

Organizational Planning 2014

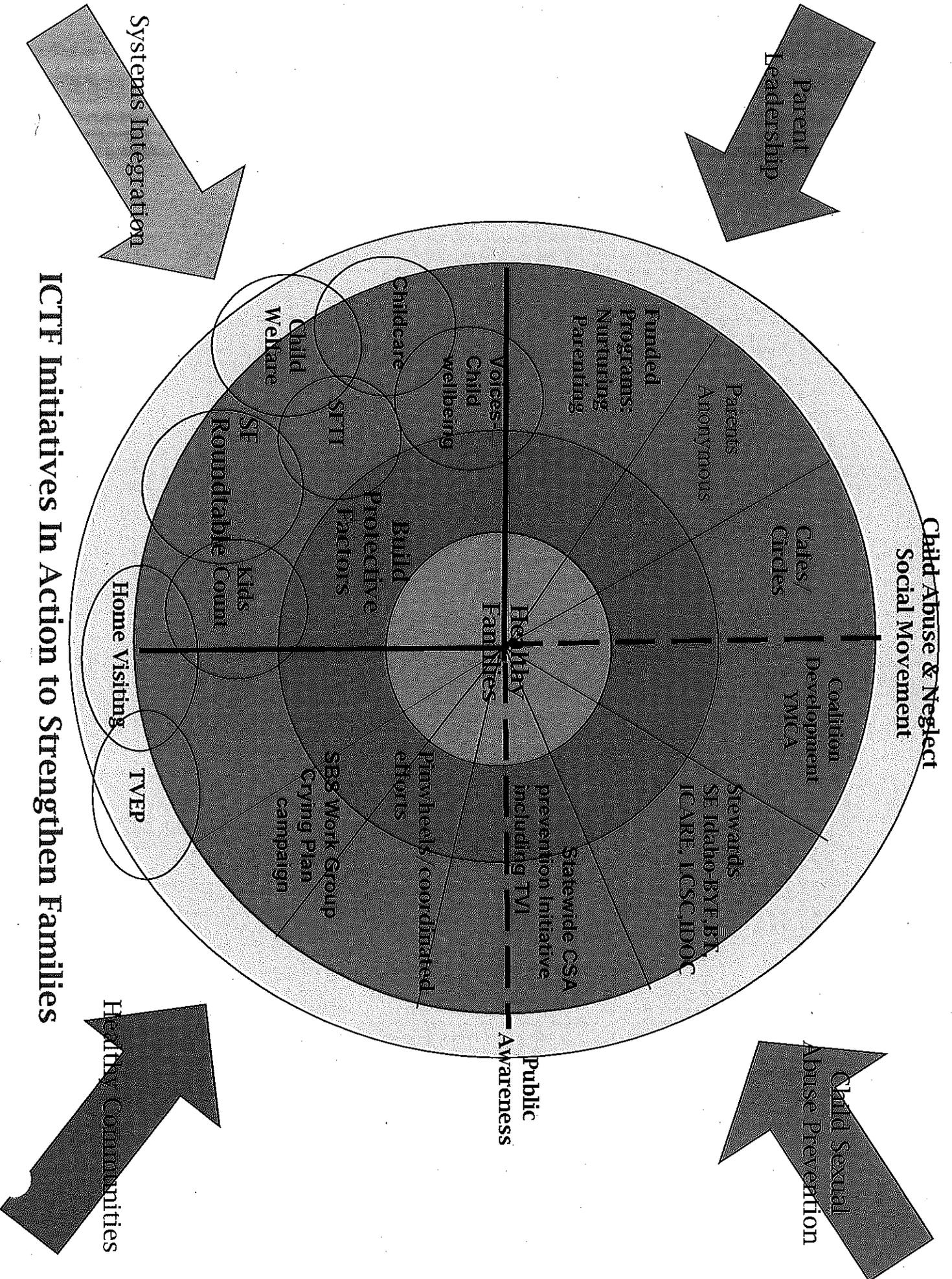
ICTF roles

Goal 1

Goal 2

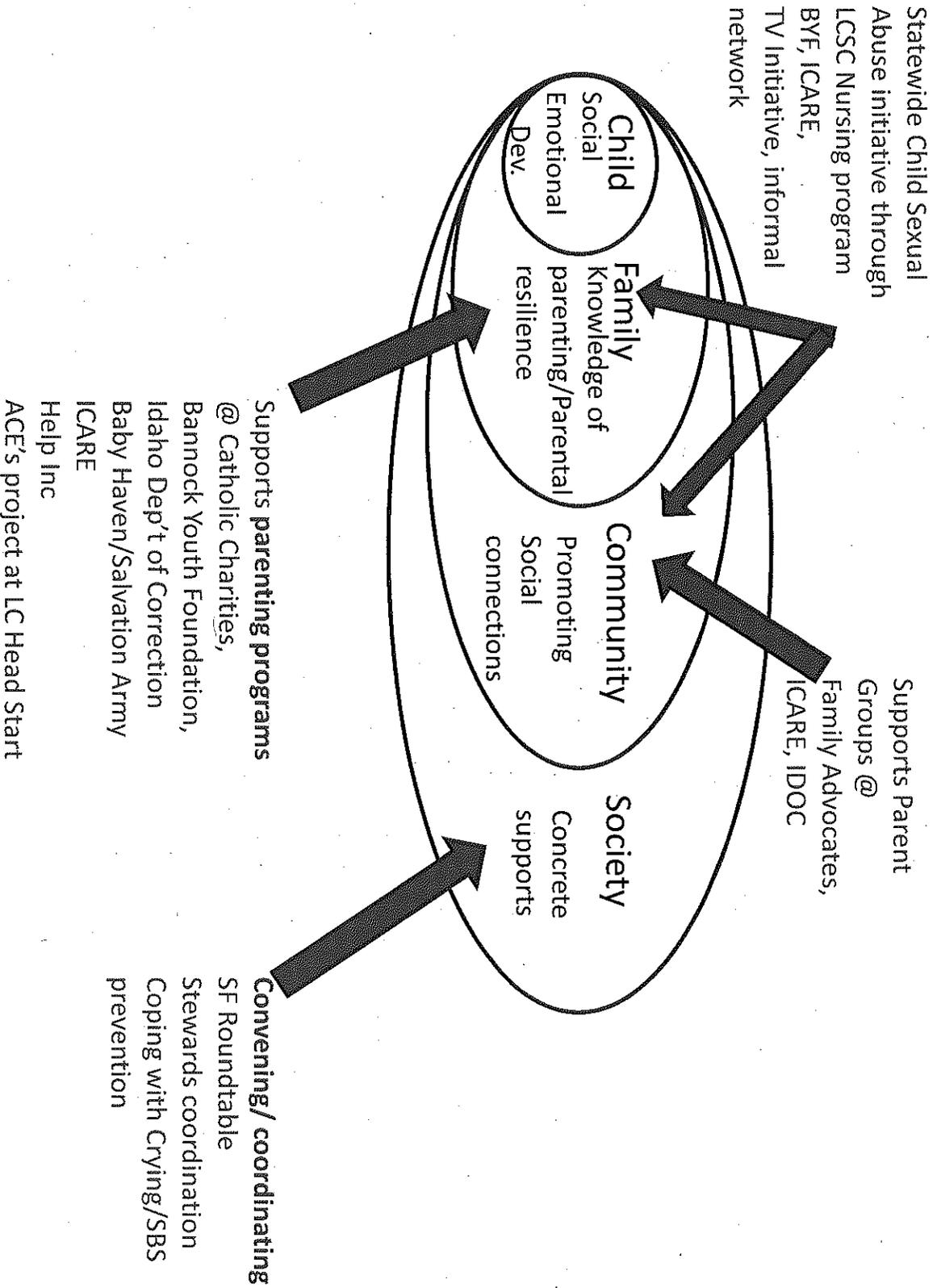
Goal 3

<p>Strategic funding</p>	<ul style="list-style-type: none"> • Fund and support statewide work on child sexual abuse prevention • Promote Evidence based or informed work with grantees 	<ul style="list-style-type: none"> • Fund child neglect work (connect with neglect training) 	<ul style="list-style-type: none"> • Continue funding local community work
<p>Communication and Awareness</p>	<ul style="list-style-type: none"> • Provide media training for grantees • Develop consistent media messaging to share with partners • Statewide approach to media to create echo chamber 	<p><u>Social Media</u></p> <ul style="list-style-type: none"> • Facebook • Targeted message • Single message • Develop consistent media messaging to share with partners 	<ul style="list-style-type: none"> • Responses to news events (Have responses available when events occur) Learn how to "pivot" off of events to get our prevention message out
<p>Convening</p>	<ul style="list-style-type: none"> • Continue SFTI • Increase conference sponsors 	<ul style="list-style-type: none"> • Continue Shaken Baby collaborative work 	<ul style="list-style-type: none"> • SF Roundtable statewide and local • Collaborations to develop initiatives
<p>Coordinating Training/Providing TA</p>	<ul style="list-style-type: none"> • Work with YMCA and statewide partners to use 10,000 online training slots effectively prior to 12/15 	<ul style="list-style-type: none"> • Training on neglect prevention 	<ul style="list-style-type: none"> • Regular D2L/SOC trainings • Grantee training for annual and MY grantees
<p>Strengthening Families integration</p>	<ul style="list-style-type: none"> • Evidence from grantees about what they are doing to implement Strengthening Families 	<ul style="list-style-type: none"> • Incorporate protective factors framework into partner allies work 	<ul style="list-style-type: none"> • Cross systems collaboration
<p>Impacting Policy/policy process</p>	<ul style="list-style-type: none"> • Do something enhancing child wellbeing (work with partners to determine best direction) 	<ul style="list-style-type: none"> • Children's cabinet (Long term goal to have Governor adopt a children's cabinet to focus attention on children's 	<ul style="list-style-type: none"> • Expand Home visiting as potential exists • Transformative Family justice • BRRFS-ACE's module

