



2021-2023

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 2021-2023 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 2023-2025 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 2021-2023 biennium, the Prevention Board:

- **Invested over \$12 million** to support state and local child maltreatment primary prevention and family support initiatives
- Supported 10 Family Resource Centers (FRCs) in becoming **Family Resource Centers of Quality**, certifying them to provide effective, quality child maltreatment primary prevention services to families of children birth to five years
- Selected 10 additional FRCs to participate in the second co-hort of the **Family Resource Center Infrastructure Initiative**, the first step in becoming an FRC of Quality
- Secured GPR funding to **expand the reach of FRC services**
- Secured GPR funding to **support the expansion of Triple P**, an evidence-informed parenting program

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,

A handwritten signature in black ink that reads "R.K. Murray".

Rebecca K. Murray, Executive Director

OVERVIEW

This report details the Child Abuse and Neglect Prevention Board’s (Prevention Board) accomplishments during the 2021-2023 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 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, and the 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:

- Policy
- Education
- Programming
- Collaboration

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 1998 the Prevention Board created the Celebrate Children Foundation, a nonstock, nonprofit corporation that 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 as required by Wis. Stats. §230.215.

CURRENT MEMBERS (as of September 15, 2023)

Jonette Arms

Department of Health Services

Sen. Joan Ballweg

State Senate

Rep Jill Billings

State Assembly

Paula Breese

Public Member - Family & Childcare Resources
of N.E.W.

Lynn Cook

Department of Justice

Julie Incitti

Department of Public Instruction

Molly Jasmer

Public Member - Grady, Hayes & Neary, LLC

Sen. LaTonya Johnson

State Senate

Dr. Jennifer Kleven

Public Member - Gundersen Health System

Stephanie Lozano

Department of Children and Families

Elizabeth Lucas

Department of Corrections

Mike McHorney

Public Member - Eau Claire Children's Museum

Mike Meulemans

Public Member - CVS Health/Aetna Medicaid

William Olivier

Public Member – Bridge Builders

Mary Anne Snyder

Governor's Designee

Rep. Patrick Snyder

State Assembly

Erika Traver

Public Member – Ho Chunk Nation

Vicki Tylka

Public Member – North Central Healthcare

Two vacant public seats

Priority #1: Policy

2021-2023 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. The Children’s Caucus activities the Prevention Board supported were:
 - November 2021 – presentation from the Wisconsin School Counselor Association and the Office of Children’s Mental Health on *The Impact of COVID and the Importance of Social Connections*
 - March 2023 – presentation from the Greater Watertown Foundation on *Access to Childcare: An Economic Imperative* and from the Wisconsin Early Childhood Association on *Wisconsin Early Education Shared Services Network Increases Childcare Business Efficiencies*
- Coordinated family support and child maltreatment prevention initiatives with other state agencies, including:
 - Partnered with the Department of Children and Families to connect FRCs and regulated childcare providers
 - Worked with the Department of Health Services to embed evidence-informed parent education into the Birth to 3 Program
 - Partnered with the Office of Children’s Mental Health to advance parental resiliency
 - Partnered with the Department of Public Instruction to address student homelessness by connecting FRCs and school district staff
- Supported a research evaluation of *Parenting Inside Out*, an evidence-informed parent education program operating in four Department of Corrections’ correctional institutions and *Making Reading Memories*, a pilot research study on the impact of incarcerated caregivers and community caregivers reading to their children
- Implemented the agency’s 2023-2025 strategic plan
- Implemented the agency’s 2023-2025 community investment plan

2023-2025 Initiatives

- Continue to implement the agency’s 2023-2025 strategic plan
- Continue to implement the agency’s 2023-2025 community investment plan
- Develop the agency’s next strategic plan
- Develop the agency’s 2025-2027 community investment plan
- Continue to partner with state and local agencies to embed child maltreatment primary prevention practices into agency policies and practices
- Advance evidence-informed policies to support families and prevent child maltreatment
- Partner with the Board for People with Developmental Disabilities to coordinate with FRCs, regulated childcare providers, and other community-based agencies in Milwaukee to provide information, resources, and referral to families with at-risk and/or lead-exposed children

