



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

Strategies:

1. Advance evidence-informed legislation, administrative rules and policies related to child abuse and neglect prevention.
Action Item 1.a. Review existing and proposed public policies and work with partners to embed child maltreatment prevention best practices into their work.
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.
Action Item 2.a. Track federal and state legislation, make recommendations to the Prevention Board on applicable action and implement the Board's directives.

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, buffering against adversity and promoting optimal child development.
Action Item 1.a. Develop common definitions/language that highlight the role and importance of *primary* prevention programs to increase accessibility and inclusion in community-based agencies.

- Action Item 1.b. Disseminate information about the Strengthening Families Protective Factors Framework to families and communities through public awareness campaign, professional development and educational opportunities for parents and caregivers.
 - Action Item 1.c. Disseminate, abusive head trauma prevention public awareness messaging and materials to our partners.
 - Action Item 1.d. Adapt and expand Prevention Month messaging to focus on strengthening families, sharing information and activities throughout the year.
 - Action Item 1 e. Create public awareness that the need for parenting support, education and help seeking is universal.
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.
 - Action Item 2.a. Strengthen current strategic partnerships and establish new relationships/partnerships to deepen community connections and build statewide capacity for *primary* prevention.
 - Action Item 2.b. Provide professional development opportunities for family support professionals.
 - Action Item 2.c. Provide initial and ongoing training and technical assistance to support grantees.

Priority 3: Programming

Strategies:

1. Promote evidence-informed *primary* prevention programs, strategies and practices that support parents and caregivers.
 - Action Item 1.a. Provide grant funding to expand and sustain existing parent education programming (including but not limited to Family Connects, abusive head trauma, Triple P, Nurturing Parenting and Stewards of Children).
2. Support community-based agencies' implementation of *primary* prevention.
 - Action Item 2.a. Provide grant funding to expand options for child maltreatment prevention initiatives, consistent with the Community Investment Plan.
 - Action Item 2.b. Provide grant funding for community/capacity building (including but not limited to Family Navigator, embedding primary prevention into an existing early childhood initiative, addressing systemic challenges for parents).
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.
 - Action Item 3.a. Fund research on emerging best practices in *primary* prevention of child maltreatment prevention.
4. Use program data to monitor program performance and drive program improvements.
 - Action Item 4.a. Fund evaluations of innovative child maltreatment *primary* prevention programming.

Priority 4: Collaboration

Strategies:

1. Develop and maintain relationships with geographic communities and audiences that are not currently collaborating with the Prevention Board.
Action Item 1.a. Build relationships with communities that have not historically been served by the Prevention Board Share results from surveys, listening sessions and focus groups with state and local family-serving agencies.
2. Identify and enhance the prevention efforts of other state agencies by incorporating evidence-informed *primary* prevention programs, strategies and practices that support parents and caregivers.
Action Item 2.a. Create a listing and initiative partnerships with organizations that provide *primary* child maltreatment prevention services in their communities to advance their efforts.
Action Item 2.b. Fund agencies and organizations to explore sustainable ways to engage in collaborative work with non-traditional partners.
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.
Action Item 3.a. Partner with existing local agencies to hold statewide listening sessions to gather community input on the Prevention Board's strategic and community investment plans.
Action Item 3.b. Braid funding to support programming and engage in collaborative research.
4. Serve on committees that align with the Prevention Board's mission and vision.
Action Item 4.a. Assign staff to attend designated meetings of state and local family-serving coalitions, committees, and groups.