Framework throughout child and family-serving systems.
- Funding Community Response Programs in 17 counties and a tribal community that help families access the supports needed to become self-sufficient.
- Supporting the *Period of PURPLE Crying*, an evidence-based abusive head trauma a/k/a shaken baby syndrome) prevention educational program.
- Funding Awareness2Action, a child sexual assault prevention education effort that promotes adult responsibility for keeping children safe and agency policy best practices.



**9,812 caregivers served and 5,831 professionals educated through Prevention Board programming**

## Advancing Our Vision

The Prevention Board's strategies are based on the Strengthening Families™ Protective Factors Framework. During the 2017-19 biennium the Prevention Board will advance the following best practices and promising child maltreatment prevention strategies:

- Completing an evaluation of the **Community Response Program** and developing a plan to mobilize research into practice to embed the program into the continuum of child maltreatment prevention and intervention services.
- Completing an evaluation of **Project GAIN** (Gaining Access to Income Now), a research project to determine how much child maltreatment can be prevented by intervening with at-risk families around economic stressors. The Prevention Board will mobilize research into practice to embed the program into the continuum of child maltreatment prevention and intervention services.
- Convening a **Child Neglect Workgroup** to develop a common understanding of what we know from current research, data, and practice about child neglect in Wisconsin and identify potential directions for future research and programmatic interventions.
- Launching a **statewide public awareness campaign** on the Protective Factors Framework that targets parents, caregivers, professionals, and community members.
- Publishing a report on **Adverse Childhood Experiences (ACEs)** in Wisconsin presenting the most recent data.
- Staffing the **Wisconsin Legislative Children's Caucus** to advance promising, evidence-informed public policy that improves the life of every Wisconsin child.
- Continuing to support **abusive head trauma** prevention efforts.
- Supporting the use of evidence-informed **parent education programs**.

### **The Protective Factors Framework**

The Protective Factors Framework is an evidence-informed, strength-based approach to child maltreatment prevention and family well-being promotion. The Prevention Board's work is grounded in the Protective Factors, and the Prevention Board will continue to implement the Framework throughout all systems that touch children and families.



# AGENCY OVERVIEW

The Prevention Board was created by the Legislature in 1983 to develop and fund strategies that strengthen families and prevent child abuse and neglect in Wisconsin. The law directs the Prevention Board to recommend to the Governor, the Legislature and state agencies changes needed to state programs, statutes, policies, budgets, and administrative rules to reduce child abuse and neglect and improve coordination among state agencies providing prevention services. The statute also requires the Prevention Board to encourage professionals to recognize and address the problems of child abuse and neglect.

Prevention Board members represent offices of the Governor, Attorney General, State Superintendent of Public Instruction; Secretaries from the Department of Children and Families, Department of Health Services, Department of Corrections; two State Senators and two State Assembly Representatives appointed by the majority and minority leaders; and 10 public members appointed by the Governor for staggered three-year terms.

The Prevention Board created a nonstock, nonprofit corporation, the Celebrate Children Foundation, in 1998. It provides resource development to help carry out the Prevention Board's mission.

## Prevention Board Members (as of October 2017)

**Teri Zywicki, Chair**  
SaintA

**Jennifer Noyes, Vice Chair**  
UW-Madison Institute for  
Research on Poverty

**Kari Christenson, Secretary**  
Gundersen Health System

**Rep. Joan Ballweg**  
State Assembly

**Rep. Jill Billings**  
State Assembly

**Paula Breese**  
Family & Childcare Resources  
of NEW

**Becky Collins**  
Department of Public Instruction

**Bernice Day**  
Public Member

**Jon Hoelter**  
Department of Health Services

**Patrick Hughes**  
Department of Corrections

**Commissioner Molly Jasmer**  
Waukesha County Circuit Court

**Sen. LaTonya Johnson**  
State Senate

**Dr. Jeffrey Lamont**  
Marshfield Clinic

**Kimberly Simac**  
Great Northern Adventure Co.

**Sen. Patrick Testin**  
State Senate

**Judge Mary Triggiano**  
Milwaukee County Circuit Court

**Vicki Tylka**  
Marathon County Social Services

**Michelle Viste**  
Department of Justice

**Brad Wassink**  
Department of Children  
and Families

**Monica Young**  
Governor's Office

# KEY STRATEGY #1: PUBLIC POLICY

## 2015-2017 Accomplishments

- Provided staff support for the Wisconsin Legislative Children's Caucus, a bipartisan caucus dedicated to advancing promising, evidence-informed public policy that improves the life of every Wisconsin child. It was established in late 2015 and has 27 members—14 Republicans and 13 Democrats. Children's Caucus activities for which the Prevention Board provided support included:



