



WISCONSIN  
CHILD ABUSE & NEGLECT  
**Prevention Board**

## Strategic Plan SFY 2023 – 2025

**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.

**Priorities:** • Policy • Education • Programming • Collaboration

### Priority 1: Policy

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Strategies:

1. Advance evidence-informed legislation, administrative rules and policies related to child abuse and neglect prevention.
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.

**Rationale:** The Prevention Board is charged with 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.

### Priority 2: Education

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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, buffering against adversity and promoting optimal child development.
2. Provide training and technical assistance opportunities, which are grounded in the Protective Factors Framework, to professionals from community-based agencies and youth serving organizations including, but not limited to school personnel, early childhood through college, youth-serving organizations, and the general community.

**Rationale:** The Prevention Board is charged with 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 the optimal child development.

### **Priority 3: Programming**

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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 partners to conduct research on 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. Coordination with research and evaluation partners to gather findings on evidence-based, evidence-informed, and emerging primary prevention programs, strategies, and practices will continue to inform the Community Investment Plan. 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**

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Strategies:

1. Develop and maintain relationships with geographic communities and audiences that are not currently collaborating with the Prevention Board.
2. Identify and support the prevention efforts of other state agencies 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 other priorities depends on collaborations and partnerships. 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.