





Table of Contents

CHAPTER 1 - Welcome to Partners in Prevention

CHAPTER 2 - Organizational Information

CHAPTER 3 - What is Prevention?

CHAPTER 4 - The Grant Process

CHAPTER 5 - Effective Community Teams

CHAPTER 6 - West Virginia Children's Trust Fund

CHAPTER 7 - Child Abuse Prevention Month

CHAPTER 8 - Lessons From the Field

CHAPTER 9 - Advocacy

CHAPTER 10 - Other Resources



Chapter 1: Welcome to Partners in Prevention

Welcome!

The Partners in Prevention Resource Guide is a tool to help community partners who are engaged in building stronger communities that are free from child abuse and neglect. Some of the resources you will find in this Guide include:

- An overview of the Partners in Prevention project
- Information about Partners in Prevention projects across the state
- Partners in Prevention evaluation results
- Links to websites, articles and other resources that focus on preventing child abuse and neglect
- Information about the Partners in Prevention grant process
- Tips for developing effective community teams

Partners in Prevention is an exciting project that focuses on innovative and effective strategies that build strong families and communities. We hope this Resource Guide will help you generate exciting and successful activities in your community.

Overview of Partners in Prevention

Each year the state identifies about 8,000 West Virginia children who are abused or neglected, which translates into one of the highest rates of child abuse in the country. The human, social and economic costs of treating abuse after the fact are tremendous. There is a body of research and experience that identify strategies that are effective in preventing child abuse. Partners in Prevention implements these proven strategies to prevent abuse before it happens.

In April 2003, local teams from 22 communities across the state began a two-year program aimed at strengthening families and preventing child maltreatment. The community teams participated in educational workshops and peer consultation and received mini-grants for local projects. The number of teams expanded to 33 by 2008.

Local projects are designed and implemented by community teams using research on successful programs in West Virginia and across the country. Examples include:

- community baby showers offering useful items and information to new and expecting parents.
- parenting classes on a variety of topics.
- family literacy programs.
- infant massage training aimed at preventing shaken baby syndrome.
- family fun nights to promote healthy relationships.
- presentations for professionals and the public on promoting child well being and preventing maltreatment before it occurs.

Eligible community teams:

- Include representatives from three or more local organizations.
- May be an existing or newly formed group.
- Have a designated member to serve as team leader.
- Have a designated member to serve as fiscal agent for the mini-grant.
- Focus on a “community” that may be as small as a neighborhood or as large as a multi-county area, as long as the team’s work actively involves people at the grassroots level.

The teams receive annual grants of up to \$7,500 to conduct local projects that strengthen families, protect children and engage the public in child abuse prevention. The team leaders meet two times a year to learn about effective prevention strategies from state and national experts and from each other. To help facilitate peer learning throughout the Partners in Prevention network, team leaders are invited to participate in conference calls on topics of shared interest and to make site visits to one another. Additional information, including a directory of current teams and project descriptions, is available at <http://www.preventchildabusewv.org/partners.html>.

Partners in Prevention is a public/private initiative funded by the Claude Worthington Benedum Foundation, West Virginia Department of Health and Human Resources, and the West Virginia Children’s Trust Fund.

Partners in Prevention was started in April 2003 as a statewide initiative aimed at helping communities keep children safe. The first event included a child abuse prevention conference in May 2003 in Charleston.

Team Leader Meetings

A key feature of the Partners In Prevention program, and one that distinguishes it from many others, is that it relies heavily on the participants learning from and supporting each other’s work. While assistance is available from state and national organizations, the program ultimately seeks to tap the expertise of the people who are doing this work in communities and provides ways to share that knowledge with others.

There are typically two Team Leader meetings per year – one in the spring and one in the fall. The meetings are held in differing locations throughout the State in an effort to ease travel among Partners, reach different geographic areas, and to support businesses across the State. Through the Team Leader meetings, educational opportunities are provided to our Partners as well as time for networking and cross-pollination of ideas. A few examples of Team Leader workshops that have been offered include: reframing our messages and storytelling; cultural diversity;

finding leaders within; educating decision-makers; and the ever-popular *Parade of Partners*. Topics for Team Leader meetings are solicited from Partners and also suggested by Partners In Prevention Steering Committee members. The Steering Committee members assist in the design, coordination, and facilitation of Team Leader meetings.

Attendance at the Team Leader meetings is a requirement of the Partners In Prevention mini-grant. Prevent Child Abuse West Virginia covers the cost of attendance (hotel stay and food costs) for the Team Leader or one alternate member if the Team Leader is unavailable. We encourage Partners to invite other members of their team to participate at their own expense if they wish. PCA-WV does not cover the cost of travel to the meeting, but travel costs may be included in the team's grant budgets.



