Prevention Awareness Day
CAP Month Kick-off Event -March 23

The state’s kick-off event for CAP Month will take place on the Michigan Capitol steps on March 23, 2010, at noon. We currently have commitments from the following individuals to speak at the rally: Michigan Supreme Court Justice Maura Corrigan; CTF Board member Cynthia Williams; State Representatives Espinoza, Rogers, Tlaib, and Brown; and Senators Hardiman and Scott. We also look forward to the wonderful singing voices of the entire fifth grade from Lansing’s Averill Elementary School. Continued on page 3.

8th Annual Cherish the Children Signature Auction Event – May 12

The Children’s Trust Fund 8th annual Cherish the Children Signature Auction Event is approaching quickly. The event, which consists of both a silent and live auction, will take place at the Lansing Center located in downtown Lansing. Doors open and the silent auction begins at 5:00 p.m. The event is one of the largest charitable events in all of greater Lansing and is truly an evening to remember! Continued on page 5.

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Ismael Ahmed, Director of the Michigan Department of Human Services, recently appointed Jocelyn Vanda to represent DHS on the CTF Board. Jocelyn Vanda is a 32-year employee of DHS and currently serves as the Director of Interagency & Community Services. She provides administrative direction and supervision to the office of Migrant Affairs, Native American Affairs and Refugee Services. In addition, she currently serves as the Department Director’s Interagency Liaison with the Departments of Community Health, Corrections, Education and Labor, Energy and Economic Growth. She firmly believes in the value of prevention, public service and the importance of working collaboratively across agencies.

CTF extends special appreciation to Stanley Stewart for his service as the DHS representative to the CTF Board. He left DHS on February 26, 2010, after providing valuable leadership in the position of Chief Deputy Director.
CAP Month Updates

CTF thanks all the great work of the CAP Month Sub-workgroup for their hard work and efforts to assure a successful CAP Month 2010. Their input and active participation have been invaluable to this endeavor.

Toolkit:

- The toolkits were shipped out to all councils the week of March 1. The contents include:
  - Pinwheels;
  - CD with the CTF and PCA toolkit information, copy of the CAP Month PSA and flyer for the Prevention Awareness Day Kick-off Event;
  - CAP Month Brochures;
  - CAP Month Posters;
  - PCA booklets (Melvin Feels Mad, Rose’s New Shoes, Theo Tries Something New, and Zoe Solves the Conflict);
  - 2010 Resource Guides;
  - Strengthening Families brochure; and
  - CTF Biennial Report.

Prevention Awareness Day CAP Month Kick-off Event:

Continued from page 1. We are currently working with the City of Lansing to close down Michigan Avenue and enable a procession to the traffic circle at Washington and Michigan Avenues where attendees will plant a pinwheel garden.

Last year approximately 130 people attended the event. We are hoping for an even bigger crowd this year. CTF has received the support and endorsement of this event from PAM (Parenting Awareness Michigan) and MCCF (Michigan Coalition for Children and Families). CTF is currently working with DHS Communications to provide information about this event to the media. Additionally, CTF has advertised the event on Facebook. Questions about this event may be directed to Emily Wachsberger (wachsbergere@michigan.gov), (517) 335-0671. Your participation and/or support for this event will present a strong positive presence and message of solidarity with the children and families of our state. View the flyer at http://www.michigan.gov/documents/ctf/2010_PAD_Rally_Flyer_Final_310462_7.pdf.

Local councils that plan to attend the March 23 CAP Month Kick-off event can consider using their trip to Lansing as an opportunity to arrange a meeting with their elected legislators in order to educate them about child maltreatment prevention efforts occurring in their respective communities.

April 1st Pinwheel Gardens Across Michigan

CTF is again championing an April 1st statewide local council CAP Month planting of a pinwheel garden event. Last year over 50 local councils participated in what we look forward to becoming a new annual tradition. We hope to have all local councils participate in this display of unity with the children and families of our state. CTF is currently using the Survey Monkey tool to gauge participation for the April 1st event. Councils can go to the following link to complete the survey, http://www.surveymonkey.com/s/LCTZDJF.

