



## Community-Based Child Abuse Prevention (CBCAP)

### FFY 2020 Application

June 5, 2020

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## 1. Submission Letter

June 5, 2020

Elizabeth Darling  
Commissioner  
U.S. Department of Health and Human Services  
Administration on Children, Youth, and Families  
330 C Street SW, 3<sup>rd</sup> Floor, Room 3044  
Washington, D.C. 20201

Dear Commissioner Darling,

Attached is the Montana Community-Based Child Abuse Prevention (CBCAP) Application for FFY2020, Log No: ACYF-CB-PI-05. The FFY2020 application, including all attachments, will be electronically submitted to the email address of [cbcaphhs@acf.hhs.gov](mailto:cbcaphhs@acf.hhs.gov), the CBCAP Federal Program Officer at the Office on Child Abuse and Neglect.

The Governor Documentation and Assurances, the Lead Agency Assurances, the Leveraged Claim Form, and the Certifications Regarding Lobbying (those that require original signatures) are attached in a PDF format. Other attachments included are the Requests for Proposals, Renewal Application, and state level strategic plans to prevent child abuse and neglect.

Montana Children's Trust Fund (MT CTF) strategically supports initiatives that effectively strengthen Montana's families and keep children safe from abuse and neglect. It is administratively attached to the Montana Department of Public Health and Human Services. As a quasi-public entity, MT CTF is governed by a seven-member Board of Directors appointed by the Governor. The board members provide a wealth of knowledge and experience about the needs of children and families. Two board members must represent State government agencies involved in social work relating to children and education. The Governor ensures that the Board represents Montana's vast geographic diversity. MT CTF Board of Directors currently represents all six Child and Family Services regions in Montana.

If you have any questions or concerns, please contact Melissa Lavinder, CBCAP Grant Administrator at [mlavinder@mt.gov](mailto:mlavinder@mt.gov) or (406) 444-3002.

Thank you.



Leslie Caye  
Montana Children's Trust Fund  
Board Chairman

## 2. Lead Agency Identifying Information

### **Board Members**

**Brooke Bartholomew**  
Region 1, Miles City

**Kristina Davis**  
Region 2, Great Falls

**Joseph Raffiani**  
Region 3, Billings

**Patricia Butler**  
DPHHS  
Region 4, Helena

**Tracy Moseman**  
OPI  
Region 4, Helena

**Leslie Caye**  
Board Chair  
Region 5, Polson

**James Wheeler**  
Board Vice Chair  
Region 6, Kalispell

### **Montana Children’s Trust Fund**

MT Department of Public Health and Human Services (DPHHS)  
Prevention Resource Center  
PO Box 4210  
Helena, MT 59604-4210

**EIN:** 810-30-2402

**DUNS:** 142 549 299

Melissa Lavinder, Grants Manager  
(406) 444-3002  
[MLavinder@mt.gov](mailto:MLavinder@mt.gov)

Amy Swann, Fiscal and Operations Bureau Chief  
(406) 444-3484  
[Amy.Swann@mt.gov](mailto:Amy.Swann@mt.gov)

## 3. Governor Documentation and Assurances

### **Lead Agency Designation Letter**

The Original Signed Letter from Governor Bullock is attached in PDF format.

### **Governor’s Assurance Statement**

The Original Signed Statement from Governor Bullock is attached in PDF format.

## 4. Lead Agency Assurances

The Original Signed Statement from Montana DPHHS Director Hogan is attached in PDF format.

## 5. Leveraged Claim Form

The original Signed Leveraged Claim Form is attached in PDF format.