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
<p>Berkeley County Deb Barthlow Children’s Home Society of West Virginia 123 S. Maple Avenue Martinsburg, WV 25401 Phone: 304-264-0225 Fax: 304-264-2084 dbarthlow@childhswv.org</p>	<p>The Kids in Transition Collaborative of the Eastern Panhandle provides a variety of parenting classes through monies provided by Partners in Prevention. A four-class <i>Parenting Series</i> is provided four times a year to create an environment for learning, discussion and practice of new skills through various activities. It also gives parents the ability and time to network with others who have similar issues. These classes are taught by a professional in the field and meet one night per week for four weeks. Dinner and childcare are provided. In addition, parenting classes specifically designed for very young parents are being offered. “Teen Parent” classes focus on child development as well as behavior management issues. Lastly, interactive computer based classes are also offered in English and Spanish.</p>
<p>Brooke & Hancock Rhonda Stubbs Executive Director A Child’s Place CASA, Ltd. 720 Charles Street Wellsburg, WV 26070 Phone: 304-737-4444 Fax: 304-737-4445 childspplacecasa@comcast.net</p>	<p>Brooke and Hancock Counties Partners in Prevention has several areas of focus. Family Wellness is our top priority. We will be engaging in educating the community as a whole in various ways, including but not limited to, speaking engagements in any sort of venue, a Brooke and Hancock Counties based baby safety shower, and expanding upon a newest opportunity of educating parents and children utilizing “We Both Read” books.</p>
<p>Cabell County Debbie Harris Bowyer Cabell County Family Resource Network 625 Fourth Avenue Huntington, WV 25701 Phone: 304-697-0255 Fax: 304-523-9595 cabellfrn@wvds1.net</p>	<p>Cabell County Partners In Prevention is continuing to promote ways to help children grow up safe and healthy. Theme is “Good Beginnings Last a Lifetime”. Strategies include: Promotion strategies: Promote health, safety and prevention, Partner development: Recruit health providers and churches, Parent education strategies: 1) Expectant parents: Distribute prenatal care information in” Welcome Baby Bag” given at the New STEPS (System To Educate and give Parenting Support) home visit assessment. 2) New parent: Promote early brain development and positive support resources through the “Brain Under Construction Zone”, early childhood sites, Healthy Families America and providers.</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
<p>Fayette County Kelly Gladwell Fayette Starting Points PO Box 283 Alloy, WV 25002 Phone: 304-779-3109 Fax: 304-779-3109 kgladwell@verizon.net</p>	<p>Fayette Starting Points is a community-based program, in Fayette County West Virginia, for families with children prenatal to age 8. Fayette Starting Points Center’s mission statement is: “At the Watch Me Grow Fayette Starting Points Center, a nonprofit organization, we strive to foster family and children’s well being and social and intellectual development through a commitment to education.”</p> <p>The center coordinates six core programs; three of these programs are focused on the development of early literacy skills. The programs promote the safety and well being of children and families through family and community services, professional education and training, and research and evaluation. Program results have suggested that it improves parenting skills, reduces parental depression and reduces children behavioral problems.</p>
<p>Fayette County Nonie Roberts New River Health Association 325 Colorado Street Mt. Hope, WV 25880 Phone: 304-877-6342 Fax: 304-877-6342 (call first) nonieroberts@suddenlink.net</p>	<p>The Mt Hope Children’s Health Council will work in 2008-2009 to develop the theme; It Takes a Whole Village to Raise a Child. Based at the Mt. Hope Community Center, the Health Council will work with groups of youth as they develop programs and projects that will provide fun, safe and supervised activities for youth while also providing the possibility of the youth contributing to the community. Participating youth will receive a mini-grant and assistance from the Health Council. The youth will follow a mini-grant development process and recruit adults to work with them. The Health Council plans to work with 4 different groups to develop programs or projects.</p>
<p>Greenbrier County Susan Burt High Rocks for Girls HC 64, Box 438 Hillsboro, WV 24946 Phone: 304-653-4891 Fax: 304-653-4335 susan@highrocks.org</p>	<p>Greenbrier Youth Community Action, a program of High Rocks for Girls, is a youth-driven leadership program for teenagers. The purpose of the Youth Community Action program is to engage teens to create positive changes in their communities. The Child and Youth Advocacy Center and the Family Refuge Center partner with High Rocks to facilitate programs led by teenagers for children who have been affected by domestic violence. By empowering teen girls to help younger victims of violence, both groups win. Teenagers are connected to supportive adults and agencies and they gain skills to protect themselves, friends and family members against abuse.</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
<p>Hampshire County Beverly Evert CASA of Hampshire County 92 E. Main Street, Ste. 100 Romney, WV 26757 Phone: 304-822-8675 Fax: 304-822-5803 bevert@citlink.net</p>	<p>The Hampshire County Partners in Prevention Team will focus on strengthening individual's knowledge and skills and promoting community education. We will do this through 1) parent resource fair in conjunction with Energy Express 2) a Community Baby shower 3) a calendar focused on Search Institute's Developmental Assets 4) parenting education and 5) project-based learning with middle school students.</p>
<p>Jackson County Lora Smith CASA of the Fifth Judicial Circuit P.O. 107 Ripley, WV 25271 Phone: 304-373-1165 Fax: 304-373-1165 Circuit5CASA@hotmail.com</p>	<p>Jackson County Partners in Prevention is embracing and empowering our community to create family-friendly environments. Our grassroots community PIP team will offer a variety of activities addressing multiple areas such as health, education, social connections and social conditions as well as affect multiple settings necessary to concentrate on a broad range of risk and protective factors for child abuse and neglect. These activities will include a community baby shower, Family Fun Nights, an educational workshop for direct service professionals, a Pinwheels for Prevention campaign, and distribution of promotional and educational materials on child abuse prevention.</p>
<p>Kanawha County Derrick Gibson, Director East End Family Resource Ctr. 502 Ruffner Avenue P.O. Box 11559 Charleston, WV 25339 Phone: 304-344-1656 Fax: 304-720-0201 dgibson@wvds1.net</p>	<p>We will address child abuse prevention by implementing two nationally known, research-based programs. Both of which are designed to educate communities and families. We hope to increase the community's awareness of child abuse indicators and the impact that it has on the future of our society. We will increase family knowledge of prevention strategies through the Parents As Teachers (PAT) home and center visiting program. PAT is composed of three major components: (1) a monthly home or center visit with a research based curriculum, (2) monthly parent group meeting with parent identified topics, and (3) a weekly center-based playgroup for children and their parents. The second program is the Fatherhood Initiative designed to help non-custodial fathers and mothers to become more involved in their children's lives. The program is comprised of seven components including Life Management; 24/7 Dad; Job Readiness; basic Computer Skills; Money Management; and Job Placement. Child abuse is often a result of the stress and pressures that come</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
	<p>from a life of poverty. The Fatherhood Initiative will aid unemployed and underemployed parents reach economic stability for themselves and their families.</p> <p>In addition to the education component we will continue our Prevention focused family affairs, sponsored quarterly to provide structured information to the general public through guest speakers, topical forums, family dinners and special entertainment.</p>
<p>Lincoln County Oneida Toppins Big Ugly Community Center Rt. 3, Box 445 Branchland, WV 25506 Phone: 304-778-7019 otoppins@stepbystepwv.org</p>	<p>The Lincoln Partners in Prevention team based at Big Ugly, plan to increase public understanding of child abuse and to intervene with children at risk for abuse, injury and maltreatment. The committee will develop special events through the school year including a Community Baby Shower at which workshops and trainings will enforce positive parenting, share techniques to redirect behavior, speak on shaken baby syndrome and other child safety issues.</p>
<p>Marion County Rachel Keller Marion County Family Resource Network 112 Adams Street, Room 204 Fairmont, WV 26554 Phone: 304-366-4445 Fax: 304-366-4695 marioncountyfrn@yahoo.com</p>	<p>The Marion County Partners in Prevention plans to raise awareness and provide opportunities for families to have positive interaction through Family Fun Nights, as well as to begin collaborating with Project HAPI and Fairmont General Hospital on a Community Baby shower. The team will participate in community Health Fairs distributing important educational materials on child abuse prevention to promote safe, healthy family interaction. During the month of April the team will host "Child Watch". Child Watch is designed to educate and enlighten community members about what an abused child faces while going through the system.</p>
<p>Marshall County Nadine Wilson, Coordinator Starting Points 200 Logan St. McMechen, WV 26040 Phone: 304-232-2250 Fax: 304-232-2310 mcstartingpoints@aol.com</p>	<p>The Marshall County PIP team will continue to contract a part-time Parent Educator to implement the Parents as Teachers (PAT) in-home visitation program to service 5-10 Marshall County families. We will also be implementing the Safe Child Program which is designed to educate children to act on their own behalf to protect themselves from all areas of abuse. We also will implement Shaken Baby Syndrome prevention training, designed to educate parents on ways to prevent injury by increasing awareness of the dangerous consequences and</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
	<p>positive alternatives to dealing with parental stressors. Partnering with our Parents as Teacher program, we will be implementing the Amber View program which is a state wide program to help report missing children and to ensure a safe and quick return home. We will partner with the Ohio County PIP Team and present “Step Families” the Brady Bunch Doesn’t Live Here Any More. Ron Deal a national speaker from Texas will provide training for professionals and families. Three Baby Safety Showers will be provided in different areas of Marshall County throughout the year. We will also be hosting a “Children’s Day at the Courthouse” to kick off Child Abuse and Neglect Awareness month. This event will assist children and families with any other needs that may arise throughout the year.</p>
<p>McDowell County Carmela Frederick Stop the Hurt P.O. Box 102 Welch, WV 24801 Phone: 304-436-8553 Fax: 304-436-8573 cfrederick@citlink.net</p>	<p>The goals for the FY09 include: McDowell County will have a stable Healthy Families Coalition; McDowell County will have the information necessary to prevent and report child abuse and neglect.</p>
<p>Mercer County Shannon Atwell, Exec. Director ChildLaw Services, Inc. 1505 Princeton Avenue Princeton, WV 24740 Phone: 304-425-9973 Fax: 304-487-5733 shannon.atwell@gmail.com</p>	<p>The Mercer County Partners In Prevention team proposes to implement curriculum-based Body Safety programs to grade-school students within Mercer County’s public school system. Funding for Body Safety educational programs will enable us to strengthen our preventative education component by empowering children to recognize abuse and protect themselves in situations where abuse may occur, while teaching them how to seek help if they are exposed to abuse. Our partnership will utilize trained youth volunteers to help teach alongside partner staff. We will also implement the curriculum in after school and faith-based programs.</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
<p>Mingo County Amy Martin Mingo County Family Resource Network P.O. Box 1335 Williamson, WV 25674 Phone: 304-235-5607 Fax: 304-235-2178 frndirector@hotmail.com</p>	<p>The Mingo County Partners in Prevention hosted two successful conferences on post partum depression. Now that awareness has been raised around the issue, we feel that it is important to take our efforts to the next level. Currently there are no formal support groups/ systems in place for mothers who suffer from post partum depression. The MCPIP team plans to train a minimum of twenty facilitators across Mingo and Logan Counties so that support groups may be started locally, and participants can become more aware of resources available to them and their families.</p>
<p>Monongalia County Angela Faulkner-Vaglianti Monongalia County Family Resource Network PO Box 324 Morgantown, WV 26507 Phone: 304-284-8400 Fax: 304-296-2291 mocofrn@aol.com</p>	<p>The Monongalia County Partners in Prevention Team will focus on the following:</p> <ul style="list-style-type: none"> • Sponsoring a community baby fair in collaboration with early childhood programs and partners. It will include booths providing health and safety information and resources of expecting and new parents. • Distributing baby outreach packs containing resources and safety items for expecting and new parents. • Sponsoring family fun activities promoting health family interactions. • Assisting with the implementation of a stress management group for caregivers. • Raising awareness about local resources and increasing community involvement in prevention through education and training.
<p>Monroe County Shirley Hall, Executive Director Monroe County Family Resource Network PO Box 737 Union, WV 24983 Phone: 304-772-5960 Fax: 304-772-4607 monroefrn@verizon.net</p>	<p>Our project in Monroe County is to coordinate two Community Baby Showers, one in September 2008 and one in April 2009. Our main goal is to bring resources and parenting education to new parents that will help them reach their maximum potential as a parent. Our core team includes a mother of a 2 year old that helped with our first two baby showers, staff from the Family Resource Network, Birth to Three, Head Start and WIC, Mountain-Heart. Other community involvement includes the Mountain Heritage Quilters Guild of Southern West Virginia, WVU Extension, Tobacco Prevention Project, New Hope Tabernacle Church and Family Refuge Center.</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
<p>Morgan County Audrey Morris, Director Morgan County Starting Points 292 N. Washington Street Berkeley Springs, WV 25411 Phone: 304-258-5600 Fax: 304-258-6395 morrisa2@earthlink.net</p>	<p>The Morgan County plan is to work to prevent or reduce child abuse through education of parents, teachers and the general public. Collaboration with a local anti-drug abuse grant targeting youth will permit an augmentation of our “Ask the Expert” parenting lecture series through radio broadcasts of the programs, with call-ins and PSAs. Collaboration with local providers of pediatric services will enable the provision of “Baby bag” informational packets for new parents. Teachers at local public elementary and middle schools will benefit from in-service training on child abuse reporting through collaboration with the Board of Education and local child protective services (CPS, CASA, medical providers). These are new initiatives, in addition to the programs already provided through this grant.</p>
<p>Nicholas County Robin Brown, Director Nicholas County Family Resource Network PO Box 553 Summersville, WV 26651 Phone: 304-872-4707 Fax: 304-872-4707 ncfry@verizon.net</p>	<p>We will conduct an Early Childhood Conference with as many as 12 workshops being held. One CEUs and STARS credits will be offered. We will work with the High Rocks Girls of Nicholas County on a one day Family Event to be held in Richwood. There will be many events to bring families out to spend time together. We will sponsor a Children’s Memorial Flag Day Event and recognize Foster Parents and Child Protective Service Workers.</p>
<p>Ohio County Deborah Allen, Coordinator Ohio County Family Resource Network 3700 Wood Street Wheeling, WV 26003 Phone: 304-243-0470 Fax: 304-243-0373 dba4004@aol.com</p>	<p>The Ohio County Partners in Prevention project will once again focus on both primary and secondary prevention efforts. Ohio County parents will have the opportunity to attend presentations addressing family issues. Students will participate in presentations on topics such as character development and the prevention of teen dating violence. A brochure entitled: <i>Protecting Your Children: Advice from Child Molesters</i> will be distributed to Ohio County families. The Ohio County Partners in Prevention team will sponsor a workshop, <i>Building A Successful Step-Family</i>, for area professionals.</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
<p>Pendleton County Jennifer Taylor-Ide Pendleton Community Care P.O. Box 100 Franklin, WV 26807 Phone: 304-358-2355 Fax: 304-358-3054 jtayloride@yahoo.com</p>	<p>Pendleton County Partners in Prevention maintains a primary focus on enhancing parenting skills. We use research-based parent training programs and employ a variety of methods of distributing this material including: self-taught instruction, home-based groups and leader trainings. We offer additional incentives and asset building supports to participating families. Family packs can include: pack ‘n plays, car seats, developmental toys and read together books. We also provide read together books to physicians to distribute during well child visits.</p> <p>We will also support increased Developmental Assets in our youth. Search Institute’s research base is well established – Developmental Assets are negatively correlated with risky behaviors. Young people with strong assets are more likely to build such assets for their children when they become parents. We also plan to promote community involvement in asset development.</p>
<p>Pleasants County Debbie Thompson Pleasants County Committee on Family Issues P.O. Box 147 St. Marys, WV 26170 Phone: 304-684-3962 Fax: 304-684-3964 cofi@suddenlinkmail.com</p>	<p>The Pleasants County Partners in Prevention Team will continue to focus on parental education and increased knowledge of community resources. We will sponsor a community baby shower that will provide educational resources to new and expectant mothers. We will continue our community resource/baby pantry. This pantry houses many baby items for needy families along with information on many different aspects of parenting and budgeting. Another goal area will include collaborating with our Safety Town program to provide programming materials in the area of prevention. Our new initiatives will be to provide materials to families at our annual Back to School Fair.</p>
<p>Pocahontas County Sonia Ryder Pocahontas County Family Resource Network P.O. Box 3 Marlinton, WV 24954 Phone: 304-799-6657 Fax: 304-799-6657 pocahontasfrn@hotmail.com</p>	<p>The Pocahontas County Family Resource Network plans to provide needed resources like car seats, cribs, diapers, wipes and education about parenting to our community through a variety of avenues. One strategy is our original idea of hosting Community Baby Showers. The Shower provides an opportunity for the parents to receive information on programs like Birth to Three, Right from the Start, WIC and CHIP. Topics will include parenting tips on discipline, child development, and substance</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
	<p>abuse prevention. Incentives will be given to encourage attendance and provide basic needs. Through our partnership with Snowshoe Foundation some cribs will be offered to expectant mothers. We've also decided to start a Baby Pantry to provide diapers and wipes to families in the community. We will also provide them with our Resource Brochure, information on CHIP and substance abuse prevention.</p>
<p>Putnam County Michele Baranaskas Regional Family Resource Network 1701 Fifth Avenue, Box #18 Charleston, WV 25312-1911 Phone: 304-414-4470 Fax: 304-414-4410 Executivedirector@regionafrn.org</p>	<p>Putnam County Young Child/PIP Task Team will collaborate with various partners to distribute <u>What to do When Your Child Gets Sick</u> books to their consumer families. The PIP Team hopes to collaborate with Putnam County Schools and possibly distribute the books along with other information during Kindergarten round-ups. The PIP Team plans to hold a Child and Youth Asset Development training for youth pastors and other community leaders who come in regular contact with children and families. The PIP Team will plan a community outreach event for families throughout Putnam County with information available to help prevent child abuse and neglect.</p>
<p>Raleigh County Christina Bailey Just for Kids, Inc. 106 McCreery St. Beckley, WV 25801 Phone: 304-255-4834 Fax: 304-255-2637 Christina@justforkidswv.org</p>	<p>The Raleigh/Fayette Child Protection Alliance is a collaborative that formed to educate and empower families to love, respect and protect all children through outreach and supportive services. With help from Prevent Child Abuse WV, the Raleigh/Fayette CPA plans to sponsor a child abuse awareness campaign during 2009 with a variety of activities to attempt to promote positive family interaction, raise awareness about local resources and increase community involvement in prevention.</p>
<p>Randolph County Heather Fowler Women's Aid in Crisis PO Box 2062 Elkins, WV 26241 Phone: 304-636-0833 Fax: 304-636-3277 Pe2waic@meer.net</p>	<p>In the upcoming year Randolph County Partners In Prevention plan to offer primary prevention in the form of public awareness activities, research based curricula that teach children safety/protective skills, and parent education. We also will offer a child abuse awareness insert and co-sponsor the national Kids Day Celebration to promote families in our endeavor to reduce child abuse in our community.</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
<p>Roane County Kimberly Goodwin Westbrook Health Services 2121 7th Street Parkersburg, WV 26101 Phone: 304-485-1721, ext 152 Fax: 304-485-1478 king@westbrookhealth.com</p>	<p>The Roane County PIP program will continue to focus on increasing the number of children growing up with involved, intentional fathers in their lives. However, in a change from last year’s approach, we will focus on educating, equipping and engaging the entire family, not solely fathers, and their children through a variety of events, programs and services. The project will use research-driven and culturally-sensitive methods to meet the needs of families.</p>
<p>Summers County Kristal Straub, Exec. Coordinator REACHH Family Resource Ctr. 411 Temple Street Hinton, WV 25951 Phone: 304-466-2226 Fax: 304-466-0398 reachhfrc@mac.com</p>	<p>The Summers County Team will utilize PIP funding to continue providing “baby welcome baskets” to new parents in the county in conjunction with a home visit. During the home visit, new parents will be screened for post partum depression and informed of the services available to children and families in Summers County (including Parents As Teachers, WIC, Birth To Three, food banks, etc). Funds will also be used to support quarterly educational (and fun) baby showers as well as to offer Child Abuse Prevention Month awareness activities and a monthly newsletter to the families who are participants of Parents As Teachers.</p>
<p>Taylor County Susan Davis Taylor County Starting Points P. O. Box 453 Flemington, WV 26347 Phone: 304-739-4646 Fax: 304-739-4646 startingpoint@frontiernet.net</p>	<p>The Taylor County Partners in Prevention Team will focus on strengthening individual’s and the communities’ knowledge and skills, on the prevention of child abuse and neglect. We will do this through 1) a community baby pantry and baby shower. 2) A Children’s Memorial Flag Day Ceremony and recognition. 3) Billboards and advertisement. 4) Youth programs targeting respect and community awareness. 5) To increase families knowledge of prevention strategies through the Parents as Teachers Program (PAT) home visiting program.</p>
<p>Tucker County April Miller, Director Tucker County Family Re- source Network 501 Chestnut Street Parsons, WV 26287 304-478-3827 304-478-3829 tuckerfrn@hotmail.com</p>	<p>The Tucker County Partners in Prevention Team offers comprehensive programming to raise awareness, provide resources and educational opportunities for local families to continue our mission to reduce child abuse and neglect in our community. A public awareness campaign will “kick-off” in August with our National Kids Day Back to School Bash and continues with a series of events, activities and promotion throughout the year. We have</p>



**Team Leaders and
Projects 2008-2009**



TEAM LEADER	PROJECT DESCRIPTION
	<p>implemented the “Talking About Touching” curricula in the local Preschool and Kindergarten classrooms. The program teaches children safety and protective skills that they will carry with them throughout their life. In 2008 we expanded our educational outreach to include Shaken Baby Syndrome prevention program through local hospitals, health care providers, The Davis Center and local high schools. We also coordinate a “Welcome Baby Program”, “Kids Corner Baby Pantry”, support groups and “Family Fun” activities to local families.</p>
<p>Upshur County Jeannie O’Halloran, Clinical Social Worker Total Life Clinicians, LLC P.O. Box 730 Buckhannon, WV 26201 Phone: 304-924-5152 Fax: 304-924-6859 jeannieohalloran@yahoo.com</p>	<p>Upshur County’s Partners in Prevention projects for this year include to continue providing “Parenting with Love and Logic” classes at partnering organization sites throughout the year, to institute “Teaching with Love and Logic’s” philosophy at Union District Elementary School, to provide training for public school and Head Start staff in “Love and Logic for the Classroom,” and to provide counseling for victims of childhood abuse aimed at breaking the abuse cycle.</p>
<p>Wood County Steve Tuck Children’s Home Society of WV P.O. Box 763 Parkersburg, WV 26102 Phone: 304-485-0650 Fax: 304-485-0618 stuck@childhswv.org</p>	<p>Children’s Home Society of West Virginia’s Partners in Prevention mini grant will continue to build on family outreach work of the agency in this low income neighborhood. A series of Family Nights/ Events will be held throughout the year to provide opportunities for families to come together; to share and address stressors they experience, which may lead to risk of child abuse and neglect. Parent roundtables on topics related to family stressors and how to deal with them effectively will be conducted as well as a fun, family activity they can participate in with their children.</p>
<p>Wyoming County Kathy Brunty, Coordinator Wyoming County Family Resource Network Box 622 Oceana, WV 24870 Phone: 304-732-7070 Fax: 304-732-7070 WYOFRN@aol.com</p>	<p>The Wyoming County Partners in Prevention Team is dedicated to strengthening an existing network of professionals and community members committed to educating local professionals, parents and children about the causes and effects of child abuse, neglect and school violence with the goal of reducing the incidence of such problems in Wyoming County. The Team will provide support to Wyoming County with workshops, trainings and community activities such as Family Centered Practice, Children’s Memorial Flag Day, Community Baby Showers and School Prevention Programs.</p>

Partners In Prevention Online Resources

Prevent Child Abuse WV provides a number of resources for community teams on its website at www.preventchildabusewv.org. Information and resources are updated on a regular basis to keep Partners informed about the latest news, training tools and cutting edge resources. The site includes:

Grant RFPs - Prevent Child Abuse WV posts regular information about available Partners in Prevention grants, including Innovation Grants and Good Beginnings Mini-grants.

Event Calendar - Partners in Prevention share their events on a common event calendar posted on the site. Grantees can plan to attend events in other communities and learn about their work.

Policy Center - Prevent Child Abuse WV posts information regarding the latest news about the state and federal policy issues affecting children and families in West Virginia. Grantees can also get information about Children's Day at the Legislature and read the latest version of Prevent Child Abuse America's Prevention Advocate newsletter.

Resource Library - Prevent Child Abuse WV posts links to sites that may be helpful to grantees. This includes papers, newsletters, other useful websites, podcasts and a variety of other publications related to the prevention of child abuse and neglect and promoting healthy communities.

News Room - Prevent Child Abuse WV posts recent press releases and other useful resources such as the PCA-WV logo for use in community information. Grantees can also view a press kit which includes templates for press releases.