Below is the CAP Month Sub-Workgroup schedule along with prospective meeting focus. Your participation in this group is welcomed. If you are interested in participating, please contact Emily (wachsbergere@michigan.gov) at (517) 335-0671.

- March 16, 2010 at 2 p.m. – Any final concerns.
- May 18, 2010 at 2 p.m. – Wrap-up.
- The call-in number is 877-336-1828, access code 8088351.
Tier Projects Updates

All three local council tier groups have enthusiastically met via Webinar/phone conference to begin working on their respective projects. Moving forward, all three groups will primarily function as steering committees to advance their efforts, with possible additional tasks assigned to assure success. A second round of Webinar/phone conference meetings has been scheduled. See below for specific group updates.

Tier I – Energized board involvement
• This year the tier I local councils hope to develop a guide for board membership that would include role responsibilities and expectations as well as develop a plan for energizing and motivating board members.

Tier II – Ways to engage “mandated” board members and expand involvement from community
• The tier II group would like to focus on board development, specifically for board positions that are required per CTF statute. They would like to develop a comprehensive board member orientation guide to include language explaining how active board participation by mandated state agencies exemplifies a mutually beneficial relationship, promoting the missions of both the mandated entities and the local council.
• Another group priority is investigating ways to strengthen collaboration efforts between councils.

Tier III - Develop a manual/toolkit with media information about prevention (not just CAN) and volunteer training/screening materials
• The tier III group will be working to develop a prevention resource toolkit to include (but not limited to) a list of prevention programming with a focus on those endeavors which are evidence-based/evidence-informed and are considered best practices.
• The group will also work to develop a volunteer training binder, to include volunteer screening protocols, membership retention and appreciation, and board recruitment materials.
• Finally, the tier III local councils would like to explore opportunities for regional fundraising.

April Local Council Meeting Cancelled

Due to CAP Month activities and spring break plans, it’s been decided to cancel the April Local Council Work Group meeting. The next meeting will be on May 6, 2010, at 10:00 a.m.
Signature Auction Event

Continued from page 1. We are currently soliciting auction items for both the silent and live auctions. If you have access to a unique item or experience in your community and/or have the ability to underwrite any portion of one of the fabulous trips that will be auctioned at the event, by auctioneer Dan Stall, please contact Tricia Headley at (517) 241-7226. Underwriting a trip qualifies for the CTF Adopt-A-Gift Sponsorship which makes your donation tax deductible.

We are off to a great start with sponsorships and auction items. Live auction highlights include a one-week stay in a Jamaican villa with a private cook, Mackinac Bridge tour, Australian Shepherd puppy, California wine tour, Detroit Pistons’ pre-game ballboy/girl, Grand Traverse Resort golf getaway, visit to the Paul W. Smith Show, a tour of News/Talk WJR AM 760 studios, and much, much more! Visit www.michigan.gov/ctfsignature to view the Live Auction Highlights.

This year’s Official Carrier for the event is Delta Air Lines. Official Sponsors are DTE Energy Foundation and Great Lakes Capital Fund. Jackson National Life has joined us as a Signature Sponsor. We are also very fortunate to have many sponsors ranging from the Autograph Sponsor level of $500 to the Marquee Sponsor level of $10,000. Those sponsors, as of March 8, 2010, listed in alphabetical order include: Accident Fund, Blue Cross Blue Shield, Meijer, Michigan Association of Health Plans, Michigan Education Association, Michigan Health & Hospital Association, Michigan State Housing Development Authority, Michigan State Medical Society, Michigan State University Department of Advertising, Public Relations and Retailing, and St. John’s Health System.

Visit our website at www.michigan.gov/ctfsignature to purchase tickets, donate an auction item, become a sponsor, or volunteer. Tickets for this fun-filled evening, for a great cause, are $100. If you have any questions regarding the event, please contact Tricia Headley, CTF’s Event/Fund Development Coordinator, at headleyp@michigan.gov.

Income Tax Check-Off

Remember when you check off line 22 on your State of Michigan Income Tax form, the donation goes directly to help the Children’s Trust Fund provide child abuse and neglect prevention programs in Michigan. If you would like materials to help promote the check-off campaign, please contact Derrick Hartwell at 517-373-4320 or order online at http://www.michigan.gov/ctf/0,1607,7-196--170747--.00.html. The CTF check-off commercial being aired on local television can be viewed on CTF’s You Tube channel at http://www.youtube.com/watch?v=Yj8bw0qnEko.

