

## CONNECTING FOR KIDS

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### Programs that work: Child Abuse Prevention Committee in Sheboygan County

The Child Abuse Prevention Committee in Sheboygan County received the \$1,000 Beyond the Blue Ribbon Award for its 2004 Child Abuse Prevention Month campaign. The award recognizes creativity, community collaboration and effectiveness in bringing awareness to child abuse prevention through the Blue Ribbons for Kids awareness initiative.

Networking with community organizations played a large role in the group's success. The team connected with several media outlets, volunteer organizations and business to help spread the word about child abuse prevention. Messages were displayed throughout Sheboygan County on billboards, bus signs, posters and banners. In addition, articles were placed in local newspapers, and radio stations aired public service announcements. The team also created a child abuse prevention placemat that local restaurants used during April.

"Our community has really embraced this issue," said Jeanna Bogenschutz, child abuse prevention committee member. "We believe that our efforts encourage healthy parenting, educate people about child abuse and connect parents to community resources."

The Child Abuse Prevention Committee consists of many volunteers who are dedicated to reducing the number of children that become victims of child abuse in Sheboygan County.

"The success of the committee is driven by strong volunteer efforts," said Bogenschutz. "We would not be able to continue our prevention efforts without the support and dedication of our team."

The Beyond the Blue Ribbon Award Committee also recognized a second-place winner, the Coulee Region Child Abuse Prevention Task Force. The group received a \$500 cash award. All 2004 applicants will be featured in an informational booklet available online this winter at <http://wctf.state.wi.us>.

The Beyond the Blue Ribbon Award was created by the Child Abuse Prevention Fund, Children's Trust Fund and Prevent Child Abuse Wisconsin to recognize organizations that work to bring community-wide attention to the need for child abuse and neglect prevention programs.

"The symbol for prevention is the blue ribbon, and we want communities to think about child abuse prevention beyond the blue ribbon concept," says Jennifer Hammel, Child Abuse Prevention Fund director.

To learn about resources that your agency can use to promote awareness of child abuse and neglect prevention and to order 2005 campaign materials including blue ribbon pins and information cards, visit [www.capfund.org](http://www.capfund.org) and click on the Blue Ribbon Campaign button on the left.

## Grantseeker's Corner

### A presentation by any other name

By Jeremy Miner

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The only true way to wipe out child abuse is through primary prevention -- keeping child abuse from happening in the first place. To this end, you may wish to secure grant funding to offer educational presentations to any of a variety of target populations, such as parents, families, teachers, childcare providers, or social workers.

In the methodology section of your grant proposal you will describe how you intend to reduce or eliminate child abuse through public awareness and education campaigns. Depending on your specific situation, you may consider using the following types of presentation strategies to actively engage and educate your target audience:

- **Breakout sessions:** a one-to four-hour small group discussion following a keynote address; groups typically address specific issues raised by the keynote speaker.
- **Informal chat:** a 30- to 90-minute informal discussion allowing for questions and answers.
- **In-service training:** an on-site school training for teachers or childcare providers.
- **Institute:** an all-day meeting with in-depth presentations that address a common theme.
- **Keynote address:** a 60- to 90-minute lecture-style presentation to a large audience.
- **Panel discussion:** a group of three to five experts convene to give a 60- to 90-minute presentation on select aspects of a topic before an audience and often address questions at the conclusion.
- **Roundtable:** One-hour meeting that features 10-minute presentations by two speakers and a 20-minute follow-up discussion with the group.
- **Seminar:** instructional activity with a small group occurring over several weeks, typically conducted under the guidance of an academic faculty member.
- **Short course:** multiple lectures given over a one-to two-week period that focus on a specific set of topics.
- **Site visit:** a one-to three-hour visit to provide technical assistance to an organization and evaluate its programs.
- **Symposium:** a two-to three-hour meeting with short presentations from several speakers on a common topic followed by interaction among speakers and the audience.
- **Visiting teacher:** a classroom visitation lasting from one day to one year with the purpose of demonstrating lessons, making observations, or offering specialized teaching.
- **Workshop:** a one-to eight-hour educational "hands-on" training conducted by a recognized expert.

Whatever methods you deem appropriate for your project and target audience, justify their selection. You had choices when designing your project and reviewers will want to know why you chose this approach and not another alternative.

© Jeremy T. Miner, 2004. Grantseeker's Corner is intended to inform, inspire, motivate and otherwise help sustain your grantseeking 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](mailto:capfund@chw.org). To read past "Grantseekers Corner" articles written by Jeremy Miner, visit our Web site at [www.capfund.org](http://www.capfund.org) and click on the Professional Resources button on the left.