Voices – The Voices section of the PCA-WV website provides tools to help educate partners on how to talk about child abuse prevention and neglect. In the future this site will feature a blog where families and professionals can share their thoughts about keeping children free from abuse and neglect. This site also features a link to the Good Beginnings Last a Lifetime campaign.

Good Beginnings Last a Lifetime – Good Beginnings Last a Lifetime is a public engagement campaign to catalyze community engagement on behalf of children. It utilizes strategic framing research and strengths-based messages to highlight the importance of caring for children, contributing to effective programs and supporting family-friendly public policy.

Podcasts – PCA-WV records podcasts which are featured on the website. These podcasts include interviews with local and national experts in the field of child abuse and neglect prevention. Podcasts are updated on a regular basis, so check the site frequently for new information.

State Level Resources:

The West Virginia Children's Trust Fund
<http://www.wvctf.org/>

The West Virginia Prevention Resource Center
www.prevnet.org

Prevent Child Abuse West Virginia
www.preventchildabusewv.org

The WV KIDS COUNT Fund
www.wvkidscountfund.org

West Virginia Department of Health and Human Resources
www.wvdhhr.org

Community/Program Resources:

The following websites include curricula and information that has been shared by our PIP Team leaders regarding some of the programs that are being implemented in their counties, and resources that have proved valuable in their work.

Parenting with Love and Logic
<http://www.loveandlogic.com/pages/factsheet.html>

Strengthening Families Through Early Care and Education
<http://www.strengtheningfamilies.net>

Hands Are Not For Hitting
http://www.freespirit.com/catalog/item_detail.cfm?ITEM_ID=239

Talking About Touching
<http://www.cfchildren.org/tatf/tatf/tatindex/>

National Kids Day
<http://www.kidsday.net/>

Baby Basics: Your month-by-month guide to a healthy pregnancy
http://www.marchofdimes.com/professionals/2222_2262.asp

What To Do When Your Child Gets Sick series
<http://www.iha4health.org/index.cfm/MenuItemID/130.htm>



Chapter 2 – Organizational Information

Definition of Entities

TEAM for West Virginia Children - TEAM (Together Eliminating Abuse and Maltreatment) for WV Children is a Huntington-based nonprofit organization and recognized leader in local child abuse prevention programs. The TEAM sponsors Prevent Child Abuse West Virginia and serves as the pass-through for the Partners in Prevention grants.

West Virginia Department of Health and Human Resources – (WVDHHR) The WVDHHR is the statewide entity that runs programs for children and families in need, including child care, child protective services TANF and Medicaid among many others. Every county has a local DHHR office. The WVDHHR is a co-funder of Partners in Prevention.

Prevent Child Abuse WV – Prevent Child Abuse West Virginia (PCA-WV) works to give children good beginnings by strengthening families and communities. This is done by implementing innovative strategies in the areas of effective programs, public engagement and sound public policy. Prevent Child Abuse West Virginia is a chartered chapter of Prevent Child Abuse America and a program of the TEAM for West Virginia Children. Prevent Child Abuse WV is also responsible for Public Policy programs (Facilitating the Legislative Action Team for Children & Families and Children’s Day at the Legislature), Public Engagement (Good Beginnings and Child Abuse Prevention month activities) and Effective Programs (Partners in Prevention).

Prevent Child Abuse America – Prevent Child Abuse America (PCAA) is a national leader in building awareness, providing education, and inspiring hope in everyone involved in the effort to keep children free from abuse and neglect. There are 47 state chapters of PCAA across the country.

West Virginia Children’s Trust Fund – The West Virginia Children’s Trust Fund (WVCTF) provides funding to help communities strengthen families and make sure that children grow up free from abuse and neglect. It is made possible by contributions from West Virginia citizens, businesses and other funders, primarily through a state income tax check-off. The WVCTF leverages and maximizes funding to help local programs accomplish their goals. The WVCTF is a co-funder of Partners in Prevention.

West Virginia Children’s Trust Fund Development Campaign Advisory Committee – The development campaign of the West Virginia Children’s Trust Fund is guided by a professional panel of advisors. First Lady Gayle Manchin serves as Ex Officio Chair of the Advisory

Committee. The Advisory Committee has experts in financing, investments, grantmaking and policy and they meet multiple times a year to discuss strategies for growing the financial assets of the CTF.

Partners in Prevention Steering Committee – The Partners in Prevention Steering Committee is comprised of a group of individuals representing community, faith-based and prevention programs. The Steering Team lends their experience to review Partners in Prevention grants and to help plan Partners in Prevention meetings and guide the initiative.

Claude Worthington Benedum Foundation – The Claude Worthington Benedum Foundation is an independent foundation established in 1944 by West Virginia natives, Michael and Sarah Benedum. The Benedums expressed the wish that grant funding be focused in West Virginia and Southwestern Pennsylvania, their native and adopted homes. Grants are made in the areas of education, economic development, civic engagement, health and human services, and community development. The Benedum Foundation is a co-funder of Partners in Prevention.

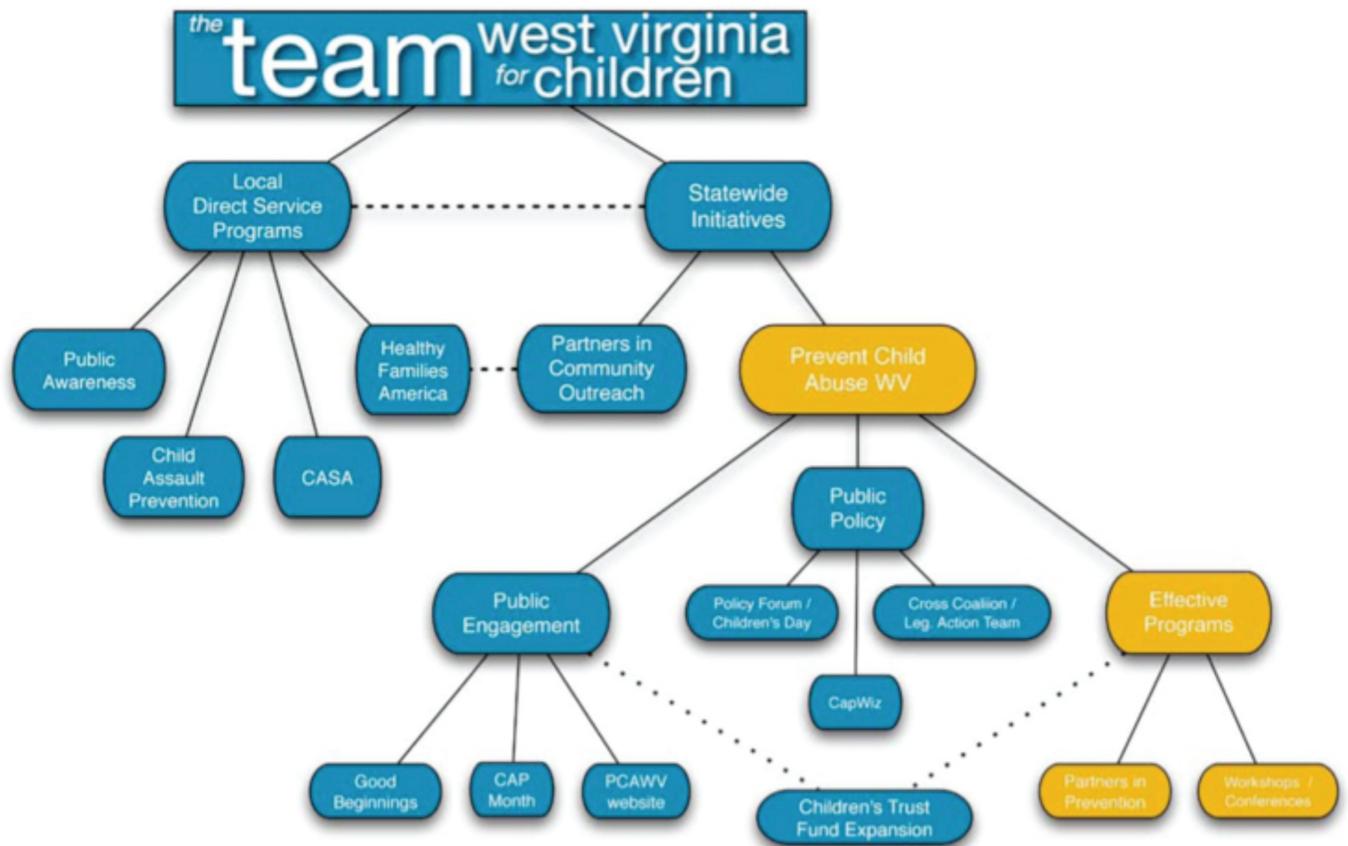
Strengthening Families Through Early Care and Education – In 2001, with funding from the Doris Duke Charitable Foundation, the Center for the Study of Social Policy (CSSP) began studying the role that early care and education center-based programs nationwide can play in strengthening families and preventing abuse and neglect. For the first time, they linked research about preventing child abuse and neglect with similar knowledge about quality early care and education. They developed a new conceptual framework and approach to preventing child abuse and neglect, called Strengthening Families, which involved building evidence-based Protective Factors around young children by working differently with their families. These Protective Factors help to guide the work of Partners in Prevention.

CBCAP – CBCAP stands for Community-Based Child Abuse Prevention. It is a federal funding stream that supports specific types of child abuse prevention programs that exist in every state in the U.S. The purpose of the CBCAP program is:

- to support community-based efforts to develop, operate, expand, enhance, and, where appropriate, to network, initiatives aimed at the prevention of child abuse and neglect
- to support networks of coordinated resources and activities to better strengthen and support families to reduce the likelihood of child abuse and neglect, and
- to foster an understanding, appreciation, and knowledge of diverse populations in order to be effective in preventing and treating child abuse and neglect

FRIENDS National Resource Center – FRIENDS is an acronym for Family Resource Information, Education, and Network Development Service. FRIENDS provides services to the Community-Based Child Abuse Prevention lead agencies through targeted training and technical assistance efforts.

Legislative Action Team for Children and Families – The Legislative Action Team for Children and Families is a group of representatives from state organizations working on behalf of West Virginia's children and families on state policy issues. They meet regularly during the legislative session to ensure consistent and effective support for policies that impact the lives of children and families.



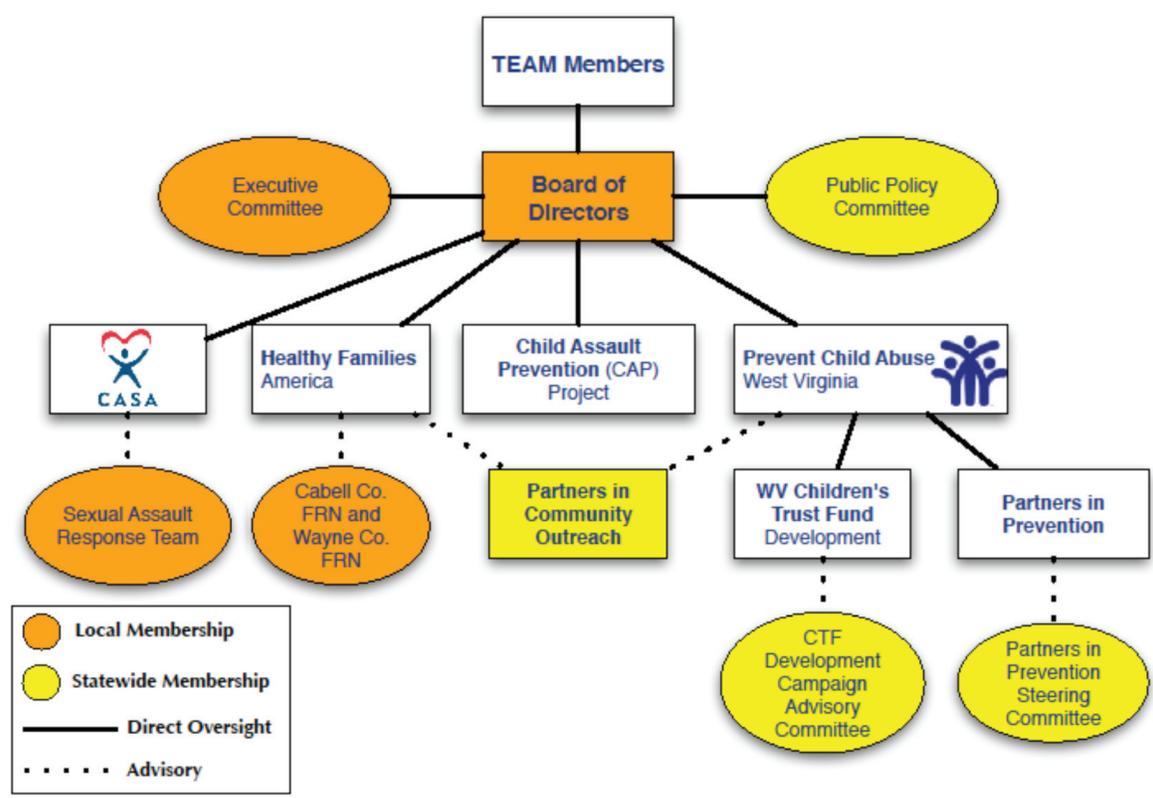
<http://www.teamwv.org>

<http://www.preventchildabusewv.org>

Laurie McKeown, Executive Director

Phone: (304) 523-9587

TEAM for WV Children Advisory Committee Structure





Chapter 3 - What is Prevention?

Description of Prevention

The term “prevention” is typically used to represent activities that stop an action or behavior. It can also be used to represent activities that promote a positive action or behavior. Research has found that successful child abuse prevention interventions must both reduce risk factors and promote protective factors to ensure the well-being of children and families.

Protective factors are conditions in families and communities that, when present, increase the health and well-being of children and families. They are attributes that serve as buffers, helping parents who might otherwise be at risk of abusing their children to find resources, supports, or coping strategies that allow them to parent effectively, even under stress. Treatment-oriented services for abused or neglected children or for their parents are referred to as tertiary prevention since they attempt to stop maltreatment that is already occurring. These are important services, but they aren’t the focus of this program and are not eligible for mini-grant funding.

Protective Factors

The five Protective Factors are the foundation of the Strengthening Families approach. Strengthening Families is a framework and approach to preventing child abuse and neglect which involves building evidence-based Protective Factors around young children by working differently with their families. Extensive research supports the common-sense notion that when these Protective Factors are present and robust in a family, the likelihood of child abuse and neglect diminish.

- **Parental resilience:** The ability to cope and bounce back from all types of challenges.
- **Social connections:** Friends, family members, neighbors, and other members of a community who provide emotional support and concrete assistance to parents.
- **Knowledge of parenting and child development:** Accurate information about raising young children and appropriate expectations for their behavior.
- **Concrete support in times of need:** Financial security to cover day-to-day expenses and unexpected costs that come up from time to time, access to formal supports like TANF and Medicaid, and informal support from social networks.
- **Children’s nurturing and attachment:** A child’s ability to interact positively with others and communicate his or her emotions effectively.