**6. Budget**

**Projected Budget SFY2020: July 1, 2019 through June 30, 2020**

<input checked="" type="checkbox"/> Administrative Expenses do not exceed 20% of total costs <input checked="" type="checkbox"/> Travel to CBCAP Grantees Meeting is included				
Expenditures	Federal Funds Carry Forward	State Special Funds	State General Funds	Total Funds
Agency Indirect	\$11,000			\$11,000
Staff Travel	\$9,000			\$9,000
Grantees Meeting/Training/Eval	\$15,500			\$15,500
Statewide Projects	\$22,000	\$24,500		\$46,500
Zero to Three Projects			\$100,000	\$100,000
Program Contracts	\$125,000			\$125,000
Program Staff/VISTA		\$40,000		\$40,000
Board Admin/Training/Travel	\$9,500	\$500		\$10,000
Public Awareness	\$10,000	\$20,000		\$30,000
<b>Totals</b>	<b>\$202,000</b>	<b>\$110,000</b>	<b>\$100,000</b>	<b>\$412,000</b>

**Budget Narrative**

MT CTF has allocated more than the population-based federal CBCAP award of \$200,000, as an additional amount of funds is anticipated to be awarded due to MT CTF leveraged funds.

**Agency Indirect (\$9,000.00):** Funds are used for indirect costs that cover fiscal oversight of the grant, general monthly operating costs, internal fiscal reports, quarterly and annual fiscal reports to the federal government, accounting expenses, rent, computers, and phones. This is an estimate only.

**Staff Travel (\$8,500):** Funds will be used to cover travel expenses associated with attendance at the CBCAP Annual Grantees Meeting, the Children’s Trust Fund Alliance Annual Membership Meeting, conferences, collaborative meetings, workshops, and site visits.

**Annual Grantees Meeting, Trainings, and Evaluation (\$15,500):** In place of the annual Grantees Meeting, MT CTF grantees will attend one of the in-person Regional In-Home and Family Support Trainings. Travel costs and lodging will be covered by MT CTF, as this is a mandatory training for all funded programs in Montana. Prospective grantees and interested stakeholders will also be encouraged to attend. Additional funds have been set aside for sponsorship of trainings such as the Montana Prevent Child Abuse and Neglect and the Great Beginnings Great Families Conferences, as well as the ChildWise Fall Summit.

**Statewide Projects (\$46,500):** MT CTF will fund the data-informed in-person Regional In-Home and Family Support Trainings and tele-coaching that will include topics such as Motivational Interviewing, Family Diversity, Mental Health Challenges, and Substance Abuse. (\$22,000)

MT CTF will also fund a project based on data gathered from the geospatial analysis of risk and protective factors and/or Regional In-Home and Family Support Trainings and tele-coaching. This project will also align with the MT CTF Strategic Plan. (\$24,500)

**Zero to Three Projects (\$100,000):** MT CTF will fund data-informed Abusive Head Trauma prevention projects for children aged zero to three and their parents or caregivers. Projects will tie to the strategic planning session that will be held in June 2020, as well as the survey conducted by the Center for Health and Safety Culture. Activities may include media buys, resource distribution, and trainings.

**Program Contracts (\$125,000):** During the 2020-2021 state fiscal year, MT CTF will fund 5 contracts for child abuse and neglect prevention programs at \$25,000 each via CBCAP federal funding. Renewals will be based on performance and outcomes from the previous cycle.

**Mini-grants/Special Projects (\$25,000):** MT CTF will designate \$25,000 for mini-grants to community organizations. The priorities for mini-grants will be to increase protective factors and decrease risk factors for child abuse and neglect and/or increase community awareness pertaining to strengthening families and the prevention of child abuse and neglect.

**Program Staff (\$40,000):** \$40,000 is included in this line item for the cost of the 0.5 FTE MT CTF Program Assistant position, which will be split between Federal CBCAP and State Special funds.

The costs and funding associated with the 1.0 FTE Grants Manager position are not included in the numbers listed above. This position is allocated across the department to all programs that work with and are funded as child abuse and neglect prevention programs.