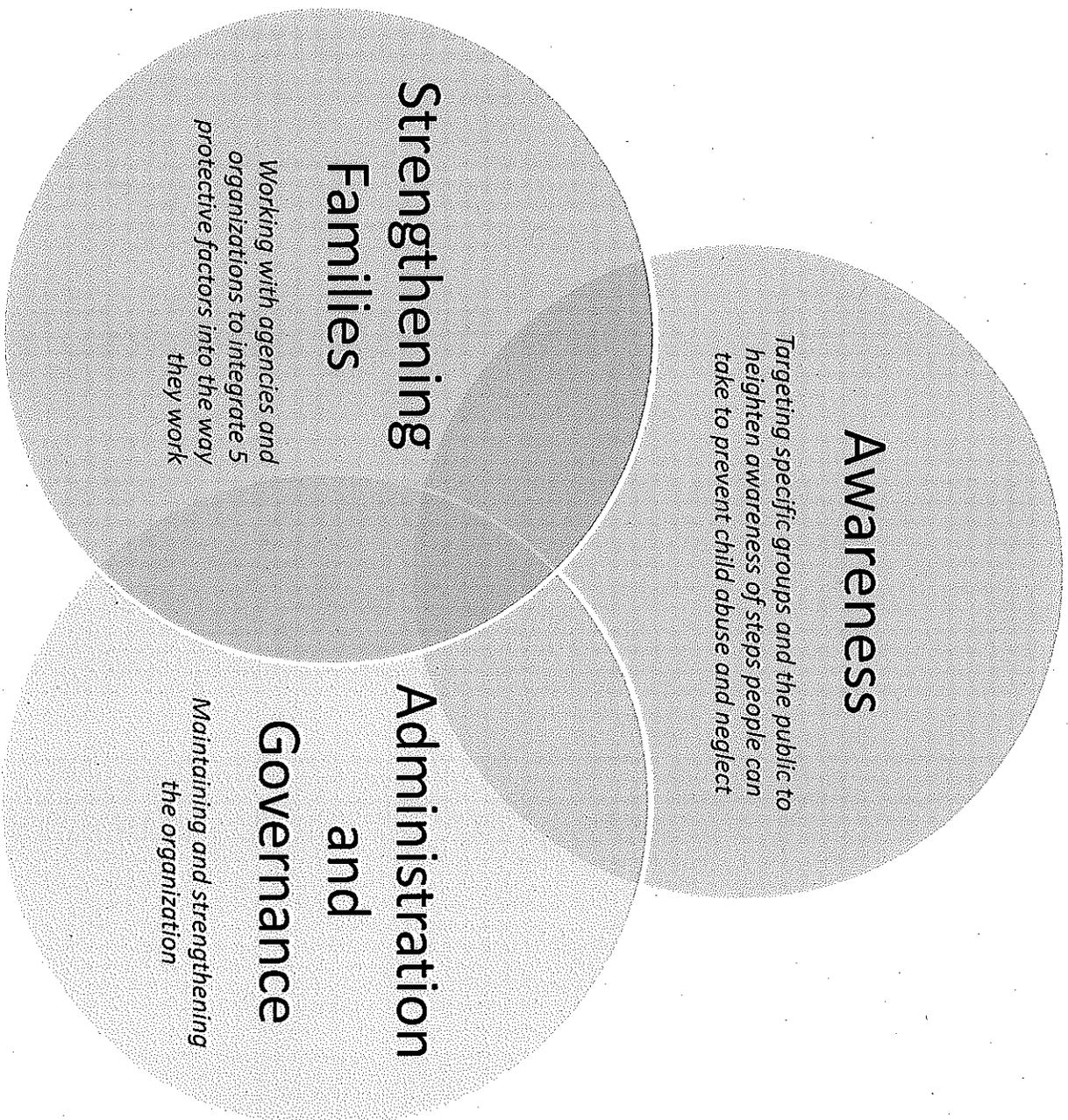


ICTF Initiatives In Action to Strengthen Families

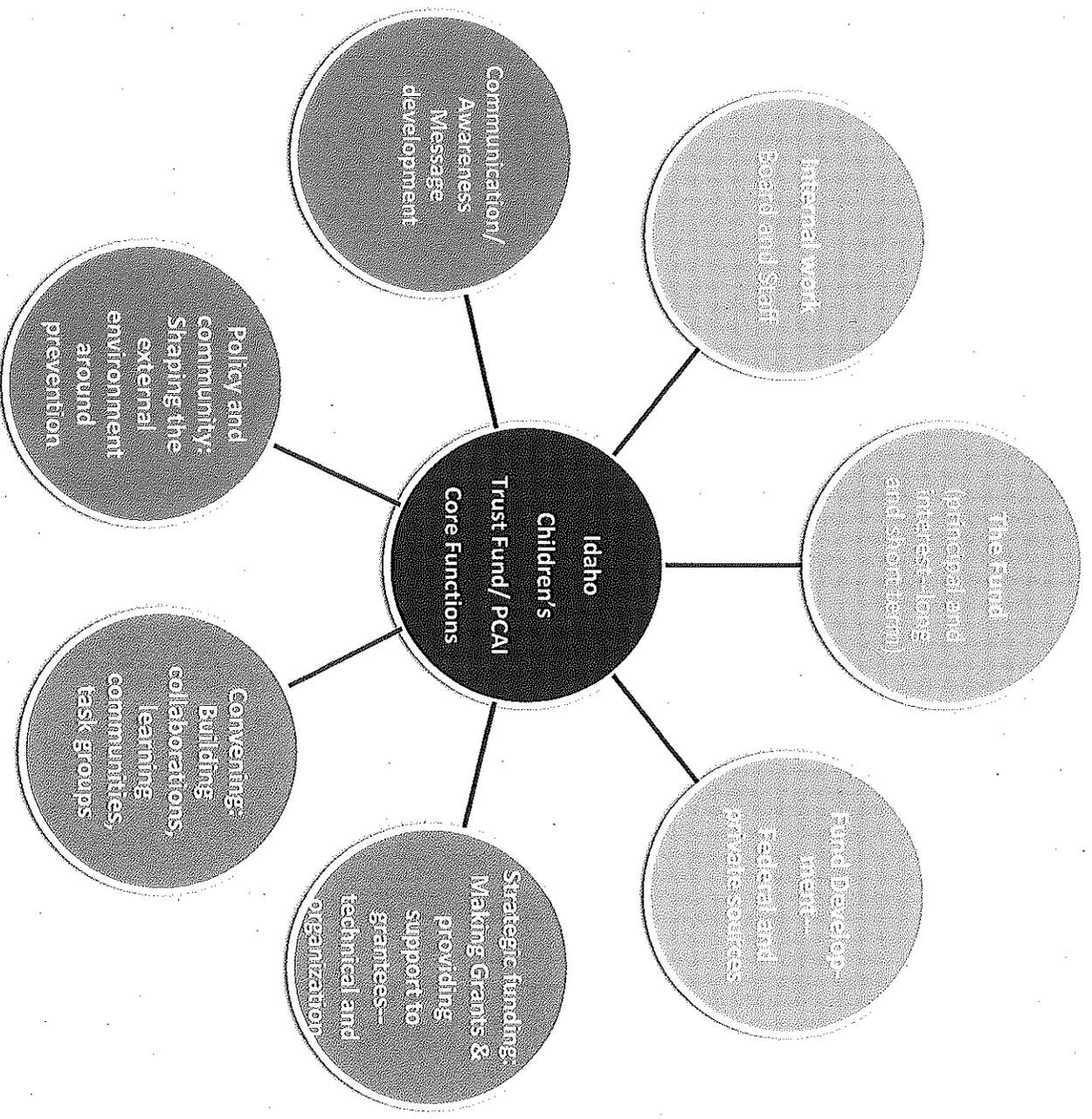
What does ICTF currently do to build protective factors at all levels of the social ecology to prevent child abuse and neglect?