The Partners in Prevention model is designed to encourage grantees to build strong communities and families in order to prevent abuse and neglect from happening. By educating the community on the benefits of becoming involved in the lives of children and providing opportunities for community members to support healthy child development and the well-being of families, then it becomes the shared responsibility of everyone to help prevent child abuse and neglect.



Chapter 4 – The Grant Process

Developing a Team

The Partners in Prevention initiative is founded on the idea that we are not in this alone. In order to build a community of well-being the commitment and call to action of each of us must be present. Partners in Prevention is designed to emphasize the development of a community team that expresses a willingness and desire to work collaboratively and on a grassroots level to improve the lives of children and families.

The community teams that participate in Partners In Prevention have as few as 3 and as many as 20 members involved in their work. There is a wide range of members including representatives from local school systems, businesses, universities, social services agencies, family members, and many others. Within the application process, eligible community teams are defined as:

- Including representatives from three or more local organizations.
- May be an existing or newly formed group.
- Having a designated member to serve as team leader.
- Having a designated member to serve as fiscal agent for the mini-grant.
- Focusing on a “community” that may be as small as a neighborhood or as large as a multi-county area, as long as the team’s work actively involves people at the grassroots level.

As teams are developed, the following questions should be considered:

What are your biggest concerns about child well being in your community?

What do you hope to learn through Partners in Prevention that will help address some of those concerns?

What geographic area will you focus on?

How will you actively involve people at the grassroots level?

What skills and experiences do team members bring to the team?

What previous experience do the team members have in collaborating on other projects?

Applying for Grants

In order to participate in the Partners In Prevention program, a community team must first be selected as a Partners In Prevention team. Prevent Child Abuse West Virginia issues a Request for Applications when funding is available to invite new participants. Once selected as a participant in Partners In Prevention, the team is eligible to receive an annual \$7,500.00 mini-grant (subject to available funding). PCA-WV provides the team with guidelines and a mini-grant plan worksheet where the team outlines the projects they intend to implement to support safe and strong families in their communities.

Local teams have a great deal of flexibility in designing their projects, as long as the project focuses on primary or secondary prevention. *Primary prevention* means activities aimed at the general population to protect against the occurrence of abuse and neglect. *Secondary prevention* means early detection and intervention in child maltreatment. Treatment-oriented services for abused or neglected children or for their parents are referred to as *tertiary prevention* since they attempt to prevent further maltreatment. These are important services, but they aren't the focus of this program and are not eligible for mini-grant funding.

Local programs are designed and implemented by the community teams using research on successful programs in West Virginia and across the country. Recent examples include community baby showers offering useful items and information to new and expecting parents, parenting classes on a variety of topics, family literacy programs, workshops & support groups for those suffering from postpartum depression, family fun nights to promote healthy relationships, and presentations for professionals and the public on promoting child well-being and preventing maltreatment before it occurs.

On a yearly basis, existing Partners in Prevention teams complete a grant renewal process for continued funding. Provided PCA-WV funding sources continue and PIP teams are successfully implementing their programs and meeting their contractual requirements, PIP teams receive an annual \$7,500.00 mini-grant upon approval of their submitted plans.

Innovation Grants – Partners in Prevention Innovation grants are intended to support larger scale projects beyond those currently funded by the annual Partners in Prevention grants. Five \$25,000 grants were awarded in FY2008 for a three-year cycle. Successful projects must build on promising practices, implement innovative techniques and encourage community connectedness and must be able to be replicated. Only current Partners in Prevention community partners are eligible to apply.

Good Beginnings Mini-Grants – The Good Beginnings Mini-Grants support one-time projects and serves as a catalyst for community-based prevention activities across the state. The guiding principle is that preventing child abuse is everyone's business and success depends upon organizations, agencies, community groups and individuals working together. Beginning in FY2008, ten communities were awarded grants of up to \$1,000 each.

Grant Review

The Partners in Prevention Steering Committee has been the core group involved in selecting new community teams. The Steering Committee is comprised of representatives from the funding sources, the PCA-WV planning team, a representative of a PIP team, representatives from the faith community, and independent business people. Other community and social service partners have also been engaged to assist in the review process. PCA-WV staff provides resource materials and review tools, and the review committee reaches decisions through consensus. PCA-WV staff serve as resource members of the committee and do not make recommendations regarding which projects or teams should be selected for funding. When new teams are selected, priority is given to communities that have a high need, demonstrate strong local capacity and collaboration, and do not presently have a Partners in Prevention team.

• Invoicing

Teams must submit invoices on the form identified as **Exhibit B - Invoice**. All invoices are to be submitted according to the following schedule:

- 1st invoice for \$3,750 is due after July 1.
- 2nd invoice of up to \$3,750 has to be submitted no later than June 30, but can be submitted as soon as the first payment has been spent down. If it is submitted after the first \$3,750 has been spent, the second invoice must be accompanied by a mid-term Financial Report (Exhibit C) and mid-term Activity Report (Exhibit D)

Teams may choose to submit an invoice for the second payment based on actual expenses upon completion of the project, accompanied by a final Financial Report and Activity Report. Invoices should be sent to TEAM for West Virginia Children, P.O. Box 1653, Huntington, WV 25717.

• Budget Adjustment

If teams anticipate that expenses within any given budget line item will vary by more than 10%, they will need to submit a Budget Adjustment, using the Budget Adjustment form. Any budget adjustment requests must be submitted to TEAM for West Virginia Children, P.O. Box 1653, Huntington, WV 25717 no later than June 1.

• Reporting

There are two kinds of reports, which must be submitted – Financial Report (Exhibit C) and Activity Report (Exhibit D). If teams wish to receive the second installment of funds before the grant period has ended, they must submit mid-term reports, both Exhibits C and D, along with the second invoice. The final financial report and activity report must be received by the TEAM no later than July 31. All costs related to the project must be incurred no later than June 30. The Grantee will refund any unexpended funds to the Corporation upon submitting this report.

Audit Requirements

Grantees are expected to conform to generally accepted accounting and auditing practices and to retain all books, records and other documents relating to this grant for three years after receipt of final payment.

Grantees are expected to have a financial and compliance audit, in accordance with OMB Circular A-133, “Audits of State and Local Governments and Other Non-Profit Institutions” and the “Government Auditing Standards”, 1988 Revision (commonly called the GAO “Yellow Book”). Teams are expected to furnish the TEAM for WV Children with two copies of the audit report within 180 days of the end of the annual fiscal (audit) period.

If receipts of federal funds from all sources are less than \$300,000 annually, grantees may have an audit of funds from this agreement only in place of an audit of its total entity. Unless the receipt of federal funds from all sources is more than \$300,000 annually, federal funds cannot be used to cover the costs of the audit.

If receipts of federal funds from all sources are less than \$300,000 annually, grantees may request in writing to TEAM for WV Children, with adequate documentation, an exception from the audit requirement. The granting of an exemption to the formal requirement is solely at the discretion of the TEAM.

Evidence Based Practice

Evidence-based family strengthening practice involves identifying, assessing, and implementing strategies that are supported by scientific research as being effective. Just as we expect our family physician to keep abreast of which treatment options work best, we want to use evidence in our own work to:

- Ensure we are integrating the best available research with current child abuse prevention program expertise to guide our work with children and families.
- Invest our limited dollars in programs and practices backed by evidence that shows they produce positive outcomes for children and families.
- Become more informed funders, consumers, and community partners to prevent child abuse and neglect.
- Foster a culture of continuous quality improvement by promoting ongoing evaluation and quality assurance activities across all prevention and family support programs.

The terms “evidence-based” and “evidence-informed” are defined differently in different contexts. Evidence-based practices are approaches to prevention or treatment that are validated by some form of documented scientific evidence. This includes findings established through controlled clinical studies, but other methods of establishing evidence are valid as well.

Evidence-based programs use a defined curriculum or set of services that, when implemented with fidelity as a whole, has been validated by some form of scientific evidence. Evidence-based practices and programs may be described as “supported” or “well-supported,” depending on the strength of the research design.

Evidence-informed practices use the best available research and practice knowledge to guide program design and implementation. This informed practice allows for innovation while incorporating the lessons learned from the existing research literature (FRIENDS Discussion Tool, 2008). Ideally, evidence-based and evidence-informed programs and practices should be responsive to families’ cultural backgrounds, community values, and individual preferences (Office on Child Abuse and Neglect, 2007).

*** Evidence-Based/Evidence-Informed Programs and Practices for Family Strengthening and Child Abuse Prevention**

Research has identified a number of evidence-based and evidence-informed programs and practices that strengthen families and reduce the risk of child abuse and neglect. National registries and websites provide more detailed information about particular programs. This section highlights some of the overarching program types that may be implemented in many different ways, with varying degrees of effectiveness. Readers are encouraged to evaluate the level of evidence available for any specific program, as well as to consider its appropriateness for specific families and communities.

Family-centered interventions. The most effective prevention programs are alert to the entire family situation and view children in the context of their families. These programs focus on the relationships between the child’s emotional needs and the parents’ mental health, coping abilities, and social and economic resources (Schorr, 1997).

Individualized community supports. Community-based supports such as child care and respite care services, pre-kindergarten and preschool programs, information and job referral assistance, and adult educational opportunities can help strengthen and support at-risk families. The type of services and resources needed will depend on family circumstances. An individualized approach contributes to family well-being and health while strengthening client-provider relationships (Dunst & Trivette, 2001).

In-home services. Programs that provide in-home services to new and expectant parents promote positive parenting and prevent child maltreatment. Research on some home visitation programs has shown improvements in parenting attitudes, the home environment, birth outcomes, maternal depression, short- and long-term child health and development, family economic well-being, and in many cases, child maltreatment rates (Harding, Galano, Martin, Huntington, & Schellenbach, 2007; Gomby, Culross, & Behrman, 1999).

Family-centered community building. Community building is a collaborative effort that brings together community leaders, families, and other stakeholders to coordinate services that support and strengthen families. A study of several Chicago neighborhoods found that community build-

ing initiatives that engage family residents and community stakeholders in sustained collaborative efforts have a positive impact on long-term family outcomes. These efforts may include family mentoring services, training programs for mentors, working with faith-based communities, and partnerships with local businesses (Family Strengthening Policy Center, 2005).

Using Evidence to Support Efforts to Strengthen Families

Parent education. Successful parent education programs help parents acquire and internalize parenting and problem-solving skills necessary to build a healthy family. Research has shown that effective parent training and family interventions promote protective factors and lead to positive outcomes for both parents and children. Other research points to the importance of skill-based parent education programs that provide opportunities for parents to practice with their children and receive feedback and coaching (Lundahl & Harris, 2006; Kaminski, Valle, Filene, & Boyle, 2008).

Selecting and Implementing Evidence-Based/Evidence-Informed Programs and Practices. Selecting and implementing the appropriate evidence-based or evidence-informed programs and practices can be daunting. The FRIENDS National Resource Center for Community-Based Child Abuse Prevention, with the help of State and national partners, developed *Integrating Evidence-Based Practices into CBCAP Programs: A Tool for Critical Discussions*. This Discussion Tool was designed to promote conversations and careful thought to guide child abuse and neglect prevention programs in the selection, implementation, documentation, and evaluation of evidence-based or evidence-informed programs and practices. The Discussion Tool was developed for use in a training environment with a skilled technical assistance provider. However, FRIENDS has made the Discussion Tool's Introduction and Appendices available on its website.

For more information about the Discussion Tool, visit:

www.friendsnrc.org/resources/evidence.htm#reslink

The following online resources identify evidence-based programs. This is not an endorsement or an exhaustive list of such resources. It is important to note that each registry may use different criteria to evaluate the strength of a program's supporting evidence.

Blueprints for Violence Prevention (Center for the Study and Prevention of Violence)

www.colorado.edu/cspv/blueprints

California Evidence-Based Clearinghouse for Child Welfare

www.cachildwelfareclearinghouse.org

Guide for Child Welfare Administrators on Evidence Based Practice

(National Association of Public Child Welfare Administrators)

www.aphsa.org/home/doc/Guide-for-Evidence-Based-Practice.pdf

Model Programs Guide (The Office of Juvenile Justice and Delinquency Prevention)

www.dsgonline.com/mpg2.5

* Taken from *Strengthening Families and Communities: 2009 Resource Guide*



Chapter 5 – Effective Community Teams

Developing a Strong Community Team

The article “Teambuilding Lessons We Can Learn from Geese” lends a poignant view from our natural world of the importance of working together. As each bird flaps its wings, it creates uplift for the bird following. By flying in a “V” formation, the whole flock adds 71% greater flying range than if one bird flew alone. Through this example, we learn that people who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the strength of one another. The Partners In Prevention program by design is a team-oriented initiative. In order to participate in Partners In Prevention a team must be established and maintained. The work must be guided at a local level. In the words of fellow Partners In Prevention team leaders,

“A good team:

- Shares passion and a commitment for the work.”
- Needs to get to know the community first.”
- Emphasizes that everyone needs to feel that their opinions are appreciated and their time is valuable.”
- Has members who are ‘doers’, people who will do what they say.”
- Has members who bring resources to the table and ‘buy into it’, not organizations or agencies that just send someone to meetings.”

Tips for Keeping the Team Engaged

- People want to be part of the solution. Keep them apprised and ask for their help in getting back on track.
- Ask each team member to identify the one most important thing they can do to help become the ideal team.
- Provide interesting and exciting challenges.
- Give team members something to stand behind. Re-energize their beliefs around your main purpose - reducing the incidence of child abuse and neglect in West Virginia.
- Provide feedback. Let team members know what they are doing well so they keep doing those things with confidence.

Effective Collaboration

In these times of shrinking resources and increased demands upon our time and energy, the practice of collaboration is more important than ever. Collaboration is a process that allows people to work together in new ways, unite for a common purpose, and embrace the realization that we can achieve better results working together than alone.

As we continue on our journey to make our communities safe and strong and provide support and resources to all families in West Virginia, the role of creating and maintaining effective collaborations cannot be over-stated. Everyone has a role to play in achieving our vision of community well-being, and it is only through our shared purpose and desire to effect change that this can be realized.

Reframing and Good Beginnings

The Reframing of Child Abuse and Neglect Prevention

Positive outcomes that we seek for children and families are all products of effective communication. We want to engage communities in creating a cultural climate where children are valued and families strengthened. We need effective communication to help us motivate and enable positive changes in individual behavior. The strategic reframing of child abuse and neglect prevention messages began in 2003, but only a handful of states and communities have utilized and tested this research in their communications. Through Partners in Prevention and the Good Beginnings Last a Lifetime campaign, West Virginia has been a national leader in this effort.

To prevent child abuse, we must have resources to support and strengthen prevention programs; however, our traditional messages have been encouraging a larger commitment of resources for crisis. To prevent child abuse we also need family friendly policies in our state and communities; however, our traditional messages have instead given us more laws that punish abusers. We are left with a system that cannot help children until after they have already been hurt. By reframing our child abuse and prevention message, we become more committed to protecting children before they are abused.