- ⇒ The April 2016 kick-off event featured speakers on the neuroscience of early childhood brain development, effective childhood programs, and the benefits of investing in early childhood. Over 100 people attended.
- ⇒ A series of five informational meetings were held around the state on *Community Efforts to Strengthen Families* during March 2017. Legislators heard from speakers about local community efforts to prevent child abuse and neglect. Over 170 people attended the meetings.
- ⇒ Regular meetings of the Children's Caucus co-chairs and is assisting with developing future activities.
- Utilized Adverse Childhood Experiences (ACE) data to design a statewide initiative to disseminate the evidence-informed Protective Factors Framework.
- Monitored and provided testimony and educational outreach on legislation affecting children and families.
- Strengthened 16 youth-serving agency policies to promote adult responsibility to prevent child sexual abuse.

## 2017-2019 Initiatives

- Advance evidence-informed legislation, administrative rules, and policies related to child abuse and neglect prevention.
- Develop child sexual abuse prevention policies for youth serving agencies that promote adult responsibility.
- Promote policy, practice and research related to effective child neglect initiatives.
- Assist the Children's Caucus in advancing promising, evidence-informed public policy that improves the life of every Wisconsin child.
- Mobilize the Community Response Program and Project GAIN research into practice to embed the program into the continuum of child maltreatment prevention and intervention services.

# KEY STRATEGY #2: EVIDENCE-INFORMED PARENT SUPPORT

## 2015-2017 Accomplishments

- Three Triple P trainer certification trainings were held in Wisconsin.
- Triple P is being implemented in 12 counties.
- 62 professionals attended at least one Triple P training; 89 percent completed accreditation in one Triple P level.
- The Prevention Board provided over \$78,000 to support the implementation of the *Period of PURPLE Crying* at Children’s Hospital of Wisconsin (serving Milwaukee County) and Family Resource Center St. Croix Valley (serving Pierce, Polk, and St. Croix Counties).
- Project GAIN was implemented in Milwaukee County from July 2011 to August 2016. The program is currently being evaluated and results are expected in early 2019.
- The Prevention Board provided over \$2 million for Community Response Programs serving Adams, Green Lake, Kenosha, La Crosse, Langlade, Lincoln, Manitowoc, Marquette, Milwaukee, Monroe, Rock, Sawyer, Sheboygan, Vilas, Washburn, and Waushara Counties and the Lac Courte Oreilles Band of Lake Superior Chippewa Indians.

## 2017-2019 Initiatives

- Provide grant funding to communities to support parents:
  - ⇒ Expand Triple P—Positive Parenting Program—and other evidence-informed parenting programs.
  - ⇒ Promote the *Period of PURPLE Crying*, an evidence-based abusive head trauma prevention program.
  - ⇒ Mobilize the Strengthening Families™ Protective Factors Framework.

### What parents say...

***“This program has helped me and my husband work together more and be a more consistent team.”***

***“Very helpful information that I can use to implement in the home.”***

***“Wish I could keep learning more. It helped so much! Wish I knew about the program sooner. Keep it going.”***

***- Positive Parenting Program (Triple P) Participants***



# KEY STRATEGY #3: COLLABORATION

## 2015-2017 Accomplishments

- The Prevention Board convened a multidisciplinary workgroup in 2015 to advise it on evidence-based methods to prevent abusive head trauma in infants.
- The statutorily-required abusive head trauma educational materials (Wis. Stats. §253.15) were updated in 2017 and are available for purchase or can be downloaded for free from the Prevention Board website (preventionboard.wi.gov).
- The Prevention Board staff have partnered with other stakeholders to form a Sentinel Injury Workgroup to educate the workforce and caregivers on sentinel injuries in infants.
- The Prevention Board is a training partner in the statewide ACE Interface Project that provides training to schools, health systems, law enforcement, and community groups to identify and respond to the toxic stress of childhood adversity.

## 2017-2019 Initiatives

- Administer the Celebrate Children Foundation and pursue fund development opportunities.
- Convene a multidisciplinary group to address abusive head trauma prevention.
- Implement the Parent Partners for Prevention Initiative to actively include the voice of parents in the Prevention Board's policies and programs.
- Participate as an active member on committees that align with the Prevention Board's mission and vision.
- Implement, in partnership with the Kenosha County Division of Children & Family Services, the Prevention Services Network, and the Medical College of Wisconsin, a \$300,000 *Healthier Wisconsin Partnership Program* grant to embed the Protective Factors Framework into Kenosha County's primary prevention systems.



