



CHILD ABUSE & NEGLECT
Prevention Board

Strategic Plan 2015 – 2019

Vision

Every child in Wisconsin grows up in a safe, stable, and nurturing environment

Mission

Mobilize research and practices to prevent child abuse and neglect in Wisconsin

Primary Goal

Prevent first-time occurrences of child abuse and neglect



Strategy 1: Create and Advocate for Effective Prevention Public Policies

Key Initiatives

- Provide staff support to establish a legislative **Children’s Caucus**
- Advance **evidence-informed legislation**, administrative rules and policies related to child abuse and neglect and prevention
- Develop child **sexual abuse prevention policies** for youth serving agencies that promote adult responsibility
- Utilize **adverse childhood experiences (ACEs)** data to inform policies and implement ACE prevention strategies across systems



Strategy 2: Promote Evidence-Informed Practices and Develop Innovative Programs That Support Parents and Caregivers

Key Initiatives

- Mobilize the **Strengthening Families™ Protective Factors Framework**
- Provide grant funding to expand **Triple P-Positive Parenting Program** and other evidence-informed parenting programs
- Provide grant funding to promote the **Period of PURPLE Crying®**, an evidence-based abusive head trauma prevention program
- Implement and evaluate **Project GAIN** (Gaining Access to Income Now) to research the relationship between financial stressors and child maltreatment
- Provide grant funding for the **Community Response Program** to systematically support families at risk of entering the child protection system





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Strategy 3: Collaborate with Key Stakeholders to Leverage Resources and Implement Prevention Initiatives

Key Initiatives

- Convene a multidisciplinary group and provide lead staff support to the **Abusive Head Trauma Prevention Committee** to:
 - Enhance data collection and analysis of abusive head trauma fatalities, and
 - Develop evidenced-based curricula and an education plan related to sentinel injuries and abusive head trauma to infants and children
- Implement the **Parent Partners for Prevention** initiative to actively include the voice of parents in the Prevention Board's policies and programs
- Participate as an **active member on committees** that align with the Prevention Board's mission and vision
- Administer the Celebrate Children Foundation and pursue **fund development** opportunities



Strategy 4: Educate Professionals and Community Members on Child Abuse and Neglect Issues

Key Initiatives

- Develop and implement a public awareness campaign on concrete positive parenting strategies and the **Strengthening Families™ Protective Factors Framework** that targets parents, caregivers, professional and community members
- Create educational curricula and **coordinate trainings** on prevention topics, including the following:
 - Sentinel Injuries and Abusive Head Trauma
 - Adverse Childhood Experiences
 - Protective Factors Framework
 - Child Neglect
 - Child Sexual Abuse

