

2017 - 2019
Biennial Report



OCTOBER, 2019



The Honorable Tony Evers
Office of the Governor
115 East, State Capitol
Madison, WI 53702

Wisconsin State Legislators
State Capitol Building
Madison, WI 53702

Dear Governor Evers and Members of the Legislature:

Thank you for the opportunity to submit the Child Abuse and Neglect Prevention Board 2017-2019 Biennial Report.

This report details the Prevention Board's accomplishments in strengthening families and preventing child abuse and neglect and includes initiatives for the 2019-2021 biennium that will advance the Prevention Board's vision that every child in Wisconsin grows up in a safe, stable, and nurturing environment. The report also includes the Prevention Board's biennial grant plan and annual evaluation.

During the 2017-2019 biennium the Prevention Board:

- ◆ Granted almost \$6.5 million to support state and local child maltreatment prevention initiatives and research
- ◆ Completed a randomized control trial evaluation of the Community Response Program
- ◆ Developed a *Family Strengthening Continuum* comprised of five evidence-informed strategies designed to strengthen families and prevent child maltreatment
- ◆ Launched the *Five for Families* statewide child maltreatment prevention public awareness campaign
- ◆ Provided parent education on preventing abusive head trauma in infants and enhancing parenting skills
- ◆ Partnered with Kenosha County to embed the Protective Factors Framework into its primary prevention systems
- ◆ Implemented a *Celebrate Children!* license plate promotion program to support fund development and programmatic work

The Prevention Board looks forward to continuing to work with your offices to advance evidence-informed, strengths-based public policies that support child and family well-being in Wisconsin.

Sincerely,

Rebecca K. Murray, Interim Executive Director

PREFACE

This report details the Child Abuse and Neglect Prevention Board’s (Prevention Board) accomplishments during the 2017-2019 biennium and its goals for the upcoming biennium, as required by Wis. Stats. §15.04(1)(d). It also includes the Biennial Grant Plan as required by Wis. Stats. §48.982(2)(a) and the annual evaluation as required by Wis. Stats. §48.982(2)(f).

AGENCY OVERVIEW

The Prevention Board was created by the Legislature in 1983 as the agency to lead child abuse and neglect prevention efforts in Wisconsin. For over 35 years the Prevention Board has provided expertise and leadership on a statewide and local level; recommended 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; and encouraged professionals to recognize and address the problems of child abuse and neglect.

The Prevention Board focuses its work on four key prevention strategies:

- ▶ **Create and advocate for effective prevention public policies**
- ▶ **Promote evidence-informed practices and develop innovative programs that support parents and caregivers**
- ▶ **Collaborate with key stakeholders to leverage resources and implement prevention initiatives**
- ▶ **Educate professionals and community members on child abuse and neglect issues**

The work includes providing statewide leadership and expertise on best practices in child maltreatment prevention, advancing policies related to family support and child maltreatment prevention, funding local and statewide child maltreatment prevention efforts, providing education on strengthening families and child maltreatment prevention through public awareness campaigns, convening multi-disciplinary workgroups to advise on current issues in the field, and supporting the workforce through professional development education.

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.

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



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 interact with children and families.



KEY STRATEGY #1: PUBLIC POLICY

2017-2019 ACCOMPLISHMENTS

- ◆ Advanced policies related to family support and child maltreatment prevention by monitoring legislation and providing educational outreach on legislation affecting children and families
- ◆ Developed a *Family Strengthening Continuum* comprised of five evidence-informed strategies designed to strengthen families and prevent child maltreatment:
 - ▶ Embed the Protective Factors Framework in youth and family serving systems by educating professionals in the framework and using the *Five for Families* public awareness campaign
 - ▶ Offer the *Family Connects* nurse home visiting program to all parents of newborns
 - ▶ Provide caregivers the *Period of PURPLE*® *Crying* abusive head trauma prevention information
 - ▶ Offer *Triple P (Positive Parenting Program)* to all parents in a community
 - ▶ Implement *Awareness to Action*, a child sexual abuse prevention program
- ◆ Convened a multi-system workgroup to develop a common understanding of the current research, data, and practice about child neglect and to identify areas for future research and programmatic interventions
- ◆ Provided staff support for the Wisconsin Legislative Children’s Caucus, a 25-member, bipartisan caucus dedicated to advancing promising, evidence-informed public policy that improves the life of every Wisconsin child. The Caucus held five events during the biennium
- ◆ Completed a randomized control trial evaluation of the Community Response Program and Project GAIN, programs designed to support families to become self-sufficient

