



2019-2021

Biennial Report



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 2019-2021 Biennial Report.

This report details the Prevention Board's accomplishments in strengthening families and preventing child abuse and neglect. The report also includes initiatives for the 2021-2023 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 2019-2021 biennium, the Prevention Board:

- **Invested over \$4.5 million** to support state and local child maltreatment primary prevention and family support initiatives
- Created a **Family Resource Center Infrastructure Development project** to strengthen and expand the network of family resource centers (FRCs) throughout the state by creating a uniform infrastructure and standards that support the provision of effective, quality child maltreatment primary prevention services to families of children birth to five years and promote the well-being of children and families throughout the state while reducing child abuse and neglect
- Partnered with Family Resource Centers, hospitals, and local healthcare systems to educate parents of newborns about **preventing abusive head trauma (a.k.a. shaken baby syndrome)**

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.

Kind Regards,



Rebecca K. Murray, Executive Director

OVERVIEW

This report details the Child Abuse and Neglect Prevention Board's (Prevention Board) accomplishments during the 2019-2021 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).

The Prevention Board was created by the Legislature in 1983 as the agency to lead child abuse and neglect prevention efforts in Wisconsin. For almost 40 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 20 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 focuses its work in four priority areas:

- 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.

In addition to the services provided that are listed below, the agency underwent an extensive internal equity and inclusion plan development and is implementing the plan. Staff received six hours of foundational equity/inclusion education in early 2021, engaged in individual educational events, and have made changes to agency policies and practices to ensure they are equitable and inclusive of all rural, suburban, and urban communities and residents in Wisconsin.

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. (Wis. Stats. §230.215(4)).

CURRENT MEMBERS

Teri Zywicki

Milwaukee Center for Independence

Jennifer Noyes

UW-Madison

Leah Ramirez

Department of Health Services

Rep. Patrick Snyder

State Assembly

Rep Jill Billings

State Assembly

Paula Breese

Family & Childcare Resources of NEW

Julie Incitti

Department of Public Instruction

Dr. Quincey Daniels

Public Member

Jameelah Love

The J.A. Love Project

Sen. Joan Ballweg

State Senate

Molly Jasmer

Grady, Hayes & Neary, LLC

Sen. LaTonya Johnson

State Senate

Dr. Jennifer Kleven

Gundersen Health System

Mike McHorney

Eau Claire Children's Museum

Nadya Perez-Reyes

Department of Children and Families

Elizabeth Lucas

Department of Corrections

William Olivier

Public Member

Vicki Tylka

Marathon County Social Services

Michelle Viste

Department of Justice

Mike Meulemans

CVS Health/Aetna Medicaid

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.



Priority #1: Public Policy

2019-2021 Accomplishments

- Developed a plan to distribute over \$4 million in American Rescue Plan Community-based Child Abuse Prevention funds to support families impacted by the pandemic, with over \$1.5 million expected to be distributed to local communities by December 31, 2021
- In partnership with Children’s Wisconsin (the Wisconsin Chapter of Prevent Child Abuse America), hosted a Family Strengthening Summit of 40 leaders in the family strengthening and support field to provide guidance on child maltreatment primary prevention efforts
- In partnership with Jump at the Sun, LLC, conducted 10 statewide parent listening sessions to provide information about how to best support families to prevent child maltreatment
- Advanced policies related to family support and child maltreatment prevention by monitoring legislation and providing educational outreach on legislation affecting children and families
- 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. The Children’s Caucus activities the Prevention Board supported included:
 - October 2019 - the Children’s Caucus visited the Siemer Family Homeless Prevention and Case Management Program, a partnership between Community Advocates and United Way. It also hosted an informational hearing on Supporting Incarcerated Parents and their Children: Use of Evidence from Parenting Inside Out to Inform Research and Practice Efforts in Wisconsin, presented by Dr. Pajarita Charles
 - February 2020 – presentation featuring the federal Preschool Development Grant received by the Department of Children and Families and the Pritzker Foundation Grant received by the Wisconsin Early Childcare Association
 - March 2020 – presentations on maternal and infant health outcomes
 - April 2021 – presentation from the Wisconsin Infant Toddler Policy Project (WITPP) on childcare, rural health, and child mental health
- Coordinated family support and child maltreatment prevention initiatives with other state agencies, including:
 - Partnering with the Department of Children and Families to support Family Resource Centers
 - Working with the Department of Health Services to embed evidence-informed parent education into the Birth to 3 Program
 - Partnering with the Office of Children’s Mental Health to advance parental resiliency
 - Supporting a research evaluation of *Parenting Inside Out*, an evidence-informed parent education program operating in four Department of Corrections’ correctional institutions