Idaho Children's Trust Fund: Operational Plan



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Major Objective	Key Tasks	Lead Person	Funding source
1. Strategic Funding	Multi-year grants	Grants and Program Manager	CBCAP
	Annual Grants	Grants and Program Manager	Children's Trust Account (check off and interest)
	Regional Awareness Grants	Executive Director	CBCAP
	National Child Abuse Prevention Month Conventional and Social media	Executive Director Executive Director and Administrative Assistant	CBCAP CBCAP
2. Communication and Awareness			
3. Convening	Strengthening Families Training Institute	Executive Director	CBCAP, Sponsorships and registrations
	Grantee Cohort	Grants Manager	CBCAP and CTA
4. Coordinating Training and providing technical assistance			
	Working with grantees and community partners	Grants Manager	CBCAP
5. Integration of child abuse prevention/Strengthening Families into the work of all child and family serving organizations			
	SF Roundtable	Executive Director	CBCAP
	Voices for Children/Idaho Kids Count/ MIECHV/Idaho Coalition Against domestic and Sexual Violence/Treasure Valley Education Partnership	Executive Director	CBCAP and CTA
6. Impacting policy and the policy process			
	National Alliance of Children's Trust and Prevention Funds/Prevent Child Abuse America	Executive Director	CBCAP and CTA
7. Strategic Initiatives			
	Child Sexual Abuse Prevention—statewide Child Sexual Abuse Prevention—Treasure Valley and funded projects around state	Grants Manager Training Coordinator (VISTA) Grants manager	CBCAP CTA—St. Luke's Grant CBCAP

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	Shaken Baby Prevention	Executive Director	CTA
8. Maintaining organizational health	Quarterly Board Meetings	Executive Director/Board President	CBCAP
	Monthly finance committee meetings	Executive Director/Finance chair	
	Monthly oversight/executive committee meetings	Board chair	
	Staff Meetings	Executive Director	

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Board Request: Summary of the specific obligations which adhere to each of the current grants that are sources of ICTF funding, detailing those obligations on a task-by-task basis.

CHILD MALTREATMENT PREVENTION LEADERSHIP ACTIVITIES (as described in CBCAP application)

The role we have carved out for ourselves is focused in six strategic directions that frame "how" and "what" we do in our role as a catalyst for building prevention in the state of Idaho.

1. Strategic funding
2. Communications and awareness
3. Convening
4. Providing training and technical assistance
5. Impacting policy and the policy process
6. Integration of child abuse prevention/Strengthening Families strategies into the work of all child and family serving organizations

Strategic funding

The Children's Trust uses CBCAP and non-CBCAP funds to support three main types of grants that help to shape a statewide prevention agenda. During the grant year we used our annual (one year) grants to support parent leadership projects in a handful of organizations. We describe our multi-year (three-year) grantees as a "cohort" because we fund them with the idea that they provide overall leadership to the prevention "movement", sharing their expertise and creating a joint understanding of building protective factors into the fabric of their organizations and their communities. Lastly we provide funding to regional ad hoc coalitions that come together to plan and implement public awareness events especially during the month of April. Funding provides us with one tool to shape the strategic direction of child abuse prevention in Idaho.

Communications and awareness

Strategic communication to the public is a crucial aspect of the work to prevent child abuse because we need to shape the way that the public perceives the problem. If their lens is "stranger danger", for example, it will be difficult for them to get behind broad public health interventions like Strengthening Families. That perception will also lead them to believe that law enforcement rather than community must deal with the problem.

