



Nebraska Child Abuse Prevention Fund

Fiscal Years 2009-2010, 2010-2011





Purpose

The promise of prevention is stronger than ever as research increasingly demonstrates the benefits of early and primary intervention. Preventing abuse and neglectful parenting behavior before it occurs or becomes established is also vital. With increasing knowledge of evidence-based strategies for prevention, we can make measurable improvements in helping parents raise safe and healthy children.

The Nebraska Child Abuse Prevention Fund (NCAPF) is dedicated to the following objectives:

- Directing grant funds to support primary prevention in Nebraska communities
- Supporting child abuse prevention councils that provide voluntary services to parents, professionals, and communities
- Administering a statewide public awareness campaign to promote effective parenting
- Providing training and technical assistance on research-based prevention strategies to grantees, local child abuse prevention councils, and other audiences

The Nebraska Child Abuse Prevention Fund is administered by the Nebraska Department of Health and Human Services and is governed by a nine-member board, nominated by the Governor and approved by the state legislature.

Promoting Best Practices for Prevention

Since 2006, the Nebraska Child Abuse Prevention Fund Board has worked with two other state-level entities with a shared goal of preventing child abuse. The Nebraska Child Abuse Prevention Partnership also includes the Nebraska Department of Health and Human Services and Nebraska Children and Families Foundation (NCFF). The prevention plan developed under this partnership has guided work in this biennium.

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GRANT FOCUS—Nebraska Child Well Being Initiative

Objective

The Nebraska Child Well Being Initiative seeks to increase the number of children who are safe, healthy and nurtured. A focal point is children and parents who are vulnerable to child abuse and neglect. Research tells us achieving sustainable improvements requires a two-part approach. The first is systems accountability – developing collaborations to achieve community goals. The second is performance accountability – enhancing the work of organizations to achieve target population goals.

Background

The Statewide Child Abuse Prevention Partnership gathered and analyzed data relevant to Child Well Being. Key indicators included infant mortality, low birth weight, obesity, adolescent substance abuse, teen pregnancy, high school dropout rates and juvenile arrest rates. Through this data, a set of counties emerged as having the highest needs. Following visits to communities in the highest tiers of need and capacity, first-year planning grants were made to five sites: the Panhandle, Grand Island, North Platte, Platte-Colfax Counties and Dakota County.

Approach

Each Child Well Being site conducts assessments and develops an integrated plan to address their most critical needs for prevention. The four areas of assessment and planning for implementation include:

- **Collaboration Capacity** – diverse representation and dedicated participation of community members working together in an infrastructure for planning, implementation, measurement and reporting.
- **Community Context** – history, population, economics, politics, culture and normative standards.
- **Prevention System** – resources to help meet basic needs, provide health care, promote child safety and development, and support family development through activities, services, programs and policies.
- **Parent Child Interaction** – social-emotional status and relationship between parents and children which is a major determinant of safe and healthy development from birth to young adulthood.





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Benchmarks

Each of the initial five Child Well Being communities have established multiple-member collaborations and are documenting progress through assessment and planning on web-based workstations. Coordinators and local evaluators in each community help connect local work with a state team of staff, consultants and evaluators. Implementation will follow completion of the planning phase in 2011 or early 2012. Grantees are expected to achieve positive results for community systems as well as for target populations.

Child Well Being Community Grantees

- **Panhandle** — \$30,000: fiscal agent - Panhandle Partnership for Health and Human Services
- **Grand Island** — \$30,000: fiscal agent - City of Grand Island
- **North Platte** — \$30,000: fiscal agent - West Central District Public Health Department
- **Dakota County** — \$30,000: fiscal agent - Siouxland Human Investment Partnership (SHIP)
- **Platte-Colfax Counties** — \$30,000: fiscal agent - Columbus Area United Way

Each community received start-up and planning support and \$30,000 for the first fiscal year. Funding support will be available for up to five years, with step-down amounts in the fourth and fifth years. Nebraska Children and Families Foundation allocated \$50,000 in matching funds to each community on the same timeline.

