

CONNECTING FOR KIDS

Winter 2005

Issue 1, Vol. 7

April is Child Abuse Prevention Month

Since 1989, people across Wisconsin have worn blue ribbons to raise awareness of child abuse and neglect prevention. Through the Blue Ribbons for Kids campaign, your organization can educate community members about the need for services that prevent child abuse and neglect. The Child Abuse Prevention Fund, Children's Trust Fund and Prevent Child Abuse Wisconsin have teamed up to provide a number of resources to promote awareness of child abuse prevention during April (National Child Abuse and Neglect Prevention Month) and throughout the year.

Plan awareness activities

Download a free copy of the official Blue Ribbons for Kids information booklet by visiting <http://wctf.state.wi.us>. This booklet summarizes the Blue Ribbons for Kids campaign and provides information and resources to help you plan your community awareness activities. In addition, the 2005 Child Abuse Prevention Community Awareness Packet is available by visiting www.preventchildabusewi.org. The packet includes an array of reproducible materials that you can adapt and personalize for your organization's unique Blue Ribbons for Kids awareness activities.

Order free blue ribbon materials

Wisconsin organizations can order free blue ribbon pins and informational cards. Please request only as many blue ribbon pins as your organization reasonably can distribute. Keep in mind that Blue

Ribbons for Kids materials are meant to educate adults. If you are planning to work with schools and other youth groups, engage children in a project, such as making their own blue ribbons. A hands-on activity is more effective at educating children than distributing blue ribbon pins.

To order materials, visit www.capfund.org and click on the Blue Ribbon Campaign button on the left navigation bar. If your agency does not have Internet access, contact your local library to see if Internet access is available there, or call (414) 266-6300 to have an order form faxed to you.

Apply for the Beyond the Blue Ribbon Award

Your 2005 campaign could win \$500 for your agency if you apply for the Beyond the Blue Ribbon Award. The award recognizes creativity, community collaboration and effectiveness in raising child abuse prevention awareness in Wisconsin. This year, three \$500 awards will be presented, one in each of the following categories: most creative, most community participation and most potential.

Any community-based agency, organization or club that acts as a coordinating agency during Child Abuse Prevention Month and plans an awareness campaign is eligible to apply. Applications must be received by May 30. Visit <http://wctf.state.wi.us> for more information about previous winners and to download an application.

Grantseeker's Corner

Grantwriting lessons learned from the mistakes of others

By Jeremy Miner

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Writing a grant can be a lot of work. But it can also be a very rewarding experience – literally. Following the maxim of “working smarter, not harder,” you can increase your chances for funding success by learning from the mistakes of others.

Here are three representative comments made by proposal reviewers during a recent assessment of some grant applications and the valuable lessons you can learn from them.

Reviewer Comment: “This is jargonitis. I have no idea what they’re talking about.”

Lesson Learned: Know your audience. Will your proposal be read by specialists or generalists? Will there be a staff review after the peer review? Will program officers be responsible for explaining your project to board members who may or may not be experts in your field? (See also “MOA: The Meanings of Acronyms” in the Child Abuse Prevention Fund’s online grantwriting tips library, www.capfund.org.)

Reviewer Comment: “They have wonderful claims unsubstantiated by data.”

Lesson Learned: Prove your point. Does your proposal document the frequency and severity of

the problem you propose to address? Did you compare the need in your area to the need at national, state, and surrounding community levels? Does your proposal establish the significance of the problem from the sponsor’s perspective? (See also: “Documenting Your Need.”)

Reviewer Comment: “The need was well documented, but there is no plan.”

Lesson Learned: Illustrate your plan. Does your proposal explain the major activities for reaching project objectives and identify when they will occur? Does it describe the qualifications of the key personnel who will carry out each activity? Does your proposal include a chart that visually summarizes *who* is doing *what* and *when*? (See also: “Time and Task Charts.”)

Preproposal contact with program officers, past grant reviewers and past grant winners can help you to learn more about your audience so that you can tailor your proposal to meet their needs. In doing so, you will be able to avoid making the kinds of mistakes that cause proposal reviewers to ask themselves rhetorical questions such as, “Why are you wasting good paper submitting this?”