Special Thank You

CTF would like to extend a huge thanks to the following organizations for their special support.

• Wisconsin-Upper Michigan Kiwanis International for their assistance in promoting CTF license plate sales.

• Small Business Association of Michigan for their assistance in marketing the CTF income tax check-off campaign.

• Jackson National Life for hosting a luncheon for potential Signature Auction sponsors.

• Goodrich Quality Theaters, Inc. for providing public service announcements on the CTF check-off and CAP Month.

These organizations are truly champions for Michigan’s children.
Greetings to Michigan’s Circle of Parents network, and ongoing THANKS for a job well done!  
Our goal is to continue to build statewide capacity.  
Collaborative partners are always welcome. 

Facilitators, please send in your parenting success stories or tips. 

**Dates to Remember:**
- Some COP quarterly reports are still due from October – December 2009, which should have been submitted by February 15, 2010, to Derrick Hartwell at hartwelld@michigan.gov. It is very important to get your data sent in by the due date, so it can be compiled into the state report to be sent to National COP.
- The Protective Factors Survey will be administered from January through April 2010, for new participants only.

**Welcoming a New COP Partner:**
Thanks to the collaborative efforts of Eusebus Ekere, MPRI Family Support and Resource Manager, the United Methodist Community House (904 Sheldon S.E., Grand Rapids, MI 49507) will be Michigan’s newest Circle of Parents community partner. This site will become official by the end of March 2010. This will increase statewide capacity to 22 sites.

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**Prevent Child Abuse America**

**New PCA Board Leadership**

Prevent Child Abuse America announced on February 26, 2010, that Dr. Christopher Greely, MD, FAAP, will serve as the new Board Chair. Regarding his goals for the organization, Dr. Greely said, “I want to strengthen the relationship with state chapters. There is an obvious void at the national level for an organization that wants to bring all people to the table to create real and sustainable change for the vulnerable children in our country.”

Also, Dr. Angelo P. Giardino, MD, PhD, MPH will serve as the new Board Vice-Chair. Dr. Giardino states his view of PCA’s work as follows: “Prevent Child Abuse America is the organization that I recognize as the leader in trying to get the word out that child abuse can in fact be prevented... it’s not hopeless, it’s not too hard... it’s actually doable and requires all of us to put our minds together, lock our arms and do the heavy lifting to find the resources and invest in the projects, and programs and community efforts to help families develop the skills and find the help they need to raise their children in a safe and nurturing family environment.”
Direct Service Grants

Ongoing thanks and appreciation for your commitment to Michigan’s communities!

The Essence of Compassion
“Resolve to be tender with the young, compassionate with the aged, sympathetic with the striving, and tolerant with the weak and wrong…because sometime in your life you will have been all of these.” Unknown Author

Send in Your Program’s Success Stories
Efforts are underway to obtain success stories from your program participants, to be showcased on tent cards for the upcoming CTF Signature Event. Sponsors and legislators are interested in knowing how the direct service dollars are being used, and testimonies from program participants show that these funds are making a difference. Check your March 8th email, titled “Table Tents with Direct Services Information for Signature Event,” for instructions on how to send in your success stories.

Direct Service Work Group
The next call is scheduled for April 1 from 1:00 p.m. to 2:30 p.m. A reminder and materials will be distributed in March. The focus will be on peer review and brainstorming ideas for implementation among direct service grantees.

Allowable Costs In-Service Trainings for Direct Service Grantees
CTF is working with the Office of Monitoring and Internal Controls on an in-service training for our direct service contractors. Because all direct service contracts include federal dollars, compliance issues exist related to administrative procedures, tracking staff time, and compensation. These areas have had audit issues with other contracts involving federal funding. The purpose of this training is to ensure that direct service contractors have all the necessary information for contract compliance.

Please note that this is a required training. Bill Addison, from the Office of Monitoring and Internal Controls, will present and address any questions or concerns. One scheduled session and one Webinar (for grantees whose training was cancelled on February 22) remain. All sessions will take place from 10:00 a.m. to 12:30 p.m.