Priority #2: Education and Public Awareness

2021-2023 Accomplishments

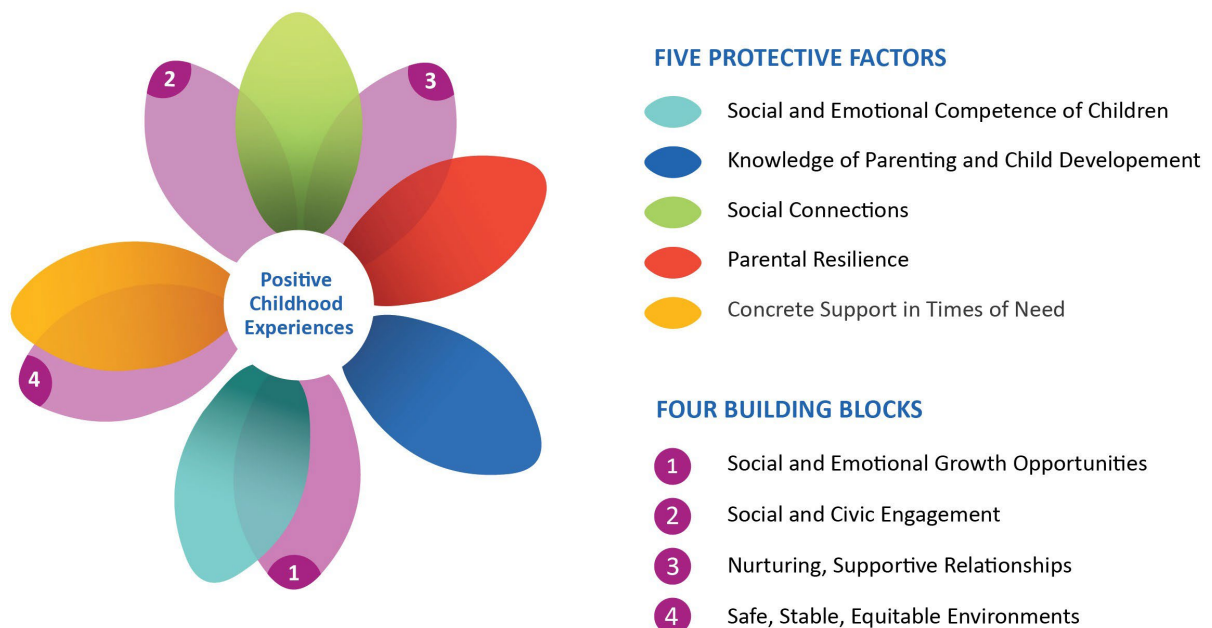
- Modified Child Abuse and Neglect Prevention Month messaging to “Family Strengthening Month”, focusing on messaging to strengthen families and disseminate information and activities throughout the year
- Partnered with Resilient Wisconsin, the Department of Children and Families, Children’s Wisconsin, Supporting Families Together Association, and the Office of Children’s Mental Health to create family strengthening outreach materials, including the Family Strengthening Month toolkit, social media calendars, back to school messaging, and summer messaging
- Developed a comprehensive communication strategy for the Prevention Board and the Celebrate Children Foundation
- Developed SFY21-22 social media plan, analyzed social media metrics, and developed a new Social Media Plan SFY23-24
- Updated the agency branding guidelines
- Developed strategies to integrate the Prevention Board’s websites and social media channels to optimize the Prevention Board’s online exposure
- Renewed and implemented a Celebrate Children license plate promotion program, including the development of new toolkit, to support fund development and programmatic activities
- Partnered with the Wisconsin Public Library Association to promote the Celebrate Children Foundation and distributed the Foundation outreach materials to all Wisconsin public library systems
- Developed an annual outreach plan that promotes the implementation of the Prevention Board and Celebrate Children Foundation initiatives
- Created a *Parenting on the Go* campaign to raise funds for creating and distributing “Parenting on the Go” bags and materials to be distributed through FRCs and Childcare Resource and Referral agencies
- Updated the Five for Families toolkit materials
- Collaborated with the Supporting Families Together Association and KW2 to develop and launch a public awareness campaign for FRCs (Room to Grow)
- Developed and launched the “Embrace the Power of Dads” campaign on the importance of fathers
- Developed and launched “Catch the Kids Doing Good” campaign to promote awareness of positive parenting strategies
- Created Summer 2023 messaging, including graphic design posts for social media and a one-pager/flyer
- Created concrete support messaging on the importance of supporting families
- Created the Prevention Board brochure
- Designed new graphics and logos, including a new logo for the 40th anniversary of the Prevention Board and a Family Strengthening logo
- Redesigned and updated the Prevention Board and Celebrate Children Foundation websites

- Launched the Prevention Board newsletter
- Launched the Lunch and Learn webinar series for family support professional development
- Collaborated with the Wisconsin Child Welfare Professional Development System home visiting section to establish a Wisconsin Family Resource Center Professional Development System and uniform professional development training requirements for grantees
- Partnered with UW-Milwaukee to complete the Strong and Stable Families survey—a survey distributed to households with a child under the age of 17

2023-2025 Initiatives

- Expand summer and Back to School messaging for social media
- Provide technical assistance to FRCs as they work with the updated Room to Grow toolkit materials and formats
- Create new digital content for the Prevention Board and Celebrate Children Foundation website
- Refresh the Five for Families website with new interactive tools for parents
- Update the SFY23-25 communication plan
- Perform Google Analytics for the Five for Families website and social media channels
- Develop a social media plan for SFY24-25
- Update the outreach plan for the Prevention Board and the Celebrate Children Foundation
- Expand the Lunch and Learn webinar series for family support professional development
- Expand the professional development training system to ensure compliance with uniform training requirements for grantees and provide other beneficial professional development opportunities
- Launch the Family and Child Resources Guided Search with 2-1-1 Wisconsin
- Distribute the Strong and Stable Families survey findings