Tips for Reframing

- 1. Focus on what works and provide examples.** Offer strong evidence and examples of actions that are effective in preventing child abuse and neglect.
- 2. Demonstrate the results you want to see.** Audiences are often overwhelmed by the problem of abuse. It is important to show that child abuse is preventable.
- 3. Center messages on basic values.** Before we can engage people around solutions, we have to connect with the values we all share – opportunity, fairness, safety, responsibility – and connect them to our cause.
- 4. Counteract the “family bubble”.** Many people feel that raising children is a private family matter and that a child’s well-being is entirely up to the parents. The isolation of the family from community is seen as one of the biggest obstacles to preventing child abuse. Messages should show community involvement with children and their parents.

5. **Use visuals that support the message.** Because the campaign is focusing on what we want (healthy child development) instead of what we don't want (child maltreatment), visuals of healthy, happy children in bright, uplifting colors should be used.
6. **Don't begin with "child abuse".** The term "child abuse" automatically triggers mental pictures of maltreatment that can overwhelm individuals and paralyze them from taking action. Give your audience a positive mental picture to start.
7. **Demonstrate the essential role of community.** Community involvement should be a consistent theme, emphasized by photos of children and their parents with community members outside the family and illustrated with words that reflect community responsibility.
8. **Give the audience specific actions.** Make it very clear what they can immediately do after hearing the message.

To learn more about the Reframing of Child Abuse and Neglect, check out the Multimedia section of the Prevent Child Abuse WV website for recorded trainings, Power Point presentations and links to research.

www.preventchildabuse.org

Good Beginnings Last a Lifetime

"Good Beginnings Last a Lifetime" is a public engagement campaign to improve the well-being of West Virginia's children and help them grow up free from abuse and neglect. The campaign was designed to implement findings from Prevent Child Abuse America's Strategic Reframing Initiative. The primary goal of the campaign is to prevent child abuse and neglect through community action. Because connections are best made at the local level, community partners are given outreach materials for community presentations.



All grantees can receive a presenter's guide and the Good Beginnings Presentation Kit which includes: A PowerPoint CD, A video (VHS or DVD format), Good Beginnings poster, Good Beginnings brochure, Children's Trust Fund brochure, and Children's Trust Fund Button. One of each of these materials comes in the kit, however additional items can be ordered at no cost. Materials can be ordered at the Children's Trust Fund website (www.wvctf.org) or by calling Mountainside Media at 304-523-6162.

Important Resources

[Reframing Child Abuse and Neglect for Increased Understanding and Engagement: Defining the Need for Strategic Reframing](http://www.preventchildabuse.org/about_us/reframing/downloads/reframing%20revised.pdf), Kevin T. Kirkpatrick, 2004,
http://www.preventchildabuse.org/about_us/reframing/downloads/reframing%20revised.pdf

[Making The Public Case For Child Abuse and Neglect Prevention: A Frameworks Message Memo](http://www.preventchildabuse.org/about_us/reframing/downloads/memo.pdf), Prevent Child Abuse America, 2004,
http://www.preventchildabuse.org/about_us/reframing/downloads/memo.pdf

Discipline and Development: A Meta-Analysis of Public Perceptions of Parents, Parenting, Child Development and Child Abuse, Public Knowledge LLC

Meg Bostrom, President, 2003,

http://www.preventchildabuse.org/about_us/reframing/downloads/overview.pdf

Two Cognitive Obstacles to Preventing Child Abuse: The “Other-Mind” Mistake and the “Family Bubble”, Axel Aubrun, Ph.D. and Joseph Grady, Ph.D., 2003,

http://www.preventchildabuse.org/about_us/reframing/downloads/interviews.pdf

Developing Community Connections: Qualitative Research Regarding Framing Policies, Public Knowledge LLC, Meg Bostrom, President, 2003,

http://www.preventchildabuse.org/about_us/reframing/downloads/focus_groups.pdf

How the News Frames Child Maltreatment: Unintended Consequences

A Supplement to Cultural Logic’s report, “Two Cognitive Obstacles to Preventing Child Abuse: The ‘Other-Mind’ Mistake and the ‘Family Bubble’, Axel Aubrun, Ph.D. and Joseph Grady, Ph.D., 2003,

http://www.preventchildabuse.org/about_us/reframing/downloads/analysis.pdf



Chapter 6 – West Virginia Children’s Trust Fund

History of WV Children’s Trust Fund

The West Virginia Children’s Trust Fund provides funding for community programs that protect children and strengthen families by matching private donations with state, federal and foundation matching dollars.

Since its founding in 1984, along with other Children’s Trust Funds in all 50 states, the West Virginia Children’s Trust Fund (CTF) has been an essential component of our state’s efforts to prevent child abuse and neglect. With the support of voluntary contributions from thousands of WV taxpayers, the CTF sponsors effective child abuse prevention activities and projects that have a profound impact on the lives of children and families in communities across WV.

The CTF currently provides \$350,000 per year to co-sponsor Partners in Prevention projects in 33 communities. The CTF also helped leverage significant amounts of additional funding from other state, federal and private sources generating an additional \$311,858 for child abuse prevention projects during FY2008. Combined, this resulted in \$661,858 being invested in community child abuse prevention during FY 2008.

Promoting the Check-Off Box

Before and during tax season is an ideal time for communities to promote the Children’s Trust Fund. The Trust Fund’s largest source of contributions is taxpayer donations made through the state income tax form.

Donations to the Children’s Trust Fund make a direct impact in children’s lives and are a major funder of Partners in Prevention. Any person can designate on their tax form that a portion of their refund be donated to the Trust Fund or include a contribution with their tax payment. Donations can also be made online or sent directly to the Trust Fund by mail.

Free brochures and buttons to promote the Fund are available at no cost from Mountainside Media at 304-523-6162 or by email at msmedia@mountainsidemediacom. Specialized campaigns for business, civic and faith-based organizations can also be designed. Examples include special inserts for paychecks and church programs during tax season.

Promotion of West Virginia Heritage Birth Certificates

The West Virginia Heritage Birth Certificate is a commemorative, 11”X14” birth certificate suitable for framing. In addition to the Heritage Birth Certificate, each order also includes a certified copy of the original on file which may be used for all legal purposes. The cost is \$35.00, of which \$15 goes to the West Virginia Children’s Trust Fund. Heritage certificates may be requested through the mail or at the state office of Vital Registration’s walk-up counter located at 350 Capitol Street in Charleston. There are gift cards available for purchase online. The gift cards may be purchased by anyone, but can only be redeemed at Vital Registration at the walk-up counter or by mail.



Brochures are available by contacting Mountainside Media at 304-523-6162 or by email at msmedia@mountainsidemediacom. Partners in Prevention are encouraged to contact local businesses in the area such as doctors’ offices and health departments to see if they will allow brochures in their lobby. Write a letter to the local newspaper informing the public about the availability of the heritage birth certificate, and how its purchase aids the West Virginia Children’s Trust Fund.

Holiday Cards and FTD Orders

Each year Prevent Child Abuse West Virginia provides individuals with the opportunity to give a West Virginia child a good beginning in life, by sending a holiday card. Through the Tribute Gift Card option, a tax-deductible contribution to the West Virginia Children’s Trust Fund can be made in honor of that special person. The contribution will be acknowledged through a special Mother’s Day card, Father’s Day card, Grandparent’s Day card, or Holiday card that will be sent to the person of your choice recognizing the contribution on their behalf. Contributions are used to support community programs that help children grow up free from abuse and neglect. Contributions can be made securely online with any major credit card through the Children’s Trust Fund website, www.wvctf.org.



Prevent Child Abuse West Virginia receives 15% of proceeds from sales through a special promotion with FTD.com. In order for West Virginia to receive this benefit, the order must be placed at www.ftd.com/preventchildabusewv. Orders can be placed anywhere in the country, as long as participants use the link provided. Orders may also be placed by phone calling 1-800-SEND-FTD and mentioning promo #13080.

Flyers to promote holiday cards and the FTD partnership are available by calling Mountainside Media at 304-523-6162 or by email at msmedia@mountainsidemediacom. Post flyers in local grocery stores and community buildings during Mother’s Day, Father’s Day, Grandparent’s Day and Christmas.

Grantee Requirements Regarding Children’s Trust Fund

Grantees are not permitted to use their Partners in Prevention grant funds to grow the Children’s Trust Fund. All funds must be used in accordance with the rules and regulations defined in Chapter 4 of this Guide.



Chapter 7 – Child Abuse Prevention Month

Overview

In April 1983, the first National Child Abuse Prevention Month was recognized. Since then, child abuse and neglect awareness activities have been promoted across the country during April of each year. It is a time to raise awareness about the prevention of child abuse and neglect and encourage individuals and communities to support children and families.

With community teams across the state, Partners in Prevention can make a bold statement about the importance of prevention by participating in local CAP month activities. Promotional tools and technical assistance are available to community teams from Prevent Child Abuse West Virginia.

More information can be found at: www.preventchildabusewv.org/capmonth

“It’s Your Turn” Campaign

The focus of West Virginia’s Child Abuse and Neglect Prevention Month activities is strengthening connections between adults and children in community settings. It takes a village to keep children free from abuse and neglect and everyone has a role to play in this effort.



The “It’s Your Turn” campaign asks adults to remember a special teacher, mentor, family member or coach who made a positive difference in their lives – and encourages them to pay it forward by supporting children and youth in their community. It is a theme that encourages good citizenship as a means to keep children free from abuse and neglect.

The “It’s Your Turn” campaign also incorporates Prevent Child Abuse America’s new symbol for prevention – the pinwheel- and the Pinwheels for Prevention Campaign.

The campaign is built around the symbol of the pinwheel. Pinwheels are a happy and uplifting symbol of childhood. As a campaign symbol, a pinwheel conveys the message that every child deserves the chance to be raised in a healthy, safe, and nurturing environment. Equate pinwheels with the number of children served by an agency or the number of births in the local community. Use the pinwheels to promote the good in a local community. **Pinwheels, however, cannot represent deaths from child abuse or reported cases of child abuse.** Pinwheels for Prevention is a positive campaign focused on solutions.

Resources

Materials for Child Abuse Prevention Month can be ordered online at www.preventchildabusewv.org/capmonth. To order materials by phone, please contact Mountainside Media at 304-523-6162.

Printed materials are available at no charge to citizens, schools, and community programs in West Virginia. Pinwheels are available at no charge to Partners in Prevention grantees. To order pinwheels, or other materials by phone, please contact Mountainside Media at 304-523-6162.

Quantities may be limited and are available on a first-come, first-served basis. Please allow 2-3 weeks for delivery.

Child Abuse Prevention Month Order Form

Name: _____

Address: _____

City _____

State _____ Zip _____

Telephone: _____

email address: _____

<input type="checkbox"/>	Child Abuse Prevention Month Poster
Qty <input type="checkbox"/>	Community Fact Sheet A multi-page fact sheet with suggestions on how communities can work together to help keep children free from abuse and neglect.
Qty <input type="checkbox"/>	Talking Points Sheet A sheet with “things to remember” as you’re talking about Child Abuse and Neglect Month.
Qty <input type="checkbox"/>	Pinwheels A toy pinwheel with the “Pinwheels for Prevention” message. Available free to Partners in Prevention grantees only.
Qty <input type="checkbox"/>	Pinwheel Cards Cards to attach to pinwheel stems.
Qty <input type="checkbox"/>	Promoting Healthy Families In Your Community 2009 Resource Packet Department of Health and Human Services.

To order by phone: Please call Mountainside Media at 304-523-6162
or fax this order form to 304-523-6155.

You can also mail this form to:

Mountainside Media, Inc., 1009 5th Avenue, Huntington, WV 25701.

Quantities may be limited and are available on a first-come, first-served basis.

Please allow 2-3 weeks for delivery.

Tips for CAP Month Community Activities

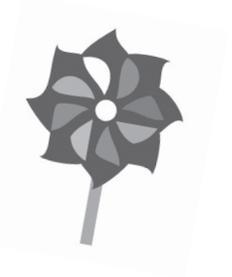
Many Partners in Prevention choose to participate in Child Abuse Prevention Month to help send a strong message throughout West Virginia about supporting children and families. Every voice is needed to support laws and policies that strengthen families and keep children safe.

- Write a letter to the editor of the local paper.
- Send an e-mail to elected officials.
- Learn about important decisions being made that impact children, family and community.
- Engage co-workers by displaying the “Good Beginnings” posters and brochures.
- Involve students by sponsoring an essay and poster contest at the local school.
- Ask faith organizations to include an insert about child abuse and prevention in their program.

The website (www.preventchildabuse.org/capmonth) also allows visitors to send an e-card to someone who has made a difference in their life or tell their story about someone who changed their life. The stories will help inspire positive engagement with children in West Virginia communities.

Prevent Child Abuse America “Pinwheels For Prevention” Campaign

Pinwheels for Prevention is the grassroots signature campaign for PCA America and its 47 chapters nationwide. The pinwheel represents PCA America’s efforts to change the way our nation thinks about prevention, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur. Pinwheels for Prevention also represents PCA America’s efforts to highlight the fact that we all play a role in raising children whether we are neighbors, teachers, police officers, librarians, mentors, coaches or family members.



Pinwheels for Prevention is defining prevention in a number of ways in communities across the country. The campaign is based on the belief that while the public understands that child abuse and neglect is a serious problem, it doesn’t necessarily understand what it means to prevent child abuse and neglect before it occurs, or that what the public cares about – the economy, rising health care costs, and animal abuse among other things – are related to preventing child abuse and neglect.

In 2009 over 500,000 pinwheels were distributed across the country and were displayed in front yards, community events and city and state buildings.

By reinforcing this campaign in West Virginia, we are sending the message that we want to work with local and national organizations to send a unified message about preventing child abuse and neglect. The pinwheel is the symbol for this effort.



Chapter 8 – Lessons From the Field

This chapter highlights the work, accomplishments and lessons learned from partners across the state that are working to identify and implement programs to address the issue of child abuse prevention in their communities. Stories from partners that include valuable lessons learned from past projects help others to determine what will work best in their communities. The best possible programs for children and families are created by learning from each other.

Stories from Partners

Brooke-Hancock Partners in Prevention Team

“I think the most remarkable thing in this grant cycle for our Partners in Prevention team was the “We Both Read” project. Our team worked hard on getting the books all assembled, labeled and surveys inserted. We divided and shared the labor to get the books to all the schools. And then we waited for our surveys to come back in the mail to us. The first schools came and we were so pleased to have favorable comments, then the next came in the mail with similar comments. And, they kept coming. After reading the comments I thought about the impact that one simple book had on all these families. They raved about a book – a simple book. I thought to myself – people shouldn’t be this excited about a free book. But I think it speaks about what you can do in the community with one simple book. We plan on sending the books again next year and doing Kindergarten and First Grade. I think we should capitalize on the comments from the parents this year – remind them that they said we should do this again and that we did do it again. And then ask them – what are you going to do for your children now? See if we can get a ripple effect. It only takes one simple book!”

