



**SFY20-21 Program Evaluation Report**  
**June 2021**



June 14, 2021

Edward A. Blazel, Chief Clerk  
Wisconsin State Assembly  
17 West Main Street, Room 401  
Madison, WI 53703

Michael J. Queensland, Chief Clerk  
Wisconsin State Senate  
P. O. Box 7882  
Madison, WI 53707-7882

Dear Chief Clerk Blazel and Chief Clerk Queensland:

Thank you for the opportunity to submit the Wisconsin Child Abuse and Neglect Prevention Board *Program Evaluation Report* pursuant to Wis. Stats. §48.982 (7)(h).

The Prevention Board awarded over \$5 million to support local and statewide child abuse and neglect primary prevention efforts during SFY20 and SFY21, including:

- Evidence-informed parent education
- Abusive head trauma prevention
- Child sexual abuse prevention
- Professional development for family-serving professionals
- Family strengthening public awareness campaign
- Program evaluation
- Research on effective child maltreatment prevention strategies
- Universal newborn home visiting

The grantees faced many challenges over the past 15 months due to COVID, but they were able to adapt their programming and effectively support the children and families in their communities despite those challenges.

Please contact me if you have any questions about this report.

Kind regards,

*R.K. Murray*

Rebecca K. Murray  
Executive Director

Wis. Stats. §48.982 (7)(h) requires the Wisconsin Child Abuse and Neglect Prevention Board (Prevention Board) to conduct an evaluation of the effectiveness of the programs it funds under Wis. Stats. §48.982 (4) and (6) in achieving their stated goals and submit a report to the legislature by June 30 of each odd-numbered year. To comply with the statutory mandate, the Prevention Board submits this report.<sup>1</sup>

The Prevention Board funds child maltreatment primary prevention initiatives that provide supports for all families, regardless of risk. The goal of the funding is to prevent initial occurrences of child maltreatment. During SFY20 and SFY21 the Prevention Board awarded over \$5 million in grants to local community-based organizations, counties, statewide advocacy organizations, and university researchers.

### **Evidence-informed Parent Education Grants**

Nine grants were awarded across three categories: Evidence-informed Parent Education Child Abuse and Neglect Prevention, Training and Technical Assistance for the Parent Education grantees, and the Wisconsin Prevention Reporting System.

**1) Evidence-informed Parent Education Child Abuse and Neglect Prevention Grants** – Seven grants were awarded to local community-based providers and counties to implement the *Triple P – Positive Parenting Program*, an evidence-informed, multi-level parenting and family support strategy where the length of the parent engagement is tailored according to family needs and risk factors. Grants were awarded to:

- Children’s Wisconsin, serving Metro Milwaukee, Racine, and Walworth Counties
- Family and Childcare Resources of N.E.W., serving families in Brown, Marinette, Oconto, and Shawano counties
- Greater Watertown Family Resource Center, Inc., serving families in Dodge and Jefferson Counties
- Kenosha Prevention Services Network, serving families in Kenosha County
- The Family Resource Center of Eau Claire, serving families in Eau Claire County
- The Parenting Network, serving Milwaukee, Washington, and Waukesha Counties
- The Parenting Place, serving families in LaCrosse, Monroe, Trempealeau, and Vernon Counties

SFY20	SFY21
<p>There were seven grantees:</p> <ul style="list-style-type: none"> <li>• Four grantees completed 100% of the contract objectives</li> <li>• One grantee completed 85% of the contract objectives</li> <li>• Two grantees completed 75% of the contract objectives</li> </ul>	<p>There were seven grantees:</p> <ul style="list-style-type: none"> <li>• Five grantees completed 100% of contract objectives due by December 31, 2020</li> <li>• Two grantees completed 85% of the contract objective due by December. 31, 2020</li> </ul>

<sup>1</sup>The data provided in this report cover all of SFY20 and the first half of SFY21. Data for the second half of SFY21 are not included because grantees will not report data for activities conducted from January 1 – June 30, 2021 until July 15, 2021.