Training and Technical Assistance

2009

In July, an Outcome Accountability Seminar was held with multiple representatives from NCAPF Board, DHHS Children and Family Services, DHHS Public Health, NCFE and the Early Childhood Training Center. The seminar covered evidence-based practices, fidelity, adaptation, continuous quality improvement and evaluation. Participants determined a shared objective in promoting positive parent-child interaction.

The November Outcome Accountability Seminar was targeted to programs and grantees working to improve child, family and community well being, including NCFE Family Support and Learning Collaboratives, Sixpence and DHHS Home Visitation. Approximately 30 program representatives attended along with representatives from NCFE, NCAPF Board and others. Edi Winkle of the FRIENDS National Resource Center for Community-Based Child Abuse Prevention served as the lead facilitator for both 2009 seminars.

With support from the NCAPF Board, Prevent Child Abuse Nebraska facilitated the first retreat for local Child Abuse Prevention Councils in November. Representatives from 15 councils reviewed the basics of prevention council operations; shared national, state, and local research and tools for effective prevention work; learned effective strategies for public awareness and parent engagement; and identified opportunities and support for individual and shared work in the coming year.

2010

A two-day Community-Based Prevention Seminar was held in June. The workshop featured Dr. Deborah Daro, nationally recognized expert in prevention, early childhood and child welfare, and child and family policy. Among the over 70 attendees were representatives of the Nebraska Child Abuse Prevention Partnership (including DHHS, NCAPF Board and NCFE), other state partners, consultants, local child abuse prevention councils and Child Well Being grantees. Seminar sessions included discussion of community-based prevention, including key concepts, history, emerging trends, strategies and successes.

2011

In May, 57 people attended a two-day Outcome Accountability Seminar for Child Well Being Initiative grantees and Child Abuse Prevention Council leaders. Dakota County, Platte-Colfax Counties and North Platte each sent teams of approximately 10 members. Edi Winkle of the FRIENDS National Resource Center for Community-Based Child Abuse Prevention served as lead facilitator, with assistance from Child Well Being staff and consultant team.





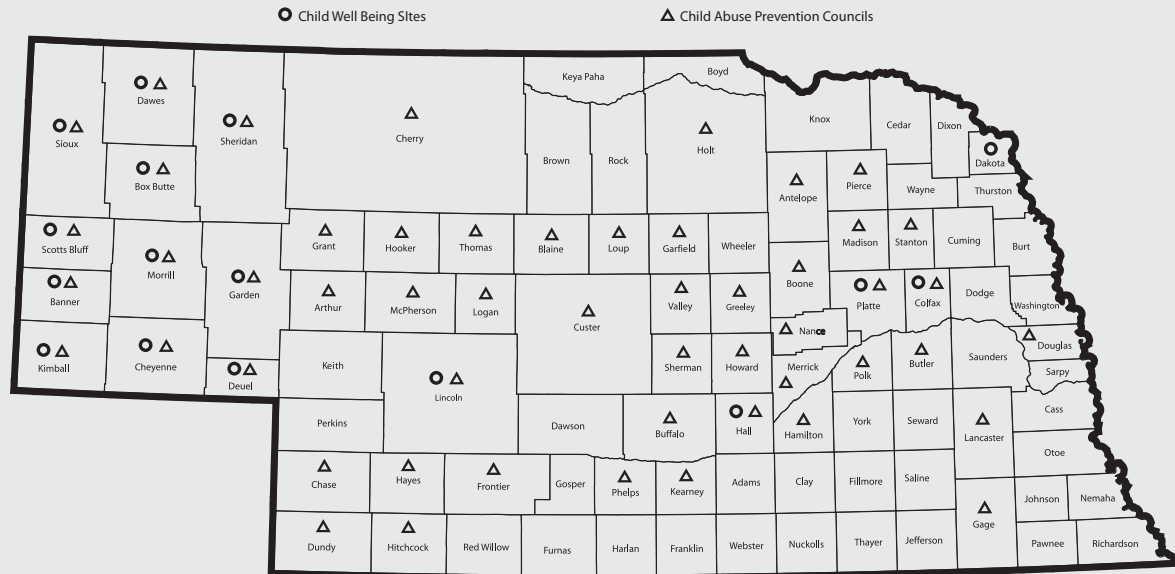
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Other Professional Development

In 2010, 15 Child Abuse Prevention Councils received additional funds of \$2,000 for professional development. Councils trained members in evidence-based prevention programs including, but not limited to: Darkness to Light, 40 Developmental Assets, Love and Logic, Common Sense Parenting, and The Period of Purple Crying.