Cabell County Partners in Prevention Team

“The most exciting accomplishment was a new partnership opportunity with an OB/GYN site that the Healthy Families America project was in the process of developing a relationship with. The health practice manager loved the information, especially the “Brain Under Construction - Building Connections” booklet and wanted to know how to buy some. The PIP project was able to facilitate a meeting between TEAM for WV Children, Family Resource Network and United Way in order for her to learn about the whole systemic process of sharing the information. She would like to add the information to their prenatal education packet and have their patient educator use that in addition to their other prenatal care information. They will be sponsoring

the purchase of their own materials and are willing to help us get our message out. They want to also post the “Brain Zone” poster in their OB/GYN rooms and their Family Practice division as well. This is proposed to reach over 700 families in their practice, which is approximately ¼ of all births between St. Mary’s Medical Center and Cabell Huntington Hospital. This is a great first step to the long term vision of having a systematic way to give families parenting information from prenatal to OB/GYN, to hospital, to pediatric, to child care and pre-k sites. I hope this will grow to be a model for other health providers to do the same thing.”

Fayette County Partners in Prevention Team, Mount Hope

“As the Mount Hope Murals project began there was a group of about 25 students who were involved. As they began the actual painting of the murals more and more students asked if they could paint too. The Spanish teacher removed the ceiling tiles from her ceiling and had students choose a Spanish speaking country and paint the flag of that country on their given tile. The tiles were then placed back in the ceiling creating a very bright and cheerful look to the classroom. Once most of the small murals in the hallways were completed, an English teacher challenged her students to write poetry about the murals. The class accepted this challenge and the poetry was posted under the murals. The music teacher also asked his students if they would like to compose music about the murals and several of them did. The Home Economics teacher had an entire class that wanted to be involved in the project so they asked to take on the task of preparing and serving the food for the Extravaganza. During the Extravaganza, students who had painted murals led tours through the school so that visitors could view the murals, then poets read their poetry and composers played their recordings. More parents, family members and community members attended this school gathering than any non-sporting event at the school in many years.”

Hampshire County Partners in Prevention Team

“We held our third baby shower during this program year. More fathers attended this one than in the previous two. The fathers are generally quiet and most appear to feel awkward. However, after one of the showers, a young Dad approached one of the PIP Team members and thanked her for inviting fathers to attend as well as the moms. He commented that he had learned a great deal and had enjoyed it.”

McDowell County Partners in Prevention Team

“The Women’s Group in Northfork, WV asked our HOPE Coalition members to come and do a presentation to parents. A coalition member talked to 12 parents and one grandmother who is raising her grandchild because of domestic violence in the home. Because of the things the child saw and heard, the grandmother needed the ability to talk during the meeting and to know that her grandchild was not the only one. It gave her connections with others in similar circumstances. The session gave her tools to deal with the emotional and psychological issues the child faced.”

Mingo County Partners in Prevention Team

“Partners In Prevention provided an educational opportunity for social workers, counselors, nurses, and ministers on the topic of postpartum depression – a topic that is often written off as just “baby blues” and nothing to worry about. By educating caregivers who are often first responders, we are being proactive in addressing this problem in our community. Participants at the conference felt that every session was applicable to their everyday work. “I got new insight into a father’s role in postpartum depression and how he can cope with it or how he contributes to it”, said one participant.”

Monongalia County Partners in Prevention Team

“With the assistance of the Partners in Prevention grant, we are educating our community. Through our community baby fair, we are empowering parents to seek community resources, educate themselves on health and safety topics, and to become better parents. This event has continued to grow through the years and expand from serving mostly lower income families to families from all socioeconomic backgrounds. Each year, this event identifies children who need *Birth to Three* services who were not receiving them prior to this event; educates families about programs that help educate parents and children (e.g., Early Head Start, Head Start); and serves as a referral source for families in a coordinated way to ongoing support programs (e.g., Chestnut Ridge Center, WV Healthy Start/HAPI, Child Care Resource Center, and Rape and Domestic Violence Information Center). A parent at the community baby fair commented to me, “Thank you for having this event. I did not know that there was so much out there.” For her, and others like her, we will continue to host this event annually with the help of Partners in Prevention.”

Monroe County Partners in Prevention Team

“At the end of our baby shower we give each new parent a baby bag filled just for them. We get as much information in advance as to the age, sex, clothing size, diaper size, so that we can fill the diaper bag individualized for each. At that time, they are able to “shop” for lots of good used items for the baby. We have parents that have attended past baby showers and bring good used baby items to share with others. As I handed one baby diaper bag to a very new mom, she said “You do not know what you have done for me, you are helping me keep my baby warm this winter.” That sincere statement to us is what Partners in Prevention is all about. There are several quilting groups that donate handmade quilts and we always have enough to put one in each bag. The love put into those quilts is evident. The Community Baby Showers have become a project pulling in many community partners. Any time you do something with love you cannot lose. It is a win-win for everyone.”

Ohio County Partners in Prevention Team

“The commitment of the Ohio County Partners in Prevention Team to this project is unquestionable. As we develop our strategic work-plan, rather than trying to “get out” of doing

tasks, the team seems to “run with” a new idea that is presented and, before you know it, one more event with another collaborative partnership is identified to strengthen our endeavors.”

Tucker County Partners in Prevention Team

“For the past several years, local preschool teachers have expressed a need for support in the area of child abuse and neglect. Several of the teachers have expressed concern about children whom they suspect may be experiencing neglect in their households. Through the Partners In Prevention grant the county was able to purchase the *Talking About Touching* curriculum and also to train facilitators to implement the curriculum in the preschool classrooms. This is the second year of the curriculum and the teachers stated that the curriculum has made a huge impact on kids in their classrooms. They state that having a “special” person come into the classroom on a weekly basis to work with the preschoolers has made the program very memorable for the children and has also given the preschool teachers an extra resource person to assist them when necessary. This project has encouraged the school system, families and ancillary agencies to work as a team to address an issue that was sometimes difficult for teachers to deal with on their own. This initiative is growing and raising awareness and is also creating a broad safety net of helpful people to support children in need.”

Wood County Partners in Prevention Team

“One family that has benefited from the Partners in Prevention activities in our community consists of a single mom and 3 children; a 5 year-old boy, and 2 girls aged 8 and 9. This mother enrolled her children in the after school program in September 2007 when she enrolled in SPOKES classes, a “back-to-work” program and needed after school child care. We soon realized there were many needs within this family. Mom was not able to pay rent and the family ended up living in an apartment operated by the Salvation Army. They had no vehicle of their own, depending on public transportation. The children all struggled in school and received little assistance at home in completing their homework; while behavior issues kept the youngest child from learning effectively in his kindergarten classroom. The family began attending our monthly parent night events and learned of concrete assistance that we could provide. On several occasions, we were able to provide the children with clothing and coats and assisted them with food from our food pantry. They have received support from the PIP team as well as from other parents and families. We helped with transportation to receive medical care, to arrange child care payment assistance through DHHR and several times during the winter they were driven home to avoid walking in the snow. Showing her resilience, Mom has continued to persevere; has been working for 3 months, been approved for HUD assistance and is looking for a place for them to live in this neighborhood. Mom has been given information and tips regarding child discipline techniques and the children are making progress in their classrooms and in the after school program. They have been able to participate in Girl Scouts and 4-H, opportunities they would not have had otherwise. Mom acknowledges that she appreciates the support that she receives from Children’s Home Society and she wants her children to continue attending McKinley School and the after school program with us. The Partners in Prevention funding has made this assistance possible for this family and many others.”

Peer Mentoring Project

One of the most important lessons of the *Partners in Prevention* initiative is the value in providing opportunities to learn from one another. Peer-to-peer technical assistance capitalizes on the strengths of communities and extends resources and ideas in a manner like no other. The knowledge that is shared through peer mentoring is based on experience and, as such, provides an immediate credibility. Successful and creative ideas and activities that have been shared among Team Leaders have been replicated across the state and have opened up windows of possibility to strengthen the work with children and families in the State.

Some of the avenues of peer learning that have been implemented include:

- **Team Leader meetings.** Two Team Leader meetings are held each year and we are always cognizant of providing space and time for networking among the Partners. We accomplish this through more “formal” workshops that encourage sharing among partners, such as our *Parade of Partners* activity, as well as trying to encourage fun activities for group engagement after the workshops are ended for the day. The *Parade of Partners* is an especially helpful and fun activity wherein each Team provides a 3-5-minute overview of their work and brings a gift to share that symbolizes their community or their work in some way. Along with this activity, there is also a program description and contact list on a yearly basis to give Partners a quick glance of the type of programs and activities that are being coordinated by their peers. This document provides contact information to facilitate future networking.
- **Conference Calls.** Annual conference calls are coordinated in late-winter to encourage and jump-start thoughts about activities and events centered around Child Abuse Prevention month. As well as sharing national and state perspectives and materials, this is also a forum for Teams to share and discuss plans with one another, thus facilitating the peer learning process. Conference calls have been hosted in the past to educate our Partners around certain topics of interest and action (such as communication reframing) and to generate ideas to help partners in their work (such as ideas for expanded peer mentoring). Time is always provided within the conference calls for Team Leader feedback and sharing.
- **Calendar of Events.** In order to help facilitate peer-to-peer learning, a Calendar of Events is placed on the website, soliciting input from team members across the state. The Calendar lists specific events, activities, and county contact information to help facilitate connections among the teams. The annual PIP program description document also provides team members with a snapshot of programs being implemented and contact information for each team. This is a tool that can be used to facilitate dialogue and outreach among the PIP teams.
- **Prevent Child Abuse West Virginia website.** There is a link on the home page specifically dedicated to our Partners in Prevention initiative. Within this link, electronic copies are provided of our program descriptions and contact information, a geographic map of PIP teams, downloads of Podcasts and conference calls for team members and copies of Requests for Proposals.

Partners in Prevention Evaluation Results

This chapter includes an overview of the Partners in Prevention evaluation results. The Partners in Prevention team leaders were asked questions covering the formation of their Team, the mini-grant program, the collaboration between the 20 Teams, communication about the issues, their own subjective evaluation of the local work, and their role related to policy issues. Based on their answers, suggestions and recommendations are provided to help programs make better decisions in the future.

The evaluation process for the 20 Partners in Prevention Community Teams was completed in March 2007. The Partners in Prevention team leaders were asked eight questions covering the formation of their Team, the mini-grant program, the collaboration between the 20 Teams, communication about the issues, their own subjective evaluation of the local work, and their role related to policy issues. The respondents cited the mini-grant program, intra-Team collaboration, and the on-going nature of the program as three areas that led to the success of the Teams

Recommendations for change included additional funding for challenge grants, different ways of reporting, and methods to include Team leaders in decisions on public policy. Red flags for the group include continued difficulties with the responsiveness of statewide government institutions to cooperate fully with Teams and the increased incidence of drug abuse in the various counties, leading to serious hazards for children.

The following answers to the questions are a compilation of responses from the 17 Team leaders.

1. Think about when you were putting your Team together. How did you choose it? Did you look for a diversity of opinion or gender? Has your Team changed over time and how? Is there anything you might do differently?

The eleven respondents who had been with Partners in Prevention since the beginning said that their Teams emerged out of existing organizations such as Family Resource Networks. A couple of them reported that the Team had changed over time as the work progressed and there was a new emphasis, especially on drug abuse prevention. Some of them reported that the Teams stayed the same over time and were made up of social service providers. To varying degrees, they reported frustration with getting on-going representation from churches, Department of Health and Human Resources (DHHR), and the education system. However, when there was representation from those institutions, it was because the Team had focused on an issue of relevance to the school system or the prosecuting attorney's office. A couple of Team leaders reported that they had been very deliberate in focusing membership on their team to a community that was faith-based or programs targeted to teens.

There was some reported diversity in institutions represented on Teams, but very few men were involved. A couple of the newer Team leaders reported, "turning their team around" as it had been non-functioning. Another reported that their Team joined the Chamber of Commerce and got a local business involved resulting in donated cribs for the community baby showers. Another Team used "Listening Projects" to identify local issues and identify potential team members.

It was suggested that doing something differently might be taking the meetings around the county instead of holding them always in the same place, but it was unclear whether this had actually happened.

2. In your opinion as a Team leader, what does a good Team look like and how does it work best?

This question was framed in terms of “advice” to a new Team leader. Prevent Child Abuse West Virginia has floated the idea that there might be new teams and has a goal of Teams in every county. Most all responded to the question by saying there was a need for “passion” for the work and commitment – “working for hugs and kisses”.

The group that used a “Listening Project” used teens to interview residents and recommended it as a way to “get to know your community first”. Another Team leader who said, “I love my Team,” emphasized that “everyone needs to feel that their opinions are appreciated and their time is valuable” and noted that they publicly list all the agencies involved.

Another common theme was that Team members should be “doers”, people who will do what they said they would do. Another added that they need to be people who bring resources to the table and “buy into it”, not organizations or agencies that just send someone to the meetings.

3. Tell me about your best and worst (if any) mini-grant projects. What, if anything, happened as a result of the mini-grant that might not have happened otherwise? Did your project give you any ideas for on-going programs?

This question elicited some wonderful responses including thankfulness for “a little bit of money” to experiment. Especially important was the ability to use the money to “dream” and not fitting a program to the grant but the other way around.

People were eager to talk about the work and did not hold back in describing what they learned from their worst projects. One talked about a parent education program where no one came. Another talked about a respite care program for parents who were overwhelmed - a good concept but the families couldn’t always attend on the available dates. In other words, because they were overwhelmed, they didn’t keep to a schedule. In another parent education example, a group talked about parenting classes being a struggle and reported that it took three tries to “get it right”.

Eight community forums were planned in another county with different panels of people, but they conducted only 5 meetings as very few showed up. Then a different approach worked with a parent-teacher carnival that you could only attend if children and their parents attend a previous parent-teacher meeting. Fifteen different booths provided information and a free book bag was given if you signed into all 15 booths. This is a big success and is growing.

Another Team reported on involving the police to fingerprint third graders, but the day they did it, there was a big fight in town so no police showed up. Since then, they have focused on different safety strategies.

Many described the “community baby showers” that started in Pocahontas County. Several teams have replicated the concept and counties do them slightly differently, but the idea is universally well received. In one county, they did a baby shower with a “twist” called “Guess Dad’s dinner”. They ask fathers to eat baby food and everyone guesses what it is. They combine this with a community baby fair and participation is growing each year. Another county reported that the community baby showers were a good way to involve the churches. Some of the congregational members made quilts and prepared baby diaper bags.

One Team reported on using the mini-grant to focus on the “voice of youth” using poetry and art particularly with young girls who used to be invisible to the community. Another Team established the beginnings of a “teen court” that was supported by the Sheriff’s office for teen offenders. Everyone in the court is a teenager and only the “judge” is an adult who is an attorney. Offenders who are convicted are sentenced by their peers to 30 hours of community service.