How the Five Protective Factors Overlap with the Four Building Blocks



Priority #3: Programming

2021-2023 Accomplishments

- Awarded over \$12 million to support family strengthening initiatives throughout the state, including over \$4 million in American Rescue Plan (ARPA) Community-based Child Abuse Prevention funds
- Successfully completed the first cohort of the FRC Infrastructure Development project, aimed at establishing a uniform infrastructure and standards supporting the effective delivery of high-quality child maltreatment primary prevention services to families with children from birth to five years old. This initiative also promotes the well-being of children and families across the state while reducing instances child abuse and neglect
 - 10 agencies successfully fulfilled grant activities, demonstrated infrastructure quality improvement, and pursued accreditation as a Family Resource Center of Quality
 - 10 agencies were selected to participate in the second cohort of the Family Resource Center Infrastructure project, which is scheduled to run from July 1, 2023 – June 30, 2025
- Received \$500,000 in GPR in the 23-25 biennial budget to support FRCs
- Received \$500,000 in GPR in the 23-25 biennial budget to expand the Triple P parent education program
- Provided funding for homelessness resource navigators in nine FRCs to collaborate with school districts and assist students experiencing homelessness
- Partnered with United Healthcare (UHC) and Milwaukee FRCs to pilot the integration of FRC services into UHC's internal referral system for people who are pregnant or recently gave birth
- Collaborated with the University of Wisconsin-Madison to implement the evidence-informed *Parenting Inside Out* parent education program within four Wisconsin correctional institutions, along with the *Making Reading Memories* initiative
- Designed and piloted the Five for Families parent curriculum
- Expanded reach with supplemental primary prevention grants, totaling 22 grants
- Successfully onboarded nine new agencies that received Prevention Board funding for the first time
- Established relationships and provided funding to five Tribes to initiate primary prevention services

2023-2025 Initiatives

- Implement the infrastructure development process with the second cohort of 10 FRCs
- Expand the partnership between UHC and FRCs, enhancing referrals and collaboration
- Implement a strategy to expand the Triple P parent education program using \$500,000 in GPR funding allocated in the 23-25 biennial budget
- Execute a plan to expand the FRCs using \$500,000 in GPR funding allocated in the 23-25 biennial budget
- Launch and implement the Five for Families Parent Curriculum statewide

Priority #4: Collaboration

2021-2023 Accomplishments

- Partnered with the Department of Public Instruction to fund homelessness resource navigators to help school districts throughout Wisconsin better serve students experiencing homelessness
- Partnered with the Department of Children and Families 53206 Initiative to fund a Family Resource Navigator to support families living in the 53206 zip code
- Collaborated with the Department of Children and Families to support local collaborations between FRCs and childcare providers
- Identified local or county-wide coalitions focused on early care and education or family strengthening
- Collaborated with the University of Wisconsin-Madison Population Health Institute to conduct a process evaluation of the FRC Infrastructure Development project
- Worked 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 FRC Infrastructure Development project
- Collaborated with the University of Wisconsin-Milwaukee to conduct a survey on protective factors for adults in parenting roles within the general Wisconsin population of families with children under age 18 and for caregivers with the same characteristics who also interacted with an FRC
- 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 Collective Impact; the Wisconsin Child Death Review Team; the Awareness to Action Child Sexual Abuse Prevention Steering Committee; the Milwaukee Child Abuse Prevention Services Coalition; 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

2023-2025 Initiatives

- Sustain partnerships with state and local agencies as well as community-based organizations to promote child maltreatment primary prevention
- Foster relationships with a minimum of two identified local or county-wide coalitions to integrate child maltreatment primary prevention

SFY22 Community Investment

Abusive Head Trauma Prevention

(Grants to implement the Period of PURPLE Crying®)

Children's Hospital and Health System, Inc.

\$17,490

Serving: Dane, Eau Claire, Jackson, Kenosha, Langlade, Lincoln, Marathon, Milwaukee, Oneida, Ozaukee, Portage, Racine, Rock, Washington, Waukesha Counties
Number served: 6,694

Family Resource Center St. Croix Valley, Inc.

\$50,000

Serving: Pierce, Polk, St. Croix Counties
Number served: 388

Family Resource Center of Sheboygan County

\$40,860

Serving: Sheboygan County
Number served: 688

Lakeshore CAP of Wisconsin

\$1,878

Serving: Kewaunee, Manitowoc Counties
Number served: 250

River Source Family Center

\$4,572

Serving: Chippewa, Eau Claire Counties
Number served: 32

Child Sexual Abuse Prevention

(Grant to provide technical assistance to child and family serving organizations throughout Wisconsin)

Children's Hospital of Wisconsin Community Services

\$210,500

Serving: Statewide
Number served: 6 communities, 50 staff trained

Family Support Emergency Funds

(Grants to provide concrete supports for families)

Adolescent Parenting Coalition

\$9,891

Serving: Brown County
Number served: 26

4C for Children

\$20,000

Serving: Washington County
Number served: 16

Bay View Community Center of Milwaukee

\$20,000

Serving: City of Milwaukee
Number served: 172

Childcaring, Inc.

\$12,000

Serving: Adams, Marquette Counties
Number served: 22

Children's Service Society of Wisconsin

\$80,000

Serving: Green Lake, Jackson, Marquette, Portage, Rock, Trempealeau Counties
Number served: 554

The Crossing of Manitowoc County

\$20,000

Serving: Manitowoc County
Number served: 185

Family & Childcare Resources of N.E.W.