2019-2021 INITIATIVES

- ◆ In partnership with the Wisconsin Chapter of Prevent Child Abuse America, lead the development of a Wisconsin Child Maltreatment Primary Prevention Plan
- ◆ Advance evidence-informed legislation, administrative rules, and policies related to family support and child maltreatment prevention
- ◆ Mobilize recommendations from the Child Neglect Workgroup into practice by advancing research and programmatic efforts to prevent child neglect
- ◆ Continue to support the Children’s Caucus
- ◆ Expand the implementation of the *Period of PURPLE Crying*



KEY STRATEGY #2: EVIDENCE-INFORMED PARENT SUPPORT PRACTICES

2017-2019 ACCOMPLISHMENTS

- ◆ Eight Triple P trainer certification trainings were held in Wisconsin
- ◆ 101 professionals attended at least one Triple P training; 75 percent completed accreditation in one Triple P Level
- ◆ Provided \$2.4 million to support parent education in Wisconsin
- ◆ Provided over \$265,000 to support the implementation of the *Period of PURPLE® Crying* in three healthcare systems and one community-based organization
- ◆ Over 500 people registered for two webinars on engaging fathers in parent support programming that were the result of a Prevention Board partnership with the UW-Madison School of Social Work and the Institute for Research on Poverty
- ◆ Provided over \$1.8 million for Community Response Programs serving 16 counties and one tribal community
- ◆ Implemented DAISEY, a reporting system for parent education grantees that will allow for data analysis to evaluate program effectiveness and inform future programming

2019-2021 INITIATIVES

- ◆ Continue implementing the Protective Factors Framework throughout child and family serving systems in Wisconsin
- ◆ Develop a plan to implement the *Period of PURPLE® Crying* statewide to serve all parents and caregivers of newborns in Wisconsin
- ◆ Expand *Triple P* by implementing it in multiple community-based agencies throughout Wisconsin
- ◆ Fund research on the effectiveness of the *Family Connects* nurse home visiting pilot program in Racine County, and possibly expand the program into other Wisconsin communities.

KEY STRATEGY #3: COLLABORATION

2017-2019 ACCOMPLISHMENTS

- ◆ Implemented, in partnership with 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
- ◆ Implemented the Parent Partners for Prevention Initiative to actively include the voice of parents in the Prevention Board's policies and programs, including 40 parents who serve as co-facilitators for the Protective Factors Framework training
- ◆ Collaborated with Casey Family Programs, the National Conference of State Legislatures, and the National Family Support Network
- ◆ Represented Wisconsin as a member of the National Alliance of Children's Trust and Prevention Funds, serving on the Communications, Finance, and Public Policy Committees
- ◆ Implemented a *Celebrate Children!* license plate promotion program to support fund development and programmatic work
- ◆ Brought the prevention voice through participation on committees that align with the Prevention Board's mission and vision, including the Governor's Early Childhood Advisory Council; the Department of Children and Families Secretary's Advisory Council on Child Welfare; the Attorney General's Task Force on Children in Need; the Strengthening Families State Committee; the State Pyramid Model Committee; the Wisconsin Commission on Children, Families, and the Courts – Child Safety Decision-making Subcommittee; the Wisconsin Child Abuse Network; the Office of Children's Mental Health Collective Impact; the Infant and Toddler Workgroup; the Wisconsin Child Death Review Team; the Awareness to Action child sexual abuse prevention steering committee; the Milwaukee Child Abuse Prevention Services Coalition; committees related to the Wisconsin Child and Family Services Review Program Improvement Plan and the Child and Family Services Plan; the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) workgroups; and the Wisconsin Violence and Injury Prevention Partnership

2019-2021 INITIATIVES

- ◆ Collaborate with healthcare systems, medical providers, and local community-based organizations to implement the *Period of PURPLE® Crying* abusive head trauma prevention program statewide
- ◆ Collaborate with the Central Racine County Health Department to support the creation of a *Family Connects* Center of Excellence in Racine County that can provide technical assistance and support to other Wisconsin communities interested in implementing the nurse home visiting program
- ◆ Research, identify, and conduct targeted outreach to prospective private and public funding sources for increased program-specific and operating support
- ◆ Continue to serve on local, state, and national committees to provide expertise on child maltreatment prevention and supporting families