Two other mini-grant winners were a yearly “national kids day” with a countywide community fair where everything is free if there is a caring adult with the child. There are varied activities and in four years, attendance has gone from 25 to 700. Another Team uses an annual newspaper contest and children compete in writing about an adult (other than a parent) who is important in their life. The contest draws lots of entries, more each year.

4. Describe what has happened for you within the team leader meetings and workshops. What effect, if any, has the collaboration had on your work?

Answers to this question were uniformly positive. People talked about an “emphasis on learning from each other”. Another said that she “loves going to the meetings. I didn’t like too much of the ‘touchy-feely stuff’, but the meetings got away from that”. “The workshops have been the best thing that I have ever done. They have given me a bigger picture and a different perspective”. Speaking of the workshop on re-framing and public engagement on issues of child abuse and neglect, one person said, “The meetings are completely different. I am used to going to hear about problems or topics. This was focused in a different way.” “Sharing gives you good ideas. Mistakes can be avoided. It is good to hear the frustrations that you share.” “I always walk away with new information and feel grounded.” “I hear about programs that work and then I come up with a hybrid. I thrive on it”.

There was some disagreement on the frequency of the workshops and meetings. Most wanted more than twice a year, but one person said that it was too much to have them be two days although she admitted that she lived in an urban area with lots of resources, so that it might be different for others. E-mailing between counties and leaders worked also.

Staff was uniformly praised also as being supportive and willing to travel to the Team’s home county if needed. There was one request for any local statistics “to take back”.

5. Communicating effectively about issues of child abuse is critical. Tell me about any special communication techniques that you find work best for you and your Team. What doesn’t work?

This question elicited many different responses and little consensus. But the differences seemed to be based on the nature of the Team and its environment, the rural or urban mix, and the availability of locally supportive newspapers or radio talk shows. However the message was delivered, the value of the re-framing workshop and the subsequent change in message (which seemed to take some time to percolate through) taught participants to change the message about child abuse prevention from negative to positive, (focusing on the behaviors and situations that they want versus the negative behaviors they are trying to prevent). For example, one Team ran a contest on the radio for essays on “the time my mom and I spend together... or if my Dad had time, I would like to...” So instead of horrible statistics and a focus on crying kids, the groups re-framed the message to be more positive. Newspapers were used in April of each year for Child Abuse Prevention Month and to solicit contributions to the Children’s Trust Fund.

Many said that pamphlets weren’t effective – in part because they couldn’t be tracked for usage. But almost all said that they used them in packets to educate parents and teachers. Another used a student contest to create a logo for their Team and then created banners that are used at ball games. Billboards didn’t work for the amount of money spent and one person referred to a video series where the actors spoke British English, a technique that didn’t go over well in southern West Virginia.

Finally, there was some agreement that word of mouth was the best way to communicate. “In some cultures, that’s the way it works best. Individuals pass on the word. It is relational. People don’t get the news from TV and newspapers”. Setting up booths at county fairs came under this category. For service providers “a lot of our communication is done between and among other meetings.” “I am torn between having tangible items (posters, brochures) but face to face is best”.

“It is best to go out into the community and be approachable”. This Team leader related a poignant story from southern West Virginia and documented the community approach in a county where drug abuse is rampant. The Family Resource Network and Team created a group for “relatives of parents” who are raising children in part for the “huge number of grandparents raising children”. As a result, a coal miner came for help when he was left with his three grandchildren after their mother was unable to care for them because of drug abuse. This occurred in a county where 19 young adults died in January and February 2007 due to an over-dose of drugs and in some cases, leaving orphans.

6. In what ways do you feel that your Team is making a positive difference in your county, both in the short term and long term? How can you tell? Are these differences true for both groups and individuals?

This question asked the Team leaders for their subjective opinion on whether their work was making a difference. Without exception, the leaders responded optimistically about the work over the years that the Teams have been in existence. “I am starting to create hope. I have parents who feel better about themselves and therefore about their children. We create a future by valuing themselves. We add value.” “We are carrying a serious message and people are paying attention.” “We are empowering parents and friends tell friends. There is less frustration”. Some reported, “The community is stepping up (donating baby cribs) and talked about bridging the gap between social services and education. On the long term, one commented “you decrease abuse when you add support.”

Some commented on the value of two of the informational pieces that they bought with their mini-grant money. “What to do when Your Child is Sick” and “10 Tips for Disciplining your Child with Love” booklets were well received and one person noted that they helped reduce emergency room visits. Other very concrete results came from the Team that conducted the parent-teacher carnival who, after 3 years, had 348 kids who came and brought their parents which amounted to 92% of the school population in this rural county. Finally, home visits increased as well as reporting on child abuse and domestic violence.

7. Policy, especially public policy, is critical for creating an environment of safety for children and families. How effective do you think PIP has been in promoting sound public policy?

8. Is there something more you and your team would be interested in doing particularly in the area of policy and advocacy? Any suggestions?

These two questions, while not identical, were usually answered together. To answer the question, public policy was defined as not just laws and legislation, but (referring to the triangle) ways to impact institutions and agencies such as DHHR, education, prosecuting attorney’s office, churches, and health agencies.

These questions opened up a discussion involving quite a bit of frustration with the Department of Health and Human Resources (DHHR). One person referred to it as a “broken system” and another commented that DHHR was not responsive and “someone needs to wake up and pay attention”. Case workers reportedly didn’t respond to requests, come to meetings, and the Child Protective Service workers were not supported by their own agency, both in terms of adequate salaries and for the work that they did. But the frustration differed by county as some Teams had active support from DHHR and worked well with them, but the support seemed to depend on particular individuals rather than the system as a whole. Another person said that she didn’t know what the system does or how it is supposed to work. “There needs to be some way to look at the Department and how it is working”. Another reported favoritism on the part of DHHR workers and issues “with folks who screen cases in and out.”

The school system came in for its own criticism. In a county with a big problem with drug abuse, the Team “used to be able to go in to school assemblies. But now with No Child Left Behind, there are no assemblies and this ruling is shutting the doors for community programs to go into the schools. Access to the school system has been shut off”. Another Team leader compared the schools to DHHR saying the “response is always defensive and that doesn’t get you to a new place to look at the big picture.”

Generally speaking, Team leaders were interested in Prevent Child Abuse West Virginia and Partners in Prevention taking a more active role on the state level to deal with problems of accountability of state agencies that have a local impact. In addition to the two institutions mentioned above, drug abuse emerged as a huge problem in most counties that directly impacted the work that the Teams were doing. But while many were aware of the role that drug usage plays in child abuse and neglect, the work of the Teams seemed to be peripheral to the problem. However, one person commented, “I think PinP will evolve (in terms of public policy) and as

they evolve, we will evolve. We are on the right track”. Another said “sticking our necks out is difficult because we and they are local people. But it can be done because legislators are also local”. “PinP hasn’t had to do much state-level stuff, but maybe it is time.” One responded with her own question –“other than people talking about introducing bills in the legislature, are there more expectations about what people ought to do?”

The results of the survey questionnaire supported an increased role for PinP in impacting public policy. But Team leaders seem to have their hands full on the local level with educating people and providers in their communities on health and safety issues for children as well as improving the internal working of their Teams. More money isn’t likely to solve that problem, but the talent and experience of the Teams and their grass-roots efforts could provide an essential piece for state level advocacy on behalf of children and families.

Conclusions:

West Virginia’s children are fortunate in having locally-based Partners in Prevention and committed Teams who work hard to protect them and ensure their well-being. The interviews revealed the richness of the programs conducted by Teams and the stories elicited told volumes about these caring people. Two conclusions come to mind. The first is that the longevity of the Teams and their work over 4 years has led to important learning, making the Teams more efficient and effective in their various strategies. Secondly, the mini-grant program has played a major role in making that happen. The ability to use the money to its best advantage according to local conditions means people can experiment and learn what works best. Sometimes referred to as “solution-oriented thinking”, mini-grants along with an understanding of how to “re-frame” the issue of child abuse and neglect prevention give people the ability to move quickly to create solutions. Thus, local people can have an impact.

Min-grant programs are an especially good strategy for this kind of thinking. People begin to realize that the important thing was not the money but the ‘learning and doing’ process in which they were involved. The mini-grant projects led to collective risk taking. For the Teams, the combination of the money (with no strings attached) along with the collaborative process in their local Teams and state-wide Partners in Prevention led to solutions that they might not have tried or risked.

Recommendations:

- The mini-grant program has led to transformative change- a change in approach or methodology as well as a change in the people involved - that has been documented in this evaluation. Two results point to it – one being the adoption by many of the Teams of the locally-created program of “community baby showers” for new mothers that have been replicated around the state. The second is the on-going experimentation and learning, particularly using the message on reframing as described earlier. Local initiatives have been created and through the PIP meetings and collaboration, the lessons are shared. It is a very successful program and should be maintained without substantive change.

- The PIP meetings and workshops are essential for continuing this transformative change. While there continues to be a lack of consensus on the number of meetings in any year, a recommended approach that encourages Team members to travel to different counties to interact with other Teams. For example, innovations such as the “listening project” approach seem to be yielding good results as well as the “teen courts” and other teen programs. A travel grant could facilitate Team visits and interaction within the state, especially if the grant not only provides mileage and meals, but gives the host organization a small amount of money to free up someone’s time to spend a day or so showing off their work. Another form of technical assistance would be to pay the more experienced Team leaders an honorarium and expenses to visit new Teams and pass on their collective experience. Peer to peer assistance is often the most effective.
- The surveys elicited requests for “more money”. Rather than increase the amount of the mini-grant (because its small size tends to encourage innovation), competitive challenge grants are recommended to encourage Teams to experiment with activities and projects that have statewide implications. The two that emerged as possibilities out of this evaluation were changes in institutions and public policy that affect local practice. The second is local and innovative secondary strategies that target families at risk that could be adopted by other Teams. These might be grants for work lasting over the course of a year with evaluation strategies built in and a process for reporting to other Teams.
- The survey and some interviews indicated confusion over the question concerning “influence in decision-making.” Partners in Prevention is focused on local and collaborative work and there seems to be a disconnect between the decisions that are made in the parent organization of Prevent Child Abuse West Virginia and what happens in each county. But because there is innovative work and transformative change happening locally, the question is - how can PCA-WV best utilize the experience of the Teams to impact strategic decisions statewide? The possible selection of new Teams and the desire of Teams to participate more in public policy work calls for a re-thinking of ways to work together. The answer isn’t immediately apparent but I recommend that this be addressed in the up-coming strategic planning process.
- The activity reports don’t seem to capture all of the important stories and document the learning over time and it is recommended that PIP Team leaders put their heads together with staff to revise them. Clearly, the numbers are important as well as the financial report. But there should be some way to get at the innovations that are not reflected in the reports either through personal interviews or visits or invitations to “tell stories”. These qualitative methods document important outcomes and supplement more traditional quantitative evaluation approaches.

The stakeholders who receive these reports have an interest in numbers but more importantly, the reports should identify trends – opportunities and threats – so that outsiders can learn from the reported experience and PCA-WV and PIP can learn from them to form new initiatives and validate on-going programs.

- Two concerns were raised by the many conversations I had. The first was the reported inability of the WV Department of Health and Human Resources to be a true partner in dealing with the prevention of child abuse and neglect in most cases. Government accountability has long been an issue for social justice advocates in West Virginia and elsewhere, but I was struck by the anger and despair in some of the voices. For those who dedicate their lives to prevent child abuse and neglect in their communities, it is particularly difficult to give up on this essential government agency.

The second concern was the many references to drug abuse and its effect on children and families. This issue is not particularly new in the urban US, but the rural WV coalfields and the more urban northern counties seem to suffer with it also. More parenting education probably is not the only answer, but home visits might help. PIP should explore this issue in a more deliberate way and educate the Teams and then explore local solutions. Perhaps reaching out to the Attorney General's office and local prosecutors might create productive partnerships.

The on-going nature of Partners in Prevention and their local base in communities along with on-going mini-grants and the Children's Trust Fund indicate a better and brighter future for West Virginia's children. The present and former staff of Prevent Child Abuse West Virginia and the talented people who have been part of this evaluation deserve a huge vote of thanks.

The Partners in Prevention evaluation was conducted by Christine Weiss Daugherty, Rural Strategies.



Chapter 9 – Advocacy

There are many individuals and advocacy groups who are committed to reaching out to abused and neglected children in West Virginia and working to prevent abuse before it happens. Many work to preserve families in which abuse has occurred without compromising the health, welfare, and safety of the children. They provide effective treatment for all family members in an effort to protect the children.

West Virginia Advocacy Groups

National Association of Social Workers, WV Chapter

Sam Hickman, CEO
1608 Virginia St East,
Charleston, WV 25311-2114
(304) 345-6279
<http://naswww.org/>

This organization is a professional membership association for Social Workers, specializing in: continuing social work education, newsletter: The WV Social Worker, legislative and political action, social policy and professional development, leadership development opportunities and more.

Prevent Child Abuse WV

Jim McKay, State Coordinator
P.O. Box 1653
Huntington, WV 25717
(304) 697-0340
<http://preventchildabusewv.org>

Prevent Child Abuse West Virginia is a chapter of Prevent Child Abuse America, a national leader in building awareness, providing education, and inspiring hope in everyone involved in the effort to keep children free from abuse and neglect.

WV Alliance for Sustainable Families

Calah Young, Executive Director
P.O. Box 1925
Charleston, WV 25327
(304) 342-6972
<http://www.wvasf.org>

The WV Alliance for Sustainable Families (WVASF) was created to initiate action in the areas of research, education, advocacy, and coalition building to ensure that West Virginia's citizens, communities, and organizations successfully implement welfare reform.

WV Fair Shake Network

Jan Lilly-Stewart, Director
P.O. Box 354
Institute, WV 25112
(304) 549-9064
<http://www.fairshake.org>

The Fair Shake Network is an association of West Virginians dedicated to a "fair shake" for people with disabilities and to the belief that diversity makes our communities stronger. The Fair Shake Network provides training and systems advocacy on issues affecting people with disabilities through statewide, grassroots, cross disability activities.

WV Coalition Against Domestic Violence

Sue Julian, Team Coordinator
WV Coalition Against Domestic Violence
5004 Elk River Road, South
Elkview, WV 25071
(304) 965-3552
<http://wvcadv.org>

The West Virginia Coalition Against Domestic Violence is committed to the elimination of personal and institutional violence against women, children, and men. By developing a strong network of shared resources and support, WVCADV provides safe space and quality service for victims of domestic violence, and works for systemic change to assure families' options for building lives free from violence.

WV Center on Budget & Policy

Ted Boettner, Executive Director
723 Kanawha Blvd E, Ste 300
Charleston, WV 25301-2727
(304) 720-8682
<http://wvpolicy.org>

The West Virginia Center on Budget and Policy is a policy research organization that is nonpartisan, nonprofit, and statewide. The Center's research and analysis is designed to support informed public dialog and policy in West Virginia. The Center consults and collaborates with other organizations to ensure that its analyses are relevant and timely and strives to be a knowledgeable and respected source of credible information on public budget and fiscal issues for policymakers, advocates, media, and the public.

