

Treasure Valley Initiative

To Prevent Child Abuse and Neglect

(From the funding proposal to St Luke's Community Health Initiative)

The Treasure Valley Child Sexual Abuse Prevention Initiative is a wide scale education and mobilization program to reduce the sexual abuse of children throughout the Treasure Valley. Our plan is to train 5 % of the adult population of the Valley or 22,500 people in the next 5 years using the evidenced based curriculum created by Darkness to Light called Stewards of Children. In the first year of the project we will train 3,000 adults and increase to 5,000 in each subsequent year to reach a tipping point of empowered and activated adults who touch the lives of children and families through their work and volunteer service. Based on research by Malcolm Gladwell, the tipping point is reached when a strategically placed group of people adopt an idea or change their behavior and, like a virus, that change spreads. Reaching this tipping point lays the groundwork for widespread adoption and can change the societal norm around child sexual abuse.

Educating responsible adults in our community is the most proactive and pragmatic approach to diminishing child sexual abuse. Prevention can be accomplished through educating adults in the use of common sense tools to better prevent, recognize, and react responsibly to child sexual abuse. Prevention is a smart investment in our society's and children's futures. It's inexpensive, it is available and it works in real time! The program we have adopted from Darkness to Light is designed to empower people to prevent child sexual abuse. We assist and support communities at a grassroots level in confronting child sexual abuse through sustainable initiatives that spread awareness, community involvement, education and training. The average cost for a substantiated case of child sexual abuse is \$22,769, most of which is paid for by the public sector. (National Institute of Justice, 1996, adjusted to 2012 dollars) Preventing just *one* case of abuse would free up funding to train 2,162 adults, better protecting thousands of children in a community.

This initiative employs a community-based approach to child sexual abuse prevention designed to involve the entire community in the effort by first engaging key influencers and other concerned individuals and getting them into action. This approach uses specific tools that help increase the awareness of the problem and its societal and economic impact. This leads to widespread training where awareness is high, participation in training is high and adults are actively engaged in resolving the problem of child sexual abuse together. All adults in the Treasure Valley can play a role in this important cultural shift.

According to the American Medical Association, child sexual abuse is a "silent epidemic" affecting thousands of children each year and impacting their health and wellbeing into adulthood. In fact, the Adverse Childhood Experience (ACE) Study found that adults who were sexually abused as children were more than three times as likely to attempt suicide as those who weren't. A study of adult women determined that those who were sexually abused as children reported significantly more physical ailments (such as migraines, muscle aches, diarrhea, and vomiting) than those who were not. Childhood sexual abuse was linked to greater consumption of alcohol and a higher number of sexual partners, a study of adult men found. The ACE Study also found that those who were sexually abused were twice as likely to use illicit drugs.

Given these studies, reducing the incidence of child sexual abuse in the Treasure Valley will clearly improve the health of people in our region in addition to strengthening families and communities. The goals of this project and St. Luke's stated values are extremely compatible. This initiative is based on the idea that working together we can all do something to end child sexual abuse. The Idaho Children's Trust Fund has a strong track record of building collaboration. Darkness to Light tells us that only "relentless compassion" is sufficient to adequately address child sexual abuse. We must be relentless to hold people accountable; compassionate in making human connection. Nothing short of an all-out effort, using resources as effectively as possible will be successful.

The Idaho Children's Trust Fund has been designated by successive Idaho Governors as the lead entity for prevention of child abuse and neglect in all its forms since 1996. We have a small staff and limited resources making partnerships and collaboration the key to our success as an organization. We provide training, funding and technical assistance to organizations throughout Idaho working to prevent child abuse. We convene large and small groups to learn together and solve problems together.

teachers, youth and sports leaders, child care providers, adult leaders in faith communities, business and local government leaders, etc. The curriculum is also available in Spanish and we have four Spanish speaking facilitators so far.

