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Q & A CORNER

This ongoing series is designed to address questions raised by state leaders regarding developing state systems and taking HFA to scale. As part of the *State Systems Scoop*, we explore answers to these questions and offer resources for additional information.

In response to questions regarding legislative advocacy, this issue offers highlights from a recent State Systems Technical Assistance Call (TAC) titled, "Developing Relationships with Legislators and other Key Constituents," presented by Suzin Bartley and Gretchen Bieseker from the Massachusetts Children's Trust Fund. Meeting with legislators is an excellent way to begin building relationships and providing information about your program. The information provided here is designed to provide tips for meeting with elected officials at the local, state, or national level.

Tips for meeting with elected officials:

-During legislative visits, be respectful of staff and try and cultivate relationships. Staff members are close to officials and can be messengers and supporters.

-Make sure any information you provide is factual and compelling and short (under two pages). Whenever possible, provide data that effectively demonstrates positive outcomes. If you don't have outcome data, provide demographic data: how many families you are serving, any information on those families (age of parents, age and number of children), ethnic/racial information, eligibility for public assistance, qualifications of staff, where programs are located, etc.

-Provide information on unmet need in the community/state to demonstrate the importance of the program.

-Make sure you are not asking for more than three things from your legislator.

-Don't over-promise. Be mindful of the limitations of home visiting – it is not a panacea. Many decision-makers want to think that one program can solve the problems of all the families in his/her state.

-If you don't know an answer for something – tell them you don't know, but will get back to them.

-Don't burn your bridges – just because a particular legislator may not support your issue now, do not assume that your issue will not be supported in the future.

-Prior to your visit, try to do as much research as possible on your legislator to find out what issues he/she supports and what their priorities are.

For more information about legislative advocacy and other advocacy strategies, look for the new PCA America Advocacy Tool Kit, which will be available at the end of March.

TRAINING TIDBITS

This section provides an arena for sharing information that supports ongoing training, knowledge development, and skill building. This information may take the form of additions, corrections and changes to current materials or procedures or it may take the form of sharing newly available materials (books, videos, tapes, etc.) with the field.

The I Am Your Child Foundation has four videos for parents that are affordably priced at 5 dollars each. The titles include: *Safe From The Start*, *Discipline*, *Your Healthy Baby*, *Ready To Learn*. They are each about one half hour long and are hosted/narrated by well-known television personalities. The videos are culturally diverse and include the father in most situations. All would be appropriate to share with new parents.

-*Safe From The Start* deals directly with preparing the home environment for the new baby and covers many safety issues, such as use of car seats, how to store poisons, etc.

-The *Discipline* video addresses many issues regarding discipline, taking into consideration the cultural differences surrounding the issue. It shows various ways to discipline children of different ages and includes a helpful section on the issue of spoiling. This particular video is hosted by Dr. Brazelton, who leads the parent participants in a good discussion about spanking.

-*Your Healthy Baby* includes a short, but very effective, segment on prenatal care. This video has limited father involvement, but it does offer helpful information on breast feeding and the importance of well-baby check-ups

-*Ready to Learn* demonstrates to new parents strategies for interacting with their baby and toddler. It shows many different ways for parents to help their babies' brains develop through playing. The video depicts parents and children in various stages of development, sharing ways to help the baby/toddler learn.

The easiest way to obtain these videos is through the I Am Your Child website: www.iamyourchild.org. The videos can be purchased online with a credit card or shipped with an invoice. Please direct any questions to (310) 285-2385.

Credentialing Announcements:

The next HFA Credentialing Peer Reviewer training will be held in Chicago, May 3-5, 2001 at the office of Prevent Child Abuse America. Applications should be submitted by March 23rd, Attn: Wendy Mitchell, Manager of HFA Credentialing. Interested parties may request a copy of the application from Kimberly Gardiner, Credentialing Assistant, at 312-663-3520 X131, or kgardiner@preventchildabuse.org. Please disseminate this information within your state.