**Board Administrative/Training/Travel (\$10,000):** These funds are allocated for MT CTF administrative costs for board meeting expenses, board member travel, and miscellaneous costs. Additionally, the board will send one board member, depending on availability, to the National Alliance for Children's Trust Funds Annual Membership Meeting and the Annual CBCAP Grantees Meeting to gain a better understanding of the child abuse and neglect prevention and work done at the national level.

**Public Awareness Activities (\$30,000):** MT CTF has allocated \$15,000 toward the annual income tax check-off campaign, which typically yields approximately \$60,000 in additional revenue and increases awareness of MT CTF and protective factors. Funding will also be used to table at conferences and/or events, sponsor conferences and/or trainings, conduct Strengthening Families Month activities, and purchase awareness materials as needed throughout the year.

## 7. Leadership Role in State Prevention Activities

Montana Children's Trust Fund (MT CTF) is a leader and voice for primary and secondary prevention of child maltreatment in Montana and serves as Montana's Lead Agency for Community-Based Child Abuse Prevention (CBCAP) Grants. Established by the Legislature in 1985, it acts as a quasi-public entity and is governed by a seven-member Board of Directors appointed by the Governor. The Board members bring a wealth of knowledge and experience about the needs of children and families. Two board members must represent state agencies involved in social work relating to children and in education. The Governor ensures that the Board represents the State's broad, vast geographic diversity

throughout Montana. MT CTF Board of Directors currently represent all six Child and Family Services regions in Montana.

Montana Children's Trust Fund (MT CTF) was situated in the Director's Office of the Montana Department of Public Health and Human Services (DPHHS), and more recently moved within the Early Childhood and Family Support Division (ECFSD). MT CTF is elevated within the Division, rather than within a Bureau. This position of leadership within ECFSD will afford MT CTF the opportunity to impact the direction of primary and secondary child abuse and neglect prevention in Montana and collaborate more effectively with likeminded programs. A conscious effort will be made to merge duplicative efforts, leverage the limited resources of the state, and align with the child welfare system for a stronger impact while pushing prevention to the forefront of conversations statewide.

MT CTF focuses leadership efforts on strengthening collective impact via a diverse network of individuals and public and private organizations, building awareness around prevention activities and messages, supporting a variety of prevention programs across the state, analyzing and sharing prevention data, and offering or sponsoring trainings and technical assistance related to child abuse and neglect prevention, early childhood, and nonprofit management.

MT CTF has found the following to be effective:

1. Strategic funding
2. Evaluation, training, and technical assistance
3. Awareness

With limited staff and resources, MT CTF cannot perform its work alone. Woven throughout each of the following subsections is collective impact and collaboration with other state entities or nonprofits, which has proven to be vital in providing effective services in Montana. The nature of these relationships will be laid out in more detail in Section 9: Collaborations and Coordination.

### **Strategic Funding**

MT CTF's goal is to support sustainable, effective programs aligned with safety, permanency, well-being, and continuous quality improvement. Given the size of Montana and its rural nature, MT CTF will fund geographically diverse family support programs that are sensitive to the needs and gaps of the communities they serve. To achieve this, MT CTF will invest in both communities and systems.

MT CTF will use CBCAP funds to support multi-year grants for evidence-based and evidence-informed programs in communities across Montana. After evaluation of previous funding cycles, MT CTF determined that larger grant awards with greater longevity would not only decrease the burden of applying for funds, but also increase sustainability of funded programs. These grants will have the potential for renewal for three additional years, for a total of five years. Programs will be required to use a trauma-informed approach, align with the Strengthening Families Protective Factors Framework and the Principles of Family Support Practice, participate in a local coalition that addresses early childhood (typically Best Beginnings Community Coalitions), and utilize common measurement tools for outcome evaluation and program assessment in areas of continuous quality improvement and parent leadership.

