



CHILD ABUSE & NEGLECT
Prevention Board

Strategic Plan SFY 2020 - 2022

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 in Wisconsin

Primary Goal

Prevent first-time occurrences of child abuse and neglect



Strategy 1: Create and Advocate for Effective Prevention Public Policies

Key Initiatives

- Provide staff support to the **Wisconsin Legislative Children's Caucus**
- Advance **evidence-informed legislation**, administrative rules and policies related to child abuse and neglect prevention
- Promote the development of **child sexual abuse prevention policies** for youth serving agencies that promote adult responsibility
- Convene a multidisciplinary **child neglect workgroup** to identify evidence-informed programs and prevention strategies



Strategy 2: Promote Evidence-Informed Practices and Develop Innovative Programs that Support Parents and Caregivers

Key Initiatives

- Mobilize the **Strengthening Families™ Protective Factors Framework**
- Provide grant funding to expand **Triple P-Positive Parenting Program®** and other evidence-informed parenting programs
- Promote the **Period of PURPLE Crying®**, an evidence-based abusive head trauma prevention program





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Strategy 3: Collaborate with Key Stakeholders to Leverage Resources and Implement Prevention Initiatives

Key Initiatives

- Convene a multidisciplinary group and provide lead staff support to the **Abusive Head Trauma Prevention Committee**
- Implement the **Parent Partners for Prevention** initiative to actively include the voice of parents in the Prevention Board's policies, trainings, public awareness and programs
- Participate as an **active member on committees** that align with the Prevention Board's mission and vision
- Administer the Celebrate Children Foundation and pursue **fund development** opportunities



Strategy 4: Educate Professionals and Community Members on Child Abuse and Neglect Issues

Key Initiatives

- Disseminate **Five for Families**, a public awareness campaign on the **Strengthening Families™ Protective Factors Framework** for parents, caregivers, professionals, community members and policy makers
- Promote the **Wisconsin Core Competencies in the Field of Family Support** professional development standards
- Create educational curricula and **coordinate trainings** on:
 - Sentinel Injuries and Abusive Head Trauma
 - Adverse Childhood Experiences (*ACE Interface* curriculum)
 - Protective and Promotive Factors (*Bringing the Protective Factors to Life in Your Work* and *Youth Thrive* curricula)
 - Child Sexual Abuse Prevention (*Stewards of Children™* and *Awareness to Action Youth Serving Organizations Policy and Procedure Training* curricula)