2021-2023 Initiatives

- Implement the agency's 2023-2025 strategic plan the Prevention Board approved in September, 2021
- Implement the agency's 2023-2025 community investment plan the Prevention Board approved in September, 2021
- Advance evidence-informed policies to support families and prevent child maltreatment
- Continue to partner with state and local agencies to embed child maltreatment primary prevention practices into agency policies and practices

Priority #2: Evidence-informed Parent Support

2019-2021 Accomplishments

- Created a Family Resource Center Infrastructure Development project to create a uniform infrastructure and standards that support the provision of effective, quality child maltreatment primary prevention services to families of children birth to five years and promote the well-being of children and families throughout the state while reducing child abuse and neglect
- Total attendance for the *Bringing the Protective Factors Framework to Life in Your Work* professional development offerings was 1,655
- Expanded the Period of PURPLE Crying®, an evidence-informed abusive head trauma prevention program, throughout Wisconsin by making funding available to all Family Resource Centers, hospitals, and local healthcare systems
- Expanded the evidence-informed Triple P parent education program throughout the state
- Partnered with the University of Wisconsin-Madison to implement the evidence-informed *Parenting Inside Out* parent education program in four Wisconsin correctional institutions
- Funded an evaluation of Family Connects, an evidence-informed universal newborn home visiting program, for the Central Racine County Health Department

2021-2023 Initiatives

- Expand the Family Resource Center Infrastructure Development project to 20 additional local agencies, bringing the total number of local agencies participating to 30
- Dedicate funding for tribal child maltreatment primary prevention and family support initiatives
- Expand the reach of the Prevention Board's training and technical assistance opportunities to include professionals from community-based agencies and youth serving organizations providing services from early childhood through college, including school personnel and the general community
- Disseminate information about the Strengthening Families Protective Factors Framework to families and communities through public awareness campaigns, professional development, and educational opportunities for parents and caregivers
- Adapt and expand Prevention Month messaging to focus on strengthening families, sharing information and activities throughout the year

Priority #3: Collaboration

2019-2021 Accomplishments

- Received funding from the Department of Children and Families Preschool Development Grant to implement the Family Resource Center Infrastructure Development project
- Gathered feedback and suggestions from tribal representatives to adapt the Prevention Board's grant-making procedures to support tribal family strengthening programming
- Raised awareness of the role of primary prevention in strengthening and supporting families 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 Child Abuse Network; the Office of Children's Mental Health Collaborative 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; the Governor's Juvenile Justice Commission; and the Wisconsin Violence and Injury Prevention Partnership
- 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

2021-2023 Initiatives

- Partner with the Department of Children and Families 53206 Initiative to fund a Family Resource Navigator to support families living in the 53206 zip code
- Partner with the University of Wisconsin-Madison to explore the feasibility of expanding the *Parenting Inside Out* parent education program throughout the Wisconsin adult correctional system
- Work with the University of Wisconsin-Madison Population Health Institute for a process evaluation of the Family Resource Center Infrastructure Development project
- Work with the University of Wisconsin-Milwaukee to conduct a baseline survey on protective factors for adults in a parenting role and to develop an impact evaluation for the Family Resource Center Infrastructure Development project