WV Healthy Kids and Families Coalition

Jeffrey Allen, Executive Director
2207 Washington St. E
Charleston, WV 25311
(304) 344-1872
<http://www.wvhealthykids.org>

The West Virginia Healthy Kids and Families Coalition is a group of individuals, private organizations and state agencies working to improve the health of children and families in West Virginia. We provide a forum for diverse organizations to discuss, coordinate and collaborate on issues that improve the health and well-being of West Virginia children.

WV Kids Count Fund

Margie Hale, Executive Director
1031 Quarrier St
Charleston, WV 25301
(304) 345-2102
<http://www.wvkidscountfund.org/>

West Virginia KIDS COUNT Fund focuses on the need for prevention and early intervention, and a commitment to developing community consensus and accountability. They recognize that all West Virginians play an important role in the development of our children and acknowledge that improving the lives of children requires a long-term, sustained effort. WV Kids Count Fund also believes in the power of information to influence public opinion and improve the lives of children.

American Friends Service Committee

West Virginia Economic Justice Project

Rick Wilson, Project Director

P.O. Box 1964

Charleston, WV 25327

(304) 529-3890

<http://www.afsc.org/charleston/>

Established in 1989, the West Virginia Economic Justice Project (WVEJ) works statewide on issues affecting low income and working families. Specifically, the project helps people get the best possible deal from the current system, engages in campaigns to gain or defend economic rights for workers and low income families and helps build effective coalitions in support of economic justice for all people.

WV Citizen Action Group

Gary Zuckett, Executive Director

1500 Dixie Street

Charleston, WV, 25311

(304) 346-5891

<http://www.wvcag.org/>

West Virginia Citizen Action Group (WV-CAG) has advocated for better public policy, rights of individuals, a clean environment and a stronger democratic process since 1974. The philosophy of WV-CAG is that full-time citizen participation in the decision-making processes in our state is absolutely essential. The main goal is to increase the voice of the average citizen in public affairs - to speak out on behalf of the consumer, to speak out in defense of a cleaner environment, and to speak out against governmental corruption.

Online Legislative Action Center

The PCA-WV Online Legislative Action Center is an easy way to stay up to date and current with all of the issues regarding children and families. By visiting <http://www.capwiz.com/preventchildabusewv/>, users are able to receive alerts regarding important issues about children and families that are being addressed by the WV Legislature. Users may enter their zip code and receive a sample letter to their legislators which may be sent as is, or edited as needed. These letters may be automatically emailed, or there is an option to print the letter and mail.

Children's Policy Forum

The Children's Day Policy Forum is a series of workshops, briefings and caucuses that is held annually in Charleston, on a wide range of public policy issues.

Children's Day at the Legislature

This day is set aside for young people, educators and advocates for children from across the state to visit the Capitol and meet with the governor and legislators on various issues such as health care, welfare reform, and education.

PCA-WV State Prevention Agenda

No issue is more ready for change than the prevention of child abuse and neglect. The path to effective policy change involves a 180-degree shift in thinking – from policies that deal with abuse and neglect after they take place, as important as these policies are, to policies that focus on preventing their occurrence. Accordingly, Prevent Child Abuse West Virginia has a policy agenda that is proactive and focused on proposing and supporting policies that prevent abuse before it occurs. For our state to embrace child abuse and neglect prevention in a more effective and meaningful manner, the following steps must be taken.

We must develop a statewide commitment and strategy for child abuse prevention. This will involve increasing the understanding of what child abuse prevention looks like by using effective, science-based approaches/tools. By defining the system desired and educating decision-makers and leaders, we will position ourselves to develop more effective, quality policies.

We must make the public understand that child abuse prevention is a community issue, not just a family issue. Everyone is involved in making sure that children are safe and protected. By implementing a statewide comprehensive plan and activities for child abuse and neglect prevention, we will be able to promote a strong and concise message.

We must increase investments in prevention and support policies that build community and family protective factors that prevent child maltreatment and nurture the growth of children. By providing support and information for parents we will be able to create a statewide system of evidence-based early childhood home visitation (In-Home Family Education), provide accessible and affordable quality child care, and provide specialized information and services for children with special needs.

In order to improve the systems that support children and families, we must work to ensure that all children have quality health insurance coverage (including mental health, oral health, optical, substance abuse, prenatal and perinatal services). We must work to build communities that put family and child well-being at the center and provide concrete support to families in times of need.

We must work to promote shared prosperity for all by seeking good jobs with benefits and a living wage. We must work to enforce progressive tax policies, which relieve tax burden on those who are unable to pay.

Levels of Policy Involvement by Prevent Child Abuse West Virginia/TEAM for WV Children

Lead issues for 2009:

- Efforts to create a statewide system of In-Home Family Education will continue, including a WV legislative resolution in support of the federal Education Begins at Home Act, as well as a budget increase of \$1.25 million.
- Work with state Department of Health and Human Resources to develop process for pulling together various entities to develop a state Prevention Plan.
- Work with parties involved in developing a Quality Rating Improvements System for child care to incorporate the Strengthening Families Protective Factors framework.
- Monitor developments, if any, concerning the Children's Trust Fund with legislature and advocate for its continuance as needed.

Secondary issues for 2009:

- Federal issues as they emerge (i.e., economic stimulus, health care reform, early childhood).
- Support tobacco tax increase.
- Support health care reform efforts in WV/safety net issues.
- Support establishment of legislative Committee on Children, separate from Legislative Oversight Committee on Health and Human Resources Accountability.
- Home visitor safety.
- State Earned Income Tax Credit.

Prevent Child Abuse America National Prevention Agenda

Prevent Child Abuse America advocates for policies that promote healthy child development by preventing child abuse and neglect from occurring in the first place. In 2009, the Administration and Congress are urged to:

- Develop a National Strategy for Prevention
- Enact Federal Home Visiting Legislation
- Increase Federal Funding for Child Abuse and Neglect Prevention Services
- Reauthorize the Child Abuse Prevention and Treatment Act
- Increase Federal Investments in the Full Continuum of Child Welfare Services
- Enact Shaken Baby Syndrome Prevention Legislation

1. Develop a National Strategy for Prevention

Having a national policy and commitment to prevent child abuse and neglect is necessary to ensure that every child has the opportunity to grow up in a nurturing, stimulating and stable

environment. Implementing a national strategy will require the coordination of federal agencies, and the assurance that all federal funding, policies, and regulations related to child wellbeing are coordinated and working towards complimentary goals. Prevent Child Abuse America will work with the Administration and Congress to outline specific steps that our nation must take to embrace child abuse and neglect prevention in a more effective, meaningful, and comprehensive manner.

2. Enact Home Visiting Legislation

The Education Begins at Home Act (EBAH) would establish the first federal funding stream dedicated to early childhood home visitation. Funding would be provided to states on a formula basis to expand and enhance quality home visiting services to families with newborns and young children; states would be able to use the funds to support a service delivery approach that best suits their population's needs. EBAH also authorizes two competitive grants to reach military families and families with English language learners. Prevent Child Abuse America urges Congress to pass EBAH this year.

3. Increase Federal Funding for Child Abuse and Neglect Prevention

(i.e., CAPTA, PSSF, SSBG, and the CDC)

Fully Fund the Child Abuse Prevention and Treatment Act (CAPTA): CAPTA embodies the federal commitment to preventing child maltreatment, but has not been funded adequately to meet the demand for community-based prevention programs. In FY 2010, Prevent Child Abuse America urges Congress to fund CAPTA programs at their fully authorized levels.

Fully fund CAPTA community-based grants (CBCAP) at \$80 million. CBCAP helps states develop and implement effective approaches to preventing child abuse and neglect, and was funded at \$41.6 million in FY 2008. Full funding will provide communities with additional support to implement effective prevention strategies such as parenting education, home visiting programs, mutual self-help support groups for parents, and crisis nurseries.

Fully fund CAPTA state grants and CAPTA discretionary research and demonstration grants at the combined level of \$120 million.

CAPTA state grants provide funds to improve child protective services, and were funded at \$26.5 million in FY 2008. Fully funding state grants will shorten the time that post investigative services are delivered, and increase the number of children and families who receive these services. CAPTA discretionary research and demonstration grants were funded at \$37.1 million, \$10 million of which was designated to support evidence-based home visitation. Fully funding research and discretionary grants will pay for valuable data collection, technical assistance, and grant-funded research and demonstration projects.

Fully Fund the Promoting Safe and Stable Families (PSSF) discretionary grant at \$200 million: PSSF helps states pay for family support, family preservation, family reunification, and adoption support. Unfortunately, the PSSF discretionary grant is currently funded at just \$63.3 million. Fully funding the PSSF discretionary grant at \$200 million in FY 2010 will promote the expansion of family support services in communities across the nation and provide more intensive help for families in crisis. Research is clear that by investing in positive outcomes for children and families, family support and family strengthening programs can also lead to fewer incidences of child abuse and neglect.

Fund the Social Services Block Grant (SSBG) at no less than \$1.7 billion: HHS reports that SSBG funded preventive services for 20 percent of the total child recipients of preventive services in 2006. Despite the many critical services that SSBG makes possible, funding for the block grant has been chipped away over the past decade from a high of \$2.8 billion to its current authorized level of \$1.7 billion a year. Prevent Child Abuse America urges Congress to fund SSBG at no less than \$1.7 billion in FY 2010, with the goal of ultimately restoring SSBG funding to \$2.8 billion a year.

Increase resources in the work of the Centers for Disease Control and Prevention (CDC) National Center for Injury Prevention and Control: The National Center for Injury Prevention and Control addresses child maltreatment through a public health approach. This approach compliments other federal initiatives and efforts and provides another inter-agency link toward a unified and integrative approach to address child abuse and neglect prevention. The CDC's child maltreatment prevention work is designed to better understand the scope, causes, and consequences of child abuse and neglect, and to identify and disseminate effective prevention strategies. They are a critical partner in preventing child abuse and neglect from occurring in the first place.

4. Reauthorize the Child Abuse Prevention and Treatment Act

The Child Abuse Prevention and Treatment Act (CAPTA) is up for reauthorization. Since 1974, CAPTA has been a key part of the federal government's effort to help states and communities improve their practices in preventing and treating child abuse and neglect. CAPTA provides grants to states to support innovation in state child protective services (CPS) and community-based preventive services, as well as research, training, data collection, and program evaluation. Prevent Child Abuse America urges Congress to reauthorize CAPTA this year with the goal of strengthening and supporting state and community child maltreatment prevention efforts.

5. Increase Federal Investments in the Full Continuum of Child Welfare Services

In recent years, Congress and advocates have focused on ways to alter the federal child welfare financing structure. Prevent Child Abuse America will continue to evaluate legislative proposals with the dual policy objectives of securing adequate, guaranteed funding for front-end, prevention services and ensuring an effective approach to child welfare that is comprehensive and provides for a full continuum of care.

6. Enact Shaken Baby Syndrome Prevention Legislation

The Shaken Baby Syndrome (SBS) Prevention Act would provide funding to the HHS to develop and implement a public information and education campaign aimed at preventing SBS. Prevent Child Abuse America urges Congress to pass the SBS Prevention Act this year. SBS prevention programs have demonstrated that educating parents and other caregivers about healthy strategies for coping with a crying infant, infant soothing skills, and the danger of shaking young children can bring about a significant reduction in the number of SBS cases.

For more information contact:
Bridget Gavaghan
Senior Director of Public Policy
Prevent Child Abuse America
(312) 334-6819
bgavaghan@preventchildabuse.org



Chapter 10 – Other Resources

Online Resources

National Resources:

www.preventchildabuse.org

Prevent Child Abuse America provides updated information that connects our work to national issues, provides a mechanism for ordering resources and products through the Channing Bete Foundation, and offers a monthly e-newsletter focusing on a variety of topics that may assist you in your work.

www.friendsnrc.org

The FRIENDS National Resource Center for Community-Based Child Abuse Prevention provides training and technical assistance to federally funded CBCAP programs as well as resources for the child abuse prevention community.

www.cssp.org

The Center for the Study of Social Policy strives to help states and localities implement creative and effective strategies that strengthen disadvantaged communities and families and ensure that children grow up healthy, safe, successful in school, and ready for productive adulthood.

www.childwelfare.gov

The Child Welfare Information Gateway provides links to resources and information about child abuse prevention, family strengthening, family-centered practice, family support, and family preservation services. The annual resource packet, "Strengthening Families and Communities: 2009 Resource Guide" is available via this website.

www.firstfocus.net

First Focus is a bipartisan advocacy organization committed to making children and families a priority in federal policy and budget decisions.

www.kidscount.org

The Kids Count Data Center provides the most recent statistics on more than 100 measures of child well-being.

<http://www.everychildmatters.org>

The Every Child Matters Education Fund is a non-profit, non-partisan organization working to make children, youth, and families a national political priority. They promote the adoption of smart policies for children and youth.

Resources for Parents

<http://www.more4kids.info>

More4kids is a family resource devoted to parenting and education. This website publishes parenting information parents can use to help their children succeed and grow up happy. It is a valuable resource for parents, future parents, grandmothers and grandfathers, and caregivers.

<http://www.familyeducation.com>

This site provides information on raising children from newborns to teenagers. There are blogs and message boards for parents to share ideas and ask questions.

<http://www.parentsoup.com>

This site provides daily articles from professionals in the areas of parenting and child development. Weekly newsletters also highlight tips for parents.

<http://www.parenthood.com>

This site includes parenting videos as well as searchable topics for parents. This site primarily focuses on babies and infant development.

<http://www.tnpc.com>

The National Parenting Center operates this site to provide tips for all parents. It provides safety tips as well as the most recent list of recalled toys and children's items.

<http://www.zerotothree.org>

This site is operated by the National Center for Infants, Toddlers and Families. Its primary focus is on children from birth to three years old. It provides tips for parenting infants as well as important policy issues regarding children and families.

<http://www.familydoctor.org>

This site is operated by the National Academy of Family Physicians and provides health information for the whole family as well as searchable conditions from A to Z. Drug information and symptoms are highlighted for everyone from newborns to seniors.

<http://www.kidshealth.org>

This site is operated by Nemours, one of the nation's largest health systems dedicated to the health of children. It provides helpful tips to parents, children and teens.

<http://pediatrics.about.com>

This site provides education about children medical issues. It provides an opportunity to ask questions of physicians, or find a local physician to treat particular conditions.

<http://www.aap.org>

This site is operated by The American Academy of Pediatrics and is dedicated to the safety and health of all children. Medical issues are covered as well as child seat safety laws and vaccine information.



Partners
In Prevention
Resource Guide

For more information, contact:



P.O. Box 1653
Huntington, WV 25717-1653
phone: (304) 523-9587
fax: (304) 523-9595

www.preventchildabusewv.org
email: pawv@teamwv.org