In light of struggling nonprofits during COVID-19, MT CTF will offer mini grants to organizations and programs that meet funding criteria. All MT CTF mini grants will focus on the prevention of child abuse and neglect and will not exceed \$5,000. Priority for mini grants will be given to service areas identified in the current geospatial analysis of risk and protective factors for child maltreatment. Priorities for the mini grants include:

- Community awareness pertaining to the prevention of child abuse and neglect
- Increasing protective factors in families
- Decreasing risk factors for child abuse and neglect

In addition to funding evidence-based programs, MT CTF anticipates supporting the work of a state-level Family Engagement Workgroup, a project informed by a current geospatial analysis of risk and protective factors for child maltreatment, and a data-informed social norms project to address Abusive Head Trauma. The latter project will also serve to increase funding for prevention and family support, as well as public engagement in prevention of child maltreatment.

### **Evaluation, Training, and Technical Assistance**

MT CTF will continue to shape the direction of prevention in Montana through providing evaluation support, training, and technical assistance. MT CTF will distribute a survey to grantees to determine training and technical assistance needs. Following the survey, MT CTF will plan networking webinars and/or training videos based on grantees' indicated needs.

MT CTF will require multi-year grantees to attend in-home and family support trainings developed by MT CTF and the Center for Children, Families, and Workforce Development at the University of Montana. These trainings will likely occur before the start of the federal fiscal year but will influence services provided during the federal fiscal year. Topics will include Motivational Interviewing, Family Diversity, Child Development, Substance Abuse and Mental Illness, Leadership Fundamentals, and Leading Positive Change. These trainings use a three-pronged approach: online training modules, tele-coaching, and in-person training. Funded programs will be encouraged to send up to three representatives, including Parent Leaders. Due to COVID-19, the in-person portion may need to occur via an online streaming service. These trainings are free and open to anyone.

In addition to ongoing capacity building, technical assistance, and support provided to the funded programs, MT CTF will require semi-annual data reporting and site visits to evaluate how community programs are faring throughout the grant cycle. MT CTF grantees will be required to use at least two subscales of the Revised Protective Factor Survey and use the online database developed by FRIENDS that MT CTF staff will be able to access. This will give MT CTF staff and board members the opportunity to review grantee progress, ensure projected service outcomes are met, and identify further technical assistance and capacity building needs. The online database may also reduce time MT CTF grantees spend on preparing reports.

Some additional training opportunities MT CTF plans to offer grantees and partners, or encourage them to take advantage of, may include:

- Perinatal Mental Health Conference;



- Montana Prevent Child Abuse and Neglect Conference;
- Great Beginnings Great Families Conference;
- ChildWise Fall Summit;
- Bringing the Protective Factors Framework to Life In Your Work; and
- Period of PURPLE Crying.

### **Awareness**

To promote child abuse and neglect as the number one public health concern, MT CTF will continue to employ public awareness as a major strategy. As such, MT CTF and its grantees will continue to promote the healthy, positive development of children statewide, while highlighting the shared responsibility of raising children and preventing child maltreatment. To accomplish this, MT CTF will fund its annual Income Tax Check-Off, Not Even for a Minute, and Strengthening Families Month Campaigns to increase State Special revenue 10% by 2025 for prevention and family support, public engagement in prevention of child maltreatment, and coordination across the child and family service systems. Materials for these campaigns will be distributed to entities across the state via request, grantees, conferences, and statewide meetings.

MT CTF anticipates continuing to invest in a data-informed social norms project to address Abusive Head Trauma. The project will also serve to increase funding for prevention and family support, as well as public engagement in prevention of child maltreatment. A strategic planning session will occur with state-level leadership, as well as with community stakeholders. These sessions will inform work moving forward into the next federal fiscal year.

MT CTF will reach out across the state with Strengthening Families Month (SFM) efforts via various media and social media outlets as well as schools, businesses, and organizations throughout the state. It is the intent of MT CTF to increase requests for information and materials by 25%. MT CTF will continue to survey those organizations that received SFM materials. Through expanding community engagement, the Montana Children's Trust Fund will increase awareness of the importance of child abuse and neglect prevention, and the role that everyone plays to strengthen families and keep children safe. With widespread community awareness and engagement, more buy-in will be received from policy makers and key stakeholders who are instrumental in making systemic change happen. MT CTF will require all grantees to coordinate and/or participate in Strengthening Families Month activities, as well.