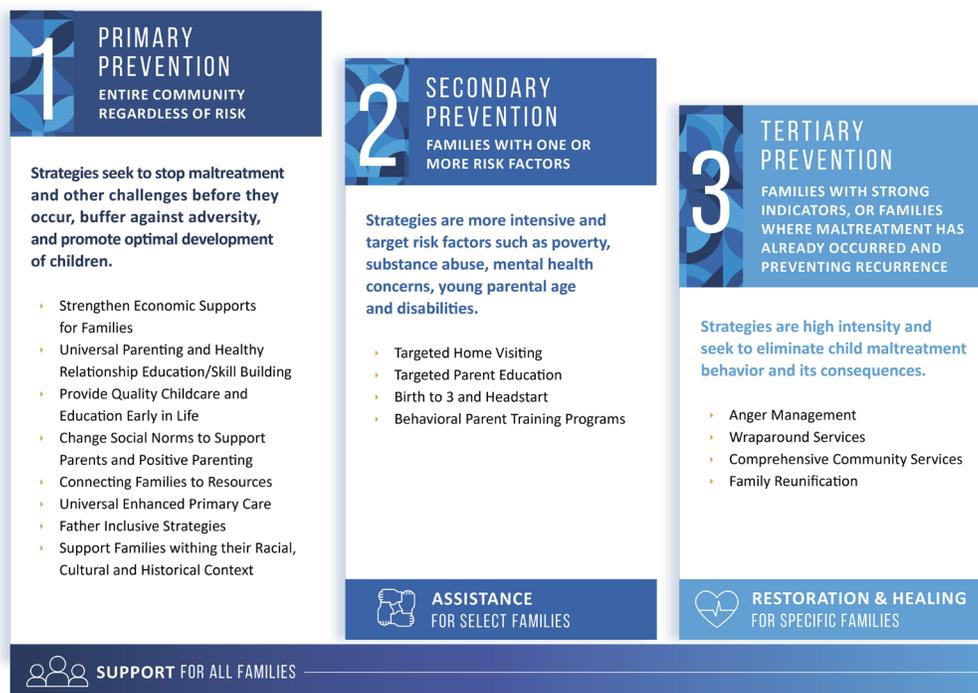
Priority #4: Education and Public Awareness

2019-2021 Accomplishments

- Created the *Five for Families* toolkit to educate families about the Five Strengths that all families have that promote optimal family and child development
- Created a *Child Abuse and Neglect Prevention Month* toolkit for local communities
- Created a Website and Social Media Integration Plan to optimize the Prevention Board’s online exposure to increase the reach and awareness of the child abuse and neglect prevention issues
- Partnered with other family-serving agencies to embed Prevention Board messaging in partners’ newsletters and other media

2021-2023 Initiatives

- Develop a comprehensive communication strategy for Prevention Board and the Celebrate Children Foundation
- Develop a Celebrate Children License Plate toolkit
- Develop an annual outreach plan that promotes the implementation of Prevention Board and Celebrate Children Foundation initiatives
- Research and prepare materials, publications, and speeches to publicize the Prevention Board’s programs and objectives
- Create a *Parenting on the Go* campaign to raise funds to create and purchase ‘Parenting on the Go’ bags and materials to be distributed through Family Resource Centers
- Work with Family Resource Centers to enhance their social media presence



SFY20 Community Investment

Abusive Head Trauma Prevention

**(Period of PURPLE Crying)
American Family Children's Hospital - \$50,000**
Serving: Dane
Number served: 150

Children's Hospital and Health System, Inc.—\$50,000
Serving: Milwaukee
Number served: 4,396

Family Resource Center St. Croix Valley, Inc.—\$48,528
Serving: Pierce, Polk, St. Croix
Number served: 417

Gundersen Lutheran Medical Foundation - \$50,000
Serving: Adams, Crawford, Grant, Jackson, Juneau, La Crosse, Marquette, Monroe, Richland, Trempealeau, Vernon
Number served: 2,611

Child Sexual Abuse Prevention

Children's Hospital of Wisconsin Community Services—\$210,500
Serving: Statewide
Number served: 334

Parent Education Initiative

Supporting Families Together Association - \$359,000
Serving: Statewide
Number served: N/A – provided technical assistance

Parent Education

Children's Service Society of Wisconsin—\$150,000
Serving: Milwaukee, Racine, Walworth
Number served: 726

Family & Childcare Resources of NEW—\$157,000
Serving: Brown, Oconto
Number served: 1,063