**Public/Private collaborations with Casey Family Programs, Department of Health Services, and Department of Children and Families resulted in \$600,000 of additional leveraged funds to support child maltreatment prevention**

# KEY STRATEGY #4: EDUCATION AND PUBLIC AWARENESS

## 2015-2017 Accomplishments

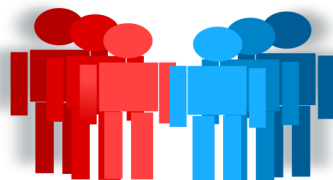
- Initiated the development of a public awareness campaign on building family Protective Factors.
- A Sentinel Injury Education Workgroup formed in 2017 and is creating training for the workforce and caregivers.
- The Prevention Board released a new brochure on abusive head trauma prevention in 2017.
- The Prevention Board has adapted and is utilizing the *Bringing the Protective Factors Framework to Life in Your Work* curriculum to provide professional development to family service providers and educators in 35 counties.
- The Prevention Board has built awareness of the Protective Factors Framework and how to incorporate that knowledge into professionals' work with families by offering presentations for professional organizations and at conferences throughout the state.
- Convened a workgroup to update the *Core Competencies in the Field of Family Support*, a set of standards that describe the knowledge, skills and attitudes necessary to ensure professionalism and success, whether as a home visitor, parent educator, or in another family support position.
- 36 youth-serving agencies from 7 communities completed Awareness 2 Action child sexual abuse prevention training.

## 2017-2019 Initiatives

- Dissemination of public awareness campaign materials to target parents, caregivers, professionals and community members on concrete positive parenting strategies and the Strengthening Families™ Protective Factors Framework.
- Create educational curricula and coordinate trainings on prevention topics, including:
  - ⇒ Sentinel injuries and abusive head trauma.
  - ⇒ Adverse Childhood Experiences.
  - ⇒ Protective Factors Framework.

### **Protective Factors Framework**

**23 certified trainers and 31 parent co-trainers**



# STRATEGIC PLAN 2015 – 2019

## **Vision**

Every child in Wisconsin grows up in a safe, stable, and nurturing environment

## **Mission**

Mobilize research and practices to prevent child abuse and neglect in Wisconsin

## **Primary Goal**

Prevent first-time occurrences of child abuse and neglect

## **Strategies**

- » Strategy 1: Create and Advocate for Effective Prevention Public Policies
- » Strategy 2: Promote Evidence-Informed Practices and Develop Innovative Programs that Support Parents and Caregivers
- » Strategy 3: Collaborate with Key Stakeholders to Leverage Resources and Implement Prevention Initiatives
- » Strategy 4: Educate Professionals and Community Members on Child Abuse and Neglect Issues

## **WORK SCHEDULES**

The Prevention Board supports alternative work schedules and approves flexible-time work schedules based on individual staff needs.