We are also pleased to announce that the standards for the HFA Multi-site Credentialing Addendum have recently been finalized. Staff would like to thank all those that provided guidance, input and feedback into the development of the multi-site standards and review process. Copies of the Addendum will be disseminated to all state primary contacts and entities that have expressed an interest in completing the multi-site credentialing process. If you are interested in receiving a copy of the completed standards, please contact Kimberly Gardiner at 312.663.3520 x/131. Questions related to the multi-site credentialing standards or process can be directed to Wendy Mitchell at 312.663.3520 x/129.

National Association of Counties and PCA America Partnership For Healthy Families

NACo and PCA America have formed a partnership to bring the Healthy Families program to underserved counties across the country. With a grant from the Freddie Mac Foundation, NACo will work directly with elected and appointed officials, providing information and technical assistance to encourage counties to replicate the Healthy Families program. NACo will also provide a peer to peer network, which will connect elected and appointed county officials with other officials in their counties. Through the peer exchange, counties can share advice and lessons learned when planning and implementing a Healthy Families Program.

One of the first steps in the NACo/PCA project is to survey the local Healthy Families sites to determine their involvement with county agencies and officials. The results of that survey will be shared in March at the NACo Legislative Conference and the Healthy Families State Leaders Meeting.

For more information on this project contact Debbie Slack Katz at NACo. Her phone number is 202-942-4246 and her Email address is dslackka@naco.org.

PREVENT CHILD ABUSE AMERICA NEWS

Child Abuse Prevention Month Packet: Growth Through Nurturing

Each year, the April observance of Child Abuse Prevention Month is an opportunity to focus our communities' attention on issues relevant to the prevention of child abuse. Since April is also a time of rebirth, what better month to focus on the protection and care we provide to our own young? Our Child Abuse Prevention Month packet, sponsored by Target, focuses on positive parenting as an effective tool in the prevention of child abuse. These materials are designed to encourage individual, family and community participation in prevention activities throughout the month. We hope you find them helpful as you build or strengthen local efforts to prevent the abuse and neglect of our nation's children. Call 1.800.CHILDREN or visit our web site www.preventchildabuse.org to order your packet. A donation of \$3 per packet is requested.

Great Beginnings Start Before Birth

In January, a Prenatal Advisory Panel made up of prenatal and medical experts, researchers, academics, and practitioners participated in an initial conference call to begin to develop best practices for prenatal home visiting. During February, a Fatherhood Advisory Panel conference call took place in order to begin to identify

strategies for engaging fathers during the prenatal period and beyond. Additionally, information from a recent literature review will be shared in the upcoming issue of the *HFA Spotlight*.

HFA/Home Visiting State Systems Survey

We are currently compiling and interpreting information from the HFA/Home visiting State Systems Survey. This survey is designed to capture information on a range of activities pertaining to the development of state systems across the country. It was disseminated to primary contacts and often completed with other state leaders. If your survey has not yet been submitted, please Sara Zuiderveen at 312-663-3520 X119 or szuiderveen@preventchildabuse.org

HFA State Leaders Meeting

This year's HFA State Leaders Meeting will be held in Washington D.C., March 11 – 14, 2001. Events will include a lobbying day, followed by a hill reception hosted by Prevent Child Abuse America and the National Association of Counties on Capitol Hill. This reception will honor Senator Christopher Dodd, House Majority Whip Tom Delay, and the Chairman and CEO of the Freddie Mac Foundation, Leland Brendsel for their outstanding work, leadership, and support of children and families. Look forward to a summary of the meeting in the next issue of the *State Systems Scoop*.

New Federal Funding Guide for Child Abuse and Neglect Prevention

The fourth publication in our funding series, *Federal Funding for Child Abuse and Neglect Prevention, Accessing New Funding Sources*, is now available to order. The Federal Funding guide offers helpful strategies and resources that can be used to obtain federal funds. This publication can be purchased at the regular price of \$8, or at the HFA Sites/Chapters price of \$6. Contact Kimberly at kgardiner@preventchildabuse.org, or Sara at szuiderveen@preventchildabuse.org for information on how to order your copy.

Trainers Forum

On February 28, HFA hosted a meeting with the directors of training for Early Head Start, Parents as Teachers, HIPPI, Zero to Three, and MELD to discuss strategies for maintaining quality assurance for trainers and training. For more information contact Cynthia Stringfellow at 312-663-3520 X165.