KEY STRATEGY #4: EDUCATION AND PUBLIC AWARENESS

2017-2019 ACCOMPLISHMENTS

- ◆ Created and launched the *Five for Families* statewide public awareness campaign to target parents, caregivers, professionals, and community members on positive parenting strategies and the Strengthening Families™ Protective Factors Framework
- ◆ Served on a Sentinel Injury Education Workgroup that developed training for the workforce and caregivers on recognizing sentinel injuries and the relationship to child maltreatment
- ◆ Provided professional development to 220 family service providers and educators
- ◆ Trained 16 youth-serving agencies in five communities to improve policies and procedures related to keeping children safe from sexual harm and 10 additional youth-serving agencies received technical assistance
- ◆ Completed and disseminated the revised *Core Competencies in the Field of Family Support* for family-serving professionals

2019-2021 INITIATIVES

- ◆ Expand the reach of the *Five for Families* public awareness campaign
- ◆ Launch two online training modules to enhance education efforts around the Protective Factors Framework
- ◆ Develop a community of practice for abusive head trauma prevention grantees

PREVENTION BOARD MEMBERS

(AS OF OCTOBER 2019)

Teri Zywicki, Chair
Milwaukee Center for Independence

Katie Domina
Governor's Office

Mike McHorney
Eau Claire Children's Museum

Jennifer Noyes, Vice Chair
UW-Madison

Julie Incitti
Department of Public Instruction

Danielle Melfi
Department of Children and Families

Jeanne Ayers
Department of Health Services

Sen. André Jacque
State Senate

Chrissy Preston
Department of Corrections

Rep. Joan Ballweg
State Assembly

Dr. Jennifer Kleven
Gundersen Health System

Judge Mary Triggiano
Milwaukee County Circuit Court

Rep Jill Billings
State Assembly

Molly Jasmer
Grady, Hayes & Neary, LLC

Vicki Tylka
Marathon County Social Services

Paula Breese
Family & Childcare Resources of NEW

Sen. LaTonya Johnson
State Senate

Michelle Viste
Department of Justice

Bernice Day
Retired, Department of Justice

SFY 18 COMMUNITY INVESTMENT

COMMUNITY RESPONSE PROGRAM

The Parenting Place

\$125,000
Serving: La Crosse, Monroe
Number served: 84

Lakeshore Community Action

\$135,000
Serving: Manitowoc, Sheboygan
Number served: 104

Northwest Connection

Family Resources
\$135,000
Serving: Sawyer, Washburn,
Lac Courte Oreilles Tribe
Number served: 47

**Children’s Service
Society of Wisconsin**

\$375,000
Serving: Kenosha, Langlade, Lincoln,
Milwaukee, Rock, Vilas
Number served: 200

**Green Lake County Department
of Health & Human Services**

\$125,000
Serving: Adams, Green Lake,
Marquette, Waushara
Number served: 80

ABUSIVE HEAD TRAUMA PREVENTION

(Period of PURPLE Crying)

**Children’s Hospital and
Health System, Inc.**

\$65,000
Serving: Milwaukee
Number served: 3301

**Family Resource Center
St. Croix Valley, Inc.**

\$22,778
Serving: Pierce, Polk, St. Croix
Number served: 595

CHILD SEXUAL ABUSE PREVENTION

Children’s Hospital of Wisconsin

Community Services
\$210,000
Serving: Milwaukee
Number served: 744

PARENT EDUCATION

**Children’s Service Society
of Wisconsin**

\$163,183
Serving: Milwaukee, Racine, Walworth
Number served: 291

The Parenting Place

\$171,183.00
Serving: La Crosse, Monroe,
Trempealeau, Vernon
Number served: 151

**Indianhead Community
Action Agency**

\$195,000
Serving: Burnett, Washburn,
Sawyer, Rusk, Taylor, Clark
Number served: 56

**Family & Childcare
Resources of NEW**

\$173,400
Serving: Brown, Oconto
Number served: 1143

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

\$160,000
Serving: Kenosha
Number served: 85

The Parenting Network

\$167,790
Serving: Kenosha, Milwaukee,
Ozaukee, Racine, Washington,
Waukesha
Number served: 533

PARENT EDUCATION INITIATIVE

Supporting Families

Together Association
\$100,000
Serving: Statewide
Number served: N/A – provided
technical assistance

RESEARCH AND EVALUATION

UW Survey Center

\$201,626
Project GAIN
Serving: Milwaukee
Number served: N/A - research

UW Madison School of Social Work

\$37,348
Research and evaluation consultation
Serving: N/A—research
Number served: N/A—research

**UW-Madison Institute for
Research on Poverty**

\$13,578
Research and evaluation consultation
Serving: N/A—research
Number served: N/A—research

PUBLIC AWARENESS

Knupp & Watson & Wallman, Inc.