## **Plan a 2005 Blue Ribbons for Kids campaign in your community**

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 2005 Blue Ribbons for Kids campaign will continue to celebrate the everyday heroes that have a positive influence on children's lives with the campaign theme: *Children need everyday heroes. They need you.* Your agency will receive the official Blue Ribbons for Kids information booklet at the end of November. This booklet will give you ideas and resources to plan your community awareness campaign. In addition, a resource packet full of ideas that you can use to promote awareness of child abuse and neglect prevention in your community will be available online. The packet includes an array of reproducible materials that you can adapt and personalize for your organization's unique Blue Ribbons for Kids campaign.

Wisconsin social service agencies and other organizations can order free blue ribbon pins and informational cards. When your organization begins to plan for 2005, keep in mind that the 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](http://www.capfund.org) and click on the Blue Ribbon Campaign button to the left. 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.

### **Funding sources**

The Wisconsin Clearinghouse for Prevention Resources offers a variety of information on their Web site about current grant and funding opportunities and links to federal, state and local funding resources. In addition, the Web site offers tips for locating grants. For more information, visit <http://wch.uhs.wisc.edu/index.html> and click on the funding button on the right.

In addition to funding information, the Wisconsin Clearinghouse is a great resource for prevention statistics, publications, research and training information.

### **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](http://www.capfund.org) and click on the Parent Resources button on the left. For more information, e-mail [jzahn@chw.org](mailto:jzahn@chw.org) or call (414) 266-6300.

## Announcements

### **Child Abuse Prevention Fund grant applications due Nov. 3**

The Child Abuse Prevention Fund's grant application information is available online. Letters of intent from agencies applying for the Child Abuse Prevention Fund's 2005-06 funding cycle are due by **4 p.m.**

**Wednesday, Nov. 3, 2004.** Agencies that meet funding criteria will be contacted by Thursday, Nov. 11, 2004 and asked to submit a proposal by **4 p.m., Friday, Dec. 10, 2004.** Funds will be awarded in early April, 2005.

For more information, visit [www.capfund.org](http://www.capfund.org) and click on the Apply for Funding button on the left, or call the Child Abuse Prevention Fund at (414) 266-6300.

### **2005 Connecting for Kids newsletter available through e-mail**

The Child Abuse Prevention Fund's Connecting for Kids newsletter will be available electronically in 2005. You will automatically be added to the distribution list by simply e-mailing [Jzahn@chw.org](mailto:Jzahn@chw.org) with the heading "Connecting for Kids" and placing your name and mailing address in the message. Connecting for Kids will be sent through the mail to organizations that do not have e-mail. If you have any questions, please call (414) 266-6300.

### **Coming soon: professional development portfolios for direct service staff and supervisors working in family resource and support programs**



The Children's Trust Fund is working on a project to advance family support work as a profession with core competencies. The core competencies are research-based and will soon be disseminated as a best practice model for family resource and support programs in Wisconsin. They were developed based on models being used in other states and feedback from professionals who work with families in Wisconsin.

With support from the Child Abuse Prevention Fund, the Children's Trust Fund will begin distributing Professional Development Portfolios later this year. The portfolios will help individuals and organizations monitor and manage professional development activities as they relate to core competencies in the field of family support. The next newsletter will feature information on how individuals and organizations can order portfolios. For more information, visit <http://wctf.state.wi.us>.

### **Help parents polish their parenting skills**

Wisconsin parents can receive a free Positive Parenting Kit from the Wisconsin Children's Trust Fund by calling toll free (866) 640-3936. The kits contain information on positive parenting, sexual abuse prevention, fathering, shaken baby syndrome and other important topics. Kits also include stickers, growth charts and other materials.

## Upcoming conferences

### **Midwest conference on child sexual abuse**

Oct. 20-21

Marriott-Madison West

Middleton, Wis.

Cost: \$275

Phone: (800) 725-9692

Web site: [www.dcs.wisc.edu/pda/hhi/midwest/](http://www.dcs.wisc.edu/pda/hhi/midwest/)

### **Domestic violence – how it affects children, parenting and custody**

Oct. 22

Waukesha Memorial Hospital

Waukesha, Wis.

Cost: \$50

Phone: (262) 547-4600

### **Child and adolescent brain research level five – a train the trainer program**

Oct. 26

Children's Health Education Center

Milwaukee, WI

Cost: \$50

Phone: (608) 284-0580, Ext. 301

Web site: [www.wccf.org](http://www.wccf.org)

### **Home visitation: the basics**

Nov. 9-11

Wintergreen Resort & Convention Center

Wisconsin Dells, Wis.

Cost: \$275

Phone: (888) 391-4255

Web site: [www.uwex.edu/ces/flp/conference](http://www.uwex.edu/ces/flp/conference)

### **Through the eyes of a child - a multi-disciplinary approach to child advocacy**

Nov. 11-12

Kalahari Resort Convention Center

Wisconsin Dells, Wis.

Cost: \$125

Phone: (888) 391-4255

Web site: [www.uwex.edu/ces/flp/conference](http://www.uwex.edu/ces/flp/conference)