### **Public Events**

MT CTF will support and provide information at various trainings and events, including the following. Involvement may look different than anticipated, due to COVID-19, as some conferences and trainings are being conducted online. If these trainings are cancelled, MT CTF will invest more energy in the other indicated public awareness methods.

- Regional In-Home and Family Support Trainings;
- Perinatal Mental Health Conference;
- Montana Prevent Child Abuse and Neglect Conference;

- Safe Schools Summit
- Great Beginnings, Great Families Conference;
- ChildWise Fall Summit;
- Strengthening Families Month (Child Abuse Prevention Month) activities across the state
  - Statewide coordination call
  - Pinwheels for Prevention
  - Go Blue Campaign
  - Blue Sunday

### Site Visits

MT CTF will conduct at least one site visit with each of its grantees throughout the grant cycle. In addition, MT CTF will actively seek out and visit family support programs across the state to increase their awareness of MT CTF and associated training and funding opportunities and to explore ways to support their work. Due to COVID-19, site visits may be conducted via phone or video calling.

### Media

**Print publications.** MT CTF will utilize a mailing campaign to reach out to churches and faith-based organizations for Blue Sunday. MT CTF will distribute informational materials on subjects such as Abusive Head Trauma prevention and the Not Even for a Minute Campaign.

**Radio.** Radio outreach will be conducted statewide for Strengthening Families Month activities and the Income Tax Check-Off Campaign.

**Television.** MT CTF will continue to air PSAs for Strengthening Families Month and the Income Tax Check-Off Campaign.

**Web.** MT CTF's [website](#) will be kept current and ADA compliant. Information provided on the website will include parenting resources, training information, ways to get involved with prevention, events, current grantee information, application and reporting templates, and board meeting minutes.

**Facebook.** MT CTF will use the [Facebook page](#) to promote events and programs; post application notices; and provide tips on parenting, wellness, and family friendly activities. The Facebook page will be updated approximately three times per week.

## 8. Actions to Advocate for Systemic Change

As the lead agency in Montana for preventing child abuse and neglect, MT CTF strives to be a voice for strengthening families and make prevention a priority at all levels of the social ecology. MT CTF will continue to engage traditional and non-traditional partners to facilitate communication among the many well-intentioned programs that exist in Montana. To create systemic change, intentional collaboration and communication must occur on a regular basis. The nature of these collaborative relationships will be described in more detail in Section 9: Collaboration and Coordination.

MT CTF will continue to improve the delivery of community-based and prevention-focused programs and activities by focusing on research and data, training and awareness activities, strategic funding mechanisms, and programming that prioritizes strengthening families and communities to ensure the healthy development of children statewide, while seeking to highlight that everyone plays a role in raising children no matter their profession.

### **Becoming a Data-Informed State**

Although collecting and analyzing data takes a great deal of time and effort, it is crucial in leading Montana towards positive systemic change. MT CTF has taken a more proactive leadership role in shaping statewide, data-informed child abuse and neglect prevention strategies. MT CTF will use data it has collected on various risk and protective factors from across Montana to inform the following plans, projects, efforts, and policy groups.

#### **Abusive Head Trauma Prevention**

MT CTF is partnering with the Center for Health and Safety Culture at Montana State University to conduct social norms research around Abusive Head Trauma prevention. Data is currently being collected and analyzed. A strategic planning session will occur with state-level leadership and with local stakeholders across the state to guide this project's future activities. The Abusive Head Trauma Prevention social norms project funded by MT CTF will create tools related to crying infants, which will be available on the MT CTF website and the Parenting Montana [website](#), as well as distributed in hardcopy to grantees and partners across the state.