Please direct any follow-up questions to Sylvia at (517) 241-7792 or brown-joness@michigan.gov.

Parent Leadership Training
The Direct Service Parent Leadership Work Group will meet via teleconference on March 25, 2010, from 1:00 p.m. – 2:30 p.m. The discussion will focus on the implementation of a parent leadership training for parents in direct service programs. The group will review the proposed training curriculum and competencies and discuss next steps. CTF is currently working with the Parent Leadership in State Government Board to plan and deliver the training. The training, called Parents Partnering for Change, is designed to strengthen parents’ leadership skills and provide them with tactics to be leaders in their communities.
Text4Baby to Help Moms and Babies

In February, a new federal government program was launched called text4baby, capable of distributing regular health information to women from early pregnancy through their babies’ first year over mobile telephones. Aneesh Chopra, Chief Technology Officer for the U.S. Government said, “Text4baby represents an extraordinary opportunity to expand the way we use our phones, to demonstrate the potential of mobile health technology, and make a real difference for moms and babies across the country.”

A variety of government agencies, mobile phone carriers, and businesses are working together to make the design and operation of the program a success. For more information on the initiative and how it works see the full White House press release at http://www.whitehouse.gov/sites/default/files/microsites/support-images/Text4Baby%20Release_4%20Feb.pdf.

Community Grant Opportunities

CTF has learned about the following national grant opportunities for qualifying programs in Michigan.

- **Pepsi Refresh Project:**
  $20 million in grants will be distributed. For details visit www.refresheverything.com.

- **ACF/ANA Grants for Native American Communities:**

- **Drug Free Mentoring Communities:**
  $1.1 million in grants will be distributed. For details visit www.whitehousedrugpolicy.gov/dfc

State Child Welfare Policies

On February 24, Child Trends, with support from Casey Family Programs, released an online State Child Welfare Policy Database (available at http://www.childwelfarepolicy.org/pages/map.cfm) to provide information on child welfare regulations and practices in all 50 states and the District of Columbia. The database can help stakeholders keep current with the policies that protect our nation’s most vulnerable children.

Time to Talk

Time to Talk is a resource to help parents start conversations with their children about drug and alcohol use. Visit www.timetotalk.org for more information on specific programs related to this national initiative from the Partnership for a Drug Free America.
Direct mail agreement with small business association aimed at increasing tax “check-off” revenue
More than 15,000 direct mail appeals in support of CTF’s annual income tax check-off campaign have been sent to Michigan businesses, including members of the Small Business Association of Michigan (SBAM). SBAM President Rob Fowler and CTF Executive Director Mike Foley joined in a special mailing that encourages SBAM members to remind their accountants or tax preparers to take the state tax deduction for their annual contributions to CTF. MSU Professor Richard Cole said the idea reflects the optimism of the campaign and our recognition that pairing a large and powerful business group with the state’s “charity of choice” is the ultimate win-win situation. “We hope that this relationship is a model for other organizations who might want to step up and share the joy and goodwill that comes from demonstrating their commitment to help prevent child abuse and neglect,” Cole said.

American Advertising Federation (AAF) President Emeritus Wally Snyder and MSU join hands with Prevent Child Abuse America (PCAA) and CTF to turn Frameworks Research on child abuse prevention into national message
Little did Hall of Fame advertiser Wally Snyder know when he keynoted a luncheon at the November CTF/MSU joint conference that he’d become a visiting professor at MSU. But that is exactly what has happened. His first project is to join forces with advertising “creative” great, Mark Lantz, in a project to design a national “brand manifesto” for child abuse prevention campaigns. “A great deal of misinformation and disinformation has been spread through child abuse prevention advertising,” said CTF executive Mike Foley. “So our national affiliate—Prevent Child Abuse America—decided to get a handle on the kind of messages that appear to be most positive in setting the stage for creating a healthier environment for the nation’s children.” Snyder and Lantz’s job is to lead a team of 20 hand-picked graduate and undergraduate advertising and public relations students to create a “brand manifesto” for child abuse prevention messaging during the first week in April. APRR chairman and professor, Richard Cole, calls the “Snyder-Lantz Strategic Internship” a chance for the Children’s Trust Fund to lead the nation by example. PCAA message strategist Ben Tanzer (who also presented at the November conference) has played a lead role in setting the stage for this internship. Tanzer and PCAA President, Jim Hmurovich, will join Foley, other CTF staffers and board members on Friday, April 9, for the first look at what this intensive internship will produce under these two grand masters of the American advertising industry.