\$535,590
Serving: Statewide
Number served: N/A – public
awareness campaign

SFY 19 COMMUNITY INVESTMENT

COMMUNITY RESPONSE PROGRAM

The Parenting Place

\$125,000
Serving: La Crosse, Monroe
Number served: 86

Lakeshore Community Action

\$135,000
Serving: Manitowoc, Sheboygan
Number served: 92

Northwest Connection

Family Resources
\$155,000
Serving: Sawyer, Washburn,
Lac Courte Oreilles Tribe
Number served: 92

**Children’s Service
Society of Wisconsin**

\$375,000
Serving: Kenosha, Langlade, Lincoln,
Milwaukee, Rock, Vilas
Number served: 174

**Green Lake County Department
of Health & Human Services**

\$125,000
Serving: Adams, Green Lake,
Marquette, Waushara
Number served: 43

ABUSIVE HEAD TRAUMA PREVENTION

(Period of PURPLE Crying)

**Children’s Hospital and
Health System, Inc.**

\$50,000
Serving: Milwaukee
Number served: 7,045

**Family Resource Center
St. Croix Valley, Inc.**

\$27,312
Serving: Pierce, Polk, St. Croix
Number served: 1,061

**Gundersen Lutheran Medical
Foundation, Inc.**

\$50,000
Serving: Adams, Crawford, Grant,
Jackson Juneau, La Crosse, Marquette,
Monroe, Richland, Trempealeau, Vernon
Number served: N/A – First year of
grant—implementation plan developed

**University of Wisconsin Hospital
and Clinics Authority**

\$50,000
Serving: Dane
Number served: N/A – First year of
grant—implementation plan developed

CHILD SEXUAL ABUSE PREVENTION

**Children’s Hospital of Wisconsin
Community Services**

\$210,000
Serving: Milwaukee
Number served: 843

PARENT EDUCATION

**Children’s Service Society
of Wisconsin**

\$150,000
Serving: Milwaukee, Racine, Walworth
Number served: 291

The Parenting Place

\$160,000
Serving: La Crosse, Monroe,
Trempealeau, Vernon
Number served: 94

**Indianhead Community
Action Agency**

\$174,015
Serving: Burnett, Washburn,
Sawyer, Rusk, Taylor, Clark
Number served: 153

**Family & Childcare
Resources of NEW**

\$181,296
Serving: Brown, Oconto
Number served: 1,191

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

\$160,000
Serving: Kenosha
Number served: 50

The Parenting Network

\$155,000
Serving: Kenosha, Milwaukee,
Ozaukee, Racine, Washington,
Waukesha
Number served: 378

PARENT EDUCATION INITIATIVE

**Supporting Families
Together Association**

\$294,875
Serving: Statewide
Number served: N/A – provided
technical assistance

RESEARCH AND EVALUATION

UW Madison School of Social Work

\$40,585
Research and evaluation consultation
Serving: N/A—research
Number served: N/A—research

**UW-Madison Institute for
Research on Poverty**

\$60,900
Research and evaluation consultation
Serving: N/A—research
Number served: N/A—research

Board of Regents UW System

\$33,917
Impact Study *Family Connects*
Serving: N/A—research
Number served: N/A—research

PUBLIC AWARENESS

Knupp & Watson & Wallman, Inc.

\$175,000
Serving: Statewide
Number served: N/A – public
awareness campaign

OTHER

University of Kansas Center for Research

\$126,650
Serving: N/A – data reporting system
Number served: 92 system users

BIENNIAL GRANT PLAN

This section sets forth the Prevention Board’s plan for awarding grants and providing technical assistance, as required by Wis. Stats. 48.982(2)(a).