#### **Geospatial Analysis of Risk and Protective Factors for Child Maltreatment**

MT CTF is partnering with Family and Community Health Bureau (FCHB) of the Early Childhood and Family Support Division (ECFSD) to identify conditions that are affecting the child maltreatment rates of communities and those that are contributing to their resilience. This data will soon be plotted on a map at the county level. This project will help funders, including MT CTF, better direct their limited prevention dollars, help service providers select evidence-based programs more effectively, and better market services to the target populations within their communities.

#### **Child and Family Services Division (CFSD)**

MT CTF has and will continue to participate on the CFSD Statewide Advisory Council, providing their regional administrators with tools and information as well as learning about some of the struggles experienced in the various regions. MT CTF has recently been involved and will continue to be involved in the Child and Family Services Plan (CFSP), Program Improvement Plan (PIP), and Family First Prevention Services Act (FFPSA) to help plan and coordinate prevention efforts.

#### **Grantees Measurements**

In the most recent Request for Proposals (RFP), MT CTF required the use of common outcome and program assessment tools to obtain more cohesive data from grantees. This will allow for improved demonstration of funding impact and evaluation of funded programs.

**Outcome Assessment.** Funded programs will be required to utilize the Revised Protective Factors Survey. The use of the Online Database will also reduce some of the reporting workload of funded programs.

**Program Assessment.** Funded programs were required to utilize the Parent Leadership and Continuous Quality Improvement subscales from the FRIENDS National Resource Center tool, Understanding the Role of Program Assessment in Child Abuse Prevention: Tools for Peer Review and Beyond. They have collected the baseline data and chosen areas for improvement to report on annually.

**Montana Children's Health Data Partnership (MCHDP) Project.** Stakeholders, some of which included MT CTF grantees, from across Montana came together in 2018 to develop actionable, early childhood performance measures to improve the social determinants of health for children. Funded programs were asked to identify one of the following measures they would work to improve upon over the course of the grant cycle and report on annually.

- Low birth weight babies
- Post-partum visits within 56 days
- Access to quality care/early education
- 3rd grade reading levels
- Immunizations on-time by age 2
- Quality well child check
- Home visits: Evidence-based
- 0-5 Foster care rate
- 0-5 Homeless rate
- WIC rates- usage
- Prenatal care initiated in the 1st trimester

## **Funding Mechanism**

MT CTF's mission is to strategically support initiatives to effectively strengthen Montana's families and keep children safe from abuse and neglect. MT CTF will accomplish this by focusing funding on state-level projects and community-based grants.

### **State-Level Projects**

**Abusive Head Trauma Prevention.** As stated in Section 1, Strategic Funding, MT CTF collaborated with Early Childhood Services Bureau to develop training for early childhood professionals on trauma-informed care and the prevention of Shaken Baby Syndrome-Abusive Head Trauma. As this training is required for Pyramid Model Coaches and STARS Consultants, this investment will continue to positively impact the quality early care and education for years to come.

**Data-Informed Projects.** Based on research and evaluation of current projects, MT CTF will allocate resources towards one or two data-informed projects. As the current projects have not yet been

completed, MT CTF does not yet have the data, and so will determine how to allocate the resources by October 2020.

### **Community-Based Grants**

**2020-2024 Grantees.** The application process for community-based grants changed significantly from previous years, as described in Section 1, Strategic Funding. The grant cycle increased from 3 years to 5 years, the maximum grant award increased from \$15,000 to \$25,000, and the required match for Year 1 increased from 5% to 10% non-federal hard cash match. The required matches for Years 2, 3, and 4-5 are 25%, 40%, and 50% respectively. The match for Years 2-5 may include up to 50% in-kind sources. Administrative fees will remain limited to 10%. Grantees will continue to submit invoices at least quarterly for reimbursement. Semi-annual and final reports are still required, however the lift for reporting quantified data should be reduced, as MT CTF has required the use of the Revised Protective Factor Survey and the Protective Factor Survey Online Database.