Family Resource Center, Inc. - \$50,000
Serving: Eau Claire
Number served: 251

Greater Watertown Foundation - \$48,199
Serving: Dodge, Jefferson
Number served: 245

Kenosha Co. Division of Children and Family Services - \$107,000
Serving: Kenosha
Number served: 188

The Parenting Network—\$157,000
Serving: Kenosha, Milwaukee, Ozaukee, Racine, Washington, Waukesha
Number served: 857

The Parenting Place—\$150,000
Serving: La Crosse, Monroe, Trempealeau, Vernon
Number served: 426

Research and Evaluation

UW Madison School of Social Work—\$91,217
Serving: N/A—research
Number served: N/A—research

UW Milwaukee Board of Regents—\$58,556
Serving: N/A—research
Number served: N/A—research

Public Awareness

Knupp & Watson & Wallman, Inc. - \$195,500
Serving: Statewide
Number served: N/A – public awareness campaign

Other

Central Racine County Health Department Family Connects Newborn Home Visiting Program - \$75,000
Serving: Racine
Number served: 849

University of Kansas Center for Research - \$158,583
Serving: N/A – data reporting system
Number served: N/A – data reporting system

SFY21 Community Investment

Abusive Head Trauma Prevention

(Period of PURPLE Crying)
American Family Children's Hospital
 - \$25,000

Serving: Dane
 Number served: 392

Children's Hospital and Health System, Inc.—\$19,525

Serving: Milwaukee
 Number served: 3,432

Family Resource Center St. Croix Valley, Inc.—\$50,000

Serving: Pierce, Polk and St. Croix
 Number served: 132

Family Resource Center of Sheboygan County - \$20,214

Serving: Sheboygan
 Number served: 261

Gundersen Lutheran Medical Foundation, Inc. - \$25,000

Serving: Adams, Crawford, Grant, Jackson, Juneau, La Crosse, Marquette, Monroe, Richland, Trempealeau, Vernon
 Number served: 1,253

Lakeshore CAP, Inc. of Wisconsin - \$2,464

Serving: Manitowoc
 Number served: 140

Child Sexual Abuse Prevention

Children's Hospital of Wisconsin Community Services—\$210,500

Serving: Statewide
 Number served: 312 professionals

Parent Education Initiative

Supporting Families Together Association - \$413,500

Serving: Statewide
 Number served: N/A – provided technical assistance

Parent Education

Children's Service Society of Wisconsin—\$179,819

Serving: Milwaukee, Racine, Walworth
 Number served: 691

Family & Childcare Resources of NEW—\$157,000

Serving: Brown, Marinette, Oconto
 Number served: 398

Family Resource Center, Inc. - \$150,000

Serving: Eau Claire
 Number served: 494

Family Resource Center St. Croix Valley - \$50,000

Serving: Pierce, Polk, St. Croix
 Number served: 5 staff trained in Triple P

Family Resource Center of Sheboygan County - \$23,500

Serving: Sheboygan
 Number served: N/A – staff training

Greater Watertown Health Foundation - \$150,000

Serving: Dodge, Jefferson
 Number served: 480

Kenosha Co. Division of Children and Family Services - \$125,750

Serving: Kenosha
 Number served: 104

The Parenting Network—\$202,000

Serving: Kenosha, Milwaukee, Ozaukee, Racine, Washington, Waukesha
 Number served: 328

The Parenting Place—\$150,000

Serving: La Crosse, Monroe, Trempealeau, Vernon
 Number served: 438

Research and Evaluation

UW Madison School of Social Work—\$125,048

Research and evaluation consultation
 Serving: N/A—research
 Number served: N/A—research

Public Awareness

Knupp & Watson & Wallman, Inc. - \$180,920

Serving: Statewide
 Number served: N/A—statewide public awareness campaign

Other

Central Racine County Health Department Family Connects Newborn Home Visiting Program - \$75,000

Serving: Racine
 Number served: 24 (Operations were suspended due to COVID and the closures of hospitals. The program resumed some operations in June 2021)