\$20,000

Serving: Brown, Door, Kewaunee, Marinette, Menominee, Oconto, Shawano Counties
Number served: 82

Family Connections

\$20,000

Serving: Fond du Lac, Manitowoc, Sheboygan Counties
Number served: 87

Family Connections of Southwest Wisconsin

\$6,088

Serving: Crawford, Grant, Iowa, Lafayette, Richland, Vernon Counties
Number served: 141

Family Resource Center of Iowa County

\$16,350

Serving: Iowa County
Number served: 150

Family Resource Center St. Croix Valley

\$20,000

Serving: Pierce, Polk, St. Croix Counties
Number served: 23

Family Resource Center of Sheboygan County

\$20,000

Serving: Sheboygan County
Number served: 197

Family Services of Northeast Wisconsin
\$20,000

Serving: City of Green Bay
 Number served: 56

Kenosha County Prevention Services Network
\$10,000

Serving: Kenosha County
 Number served: 119

Lakeland Family Resource Center
\$20,000

Serving: Barron, Burnett, Douglas, Rusk, Sawyer, Washburn Counties
 Number served: 68

Milwaukee Center for Children and Youth
\$20,000

Serving: City of Milwaukee
 Number served: 34

Northwest Connection Family Resources
\$20,000

Serving: Sawyer County, Lac Courte Oreilles Band of Lake Superior Chippewa Indians
 Number served: 112

The Parenting Network
\$20,000

Serving: Milwaukee County
 Number served: 26

The Parenting Place
\$20,000

Serving: La Crosse, Monroe, Trempealeau, Vernon Counties
 Number served: 118

Rock County Department of Human Services
\$19,920

Serving: Rock County
 Number served: 25

Stockbridge-Munsee Band of Mohican Indians
\$20,000

Serving: Stockbridge-Munsee Band of Mohican Indians
 Number served: 20

Today Not Tomorrow
\$20,000

Serving: Columbia, Dane, Dodge, Green, Jefferson, Rock, Sauk Counties
 Number served: 41

United Way of Sheboygan County
\$20,000

Serving: Sheboygan County
 Number served: 11

Vision Forward Association
\$20,000

Serving: Statewide
 Number served: 41

Watertown Family Center
\$20,000

Serving: Dodge, Jefferson Counties
 Number served: 120

Western Dairyland EOC
\$20,000

Serving: Buffalo, Chippewa, Dunn, Eau Claire, Jackson, Pepin, Pierce, Polk, St. Croix, Trempealeau Counties, Ho Chunk Nation
 Number served: 19

Family Resource Center Network Infrastructure Development

(Grants for agencies to become FRCs of Quality; funding was not for direct service, so “number served” is not applicable)

Burnett County Family Resource Center
\$70,798

Serving: Burnett County
 Number served: Not applicable

Children’s Service Society of Wisconsin
\$85,000

Serving: Jackson, Trempealeau Counties
 Number served: Not applicable

Family & Childcare Resources of N.E.W.
\$85,000

Serving: Brown, Oconto, Shawano Counties
 Number served: Not applicable

Family Connections of Southwest Wisconsin
\$85,000

Serving: Grant, Lafayette Counties
 Number served: Not applicable

Family Resource Center of Sheboygan County
\$85,000

Serving: Sheboygan County
 Number served: Not applicable

Family Resource Center St. Croix Valley
\$85,000

Serving: Pierce, Polk, St. Croix Counties
 Number served: Not applicable

FRC, Inc.
\$85,000
 Serving: Eau Claire County
 Number served: Not applicable

Northwest Connection Family Resources
\$85,000
 Serving: Sawyer, Washburn Counties
 Number served: Not applicable

The Parenting Network
\$85,000
 Serving: Milwaukee County
 Number served: Not applicable

The Parenting Place
\$85,000
 Serving: La Crosse, Monroe, Vernon Counties
 Number served: Not applicable

Family Resource Navigator
 (Grant to support families needing connection to community resources)

Milwaukee Center for Children and Youth
\$100,000
 Serving: City of Milwaukee 53206 zip code
 Number served: 49

Parent Education Initiative
 (Grant to provide technical assistance to Prevention Board grantees)

Supporting Families Together Association
\$435,000
 Serving: Statewide
 Number served: N/A – provided technical assistance for grantees and staff from 10 FRCs and Childcare Resource and Referral agencies

Parent Education
 (Grants to implement evidence-informed parent education programs)

Children’s Service Society of Wisconsin
\$100,000
 Serving: Milwaukee, Racine, Walworth Counties
 Number served: 604

Family & Childcare Resources of N.E.W.
\$107,000
 Serving: Brown, Marinette, Oconto, Shawano Counties
 Number served: 652

FRC, Inc.
\$103,500
 Serving: Eau Claire County
 Number served: 338

Greater Watertown Foundation
\$100,000
 Serving: Dodge, Jefferson Counties
 Number served: 508

Kenosha County Division of Children and Family Services
\$107,000
 Serving: Kenosha County
 Number served: 30

The Parenting Network
\$103,500
 Serving: Milwaukee, Washington, Waukesha Counties
 Number served: 347

The Parenting Place
\$107,000
 Serving: La Crosse, Monroe, Trempealeau, Vernon Counties
 Number served: 44

Public Awareness
 (Grant to develop public awareness to strengthen families)

Knupp & Watson & Wallman, Inc.
\$175,000
 Serving: Statewide
 Number served: N/A – public awareness campaign