COVID caused the grantees to pause their in-person services, but they adapted their programming and were able to support families through virtual and hybrid services and still meet the contract objectives. Some of the adaptations the grantees made included:

- Providing virtual parent education, allowing families to more readily attend programming without needing to arrange for transportation and childcare
- Offering other parenting strategies including virtual family activities, story time, and drop off/pick up for diapers and other essentials
- Scheduling events like virtual “lunch and learns” and other events at flexible times
- Providing virtual social connections events for parents
- Providing families with concrete supports to address immediate needs

**2) Parent Education Training and Technical Assistance** – One grant was awarded to the Supporting Families Together Association (SFTA) to coordinate training and provide technical assistance for the Evidence-informed Parent Education Child Abuse and Neglect Prevention grantees. SFTA provides most of its training and technical assistance through online platforms. For training that was traditionally provided in person, SFTA was able to move those to virtual formats during the pandemic.

SFY20	SFY21
<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of the contract objectives</li> </ul>	<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of the contract objectives due by Dec. 31, 2020</li> </ul>

**3) Wisconsin Prevention Reporting System** – One grant was awarded to the University of Kansas to support an online reporting system and provide training to the Evidence-informed Parent Education Child Abuse and Neglect Prevention grantees. The University of Kansas developed a reporting system for the Department of Children and Families’ home visiting program grantees, so they added a module for parent education grantees to make reporting easier for grantees and more efficient.

SFY20	SFY21
<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of contract objectives</li> </ul>	<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of contract objectives due by Dec. 31, 2020</li> </ul>

### **Abusive Head Trauma Prevention**

Six grants were awarded to community-based organizations and health systems across Wisconsin to implement the *Period of PURPLE® Crying*, an evidence-based program developed to reduce incidences of abusive head trauma by providing education to parents and caregivers to increase understanding of early infant crying and reduce frustration that can lead to shaking or other abuse. Grants were awarded to:

- Family Resource Center of St. Croix Valley, serving Pierce, Polk, and St. Croix Counties
- Family Resource Center of Sheboygan County, serving Sheboygan County
- Gundersen Lutheran Medical Foundation, serving Adams, Crawford, Grant, Jackson, La Crosse, Marquette, Monroe, Richland, Trempealeau, and Vernon Counties
- Lakeshore CAP of Wisconsin, serving Kewaunee and Manitowoc Counties
- American Family Children's Hospital- University of Wisconsin Hospitals and Clinics, serving Dane County
- Children's Hospital and Health System, serving Milwaukee, Kenosha, Ozaukee, Racine, Washington, and Waukesha Counties
- American Family Children's Hospital and Gundersen Lutheran Medical Foundation both completed grant funding June 2020.

SFY20	SFY21
<p>There were four grantees</p> <ul style="list-style-type: none"> <li>• Four grantees completed 100% of contract objectives</li> </ul>	<p>There were four grantees</p> <ul style="list-style-type: none"> <li>• Three grantees completed 100% of contract objectives due by Dec. 31, 2020</li> <li>• One grantee completed 85% of contract objectives due by Dec. 31, 2020</li> </ul>

Hospitals limited physical access to their facilities since the onset of COVID. This meant grantees who usually go into the hospitals and meet with parents of newborns before discharge were unable to continue providing traditional abusive head trauma prevention services. Some providers were able to offer the *Period of PURPLE® Crying* virtually.

### **Child Sexual Abuse Prevention**

One grant was awarded to Children's Wisconsin to provide statewide training to adults and family-serving organizations on how to prevent, recognize, and respond appropriately to child sexual abuse and to strengthen child- and youth-serving organizations' policies and procedures to screen and select employees and volunteers, ensure safe environments, and create and monitor interactions between staff, volunteers, and participants. During COVID this training was offered virtually.

SFY20	SFY21
<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of contract objectives</li> </ul>	<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of contract objectives due by Dec. 31, 2020</li> </ul>

### **Workforce Professional Development**

The Prevention Board funds training for family serving professionals in the *Bringing the Protective Framework to Life in Your Work* curriculum, a research informed and widely accepted approach for communicating the role of protective factors in mitigating risk and promoting family strength.

SFY20	SFY21
<p>There were 29 certified trainers</p> <ul style="list-style-type: none"> <li>• 16 of the 26 certified trainers completed 100% of the contract objectives</li> </ul>	<p>There were 25 certified trainers</p> <ul style="list-style-type: none"> <li>• 6 of the 25 certified trainers completed 100% of the contract objectives in the first six months of SFY21</li> </ul>

Despite COVID, the certified trainers and parent co-presenters were able to continue professional development for family-serving professionals by adapting the training to a virtual format. The numbers for the first half of SFY21 are lower because some trainers did not offer the training until the second half of SFY21. These numbers will be considerably higher by the end of the fiscal year because the trainings are being offered again.