**2020-2021 Mini-Grants.** MT CTF will offer mini-grants to organizations and programs for projects that focus on the prevention of child abuse and neglect. Criteria for mini-grants will be posted on the MT CTF website, and organizations will be invited to send the MT CTF Grants Manager a one-page proposal. If the proposal meets the criteria, the Grants Manager will send the proposal to an Evaluation Committee for a decision on whether to fund the mini grant.

## **Legislation Related to Children and Families**

Although MT CTF does not conduct advocacy efforts, legislation has important implications for MT CTF and Montana families. Provided below are some important pieces of legislation relating to children and families from Montana's 66<sup>th</sup> Legislative Session, which ran from January to April 2019.

### **Family First Prevention Services Act (FFPSA)**

The Family First Prevention Services Act (FFPSA) is vitally important for Montana, which has one of the highest per capita placement rates for children in foster care. MT CTF was included in internal and external stakeholder meetings for FFPSA and had conversations with leadership at the Child and Family Services Division (CFSD). In response to FFPSA, the Montana Legislature passed [House Bill 604](#), legislation requiring the Department of Public Health and Human Services to create a strategic plan to develop and expand prevention programs.

### **Prevention of Child Sexual Abuse**

[House Bill 640](#) revised the statute of limitations laws to allow for delayed reporting in child sexual abuse, increased penalties to felonies against mandatory reporters who fail to act in child sexual abuse cases, required CFSD to notify the County Attorney of child sexual abuse allegations received, and required county attorneys and CFSD to retain records of child sexual abuse allegations for 25 years.

Tara's Law, or [House Bill 298](#), was passed in Montana's 65<sup>th</sup> Legislature in April 2017. The law requires Montana Office of Public Instruction (OPI) to create a curriculum to educate elementary school children about sexual abuse, including steps to report when they are experiencing it. The law was

passed with no funding, however OPI has two online courses available for educators regarding child sexual abuse and trafficking.

### Healthy Pregnancies

The Safe Harbor Bill, [Senate Bill 267](#), was signed into law and allows women who are pregnant with a substance use disorder to seek evaluation, treatment or support services without the fear of being charged criminally. The expected results of the law are that more pregnant women will receive treatment, and fewer children will be taken into state custody.

### Early Education and Child Care

[House Bill 225](#) and [755](#), measures to fund preschool, were both tabled in the House Education Committee. Other bills that would have provided options to school districts to fund preschool, such as [House Bill 177](#), were also tabled. The conversation continues among advocates and state leaders related to public preschool options.

A bill to study child care and transitions to preschool and K-12, [House Joint Resolution 60](#), died when the legislative session ended early. This bill would have examined the economic impacts on families caused by the shortage of child care in Montana.

### Resilient Parents and Families

Several bills were passed that help Montana families raise healthy children:

- [House Bill 54](#), [21](#), and [20](#) improve standards for missing person reports, specifically strengthening reporting standards for missing indigenous women;
- [House Bill 583](#) directs the executive branch to collect data for children receiving targeted case management, to better understand outcomes and shape future policy;
- [House Bill 726](#) extends the obligation to pay child support for children with disabilities if they remain in the home of the custodial parent. These payments help stabilize families by reducing the financial stress of caring for children with severe disabilities; and
- House Bill 604 directs Montana DPHHS to develop a strategic plan to implement the Family First Prevention Services Act (see above).

Another significant bill was [House Bill 208](#), which would have ensured paid family and medical leave insurance for the workforce. The bill was tabled in committee but would have helped Montana parents and businesses during periods of family sickness or childbirth.

### Suicide Prevention

[House Bill 696](#), directly funding suicide prevention efforts became law this session. The measure appropriated \$500,000 to existing suicide prevention programs, ensuring that Montana does not lose ground on earlier investments in addressing Montana's high suicide rate. [House Bill 660](#), which indirectly addresses suicide by funding mental health crisis needs for communities in need

appropriated another \$500,000 to create a grant program that supports mobile crisis units. The text of the bill ensures that at least one grant will go to a rural area.

