

## ABOUT THE AGENCY (WIS. STATS §48.982)

- ▶ Responsible for the state’s child maltreatment primary prevention efforts
- ▶ Created in 1983 to develop, fund, and implement coordinated, primary prevention-focused initiatives that strengthen families and prevent child maltreatment before it occurs and before families enter the CPS system
- ▶ Administer the Celebrate Children Foundation, created in 1999 as the Prevention Board’s nonprofit fund development arm
- ▶ Both the Prevention Board and Foundation led by the same executive director (career executive classification) selected by the Prevention Board, six agency staff to support
- ▶ Designated state agency for the federal Community-based Child Abuse Prevention (CBCAP) funds
- ▶ \$4.3 million annual Prevention Board budget comprised of CBCAP, duplicate birth certificate revenue and GPR; Celebrate Children license plate fee added to a permanent endowment
- ▶ \$3.2 million annual community-based grants and interagency agreements to funds evidence-informed and evidence-based child maltreatment prevention initiatives and research
- ▶ \$4.2 million through the American Rescue Plan Act of 2021 awarded to community-based agencies across the state

## THE PREVENTION BOARD MEMBERS (WIS.STATS §15.205)

- ▶ Elected officials (Governor, Attorney General, State Superintendent of Public Instruction); Secretaries of DCF, DHS, DOC; Legislators appointed by the majority and minority parties in each house; 10 Governor-appointed public members (three-year terms)

## POLICY PUBLIC

- ▶ Make recommendations 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

### VISION

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

### MISSION

*Mobilize research and practices to prevent child abuse and neglect and strengthen families in Wisconsin*

### PRIMARY GOAL

*Prevent first time occurrences of child abuse and neglect across Wisconsin utilizing strategies that are equitable and inclusive of all rural, suburban and urban communities and residents.*

## **PUBLIC AWARENESS**

- ▶ Universal child maltreatment prevention strategy targeting all families
- ▶ Five for Families campaign to increase knowledge of the Protective Factors Framework and strengthen parenting skills
- ▶ Period of PURPLE Crying (dose 3) campaign to prevent abusive head trauma (shaken baby syndrome)
- ▶ Triple P Positive Parenting Program Level 1 to promote positive parenting information and messages
- ▶ Celebrate Children License Plate Campaign to promote the Celebrate Children specialty license plate and raise awareness of the Prevention Board's work

## **PROFESSIONAL DEVELOPMENT**

- ▶ Provide training to family support professionals in the Strengthening Families™ Protective Factors Framework, an evidence-informed, strengths-based approach to child maltreatment prevention and family well-being promotion
- ▶ Coordinate professional development opportunities for family support professionals that align with the Wisconsin Core Competencies in the Field of Family Support
- ▶ Coordinate two webinars annually focused on fatherhood
- ▶ Support Family Resource Center Professional Development System through UW-Milwaukee

## **GRANT PROGRAM/COMMUNITY INVESTMENT PLAN**

### **Parent Education**

- ▶ Promote evidence-informed parent education programs, including the Triple P Positive Parenting Program, Period of PURPLE Crying, Stewards of Children and Nurturing Parenting

### **Child Sexual Abuse Prevention**

- ▶ Support the development and use of evidence-informed child sexual abuse prevention education that promotes adult responsibility for keeping children safe
- ▶ Fund and promote trainings on child sexual abuse prevention curricula that address the CDC six core components of child sexual abuse prevention, such as Stewards of Children and Awareness to Action

### **Family Resource Center Infrastructure and Network**

- ▶ In coordination with the FRC WI Network, created an accreditation process for certifying Wisconsin FRCs as an FRC of Quality
- ▶ Fund to support core services: parenting support, resource navigation supports, child development activities, parent leadership development and community engagement

### **Supplemental Primary Prevention**

- ▶ Fund programs or activities that complement an organization's child maltreatment prevention service continuum beyond evidence-based and evidence-informed parent education programming, including play groups, parent cafes, FAST, PIWI and other parenting support programs

### **Tribal Primary Prevention**

- ▶ Grants for the 11 federally recognized tribes to implement new child maltreatment primary prevention initiatives or to expand existing prevention initiatives

### **Research/Evaluation**

- ▶ Collaborate with UW-Madison Sandra Rosenbaum School of Social Work to conduct evaluation research of the Parenting Inside Out program in jail settings
- ▶ Partner with UW-Milwaukee on Strong & Stable Families survey to improve prevention efforts in Wisconsin by leveraging knowledge from a unique study of family resource centers