University of Kansas Center for Research - \$110,190

Serving: N/A – data reporting system
 Number served: N/A – data reporting system

DCF (parent education and other family support) - \$100,000

Serving: Statewide
 Number served: 410

BIENNIAL GRANT PLAN

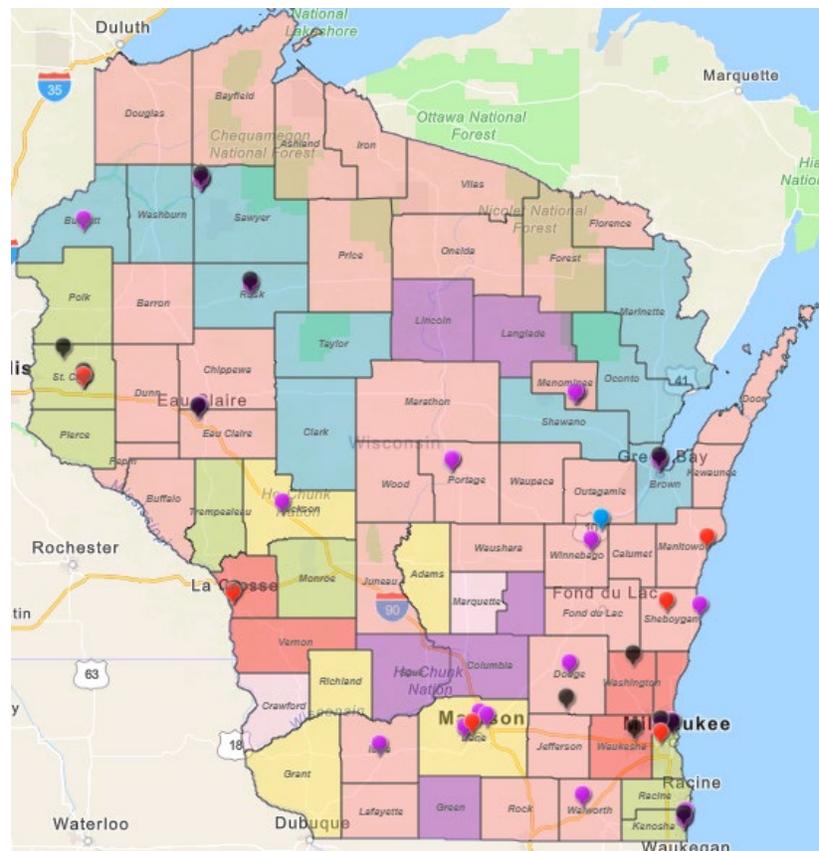
This section sets for the Prevention Board’s plan for awarding grants and providing technical assistance, as required by Wis. Stats. §48.982.

The Prevention Board adopted its current strategic plan on September 1, 2021. Guided by the strategic plan priorities, the Prevention Board approved a community investment plan for SFY23-25 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 received over \$4 million in American Rescue Plan Act CBCAP funds. About half of those funds will be obligated by the end of SFY22, and the remaining funds will be used to fund grants for SFY23-25.

The Prevention Board adheres to Wis. Stats. §48.982(2)(a) and the State of Wisconsin procurement rules when awarding grants. A request for application/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 presented to the full Prevention Board, which makes the final grant award decisions. To the extent practicable, for each request for application/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 plans to support child abuse and neglect prevention efforts during SFY23-25 as set forth in the chart on the next page.