# COMMUNITY INVESTMENT SFY2016

## Community Response Program/Family Resource

### Centers

#### ***The Parenting Place—\$150,000***

Serving: La Crosse  
Number served: 3,000

#### ***Lakeshore Community Action— \$158,000***

Serving: Manitowoc  
Number served: 1,684

#### ***Northwest Connection Family Resources— \$150,000***

Serving: Sawyer, Washburn  
and Lac Courte Oreilles Tribe  
Number served: 1,374

#### ***Children's Service Society of Wisconsin—\$312,034***

Serving: Rock, Langlade, Oneida, Forest, and Vilas  
Number served: 3,143

#### ***Green Lake County Department of Health & Human Services—\$150,000***

Serving: Adams, Green Lake, Marquette and Waushara  
Number served: 200

#### ***Kenosha County Department of Human Services—\$150,000***

Serving: Kenosha  
Number served: 488

#### ***United Way of Racine County—\$150,000***

Serving: Racine  
Number served: 186

#### ***University of Wisconsin—Milwaukee—\$150,000***

Serving: Milwaukee County refugee population  
Number served: 82

### Child Sexual Abuse Prevention

#### ***Children's Hospital of Wisconsin Community Services— \$90,000***

Serving: Milwaukee  
Number served: 2,076

### Special Projects (April 2015—March 2016)

#### ***Social Development Commission***

##### ***Project GAIN—\$493,937***

Serving: Milwaukee  
Number served: 1,107

#### ***The Parenting Place***

##### ***Newborn Behavioral Observation—\$20,000***

Serving: La Crosse  
Number served: 161

#### ***Northwest Connection Family Resources***

##### ***Parent Plan—\$20,000***

Serving: Sawyer  
Number served: 80

#### ***Family & Children's Center***

##### ***Child Abuse Prevention Services Effectiveness Study— \$12,802***

Serving: La Crosse  
Number served: N/A—research

#### ***Lutheran Social Services of WI and Upper MI, Inc. Trauma Informed Care System with At-Risk Preschool***

##### ***Children— \$10,000***

Serving: Waukesha  
Number served: 25

#### ***Penfield Children's Center***

##### ***Behavior Clinic— \$10,000***

Serving: Milwaukee  
Number served: 703

#### ***SaintA***

##### ***Parents Interacting with Infants—\$20,000***

Serving: Milwaukee  
Number served: 54

#### ***SET Ministry, Inc.***

##### ***PEACE Project—\$15,842***

Serving: Milwaukee  
Number served: 889

#### ***The Medical College of Wisconsin, Inc. Triple P Primary Care Initiative—\$24,976***

Serving: Milwaukee  
Number served: 28

#### ***Dane County Dept. of Human Services Early Childhood Initiative—\$99,953***

Serving: Dane  
Number served: N/A—research

# COMMUNITY INVESTMENT SFY2016

## **Research and Evaluation**

*UW Survey Center*

**Project GAIN - \$560,755**

Serving: Milwaukee

Number served: N/A—research

**UW Madison—\$52,363**

Research and evaluation consultation

Serving: N/A—research

Number served: N/A—research

## **Child Access & Visitation (October 2015— September 2016)**

**Children's Service Society of Wisconsin—\$56,000**

Serving: Marathon and Milwaukee

Number served: 392

**Family Services NEW—\$28,000**

Serving: Winnebago

Number served: 116

**Family Support Center—\$28,000**

Serving: Chippewa

Number served: 373

**Women's Resource Center of Racine—\$28,000**

Serving: Racine

Number served: 239

**The Parenting Place—\$28,000**

Serving: La Crosse

Number served: 66

# COMMUNITY INVESTMENT SFY2017

## Parent Education

### ***Children's Service Society of Wisconsin—\$159,238***

Serving: Milwaukee, Racine, Walworth  
Number served: 630

### ***The Parenting Place—\$173,161***

Serving: La Crosse, Monroe,  
Trempealeau, Vernon  
Number served: 299

### ***Indianhead Community***

#### ***Action Agency—\$163,538***

Serving: Burnett, Washburn, Sawyer, Rusk, Taylor, Clark  
Number served: 117

### ***Family & Childcare Resources of NEW—\$155,949***

Serving: Brown, Oconto  
Number served: 744

### ***Kenosha Co. Division of Children and Family Services***

Serving: Kenosha  
Number served: 221

### ***The Parenting Network—\$147,483***

Serving: Racine County  
Kenosha, Milwaukee, Ozaukee, Racine, Washington,  
Waukesha  
Number served: 534

## Research and Evaluation

### ***Dane County—\$30,000***

Evaluation

Serving: N/A—research

Number served: N/A—research

### ***UW Survey Center***

#### ***Project GAIN—\$604,878***

Serving: Milwaukee  
Number served: 616

### ***UW Madison School of Social Work—\$68,563***

Research and evaluation consultation

Serving: N/A—research

Number served: N/A—research

## Community Response Program

### ***The Parenting Place—\$100,000***

Serving: La Crosse and Monroe  
Number served: 164

### ***Lakeshore Community Action—\$110,000***

Serving: Manitowoc and Sheboygan  
Number served: 95

### ***Northwest Connection Family Resources—\$110,000***

Serving: Sawyer, Washburn  
and Lac Courte Oreilles Tribe  
Number served: 57

### ***Children's Service Society of Wisconsin—\$305,000***

Serving: Kenosha, Rock, Langlade, Lincoln, Vilas and  
Milwaukee  
Number served: 279

### ***Green Lake County Department of Health & Human Services—\$100,000***

Serving: Adams, Green Lake, Marquette and Waushara  
Number served: 143

## Abusive Head Trauma Prevention

### ***(Period of PURPLE Crying)***

#### ***Children's Hospital and Health System, Inc.—\$65,000***

Serving: Milwaukee  
Number served: 2,800

#### ***Family Resource Center St. Croix Valley, Inc.—\$13,763***

Serving: Pierce, Polk and St. Croix  
Number served: 537

## Child Sexual Abuse Prevention

#### ***Children's Hospital of Wisconsin Community Services— \$200,000***

Serving: Milwaukee  
Number served: 1,854

## Special Projects (includes SFY2016)

### ***Social Development Commission***

#### ***Project GAIN—\$493,937***

Serving: Milwaukee  
Number served: 1,107  
Ended 9/30/16