Student fundraising proposals now on Children’s Central website
When MSU’s Department of Advertising, Public Relations, and Retailing (APRR) entered its partnership with Children’s Trust Fund, among the first things on the joint agenda was to enlist several MSU Promotions and Sponsorship courses in the development of fundraising ideas that could be used at the local level to generate income for CTF affiliates. The classes produced 31 distinct fundraising projects that were presented in a fundraising idea catalog to CTF affiliates at the November training. The catalog summarized the class fundraising ideas and encouraged CTF affiliates interested in getting project details to contact the MSU department at projects@childrenscentral.msu.edu. The catalog has now been placed on the Children’s Central APRR website at http://www.childrenscentral.msu.edu/outreach.html.

First Lady’s Childhood Obesity campaign on same page as Children’s Central
Michelle Obama announced earlier this month that she is launching “Let’s Move,” a campaign to help with the national health crisis of childhood obesity. The First Lady’s announcement comes at a time when childhood obesity is at the forefront of the work of Children’s Central research fellows. For example, Dr. Hye-Jin Paek, faculty member and Children’s Central research fellow, is heading up the social marketing component of a major Grand Rapids area school project aimed at promoting healthy eating and physical activity. Project FIT, funded by a grant to the MSU medical school from Blue Cross Blue Shield of Michigan, seeks to increase access to safe and affordable physical activities, improve access to nutritious food, and provide better nutrition knowledge, attitudes and behaviors.
To view the full article regarding the First Lady’s project, please visit: http://www.usatoday.com/news/health/weightloss/2010-02-09-1Afirstlady09_CV_N.htm

The Children’s Central research team is currently overseeing nearly 30 research studies aimed at improving the ethical treatment of children. The Children’s Central research collaborative is headed by Professor Nora Rifon and graduate assistant Heather Marron.
March 15: CTF will hold an in-service training for direct service grants entitled “Allowable Cost Seminar” at St. Joseph Mercy Oakland Hospital, 4405 Woodward, in Pontiac. Contact Derrick Hartwell to register at (517) 373-4320 or contact Sylvia Brown Jones at (517) 241-7792 for more information on the training.

March 15: A Strengthening Families Program will be held on Thursdays from March 15, 2010 – May 6, 2010 from 5:30 p.m. to 8:00 p.m. at Pathways, 412 Century Lane, Holland, MI 48423. To register or for more information, contact Julie Leeson at (616) 396-2301, ext. 145.

March 16: The Child Abuse Prevention Month Sub-Work Group will meet at 2:00 p.m. To participate, call (877) 336-1828 and enter passcode 8088351.

March 18: The St. Clair County Child Abuse/Neglect Council will hold its 2010 Annual Awards Luncheon on March 18, 2010, from 12:00 p.m. to 1:30 p.m. at Alexander’s in Marysville. Call (810) 966-9911 for more information.

March 19: The Lapeer Council for Children will host a volunteer/facilitator training for their child abuse prevention program on Friday, March 19, 2010 from noon to 2:00 p.m. at the Lapeer School Superintendent’s office at 250 Second Street in Lapeer. Call (810) 664-9990 for more information.

March 20: The 18th Annual Big Brothers Big Sisters’ Bowl for Kids is scheduled to take place on Saturday, March 20, 2010 from noon to 6:00 p.m. at The Mine Shaft in Houghton. For more information or to register a team, call (906) 487-9855, email bbbs@goodwillfarm.com or visit their website at www.upbigs.com.

March 23: CTF will host Prevention Awareness Day at the Capitol in Lansing. The event will start at noon and consists of a rally and the planting of a pinwheel garden in preparation for Child Abuse Prevention Month in April. Contact Emily S. Wachsberger at (517) 335-0671 for more information.