Research and Evaluation
 (Grants to support research into child maltreatment prevention best practices and program evaluation)

UW Madison School of Social Work
\$125,201
 Serving: N/A—General research and evaluation of Parenting Inside Out
 Number served: N/A

UW Madison Population Health Institute
\$75,158
 Serving: N/A – Process evaluation for the FRC Infrastructure Development Initiative
 Number served: N/A

UW Milwaukee Institute for Child and Family Well-being
\$139,149
 Serving: N/A – Survey research on identifying factors that reduce the risk of child maltreatment
 Number served: N/A

**Tribal Child Maltreatment
Primary Prevention***
(Grants for child maltreatment
primary prevention in Tribal
settings)

***Bad River Band of Lake
Superior of Chippewa***
\$50,000

Serving: Bad River Band of Lake
Superior Tribe of Chippewa
Indians
Number served: N/A planning
period

***Menominee Indian Tribe of
Wisconsin***
\$57,658

Serving: Menominee Indian
Tribe of Wisconsin
Number served: N/A planning
period

***Stockbridge-Munsee Band of
Mohican Indians***
\$50,000

Serving: Stockbridge-Munsee
Band of Mohican Indians
Number served: N/A planning
period

**Funding for projects operating
10/1/21 – 9/30/23*

Other
(Grants for professional
development for family serving
professionals; data collection
and reporting)

***Wisconsin Child Welfare
Professional Development
System***
\$34,999

Serving: Statewide
Number served: N/A

***University of Kansas Center for
Research***
\$180,019

Serving: N/A – Maintenance of
data reporting system for
grantees
Number served: N/A

Department of Health Services
\$35,320

Serving: N/A – 25%
epidemiologist time to analyze
child maltreatment data
Number served: N/A

SFY23 Community Investment

Abusive Head Trauma Prevention
(Grants to implement the Period of PURPLE Crying®)

Children's Hospital and Health System, Inc.
\$19,500

Serving: Dane, Eau Claire, Jackson, Kenosha, Langlade, Lincoln, Marathon, Milwaukee, Oneida, Ozaukee, Portage, Racine, Rock, Washington, Waukesha Counties
Number served: 5,755

Lakeshore CAP, Inc. of Wisconsin
\$5,000

Serving: Kewaunee, Manitowoc Counties
Number served: Data not available until 11.1.23

Child Sexual Abuse Prevention
(Grant to provide technical assistance to child and family serving organizations throughout Wisconsin)

Children's Hospital of Wisconsin Community Services
\$150,000

Serving: Statewide
Number served: 22 agencies, 68 participants

Childcare Initiatives
(Grants to support FRC partnerships with local businesses)

4C Madison
\$75,000

Serving: Dane, Dodge Counties
Number served: 130

4C Family Center of Washington County
\$75,000

Serving: Washington County
Number served: 876

Bay View Community Center of Milwaukee
\$75,000

Serving: City of Milwaukee
Number served: 16

Child Care Resource and Referral
\$75,000

Serving: Green Lake, Waupaca Counties
Number served: 308

Childcaring, Inc.
\$75,000

Serving: Portage, Waushara, Wood Counties
Number served: 163

Children's Service Society of Wisconsin
\$187,500

Serving: Forest, Langlade, Lincoln, Marathon, Oneida, Vilas Counties (2 grants)
Number served: 320

Family & Childcare Resources of N.E.W.
\$75,000

Serving: Brown, Kewaunee, Marinette, Oconto, Shawano Counties
Number served: 105

Family Connections, Inc.
\$75,000

Serving: Fond du Lac, Manitowoc, Sheboygan Counties
Number served: 865

First Five Fox Valley
\$110,461

Serving: Calumet, Green Lake, Marquette, Outagamie, Shawano, Waupaca, Waushara, Winnebago Counties
Number served: Data not available until 11.1.23

Focus on Community
\$75,000

Serving: Racine County
Number served: 69

Forest County Potawatomi Community
\$49,590

Serving: Forest County Potawatomi Community
Number served: 69

Ho Chunk Nation
\$137,500

Serving: Ho Chunk Nation
Number served: 18

Greater Watertown Foundation
\$22,700

Serving: Dodge, Jefferson Counties
Number served: 7

Indianhead Community Action Agency
\$112,500

Serving: Burnett, Clark, Rusk, Sawyer, Taylor, Washburn Counties
Number served: 7

Lakeland Family Resource Center
\$75,000

Serving: Burnett, Sawyer, Washburn Counties
Number served: 126

Menominee Indian Tribe of Wisconsin
\$137,500

Serving: Menominee Indian Tribe of Wisconsin
 Number served: N/A in hiring and planning stage

Northwest Connection Family Resources
\$75,000

Serving: Ashland, Bayfield, Barron, Florence, Forest, Douglas, Iron, Oneida, Price, Rusk, Sawyer, Vilas, Washburn Counties, Bad River Band of Lake Superior Chippewa, Forest County Potawatomi, Lac du Flambeau Band of Lake Superior Chippewa Indians, Lac Courte Oreilles Band of Lake Superior Ojibwe, Red Cliff Band of Lake Superior Chippewa, Sokaogon Chippewa Community Mole Lake Band, St. Croix Chippewa Indians of Wisconsin
 Number served: 17