© Jeremy T. Miner, 2005. Grantseeker’s Corner is intended to inform, inspire, motivate and otherwise help sustain your grant seeking activities. We welcome your grant-related questions. Select questions may be answered in the future issues of Connecting for Kids. Send your questions to the Child Abuse Prevention Fund, Connecting for Kids, PO Box 1997, MS 3085, Milwaukee, WI 53201. Your submissions can be faxed to (414) 266-6139 or e-mailed to capfund@chw.org. To read past “Grantseeker’s Corner” articles written by Jeremy Miner, visit our Web site at www.capfund.org and click on the Professional Resources button on the left.

Programs that work: Lutheran Social Services Of Wisconsin and Upper Michigan, Oconomowoc Family Resource Center

In today's society, many families do not live close to relatives, and some parents do not have neighbors they can trust to turn to for help raising their children. As a result, parents are left feeling isolated, frustrated and alone. Lutheran Social Services (LSS) has developed a family playgroup at their Family Resource Center in Oconomowoc, Wis. The playgroup addresses family isolation and is a resource for parenting education and other community programs.

The family playgroup provides an opportunity for parents and young children to participate in a variety of social and play activities in a friendly environment. The group is structured so parents have time to play with their children, observe positive parenting practices, discuss parenting concerns and learn about community resources. In addition, a staff member works with the group by interacting with children and modeling communication, behavioral and interactive play skills for parents.

"The group is a great place for parents to network and meet other families, and the expectation is that parents simply bring their children to play," said Marla Lewis, family playgroup coordinator. "This non-threatening approach has created an excellent learning environment for parents."

The program initially started with one, two-hour playgroup each week. The program soon grew, and new families were no longer able to join the playgroup. In 2003 a second playgroup was added to meet the needs of the community. "Adding another playgroup allowed us to serve more than 75 families each year, and approximately 20 percent of parents attend the playgroup consistently," said Lewis. "In addition, the community has embraced the program, and several businesses, medical clinics, hospitals and schools distribute program information to parents."

"The Family Resource Center takes a creative approach to educate and support parents through the family playgroup," said Jennifer Hammel, Child Abuse Prevention Fund director. "In addition, this program does an excellent job at addressing family isolation."

LSS Family Resource Center in Oconomowoc is working to enhance the lives of children and prevent child maltreatment by providing parents information and support. The center serves more than 150 families each year by offering parenting classes and support groups, child/parent playgroups, individual parenting consultations, a lending library, information and referral services and child care.

Parent resources available from the Child Abuse Prevention Fund

The Child Abuse Prevention Fund publishes a wide range of parent resource materials. These materials are available free of charge for use in your primary prevention program.

For a list of materials, visit our Web site at www.capfund.org and click on the Parent Resources button on the left. For more information, e-mail jzahn@chw.org or call (414) 266-6300.

Core Competencies in the Field of Family Support: A new approach to professional development

The Wisconsin Children's Trust Fund has developed Core Competencies in the Field of Family Support. The competencies are divided into eight areas of essential knowledge and skills and are designed for home visitors, parent educators and other professionals who work with families. In addition, there are two sets of core competencies: one for direct service staff and another for managers and supervisors.

To help individuals use the core competencies and track professional development, Children's Trust Fund also has created a professional development portfolio. The portfolio includes details about each core competency and a professional development log to record activities related to each competency. In addition, there is space to file certificates, brochures, letters and anything else that demonstrates development in each core competency.

Many supervisors and managers have begun using the core competencies portfolio as a planning tool for staff training and development. In addition, direct staff are tracking their individual career development and assessing their education strengths and weaknesses in order to ensure that they are getting a wide variety of training.

Organizations that offer training programs are starting to use the core competencies as a way to validate training sessions. In fact, this year's Fulfilling the Promise conference will base workshops on addressing all eight core competencies. The Conference will take place March 1-2 at the Kalahari Resort and Convention Center in Wisconsin Dells. For more information, visit <http://www.uwex.edu/ces/flp/conference>.

A committee of representatives from state agencies and other nonprofit organizations, including the Child Abuse Prevention Fund, led the development of the core competencies. The Child Abuse Prevention Fund also supported the production of the professional development portfolios and distributed portfolios to all its 2004-05 grantees.

Core competency portfolios are available for \$10 each from Children's Trust Fund. For more information, visit <http://wctf.state.wi.us> or call (608) 266-6871.