"Let's Talk About It!" was the theme of the 2012 child abuse prevention month in Idaho as we jointly planned and kicked off joint events with organizations involved in ending sexual assault. *Let's Talk About It* is more than a slogan. It's a strategy to change the way that people respond to families and children and to get them to rethink their perceptions about child abuse. As long as child abuse in all its forms remains a taboo subject, we will not be able to prevent it. Secrecy is the friend of the abuser. Getting people to talk about child abuse and neglect is a critical first step to prevention and an important strategy to impact the rate of child abuse in Idaho.

As we have come to recognize the co-occurrence of domestic violence and child abuse and the prevalence of youth abusing their younger peers, we have begun to work more closely with domestic violence groups statewide. Staff of the Idaho Coalition Against Sexual and Domestic

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Violence presented at our 2012 Strengthening Families Training Institute and in April we kicked off both National Child Abuse Prevention and Sexual Assault Awareness months with a joint proclamation from our governor and a rally with 150 people on the statehouse steps. During the month we used the *Let's Talk about It* theme to build awareness along with the distribution of over 10,000 pinwheels.

Children's Trust staff presented to a variety of groups during the year including the Chiefs of Police Association, the Treasure Valley Partnership made up of mayors from southwestern Idaho, members of the Idaho and Montana Exchange Clubs, the heads of the Regional Early Childhood Committees (part of the ECCS) and the Idaho Head Start Association. ICTF has maintained its relationship with the Public News Service, a radio actuality service that distributes radio and TV news from the Trust Fund and our partners to outlets statewide. Stories usually get between 40 and 50 stations to use the news item. Pivoting off the Penn State sexual abuse revelations, we also filed guest opinions with newspapers statewide.

Our presence on social media has improved so that we now have over 2000 "friends" on our Prevent Child Abuse Idaho site with whom we communicate regularly. This is a different group than the people with whom we communicate via e-mail and Constant Contact mechanisms.

Convening/Collaboration

"We're all in this together" has long been a rallying cry for the Children's Trust as we have worked to build collaborations between and among groups that touch the lives of children and families and who share a vision of strong families who can create an environment where all children can thrive.

There is no way that any one organization or even system can prevent all child abuse and neglect. All of us must be engaged in this work. The Idaho Children's Trust Fund facilitates this approach by bringing together key stakeholders and introducing prevention into organizations/systems that had not previously seen themselves as actors in prevention.

Our annual Strengthening Families Training Institute held in March each year, is both a premier training venue and an opportunity to convene prevention practitioners from throughout Idaho to learn from each other and to inform our work. Each year we set aside some time to have intentional wisdom sharing among the 200 or so participants. In 2012 we used a "spiral process" to elicit responses to the National Movement for America's Children's core question: "How can we ensure that every child has an equal opportunity for healthy growth and development?" We began with dyads, then four, then eight, then groups of sixteen people moving from the personal to the systemic. We had listeners from many of the national partners (or local surrogates) including PCAA, the National Alliance of Children's Trust and Prevention Funds, the Center for the Study of Social Policy, AMCHP, and Voices for Children. This helped provide a local voice from Idaho for the National Movement conversation.

In late April we brought together about 45 local officials and other leaders in the Boise Metro area to kick off a new initiative to train a critical mass of adults to be Stewards of Children. This was the first joint effort of a partnership between the YMCA and the Children's Trust. All participants left having made a commitment to be involved. This original convening has led to subsequent discussions with a variety of groups including the Mayors of a dozen Treasure Valley cities.

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The Strengthening Families Roundtable, which convened for the first time in July 2010, is the genesis for various projects and collaborations. It was from these meetings that we began work with the Idaho Department of Corrections and the various outreach components of the Department of Health and Welfare. We have strengthened our relationships with a variety of non-profit and public agencies through this forum. Conversations at this quarterly convening are consistently rich and help shape action by organizational participants.

Providing training and technical assistance

The ICTF works to shape the direction of prevention work in Idaho through training practitioners on best practices of peers and experts through its annual Strengthening Families Training Institute, regular technical assistance and reflection with network partners and grantees, and more formal training with grantee cohorts.