The Parenting Network
\$74,996

Serving: Milwaukee County
 Number served: 37

The Parenting Place
\$75,000

Serving: La Crosse, Monroe Counties
 Number served: 26

Parents Place
\$30,000

Serving: Waukesha County
 Number served: 67

River Source Family Center
\$29,700

Serving: Chippewa County
 Number served: 82

Treehouse Child and Family Center
\$75,000

Serving: Walworth County
 Number served: 2,058

Western Dairyland Child Care Partnership
\$75,000

Serving: Buffalo, Pepin, Trempealeau Counties
 Number served: 118

Wellpoint Care Network
\$105,965

Serving: Milwaukee County
 Number served: Data not available until 11.1.23

YMCA of Rock County
\$112,500

Serving: Rock County
 Number served: 32

Family Resource Center Network Infrastructure Development

(Grants for agencies to become FRCs of Quality; funding was not for direct service, so “number served” is not applicable)

Burnett County Family Resource Center
\$72,820

Serving: Burnett County
 Number served: N/A

Children’s Service Society of Wisconsin
\$92,000

Serving: Jackson, Trempealeau Counties
 Number served: N/A

Family & Childcare Resources of N.E.W.
\$109,707

Serving: Brown, Oconto, Shawano Counties
 Number served: N/A

Family Connections of Southwest Wisconsin
\$85,000

Serving: Grant, Lafayette Counties
 Number served: N/A

Family Resource Center of Sheboygan County
\$85,000

Serving: Sheboygan County
 Number served: N/A

Family Resource Center St. Croix Valley
\$85,000

Serving: Pierce, Polk, St. Croix Counties
 Number served: N/A

FRC, Inc.
\$85,000

Serving: Eau Claire County
 Number served: N/A

Northwest Connection Family Resources
\$85,000

Serving: Sawyer, Washburn Counties
 Number served: N/A

The Parenting Network
\$85,000

Serving: Milwaukee County
 Number served: N/A

The Parenting Place
\$85,000

Serving: La Crosse, Monroe, Vernon Counties
 Number served: N/A

Family Resource Navigator
 (Grant to fund support families needing connection to community resources)

Milwaukee Center for Children and Youth
\$100,000
 Serving: City of Milwaukee
 53206 zip code
 Number served: N/A – the grant runs 10.1.22 – 9.30.23

Family Resource Navigator - Students Experiencing Homelessness
 (Grants to support FRC partnerships with local school districts)

Bay View Community Center of Milwaukee
\$105,000
 Serving: Milwaukee Public Schools
 Number served: N/A – the grant runs 5.1.23 – 9.30.25

Children’s Hospital of Wisconsin
\$235,000
 Serving: Alma Center, Antigo, Black River Falls, Blair-Taylor, Melrose-Mindoro, Merrill, Rhinelander School Districts
 Number served: N/A – the grant runs 5.1.23 – 9.30.25

Family & Childcare Resources of N.E.W.
\$165,000
 Serving: Algoma, Ashwaubenon, Beecher-Dunbar-Pemine, Bonduel, Bowler, Coleman, Crivitz, De Pere, Denmark, Gibraltar Area, Gillett, Goodman-Armstrong Creek, Green Bay Area Public Schools, Gresham, Howar-Suamico,

Kewaunee, Lena, Luxemburg-Casco, Marinette, Niagra, Oconto Falls Public Schools, Oconto Unified, Peshtigo, Pulaski Community, Sevastopol, Shawano, Southern Door County, Sturgeon bay, Suring Public, Tigerton, Washington Island, Wausaukee, West De Pere, Wittenberg-Birnamwood, Wrightstown Community School Districts
 Number served: N/A – the grant runs 5.1.23 – 9.30.25

Focus on Community
\$122,000
 Serving: Burlington, Racine School Districts
 Number served: N/A – the grant runs 5.1.23 – 9.30.25

Lakeland Family Resource Center
\$105,000
 Serving: Birchwood Northwood, Shell Lake, Spooner School Districts
 N/A – the grant runs 5.1.23 – 9.30.25

Milwaukee Center for Children and Youth
105,000
 Serving: Milwaukee Public Schools
 Number served: N/A – the grant runs 5.1.23 – 9.30.25

Northwest Connections Family Resources
\$105,000
 Serving: Hayward, Winter School Districts
 Number served: N/A – the grant runs 5.1.23 – 9.30.25

Western Dairyland EOC
\$105,000
 Serving: Cochrane-Fountain City, Durand, Mondovi School Districts
 Number served: N/A – the grant runs 5.1.23 – 9.30.25

Parent Education Initiative
 (Grant to provide technical assistance to Prevention Board grantees)

Supporting Families Together Association
\$250,000
 Serving: Statewide
 Number served: Provided technical assistance for Prevention Board grantees

Parent Education
 (Grants to implement evidence-informed parent education programs)

Bay View Community Center of Milwaukee
\$150,000
 Serving: City of Milwaukee
 Number served: 80

Children’s Service Society of Wisconsin
\$153,500
 Serving: Milwaukee, Racine, Walworth Counties
 Number served: 512

Family & Childcare Resources of N.E.W.
\$150,000
 Serving: Brown, Marinette, Oconto, Shawano Counties
 Number served: 617