Funding sources

CharityChannel.com recently launched an e-mail discussion forum called "Development Office". This service is a resource for networking with thousands of development professionals.

Discussions focus on development challenges and procedures including: donor research and tracking, gift acceptance and management policies, grant writing, volunteer management, special events and other aspects of development. In addition, there will be discussions on issues relating to management of a fund development program, such as budgeting, hiring and accountability.

CharityChannel is an excellent resource for nonprofit organizations. In addition to the e-mail discussion forums, the Web site offers educational resources, newsletters and other information that is helpful in increasing development activities. CharityChannel has a small fee of \$3 to \$15 a month, depending on the number of users per organization. For more information, visit www.CharityChannel.com.

Announcements

Home Visitation Outcomes Project of Wisconsin featured by Harvard University

The Home Visitation Outcomes Project of Wisconsin was featured in the Winter 2004/05 Evaluation Exchange, a periodical from Harvard University. The periodical highlights innovative methods and approaches to evaluation, emerging trends in evaluation practice and practical applications of evaluation theory. The periodical is available at <http://www.gse.harvard.edu/hfrp/eval/issue28>.

The Home Visitation Outcomes Project is an initiative with primary funding provided by Children's Hospital and Health System's Child Abuse Prevention Fund. The goal of the project is to provide a common outcome measurement process and support its use in home visitation programs throughout Wisconsin. For more information on the project, visit <http://www.uwex.edu/ces/flp/homevisit/index.cfm>.

April 30 is Celebrate Children Day

Governor Doyle will designate April 30 as Wisconsin's annual Celebrate Children Day - A Blue Ribbon Day for Kids. When the Governor proclaims April as Child Abuse Prevention Month, he will urge us "...to celebrate our children, this state's greatest resource and the community leaders of tomorrow." A poster to promote Celebrate Children Day is available to download by visiting <http://wctf.state.wi.us>.

Awareness wristbands available for Child Abuse Prevention Month

The Child Abuse Prevention Fund, Children's Trust Fund and Prevent Child Abuse Wisconsin have created child abuse prevention awareness wristbands. The wristbands are bright blue and debossed with the words "Keep Kids Safe."

A limited number of wristbands are available in quantities of 25 and cost between \$.60 - \$.80 each, depending on the quantity purchased. They can be purchased to sell in your community as a way to raise money for your organization's child abuse prevention efforts. For more information, visit <http://wctf.state.wi.us>, or call (414) 266-6300.

Children's Trust Fund postpones 2005 grant cycle

Based on its typical three-year funding cycle, Children's Trust Fund would be issuing a Request for Proposals (RFP) in early 2005 to distribute about \$420,000 in community-based grants. However, the Child Abuse and Neglect Prevention Board that administers the Children's Trust Fund is delaying the distribution of the RFP for these funds.

The Board is developing a new strategic plan that will be grounded in innovative, current best practices and research-driven strategies to improve systems of child maltreatment prevention in Wisconsin. The Board will be guided by the emerging strategies from the State Call to Action work groups. Key focus areas will include family mental health, child sexual abuse prevention and family support.

For more information about the State Call to Action, Children's Trust Fund, and the Child Abuse and Neglect Prevention Board, visit <http://wctf.state.wi.us>.

Upcoming conferences

Fulfilling the promise: A home visitor and parent educator conference

March 1-2

Kalahari Resort and Convention Center

Wisconsin Dells, Wis.

Cost: \$150

Phone: (888) 391-4255

Web site: <http://www.uwex.edu/ces/flp/conference>

Wisconsin Fatherhood Conference Fathers: the indispensable partner

March 10-12

Four Points by Sheraton

Milwaukee, Wis.

Cost: \$160

Web site: <http://www.uwsp.edu/extension/conferences/fatherhood/>

Together for children: 18th annual Wisconsin conference on child abuse and neglect

April 6-8

Radisson Paper Valley Hotel

Appleton, Wis.

Cost: \$155

Web site: <http://www.uwsp.edu/extension/Conferences/tfc/>

15th National conference on Child Abuse and Neglect- Supporting promising practices and positive outcomes: a shared responsibility

April 18-23

Boston Sheraton Hotel

Boston, Mass.

Cost: \$275

Phone: (703) 528-0435

Web site: <http://nccanch.acf.hhs.gov/profess/conferences/cbconference/index.cfm>