The Idaho Children's Trust Fund is charged with preventing child abuse and neglect before it ever occurs. The ICTF adopted the Stewards curriculum to accomplish that goal with regard to child sexual abuse. Initial training began in 2005, a time when ICTF tested the curriculum, evaluated its impact and identified partners. The Trust Fund and its partners set a goal and began to build infrastructure to reach it in 2009. Since late 2009 when the first two Idaho based trainers of trainers were certified, a team of community educators has been built and over 70 facilitators have been trained throughout the state. These are the beginning stages of an initiative to provide us with the kind of capacity we will need to educate 22,500 Treasure Valley adults in 5 years.

Building the Initiative

(Some pieces of this plan are already underway as identified below)

- **Identify lead organization, project leader, partners and initial funding source(s) 4/12 through 12/12**
A partnership between the Idaho Children's Trust Fund and the Treasure Valley YMCA is leading the effort at this point. We are seeking funding from other local hospitals, municipalities and internal funds and resources.
- **Define community 4/12**
This project is focused on adults in the Treasure Valley who touch the lives of children and families. This will include city and county staff people, educational personnel, people in faith communities, parents, and service providers.
- **Hire Project Coordinator Early 2013**
We are seeking funding from St. Luke's and other sources to hire a project coordinator who will be the staff lead for the project.
- **Train facilitators (ongoing) 4/12 through 12/13**
This has been an ongoing process for the last few years and will continue. The project is envisioned to reach its goal in 5 years during which we will need about 60 facilitators trained in the Treasure Valley. There are currently 20 in the valley. We will need to train at least another 10 to reach our 2013 goal.
- **Develop advisory group for the initiative 11/12 through 2/13**
We plan to increase the size of our leadership group in 2013 to include representatives of local government, health care and service providers and parents.
- **Work with Facilitators to train 3,000 people in the Treasure Valley Throughout 2013**
The Stewards of Children curriculum will be used to train in strategic locations throughout the valley. Through the Treasure Valley Partnership, the Mayors of most of the cities in the Treasure Valley have agreed to work with us to train their staffs. Beginning with the cities gives inroads to key influencers, will give us coverage throughout the region and leverage additional contacts in those communities.

In July 2014, the ICTF Board authorized the development of a VISTA project to place training coordinators in the field in eastern and northern Idaho based on a similar model of community engagement as the Treasure Valley Initiative.

Crying Baby Plan Initiative



The attached plan and website is the culmination of two years of work by a variety of organizations seeking to prevent shaken baby syndrome by helping parents and other caregivers cope with its most frequent trigger—crying. This is a plan that can be used in hospitals, by home visitors, child care providers and others who care for small children. It is a tool for parents and the people who take care of their children. The next phase of this work is dissemination to key organizations and to the public through social media channels.

Babies Cry. →

This is My Crying Plan!

(Share it with anyone who cares for your baby)

My Baby's Name Is:

All babies cry, some more than others. **Crying is a baby's language.** When my baby cries she may be lonely, scared, tired or he may cry for no reason that we can figure out. So if my baby cries these are some things to try:

1 First, check my baby's physical needs.

- Is she hungry?
- Does he need to burp?
- Is her diaper dirty or wet?
- Is he too hot or too cold?
- Are there any signs of sickness? (vomiting or fever) Seek medical care immediately, if there are concerns.

2

I have checked the **Calming Techniques** that work best for my baby. (Please mark your choices.)

- Swaddling
- Use of "white noise"
- Gently swing or rock her
- Take him for a stroller ride
- Place her in a car seat and go for a car ride
- Breast feeding and/or skin to skin holding
- Other: _____

Sometimes when nothing else works, **my baby really enjoys:** (Please complete with your best solutions.)

4

Also try using some of the following **Coping Techniques:**

- Put the baby down in a safe place like a crib, and check back when I am feeling calm
- Call a friend or neighbor
- Call the doctor if crying lasts over 3 hours
- Other: _____

I will call the following people, if I need help. The first name on my list is my friend or neighbor. (Please list the first name and phone number)

I commit to keeping my baby safe.