Family Resource Center, Inc.
\$105,000
 Serving: Eau Claire County
 Number served: 323

Kenosha County Division of Children and Family Services
\$132,194

Serving: Kenosha County
 Number served: 180

Lakeland Family Resource Center
\$150,000

Serving: Barron, Burnett, Douglas, Rusk, Sawyer, Washburn Counties
 Number served: 42

The Parenting Network
\$153,500

Serving: Milwaukee, Washington, Waukesha Counties
 Number served: 233

The Parenting Place
\$153,500

Serving: La Crosse, Monroe, Trempealeau, Vernon Counties
 Number served: 121

Public Awareness
(Grant to develop public awareness to strengthen families)

Knupp & Watson & Wallman, Inc.
\$175,000

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

Research and Evaluation
(Grants to support research into child maltreatment prevention best practices and program evaluation)

UW Madison School of Social Work
\$118,312

Serving: N/A— General research and evaluation of Parenting Inside Out
 Number served: N/A

UW Madison School of Human Ecology
\$15,000

Serving: N/A – Technical assistance for Triple P grantees
 Number served: N/A

UW Madison Population Health Institute
\$99,000

Serving: N/A – Process evaluation for the FRC Infrastructure Development Initiative
 Number served: N/A – research

UW Milwaukee Institute for Child and Family Well-being
\$134,987

Serving: N/A – Survey research on identifying factors that reduce the risk of child maltreatment
 Number served: 2,093 people completed the survey, with 612 of those also receiving FRC services

Supplemental Child Maltreatment Primary Prevention

(Grants to support innovative approaches to family strengthening and child maltreatment prevention)

4C for Children
\$30,000

Serving: Washington County
 Number served: 1,844

Above and Beyond Children’s Museum
\$11,700

Serving: Sheboygan County
 Number served: 564

Childcaring, Inc.
\$20,700

Serving: Adams, Marquette Counties
 Number served: 59

Children’s Museum of Fond du Lac
\$11,700

Serving: Fond du Lac County
 Number served: 603

Children’s Hospital and Health System
\$30,000

Serving: Fox Valley and Northwoods Region
 Number served: 66

Children’s Hospital and Health System
\$30,000

Serving: Forest, Langlade, Lincoln, Jackson, Oneida, Trempealeau, Vilas Counties
 Number served: 459

Family Connections
\$30,000

Serving: Sheboygan County
 Number served: 330

FRC, Inc.
\$55,610

Serving: Eau Claire County
 Number served: 2,597

Family & Childcare Resources of N.E.W.
\$60,000

Serving: Brown, Marinette, Oconto, Shawano Counties
 Number served: 80

Family Resource Center St. Croix Valley
\$30,000

Serving: Pierce, Polk, St. Croix Counties
 Number served: 34

Focus on Community
\$60,000

Serving: Racine County
 Number served: 88

Lakeland Family Resource Center
\$30,000

Serving: Barron, Burnett, Douglas, Rusk, Sawyer, Washburn Counties
 Number served: 835

Northwest Connection Family Resources
\$60,000

Serving: Sawyer County, Lac Courte Oreilles Band of Lake Superior Ojibwe
 Number served: 47

The Parenting Network
\$60,000

Serving: Milwaukee County
 Number served: 172

Parents Place
\$30,000

Serving: Waukesha County
 Number served: 177

Peer Specialists
\$30,000

Serving: Milwaukee County
 Number served: 69

River Source Family Center
\$30,000

Serving: Chippewa County
 Number served: 894

Treehouse Child and Family Center
\$46,158

Serving: Walworth County
 Number served: 34

United Way of Door County
\$28,838

Serving: Door County
 Number served: 355

United Way of Green County
\$30,000

Serving: Green County
 Number served: 28

United Way of Sheboygan County
\$30,000

Serving: Sheboygan County
 Number served: 124

Watertown Family Center
\$30,000

Serving: Dodge, Jefferson Counties
 Number served: 222

Tribal Child Maltreatment Primary Prevention

See SFY22 Tribal Maltreatment Primary Prevention

Other

(Grants for professional development for family serving professionals; resource database development; data collection and reporting)

Wisconsin Child Welfare Professional Development System

\$150,015

Serving: Statewide
 Number served: 148 individuals completed training; 3 new professional development trainings were created

University of Kansas Center for Research

\$213,058

Serving: N/A – Maintenance of data reporting system for grantees
 Number served: N/A

Supporting Families Together Association
\$950,000

Serving: Family Resource Center Network Infrastructure grantees
 Number served: Staff from 10 Family Resource Centers and 6 Childcare Resource and Referral Agencies

2-1-1 Wisconsin
\$77,904

Serving: N/A - Created Family and Child Resource Guided Search
 Number served: N/A

Department of Health Services
\$37,500

Serving: N/A – 25% epidemiologist time to analyze child maltreatment data research
 Number served: N/A – research

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. During 2021-23 the Prevention Board awarded over \$12 million in grants to support families, including receiving and obligating over \$4 million in American Rescue Plan Act CBCAP funds.

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 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 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 considers geographic diversity and statewide reach.

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.



