



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

Purpose: Implement research, policies, and practices that strengthen Wisconsin families to prevent child abuse and neglect, using strategies that are equitable and inclusive of all rural, suburban, and urban communities and residents.

Priorities: • Policy • Education • Programming • Collaboration

Priority 1: Policy

Strategies:

1. Advance evidence-informed legislation, administrative rules and policies to strengthen families to prevent child abuse and neglect.
2. Recommend changes to programs, statutes, policies, and practices for the purpose of advancing child maltreatment prevention best practices and improving coordination among state agencies that provide prevention services to promote individual, family and community strengths.
3. Partner with state agencies and community-based organizations to advance family-supporting programs and policies.

Rationale: The Prevention Board is responsible for making recommendations to the Governor, the legislature, and state agencies on 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. The Prevention Board has an active Public Policy Committee that monitors and takes positions on legislation in accordance with the Prevention Board’s public policy guidelines and public policy agenda. Over the past five years, the Prevention Board has formed productive partnerships with state agencies and community-based organizations, leveraging resources to support families. Moving forward, the Board will continue to expand on this work to further strengthen these collaborative efforts.

Priority 2: Education

Strategies:

1. Educate parents, caregivers and community members on the important role of *primary* prevention programs, services and strategies and its effectiveness in preventing abuse and neglect, strengthen families, creating community conditions that support child well-being, buffering against adversity and promoting optimal child development.
2. Coordinate training and technical assistance opportunities with partners, which are grounded in the Protective Factors Framework, to professionals from community-based agencies, youth serving organizations and systems that serve families of children and youth from early childhood through emerging adulthood.

3. Through public awareness campaigns (Five for Families and others) increase consciousness, throughout the state, of the importance of family strengthening and the role of protective factors for child maltreatment prevention.

Rationale: The Prevention Board is responsible for promoting statewide educational and public awareness campaigns. Education and awareness campaigns are grounded in the protective factors, characteristics or strengths of families that act as buffers against adversity while also promoting optimal child development.

Priority 3: Programming

Strategies:

1. Promote evidence-informed *primary* prevention programs, strategies and practices that support parents and caregivers.
2. Support community-based agencies' implementation of *primary* prevention.
3. Coordinate research and evaluation opportunities with partners to explore evidence-based, evidence-informed and emerging *primary* prevention programs, strategies and practices to inform the Community Investment Plan.
4. Use program data to monitor program performance and drive program improvements.

Rationale: The Prevention Board aligns its annual Community Investment Plan with the four priorities outlined above. The Prevention Board funds local and statewide community-based primary prevention programs, strategies, and practices that support parents and caregivers. Program data collected on families served is also continuously used to monitor program performance and drive data collection improvements at the local level.

Priority 4: Collaboration

Strategies:

1. Build upon relationships that have been developed over the past three years and continue to expand the reach of our agency's resources to new communities.
2. Identify and support the prevention efforts of other state agencies and community-based organizations by incorporating evidence-informed *primary* prevention programs, strategies and practices for parents and caregivers.
3. Maintain relationships with statewide injury prevention coalitions, community-based child maltreatment prevention coalitions, and other related groups to leverage partnerships for potential outreach activities, trainings, and presentations.
4. Serve on committees that align with the Prevention Board's mission and vision.

Rationale: Prevention can only be achieved through partnerships. The effectiveness of all priorities depends on collaborations and partnerships. This priority is also achieved on the local level with the Family Resource Centers. Through the Quality Accreditation process they are building local collaborations to offer relevant programs and services. The Prevention Board staff invest time and resources to maintain relationships and continue to develop relationships with geographic communities and audiences that are not currently collaborating with the Prevention Board.