Signature: _____

Date: _____

Signature: _____

Date: _____



Babies Cry. Have a Plan!

3

It is more important to stay calm than it is to quiet the baby. Sometimes babies cry for no apparent reason. When this happens, feeling frustrated is normal. **Never Shake a Baby!**

To calm yourself try:

- Going outside for fresh air
- Taking several deep breaths
- Counting to 100
- Washing your face or taking a shower
- Exercise. Do sit ups or walk up and down stairs a few times



TAKE A BREAK. NEVER SHAKE!

The Strengthening Families Approach

This is the basis of all the work that ICTF does to prevent child abuse and neglect

What We Know:

Families thrive when protective factors are robust in their lives and communities.

What We Do:

Mobilize partners, communities and families to build protective factors using the Strengthening Families Approach.

Who We Are:

Strengthening Families is a research-based, cost-effective strategy to increase family strengths, enhance child development and reduce child abuse and neglect. It focuses on building five Protective Factors that also promote healthy outcomes.

Those five protective factors are **parental resilience, social connections, knowledge of parenting and child development, concrete support in times of need and social and emotional competence of children.**

Using the Strengthening Families approach, over thirty states are shifting policy, funding and training to help programs working with children and families build Protective Factors with families. Many states and counties also use the Protective Factors Framework to align services for children and families, strengthen families in the child welfare system and work in partnership with families and communities to build Protective Factors.

What Strengthening Families Does:

- Benefits ALL families.
- Builds on family strengths, buffers risk, and promotes better outcomes.
- Builds on and can be integrated into existing programs, strategies, systems and community opportunities.
- Can be implemented through small but significant changes in everyday actions.
- Is grounded in research, practice and implementation knowledge.

What We Want To See:

Communities and families, institutions, service systems and organizations:

- focus on building protective and promotive factors to reduce risk and create optimal outcomes for children, youth and families
- recognize and support parents as decision makers and leaders
- value the culture and unique assets of each family
- are mutually responsible for better outcomes for children, youth and families

Affiliations

The Idaho Children's Trust Fund has been the state affiliate of Prevent Child Abuse America since 2007 and is a member of the National Alliance of Children's Trust and Prevention Funds, the national association of the 40+ Trust Funds around the country. ICTF also maintains strong relationships with the Center for the Study of Social Policy in Washington, D.C., which is the brain trust behind the Strengthening Families work and with Darkness to Light in Charleston, South Carolina, which supports the Stewards of Children curriculum. ICTF is also a member of Idaho Voices for Children and ICTF's Director sits on the advisory board of Idaho Kids Count.

Prevent Child Abuse America

Our Mission Statement: To prevent the abuse and neglect of our nation's children.

Our mission is to "prevent the abuse and neglect of our nation's children" and includes all forms of abuse and neglect, whether physical, sexual, educational, or emotional or peer-peer abuse.

To achieve our mission, we will:

- Provide national leadership in public policy development for children and families;
- Serve as a clearinghouse for effective innovative prevention strategies including education and training;
- Foster the translation of research into practice to inform more effective public policy on children and families;
- Deliver evidence based strategies that promote optimal models that enable communities to assess their ability and capacity to provide for children and families;
- Advise neighborhoods and communities on a continuum of programs that provide the array of services necessary for healthy and age appropriate child development and family support; and,
- Communicate that a) the child development is community development is economic development b) the clear message that abuse and neglect is preventable and highlight innovative and effective prevention strategies, c) engage parents, families, individuals, communities, public officials, educators and the business community, and d) identify a variety of actions that promote the mission and empowers individuals and groups to become engaged in individual and systemic changes.