The Civitas Initiative

This spring, Civitas will be sending a copy of their video entitled, *Begin with Love*, to every HFA site. This video highlights five guidelines that will help all new parents create a responsive and enriching environment for their young baby. The video is hosted in English by Oprah Winfrey and in Spanish by Cristina Saralegui. Along with the video, sites will receive a survey requesting information regarding the potential number of free videos each site might want to distribute, including possible quantities narrated in either Spanish or English. Civitas will be using this information to write a grant that would allow them to fulfill these national requests.

Coming Soon...

The **HFA Website (www.healthyfamilies.org)**, featuring information on training, credentialing, state systems, publications, state and site contacts, upcoming events, and much more will be launched in late March. **The HFA State Systems Framework**, written in cooperation with the State Leaders Advisory Committee (SLAC), defines the roles of primary contacts and state leaders and outlines the various elements of state systems. This publication will be available at the end of March for \$8.

FUNDING OPPORTUNITIES

Kmart Fund for Kids

Attention grant shoppers -- there is a blue light special in your community! The Kmart Foundation offers funding for nonprofits that "help children live happier, healthier lives" through the Kmart Fund for Kids. Kmart's Fund for Communities is for nonprofits with a results-oriented track record.

<http://www.kmartcorp.com/corp/community/funds/index.stm>

Availability of Funds for Grants for the Community Access Program (CAP)

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Health Resources and Services Administration

Closing Date: May 7, 2001

Amount: \$40 million

SUMMARY:

The purpose of this program is to assist communities and consortia of health care providers to develop the infrastructure necessary to fully develop or strengthen integrated systems of care that coordinate health services for the uninsured and underinsured.

Program Goal: The coordination of services through the CAP grant will allow the uninsured and underinsured to receive efficient and higher quality care and gain entry into a comprehensive system of care. The system will be characterized by effective collaboration, information sharing, and clinical and financial coordination among all levels of care in the community network. The system will be committed to continuous performance improvement, implementation of best practices, staff development, and real-time feedback of outcomes of care. Care management (e.g., case, disease) will be applied across the continuum for those with chronic illnesses, high-risk individuals, and high utilizers. The system will also strive to provide universal access to the target population and to improve the health status of the community population.

They are seeking to fund a variety of program models in communities that have an established track record for building partnerships and that have completed the basic planning necessary to implement a coordinated system of care. The successful applicant will design a project that builds upon its current capacities and strengths; brings the major players in the political and health delivery systems to the table; uses the federal

funds available to plan a transition to an expanded and innovative approach that will ultimately be competitive within its own market; and will sustain the delivery of services and funding after these federal grants expire. The successful applicant will work with its county board, city council, state legislature, and state health programs to assure the coordination and efficient use of all available resources to achieve program goals.

Eligible Applicants:

To encourage the development of different models, this program seeks a variety of applicants representing all types of communities. Applicants which receive funding may be large health care systems or small organizations. Applications are encouraged from large urban areas, small rural communities, and tribal organizations.

Applications may be submitted by public and private non-profit entities that demonstrate a commitment to and experience with providing a continuum of care to uninsured individuals. Each applicant must represent a community-wide coalition that is committed to the project and includes safety net providers (where they exist) who have traditionally provided care to the community's uninsured and underinsured regardless of ability to pay. The community-wide coalition must consist of partners from all levels of care (i.e., primary, secondary, tertiary) and partners which represent a range of services (e.g., mental health and substance abuse treatment, maternal and child health, oral health, HIV/AIDS care).

Listed in:

Federal Register

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Page 9589-9591

For detailed information go to:

http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=2001_register&docid=01-3251-filed

The Kellogg Foundation

Agency/Department:

Supervisor of Proposal Processing

W.K. Kellogg Foundation

One Michigan Avenue East

Battle Creek, Michigan 49017-4058

Current programming interests

Health: Improve the health of people in communities through increased access to integrated, comprehensive health care systems that are organized around public health, prevention, and primary health care, and that are guided, managed, and staffed by a broad range of appropriately prepared personnel.