### **Public Awareness**

One grant was awarded to KW2 to develop and implement a family strengthening and child maltreatment prevention public awareness campaign.

SFY20	SFY21
<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of the contract objectives</li> </ul>	<p>There was one grantee</p> <ul style="list-style-type: none"> <li>• The grantee completed 100% of the contract objectives due by December 31, 2020</li> </ul>

COVID did not impact the implementation of the public awareness campaign.

### **Program Evaluation and Research**

Grants were awarded to the University of Wisconsin – Madison to provide research on effective child maltreatment prevention strategies and to provide training and technical assistance to four adult correctional institutions. Another grant was awarded to the University of Wisconsin – Milwaukee to study the impact of the *Family Connects*®, an evidence-based universal nurse home-visiting program which aims to improve maternal and child outcomes and prevent child maltreatment.

#### **1) University of Wisconsin – Madison (research on effective child maltreatment prevention strategies)**

SFY20	SFY21
There was one grantee <ul style="list-style-type: none"> <li>The grantee completed 100% of contract objectives</li> </ul>	There was one grantee <ul style="list-style-type: none"> <li>The grantee completed 100% of contract objectives due by December 31, 2020</li> </ul>

#### **2) University of Wisconsin – Madison (training and technical assistance to implement a parent education program for parents incarcerated in Department of Corrections correctional institutions)**

SFY20	SFY21
No grant was awarded for SFY20	There was one grantee <ul style="list-style-type: none"> <li>The grantee completed 100% of contract objectives due by December 31, 2020 to the extent practicable due to COVID</li> </ul>

COVID delayed the implementation of the parent education program in the correctional facilities. Green Bay Correctional Institution, Robert Ellsworth Correctional Center, Taycheedah Correctional Institution, and Milwaukee Women’s Correctional Center were scheduled to begin implementation of the *Parenting Inside Out* parent education program in 2020 but that was delayed in three of the four facilities due to COVID. During the pause in programming, the grantee developed program materials and provided technical assistance to the program staff in the institutions.

#### **3) University of Wisconsin - Milwaukee**

SFY20	SFY21
There was one grantee <ul style="list-style-type: none"> <li>The grantee completed 100% of the contract objectives</li> </ul>	No grant was awarded for SFY21

### **Other Primary Prevention Strategies**

The Prevention Board funded two innovative approaches to child maltreatment prevention. The Wisconsin Department of Children and Families received a grant to include primary prevention strategies (protective factors and evidence-informed universal parenting) in some of their existing programs. The Central Racine County Health Department received a grant to pilot the *Family Connects* program—a home visiting model that is available to all parents, not just those identified as at-risk.

#### **1) Department of Children and Families**

SFY20	SFY21
No grant was awarded for SFY20	There was one grantee <ul style="list-style-type: none"> <li>The grantee completed 100% of the contract objectives due by December 31, 2020</li> </ul>

#### **2) Central Racine County Health Department**

SFY20	SFY21
There was one grantee <ul style="list-style-type: none"> <li>Services were discontinued three months into the grant due to COVID. Grantee was meeting objectives to that point.</li> </ul>	There was one grantee <ul style="list-style-type: none"> <li>No services provided through December 31, 2020 due to COVID</li> </ul>

COVID brought this program to a halt. *Family Connects* is a program where public health nurses meet with parents of newborns while they are still in the hospital and then conduct a home visit about two weeks after the birth of the child. The birthing hospital limited access to the facility, so the grantee was not (and still is not) able to meet the parents in the hospital. Understandably, many families were reluctant to allow in-home visits during this time. The grantee expects to resume services in SFY22.

*The Prevention Board was created by the Legislature in 1983 to lead child abuse and neglect prevention efforts in Wisconsin. The Prevention Board members represent the offices of the governor, attorney general, state superintendent of public instruction; secretaries from the department of children and families, department of health services, department of corrections; two state senators and two state assembly representatives appointed by the majority and minority leaders; and 10 public members appointed by the governor for staggered three-year terms.*