Grant Title	Service Area	Brief Description	Budgeted Amount per Fiscal Year	Estimated Awards per Fiscal Year
Evidence-Informed Parent Education (direct service)	TBD	Competitive funding opportunity will be issued to implement evidence- informed parent education.	\$1,200,000	9
Expand Triple P Parenting Program	TBD	Competitive funding opportunity will be issued to implement Triple P, an evidence-informed parent education program. This funding is new GPR in the 23-25 biennial budget.	\$800,000	6
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.	\$825,000	22
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.	\$150,000	1
Family Resource Center Infrastructure	Statewide	Create a uniform infrastructure and standards that support the provision of effective, quality child maltreatment primary prevention services.	\$750,000	10
Family Resource Center of Quality	Statewide	Competitive funding opportunity will be issued to support FRCs that have obtained the FRC of Quality accreditation for one year.	\$850,000	10
Wisconsin Family Resource Center Network	Statewide	Funding to support the Wisconsin’s Member Network for the National Family Support Network (NFSN). This grant will support efforts to strengthen all Wisconsin’s FRCs.	\$500,000	1
Parent Education Initiative (technical assistance)	TA for grantees - Statewide	Coordinate training and technical assistance to current Parent Education grantees and build awareness for evidence-based parent education.	\$250,000	1
Connecting Resources & Childcare (direct service)	TBD	Competitive funding opportunity will be issued to connect families with a child in regulated childcare to FRCs for family support services.	\$1,000,000	9
Tribal Connecting Resources & Childcare (direct service)	Federally recognized tribes	Competitive funding opportunity will be issued to connect families with a child in regulated childcare to FRCs and tribal services for family support services.	\$1,512,000	TBD
Online Data Reporting System	Statewide	Wisconsin Prevention Reporting System available for FRCs and all agencies implementing evidence-based parent education.	\$175,000	1
Evidence-Based Abusive Head Trauma Prevention	Statewide	Implementation of Period of PURPLE Crying® program (Dose 1 and Dose 2) in smaller health systems, hospitals, or agencies.	\$10,000	2
Tribal Primary Prevention (direct service)	Federally recognized tribes	Expand primary prevention programs or implement new programs.	\$150,000	2
Family Resource Navigator	TBD	Competitive funding opportunity will be issued to fund a Family Navigator position in a community-based agency to link families with children to existing resources in the community.	\$100,000	1
Public Awareness	Statewide	Enhance the current public awareness campaign to create a new campaign on the need for parenting support, education, and help seeking that is universal.	\$150,000	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.	\$100,000	28
Program Evaluation	N/A	Data analysis and research from UW-Madison School of Social Work for <i>Parenting Inside Out</i> and <i>Making Reading Memories</i> .	\$65,000	1

ANNUAL EVALUATION

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

Board Director Survey

The Prevention Board surveyed its directors during May 2022 and May 2023 to evaluate the effectiveness of the Prevention Board in six functional areas: public policy, public awareness and education, community investment, resource development, board administration, and equity and inclusion planning. The survey results are used to guide the Prevention Board’s operations, strategic plan, and community investment plan.

The survey was conducted using the quantitative research method, specifically the ordinal scale of quantitative data. The Prevention Board directors were asked six questions related to the Prevention Board’s performance, with an open-ended comment section.

The survey results in 2022 showed that 91 percent of the respondents rated the Prevention Board’s effectiveness in fulfilling its statutory duties as excellent or good. In 2023, the survey results showed that 100 percent of the respondents rated the Prevention Board’s effectiveness in fulfilling its statutory duties as excellent or good.

Grantee Survey

The Prevention Board surveyed its grantees during May 2022 and May 2023 to measure effectiveness in communication, equity and inclusion, quality of resources, quality of technical assistance, involvement in grantee meetings, and the grantmaking process. In 2023 additional questions were added to measure and evaluate the participation in the annual grantee meeting and regular lunch and learns, impact on grantees’ communities, and work performance in the field of prevention. The surveys also provided space for suggestions on improvements in the programming and funding/grantmaking, and insights on the anticipated future needs of families in Wisconsin as well as family strengthening needs in Wisconsin communities.

In 2022, 27 grantees responded to the survey. They rated the Prevention Board as follows:

- Effectiveness in Communication: 83 percent rated the Prevention Board excellent or good; 7 percent rated the Prevention Board as fair
- Quality of Resources: 100 percent rated the Prevention Board excellent or good
- Quality of Technical Assistance: 97 percent rated the Prevention Board excellent or good; 4 percent rated the Prevention Board poor
- Grant-making/Funding Process: 100 percent rated the Prevention Board’s funding process as excellent or good

In 2023, 34 grantees responded to the survey. They rated the Prevention Board as follows:

- Effectiveness in Communication: 92 percent rated the Prevention Board excellent or good; 3 percent rated the Prevention Board as fair; and 6 percent rated the Prevention Board as poor

- Quality of Resources: 97 percent rated the Prevention Board excellent or good; 3 percent rated the Prevention Board as poor
- Quality of Technical Assistance: 91 percent rated the Prevention Board excellent or good; 3 percent rated the Prevention Board as fair; 6 percent rated the Prevention Board as poor
- Grant-making/Funding Process: 92 percent rated the Prevention Board’s funding process as excellent or good; 7 percent rated the Prevention Board as fair