Youth and Education: Support healthy infant, child, and youth development by mobilizing, strengthening, and aligning systems that affect children's learning.

For detailed information go to: <http://www.wkkf.org/default.asp>

GENERAL FUNDING

The [Foundation Center](http://fdncenter.org/) is a nonprofit information clearinghouse that collects, organizes, and analyzes information on foundations, corporate giving and related subjects. Be sure to visit their online library at <http://fdncenter.org/>.

WWW.Helping.org is a joint project between the Benton and the AOL Foundations. Be sure to visit the resources for nonprofits.

WWW.Grantmatch.com helps charities and nonprofits inform potential donors of their work, and match donations to specific charitable projects. Nonprofits and philanthropists can use the Proposals option (to find specific grant requests) free for 12 months.

RECENT REPORTS

Head Start Shows Good Results for Toddlers

The U.S. Dept. of Health and Human Services reports preliminary findings from the new Early Head Start program show positive results. Toddlers in the program tend to speak with a larger vocabulary and more complex sentences. Participating parents tend to read more to their two-year-olds, engage in more structured play with them, and use distraction, explanation or mild response instead of spanking when problems arise. To access the full report, go to <http://www.acf.dhhs.gov/news/press/2000/ehs112.htm>.

New on the Annie E. Casey Foundation Website: “The Right Start: Conditions of Babies and their Families in America’s Largest Cities.”

In this new two-volume Special Report, KIDS COUNT and Child Trends provide a powerful tool to those who work to give every newborn in America “the right start.” In “The Right Start: State Trends” we present state-level data for every year from 1990 to 1998 on eight specific measures of a healthy and promising start to life. This includes annual data, as well as a one-page narrative description of how each state fared during the 1990-1998 period. In the companion volume, “The Right Start: City Trends” the same indicators are measured for the nation’s 50 largest cities. This level of detail enables readers to pinpoint the most urgent issues affecting birth outcomes in their cities and to fashion targeted, tailored responses. “The Right Start City Trends” also identifies cities that have seen notable improvements in specific measures and those that are performing much better than average. For the full report, go to <http://www.aecf.org/kidscount/rightstart2>

Welfare Reform Reauthorization: An Overview of Problems and Issues This

Brookings Institution policy brief looks at the effect of welfare reform on many of the non-cash assistance programs that support low-income families -- child care, health care, job training and more. For the full report, go to <http://www.brookings.edu/wrb/publications/pb/pb02/pb02.htm>

RESOURCES

SAMHSA Grant Writing Workshops

The Substance Abuse and Mental Health Services Administration (SAMHSA) has scheduled three two-day grant writing technical assistance workshops in March to help prospective grant applicants, including governmental entities, community-based organizations, hospitals, faith-based organizations, schools and universities

prepare applications for numerous funding opportunities in FY 2001. These opportunities are designed to help improve the quality and availability of substance abuse prevention, addiction treatment and mental health services, youth violence prevention projects and programs for youth at high risk. For more information, go to <http://www.jointogether.org/jtodirect.jtml?U=24562&O=265983>

National Center for Learning Disabilities (NCLD)

The mission of the NCLD is to promote public awareness and understanding of children and adults with learning disabilities, and to provide national leadership on their behalf, so they may achieve their potential and enjoy full participation in our society. The organization provides age-based information on developmental milestones for: motor/gross motor skills, cognitive skills, fine motor skills, communication skills/understanding of language, self-help skills, spoken language and social skills.

www.nclid.org

Pathways Awareness Foundation

Pathways is a not-for-profit organization dedicated to providing education for and about children with movement and physical challenges and their families. The name of the organization stems from the belief that the brain can create new connections if the old connections no longer work. This organization provides information on early detection and early intervention. They also distribute a variety of materials including videos, slides, handouts and brochures.

www.pathwaysawareness.org

The National Academy's Board on Children, Youth, and Families

This organization addresses a variety of policy-relevant issues related to the health and development of children, youth, and families. It does so by convening experts to weigh in on matters from the perspective of the behavioral, social, and health sciences. The Board's Forum on Adolescence focuses attention on critical national issues of importance to youth and their families. The Board and Forum operate under the National Research Council and the Institute of Medicine of the National Academies.