In addition to the broad trainings we provide for the whole network we also provide more specific training for recipients of ICTF grants. These focus around evaluation, outcome accountability, implementation of protective factors and the like. One of the ways we lead is through our grantees as they carry forth best practices. Beginning in this program year, ICTF has placed a lot more emphasis on building a cohort of grantees who see themselves as part of a bigger collaborative effort, a prevention team that builds on parent, family and communities strength in order to decrease child maltreatment.

The kickoff of the Treasure Valley initiative in April 2012 created a large scale training goal using the Stewards of Children curriculum. Training and follow up is the core activity of this initiative that seeks to train 60 facilitators to train an additional 22,500 adults over the next five years. This project is using training to create new prevention leaders who can help eliminate child sexual abuse.

Impacting policy and the policy process

While the Idaho Children's Trust Fund does no direct legislative advocacy, it helps to shape administrative policy through involvement in key organizations and collaborations. Throughout the year, ICTF staff participates in the advisory board of Idaho Kids Count, the steering committees for the Maternal Infant and Early Childhood Home Visiting Program and the Work Support Strategies group that has a Ford Foundation grant to streamline benefit delivery and strengthen families. Staff has also been part of the Child Welfare Committee for Idaho Voices for Children which got the Governor to establish a child fatality review process this past year after several years of holding the dubious distinction of being the only state without such a process.

Integration of child abuse prevention/Strengthening Families strategies into the work of all child and family serving organizations

In order to create an environment where all children can thrive, we are integrating strengthening families and prevention strategies into a wide range of organizations, agencies and other entities at the community level. This means that organizations figure out how to build protective factors into their professional development systems, into their community outreach plans and other places where family strengths can be grown.

In the past year we have deepened our integration especially within certain community outreach components of the state's Family and Children Services Division and within the staff of the Idaho Department of Corrections. Staffs of the Resource and Service Navigation, Kincare and the

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state's 211 system were trained in protective factors strategies and have built them into their official practice protocols. In addition to building protective factor strategies into the Department of Corrections pre-release manual for offenders leaving incarceration, therapeutic staff and case managers were trained in SF strategies.

ICTF Cycle 4 Cohort Calendar & RRF Information

2013

February 13	Letter of Intent and Grant Information and Application on the website
March 20	Letter of Intent Due
April 3	Responses sent to Accepted Letters
May 8	Multi-Year Grant Applications due
June 12	Mail selected applications to Board to read
July 22 & 23	Board decision on Multi-Year Cohort 4
August	Process Multi-Year contracts and RRFs paperwork
September 20	Contracts due to Cycle 4 Cohorts
October 1	Multi-Year Grant terms begins
October 16, Wed.	Cycle 4 Cohort meeting in Boise 9-4 ICTF & Program Introductions, SF 101, Logic model, RRF
December 6	Stewards of Children Facilitator Training Boise

2014

January	Cohort 4 site visits, report forms and logic model development
February 12	1 st Cycle 4 report due (electronically)
March 11 & 12	Strengthening Families training Institute
April	Child Abuse and Neglect Prevention Awareness Month
May 14	Cohort Meeting Qualitative Data and Protective Factor Survey
June 11	2 nd Cycle 4 report due (electronically)
October 1	Second Year Funding Available
October 15	Year End Report due
November 5	Cohort meeting First Year Learnings, SF and Neglect

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Treasure Valley Child Sexual Abuse Prevention Initiative (As described in St Luke's grant/VISTA plan)

Goal (from VISTA Project Plan): 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. The VISTA will coordinate trainers and training opportunities to achieve the goal.

Activity 1: Develop strategic outreach plan

- Step 1: Gather (unofficial) cross-sector leadership group to create plan
- Step 2: Draft plan and disseminate for comment
- Step 3: Make changes and finalize
- Step 4:
- Step 5:

Activity 1 Comments/Summary of Accomplishments:

Activity 2: Develop advisory group for the initiative

- Step 1: Identify and Develop leadership within each chosen sector
- Step 2: Interview and recruit members (6 to 10)
- Step 3: Hold bi-monthly meeting throughout the life of the initiative
- Step 4:

Activity 2 Comments/Summary of Accomplishments:

Activity 3: Coordinate Training of facilitators

- Step 1: Meet with all active facilitators in the valley to determine level of interest
- Step 2: Based on interviews, determine need for facilitator training sessions
- Step 3: Work with Trainer of Trainers to set training dates
- Step 4: Recruit facilitator trainees and hold training (s)