The Prevention Board adopted its current strategic plan on August 15, 2018. Guided by the strategic plan priorities, the Prevention Board approved a community investment plan for SFY 20 and SFY 21 that sets forth how the Prevention Board will support local and statewide efforts to prevent child abuse and neglect. The Prevention Board reviews its community investment plan annually.

The Prevention Board adheres to Wis. Stats. §48.982(2)(a) and the State of Wisconsin procurement rules when awarding grants. A request for proposal is developed requesting applications for programming that will address one of the Prevention Board’s priorities. Community-based organizations, tribes, and local governmental entities are eligible to apply. The applications are reviewed and scored by a panel of independent reviewers. Those scores are then reviewed by the Prevention Board’s Grants Committee, which makes funding recommendations to the full Prevention Board. For each request for proposal issued, the Prevention Board ensures geographic diversity and statewide reach by dividing the State into regions and awarding grants in each region. The Prevention Board may award more than one grant in a region if an application is not received from a designated region.

The Prevention Board plans to support child abuse and neglect prevention efforts during SFY 20 and SFY 21 as set forth in the chart below.

Grant Title	Areas to be Served	Brief Description	Budgeted Amount per Fiscal Year	Number of Awards per Fiscal Year
Evidence-Based Parent Education (direct service)	16 counties	Implementation of Triple P and short list of other approved parent education programs	\$1,000,000	7
Parent Education Initiative (training and technical assistance)*	TA for grantees	Coordinate training and technical assistance to current Parent Education grantees and build awareness for evidence-based parent education	\$300,000	1
Evidence-Based Abusive Head Trauma*	TBD	Implementation of <i>Period of PURPLE Crying</i> program (Dose 1 and Dose 2)	\$200,000	4
Public Awareness	Statewide	Enhance the public awareness campaign on the Strengthening Families™ Protective Factors Framework	\$200,000	1
Child Sexual Abuse Prevention	Statewide	Education to promote adult responsibility for keeping children safe and agency best practices	\$200,000	1
Protective Factors Training	Statewide	Certified trainers to conduct <i>Bringing the Protective Factors to Life in Your Work</i> training to professionals with parent leaders	\$225,000	35
Program Evaluation and Research Consultation	N/A	Data analysis and research from UW-Madison School of Social Work	\$48,000	1
Program Evaluation	N/A	Data analysis and research from UW-Milwaukee for <i>Family Connects</i> nurse home visiting program	\$37,500	1

*Competitive procurements will be issued for evidence-based abusive head trauma prevention and training and technical assistance for parent education in SFY 21.

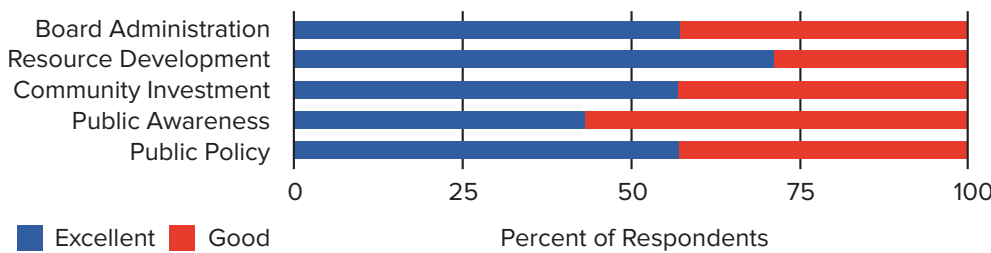
ANNUAL EVALUATION

This section contains the results of the Prevention Board’s annual evaluation, as required by Wis. Stats. §48.982(2)(f).

The Prevention Board’s evaluation entailed a two-part survey: 1) board member survey rating the effectiveness in meeting statutory requirements in the following functional areas: public policy, public awareness, community investment, resource development, and board administration and 2) grantee survey rating effectiveness or quality in several areas including: communications, resources, technical assistance, grantmaking, subject matter expertise, funding process, and reporting process.

PREVENTION BOARD MEMBER SURVEY RESULTS

100 percent of the respondents rated the Prevention Board’s effectiveness in fulfilling its statutory duties as excellent or good.



GRANTEE SURVEY RESULTS

Fifteen of the Prevention Board’s 17 grantees responded to the survey. 100 percent of the respondents rated the Prevention Board effectiveness and quality as excellent or good in three categories, while 92 percent rated it as excellent or good in four categories. One respondent rated the effectiveness/quality as fair in those four categories.