March 24: The Children’s Trust Fund Signature Event Advisory Committee will meet at 8:00 a.m. on March 24, 2010, at the Capitol in Lansing. Contact Patricia Headley at (517) 241-7226 for more information.
April 1: The CTF Direct Service Work Group will meet at 1:00 p.m. To participate, call (877) 336-1828 and enter passcode 8088351.

April 1: In honor of CAP Month, the Gratiot Child Advocacy Center and the Department of Human Services will be planting a Pinwheel Garden at the Wilcox Non-Profit Center 525 N. State St. in Alma. A small reception will follow. Contact (989) 463-1422 for more information or see http://www.michigan.gov/documents/ctf/Gratiot_Pinwheels_for_Prevention_313790_7.pdf.

April 7-8: The State Court Administrative Office, 6th Annual Child Welfare Services Issues Conference “Keeping Families Together: Removal Prevention and Timely Reunification” will be held on April 7 & 8, 2010, at the Kellogg Center in East Lansing. To register contact Heather Leidi at LeidiH@courts.mi.gov.

April 9: The Alma Middle School Student Council will sponsor a Charity Basketball Game at the Alma High School Gymnasium on April 9, 2010, at 7:00 p.m. Proceeds to benefit Gratiot Child Advocacy’s CAN programs. See http://www.michigan.gov/documents/ctf/Gratiot_County_April_9_Fundraiser_312650_7.pdf for more information.

April 14-15: The 15th Annual Medical Conference on Child Abuse and Neglect will be held at Comfort Inn & Suites Hotel and Conference Center, 2424 South Mission, Mt. Pleasant, MI 48858. Registration information is available by contacting the Department of Human Services at (517) 335-3704 or emailing jonesj7@michigan.gov.

April 15: The Children’s Trust Fund Signature Event Advisory Committee will meet at 8:00 a.m. on April 15, 2010, at the Capitol in Lansing. Contact Patricia Headley at (517) 241-7226 for more information.

April 16: The Washtenaw Area Council for Children will present its Annual Conference on Friday, April 16, 2010 from 9:00 a.m. to 12:30 p.m. at the Washtenaw Intermediate School District, 1819 S. Wagner Road, Ann Arbor, MI 48103. See http://www.michigan.gov/documents/ctf/Washtenaw_Annual-Conf2010_313638_7.pdf for more information.

April 16: The Calhoun Child Abuse/Neglect Prevention Council will hold its 7th Annual Blue Tie Event on Friday, April 16, 2010 at 6:00 p.m. at the Battle Creek Country Club, 318 Country Club Drive, Battle Creek, Michigan. Tickets are $35. For more information call (269) 962-2562 or see http://www.michigan.gov/documents/ctf/Calhoun_flyer_313644_7.pdf.

April 17: A parenting conference will be held on Saturday, April 17, 2010 at Clinton County RESA, 1013 South U.S. 27, Suite A, St. Johns, MI 48879. The cost is $15.00/person or $25.00/parenting couple. More information is available online at http://www.michigan.gov/documents/ctf/L3_Registration_form_2010.REVISED1_313701_7.pdf.

April 22-23: The Detroit Fathers & Families Coalition will host its first annual conference on April 22-23, 2010. The conference will take place at the Samaritan Center, 5555 Conner Street, Detroit, Michigan 48213. Register online at http://events.constantcontact.com/register/event?oeidk=a07 e2pb8s8i94632ef6&oseq=a013ag4mukv2s or contact Robin Wright King at (248) 797-5080 for more information.

April 28: The Arenac County Council will hold a “Bridges Out of Poverty” training with Sarah Kile on April 28, 2010, from 8:00 a.m. to 4:00 p.m. Contact Alison Fegan at (989) 846-6541 ext. 8112 for more information. Registration information is also available at http://www.michigan.gov/documents/ctf/Bridges_out_of_Poverty_flier_2010_314092_7.pdf.

Please submit announcements of events to Alan Stokes by April 5, 2010, for the April CTF News Briefs.
**CTF Social Media**

Facebook Fans: 653*

Twitter Followers: 211*

**See us on YouTube**

You Tube Visitors: 1,254*

*Social Media Statistics  
Effective March 10, 2010