Vision

We recognize that every day we each have the opportunity to help create the kind of nation we want to live in. We also recognize that when all children don't have equal opportunity for healthy growth and development, we put our future as a society at risk. We know that there are many effective child

Center for the Study of Social Policy

Our Vision: The Center for the Study of Social Policy (CSSP) works to secure equal opportunities and better futures for all children and families, especially those most often left behind. Underlying all of the work is a vision of child, family and community well-being. It's a unifying framework for the many policy, systems reform and community change activities in which CSSP engages.

To achieve these results, CSSP improves public policies, systems and communities by building protective factors, reducing risk factors and creating opportunities that contribute to well-being and economic success.

Working with government, philanthropic, private sector and community partners, staff develop new ideas, conduct research, promote policy solutions and provide technical assistance that allows policymakers, administrators and community-based organizations to:

- Use data for learning and accountability
- Support community residents' ownership and leadership of the activities that affect their lives
- Build partnerships and coalitions to support change
- Implement effective policies
- Sustain financing for improving results
- Use smart communication strategies and policy advocacy to improve outcomes for vulnerable children and families

In 2001, with funding from the Doris Duke Charitable Foundation, CSSP began studying the role that early care and education programs nationwide could play in strengthening families and preventing abuse and neglect. For the first time, research about preventing child abuse and neglect was linked with similar knowledge about quality early care and education. CSSP 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. CSSP spent a year in the field learning in a structured way from exemplary programs and practitioners around the country about how to build protective factors on the ground. This knowledge base was used to develop tools to support early childhood programs, policymakers and advocates in making small but significant changes that build the protective factors.

Next, Strengthening Families moved into a pilot phase in which seven states engaged in a learning partnership with CSSP to implement the Strengthening Families approach. For two years, from 2005-2007, these states worked to enhance their policies and practices through collaboration among the early childhood, child abuse prevention and child protective services sectors. Their work was studied and documented to demonstrate how Strengthening Families can best be implemented through state policy making, new links between the early childhood education and child protection and training and support for programs.

In February 2008, the Strengthening Families National Network launched, linking 23 states interested in developing state Strengthening Families initiatives. Currently there are more than 35 states that are active in the Strengthening Families National Network and more than 40 that have statewide implementation at some level. There are also a dozen national partner organizations, like United Way World Wide and the FRIENDS National Resource Center, that support a Strengthening Families agenda with their own constituency. Strengthening Families is being implemented in a variety of sectors.

Idaho Voices for Children

Our Vision

Children need a voice. They don't vote. They don't hire lobbyists. They aren't a special interest, but their interests are special. Their childhood outcomes enhance us or diminish us as individuals, communities and as a state.

What Do We Do & Where Are We Going?

It is our mission to develop and promote a state-level unified policy agenda that targets child health, education, safety, and family economic security. Specifically, we:

- Assess and research legislation, policy decisions, issues, and public voice.
- Develop statewide infrastructure; policy agenda, accountability reports; white papers.
- Promote and advocate policies, education and awareness.
- Coordinate and connect statewide and local efforts and networks.

Our vision drives us to work toward all Idaho children arriving at adulthood ready to succeed as individuals – in families and in the workforce. In addition, we are proud to work with many other organizations in our efforts to make children a policy priority in the State of Idaho.

Idaho Kids Count

who we are

WE ARE A POLICY RESEARCH ORGANIZATION: Idaho KIDS COUNT is a nonprofit organization engaging citizens and policy makers in nonpartisan, research-based discussions to improve outcomes for Idaho's children.

Idaho KIDS COUNT is a member of the national KIDS COUNT Network, and receives funding from the Annie E. Casey Foundation. Launched in 1994, Idaho KIDS COUNT is a program of Mountain States Group, Inc., a 501(c)3 nonprofit.

what we do

WE BRING DATA AND RESEARCH TO THE CONVERSATION: Since 1994, Idaho KIDS COUNT has tracked the status of children in our state by collecting the best available data on child well-being. We make a variety of indicators available and searchable on the KIDS COUNT Data Center.

We also follow the policy issues facing our state and bring research to those conversations. We focus on three main issue areas affecting children: Education, Health & Safety, Family & Economics