<http://www4.nationalacademies.org/cbsse/bocfyweb.nsf>

Children With Disabilities

This new web site will offer information and resources to disabled children, their families and service providers. The site, part of a joint effort by several Federal agencies to promote a national agenda for children and foster positive youth development, will provide information on learning disabilities, debilitating conditions and physical disabilities. The site includes information on advocacy, education, employment, health, housing, recreation, training, and housing.

www.childrenwithdisabilities.ncjrs.org

PASS IT ON:

Looking for Prevention Strategies

The Family Violence Prevention Fund wants to learn about community organizing strategies that have effectively mobilized people to take action to prevent domestic violence or child abuse in their communities. The Fund will then publish a resource guide to share these strategies with other communities interested in engaging residents in family violence prevention efforts. If your program or a program you know engages in this kind of work, contact Catlin Fullwood (212-781-3732; fullcat@aol.com).

Better Care for Babies

If your state or community has developed new infant and toddler initiatives that you would like to share, contact researcher Joan Lombardi at <jlombardi@aol.com>.

Please continue to forward any new resources, funding information, conference dates, and news items so that we may share this information with the rest of the network.

CONFERENCES

Children's Welfare League of America 2001 National Conference

Location: Washington, DC **Dates:** March 7-9, 2001 **Topic:** Communities need to connect at their hearts if they are to successfully help today's troubled children and families. They also need policy and fiscal resources that support their efforts to protect and nurture America's children. That's why the Child Welfare League of America's is devoting its 2001 national conference to helping you connect with those in your community who are driven by the same cause, and to helping you understand and advocate for funding and family friendly public policy. Together with professionals and advocates from many fields, we'll work to examine whether current federal laws, policies, and resources promote safe and healthy children, families, and communities, and what steps need to be taken to further our goals.

<http://www.cwla.org/conferences/>

The Seventeenth National Symposium On Child Sexual Abuse

March 13 – 16, 2001, Huntsville, Alabama

The primary goal of Symposium is to provide current, comprehensive training on child sexual abuse and child maltreatment to professionals in more than 15 fields. Symposium faculty is comprised of some of the leading experts in the field. Whether your interest is learning more about prevention, intervention, domestic violence, physical abuse, treatment or child fatalities, you don't want to miss this conference. Last year's Symposium attracted over 1800 professionals, volunteers, supervisors, and educators nationally and internationally. As a secondary goal, the Symposium offers outstanding networking opportunities to those who attend.

<http://www.apsac.org/>

Children's Defense Fund Annual National Conference

When: April 18-21, 2001 **Where:** Hilton Washington - Washington, DC

Contact: Grapelynn Fentress, Special Events/Meetings Planner

Telephone: 202-628-8787 Hotline: 1-800-CDF-1200

Email: cdfinfo@childrensdefense.org

More than 4,000 leaders of the child advocacy movement are expected to attend CDF's National Conference 2001 at the Washington Hilton & Towers in Washington, D.C. For four days they will network, share workshop experiences, exchange ideas, and focus on their common goals. The theme of the conference is: Leave No Child Behind®: Transforming the World for Children.

<http://www.childrensdefense.org/activitypage.htm>

The Office on Child Abuse and Neglect (OCAN);

Faces of Change: Embracing Diverse Cultures and Alternative Approaches.

Date: April 23-28, 2001, Albuquerque, New Mexico.

The conference theme recognizes that our diversity enables us to bring a multitude of approaches to bear on key issues in the field of child abuse and neglect. It also reflects our hope that building on the strengths found in these differences will create positive opportunities for change. The Thirteenth National Conference on Child Abuse and Neglect promises to be a celebration of our strengths in the face of new challenges as we strive to protect children and strengthen families.

Phone: 703-528-0435

http://nrc.pal-tech.com/can_default.asp

If you received this newsletter via mail and you have an email address, please email your address and any other updated contact information to:

szuiderveen@preventchildabuse.org.

Thank You!