Nebraska Child Abuse Prevention Fund Board Investments

(Direct Resources, Technical Assistance, Training)

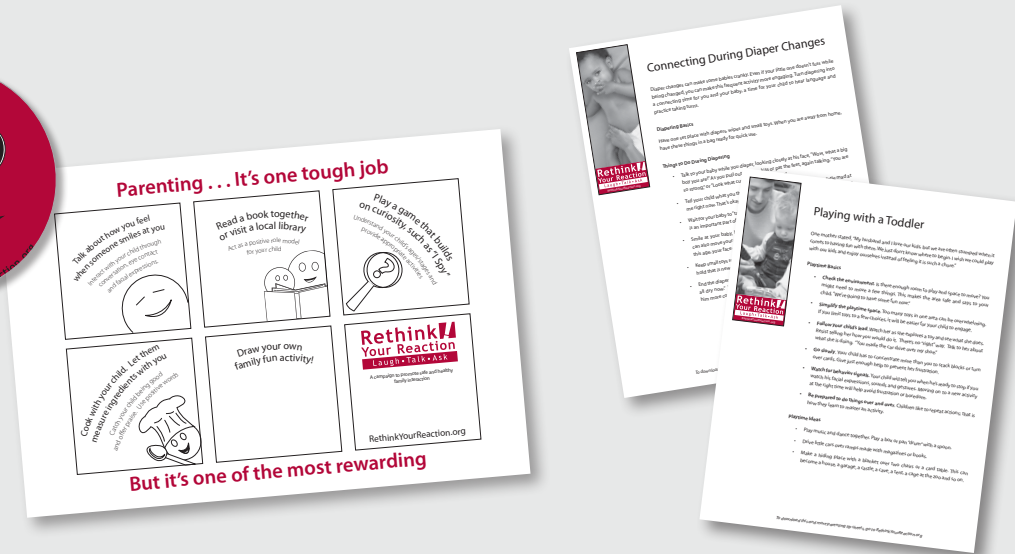


Public Awareness

Rethink Your Reaction

In 2010, 15 local child abuse prevention councils were awarded mini-grants to utilize messaging from the Rethink Your Reaction campaign for positive parenting. Campaign products were provided through Nebraska Children and Families Foundation. These products included posters, brochures, templates for news articles and ads, billboards, banners, stickers, magnets, interactive cubes/resource cards, placemats and parent tip sheets. Campaign activities were conducted at schools, health fairs, parent support groups and other locations in 54 counties. Rethink Your Reaction has generated interest from other stakeholders in Nebraska and other states. In 2010, the campaign received an American Marketing Association Prism Award for outstanding marketing communications. Campaign details can be found on the Rethink Your Reaction website, www.rethinkyourreaction.org.

Public awareness activities for 2011 were conducted with mini-grant funds awarded to 15 child abuse prevention councils. New items included a radio ad that was placed with approximately 75 Nebraska stations through a DHHS Nebraska Broadcasters contract.



Nebraska Child Abuse Prevention Fund Board

2009-2010 Members

District I

Rev. Dr. Rebecca Brown (Lincoln)
Parrish McDonald (Lincoln)

District II

Sandra Markley (Omaha)
Tawanna Black (Omaha)

District III

Joni Kuzma (Grand Island)
Pat Madsen (Stuart)

Member-At-Large

Jennie Cole-Mossman (Lincoln)

DHHS Representatives

Todd Reckling, Director
Division of Children and Families
Dr. Joann Schaefer, Chief Medical Officer
Division of Public Health

Staff Support

Shirley Pickens White, DHHS
Kathy Stokes, Nebraska Children and
Families Foundation
Anna Seckman, Nebraska Children and
Families Foundation

2010-2011 Members

District I

Rev. Dr. Rebecca Brown (Lincoln)
Brandon Verzal (Lincoln)

District II

Martha Parker (Omaha)
Open

District III

Joni Kuzma (Grand Island)
Camille Ohri (O'Neill)

Member-At-Large

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