Map of SFY2021
Grantees and Service
Areas



Grant Title	Areas to be Served	Brief Description	Budgeted Amount per Fiscal Year	Number of Awards per Fiscal Year
Evidence-Informed Parent Education (direct service)	TBD	Competitive funding opportunity will be issued to implement evidenced-informed parent education including but not limited to Family Connects, abusive head trauma prevention, Triple P, Nurturing Parenting, and Stewards of Children	\$1,000,000	TBD
Other Primary Prevention Strategies and Services	TBD	Competitive funding opportunity will be issued to implement other primary prevention strategies, programs, or services including but not limited to play and learns, parent support, Parent Cafes, flex funds, warmline/helpline, and respite	\$300,000	TBD
Community/Capacity Building	TBD	Competitive funding opportunity will be issued to embed primary prevention of child maltreatment into an existing community collective impact effort	\$250,000	TBD
Child Sexual Abuse Prevention	Statewide	Competitive funding opportunity will be issued for education to promote adult responsibility for keeping children safe and agency best practices	\$100,000	1
Family Resource Center Infrastructure	Statewide	Create a uniform infrastructure and standards that support the provision of effective, quality child maltreatment primary prevention services to families of children birth to five years and promote the well-being of children and families throughout the state while reducing child abuse and neglect	\$850,000	10
			\$1,000,000	TBD
Parent Education Initiative (training and technical assistance)	TA for grantees - Statewide	Coordinate training and technical assistance to current Parent Education grantees and build awareness for evidence-based parent education	\$300,000	1
Online data reporting system	Statewide	Wisconsin Prevention Reporting System available for Family Resource Centers and all agencies implementing evidence-based parent education	\$175,000	1
Evidence-Based Abusive Head Trauma	Statewide	Implementation of Period of PURPLE Crying® program (Dose 1 and Dose 2)	\$60,000	4
Tribal Primary Prevention	Federally recognized tribes	Expand primary prevention programs or implement new programs	\$150,000	3
Family Resource Navigator in 53206 Initiative	Milwaukee	Enhance the 53206 Initiative with a Family Resource Navigator	\$100,000	1
Public Awareness	Statewide	Enhance the public awareness campaign on the Strengthening Families™ Protective Factors Framework and to create a new public awareness campaign on the need for parenting support, education, and help seeking that is universal.	\$200,000	2
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	\$100,000	28
Program Evaluation and Research Consultation	N/A	Data analysis and research from UW-Madison School of Social Work	\$54,000	1
Program Evaluation	FRC project - Statewide	Baseline survey accessing protective factors in 2,500 current Wisconsin parents and a process evaluation for year one of FRC Infrastructure Pilot and recommendations for cohort 2	\$195,000	2

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 surveyed its members during May 2020 and May 2021 to evaluate the effectiveness of the Prevention Board in meeting statutory requirements in six (6) functional areas.

2021 Board Survey:

PUBLIC POLICY

91% excellent or good; 9% new Board member, not answer

PUBLIC AWARENESS AND EDUCATION

82% excellent or good; 9% fair; 9% new Board member, not answer

COMMUNITY INVESTMENT: IMPLEMENTATION AND EVALUATION

82% excellent or good; 9% fair; 9% new Board member, not answer

RESOURCE DEVELOPMENT

82% excellent or good; 9% fair; 9% new Board member, not answer

BOARD ADMINISTRATION- STAFFING AND REPORTING

91% excellent; 9% new Board member, not answer

EQUITY AND INCLUSION PLANNING

91% excellent; 9% new Board member, not answer

2020 Board Survey:

PUBLIC POLICY
100% excellent or good

PUBLIC AWARENESS AND EDUCATION
100% excellent

COMMUNITY INVESTMENT: IMPLEMENTATION AND EVALUATION
100% excellent

RESOURCE DEVELOPMENT
100% excellent

BOARD ADMINISTRATION- STAFFING AND REPORTING
100% excellent

EQUITY AND INCLUSION PLANNING
100% good

The Prevention Board surveyed its grantees during May 2020 and May 2021 to evaluate the overall effectiveness in supporting grantees.

2021 Grantee Survey (33 responses):

EFFECTIVENESS IN COMMUNICATION
100% excellent or good

QUALITY OF RESOURCES
94% excellent or good; 6% poor

QUALITY OF TECHNICAL ASSISTANCE
94% excellent or good; 6% poor

GRANTMAKING AND FUNDING PROCESS
Grant reporting: 95% excellent or good; 5% fair
Funding process: 100% excellent or good

2020 Grantee Survey (13 responses):

EFFECTIVENESS IN COMMUNICATION
100% excellent or good

QUALITY OF RESOURCES
92% excellent or good; 8% fair

QUALITY OF TECHNICAL ASSISTANCE
100% excellent or good

GRANTMAKING AND FUNDING PROCESS
100% excellent or good