**Medicaid**

The Medicaid measure [House Bill 658](#) ensured that 100,000 Montanans would not lose access to affordable healthcare. This bill emerged as the vehicle for continuing Medicaid expansion when House Bill 425 was tabled in committee.

One other significant bill that became law was [Senate Bill 30](#), which created a funding source for peer support services under Medicaid. These services employ peer support specialists to work with individuals coping with a substance use disorder (SUD). These peer specialists have successfully treated their own SUDs and can offer valuable insight on seeking and sticking with treatment to people on their road to recovery.

**2019-2020 Interim**

The Legislative Council assigned four relevant studies to the Children, Families, Health, and Human Services Interim Committee:

- [House Joint Resolution 32](#), a study of neonatal abstinence syndrome;
- House Joint Resolutions [48](#) and [49](#), studies of various elements of the child protective services system; and
- [Senate Bill 202](#), a study of the Uniform Guardianship, Conservatorship, and Other Protective Arrangements Act.

**9. Collaboration and Coordination**

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> CFSR/PIP                              | <input checked="" type="checkbox"/> Strengthening Families, Head Start                  | <input checked="" type="checkbox"/> Substance Abuse    |
| <input checked="" type="checkbox"/> IV_B/PSSF                             | <input checked="" type="checkbox"/> Early Head Start                                    | <input checked="" type="checkbox"/> Project Launch     |
| <input checked="" type="checkbox"/> CFSP                                  | <input checked="" type="checkbox"/> Maternal, Infant, and Early Childhood Home Visiting | <input checked="" type="checkbox"/> Public Health/ACES |
| <input type="checkbox"/> APSR   | <input checked="" type="checkbox"/> Mental Health                                       | <input checked="" type="checkbox"/> Business Community |
| <input checked="" type="checkbox"/> Early Childhood Comprehensive Systems | <input checked="" type="checkbox"/> Other – please describe in your narrative           |  |

Collaborations, partnerships, and collective impact continues to grow across Montana among community partners such as state agencies, faith-based and civic organizations, tribal partners, and businesses. MT CTF will continue building and strengthening new and existing collaborations and networks of partners to better leverage the resources in Montana. Partnerships will range from information sharing, material distribution, and communication to contracts and leveraging funds to meet common goals. A conscious effort will be made to merge duplicative efforts, leverage the limited resources of the state for a stronger impact while pushing prevention to the forefront of conversations statewide.

MT CTF will work with agencies, workgroups, advisory boards and others to create meaningful policies and procedures that the state can use to be more effective on individual work and collectively. MT CTF will participate in strategic planning for a variety of groups, while many board members will have dual roles as leaders, activists and directors for agencies, coalitions and other entities such as Best Beginnings Advisory Council (BBAC), Office of Public Instruction (OPI), and Montana Interagency Coordination Council (ICC).

## **Internal Partners**

### **Early Childhood and Family Support Division (ECFSD)**

ECFSD brought together programs organizationally in January 2020, and the programs were brought to the same location in May 2020. However, due to COVID-19, most staff are currently teleworking. ECFSD programs include MT CTF, Children's Special Health Services, Maternal Child Health, Healthy Montana Families Home Visiting, Early Learning and Family Support, Child Care Licensing and Development Fund, WIC, Child and Adult Care Food Program, and No Kid Hungry.

As prevention and early intervention programs begin to move under the same Division, programs are realizing how much they overlap with one another. Below are a few examples of how MT CTF will continue to partner with programs within the Division, however, it is anticipated that collaboration and communication will only improve as the Division gets settled.

**Geospatial Analysis of Risk and Protective Factors for Child Maltreatment.** MT CTF will continue to partner with Family and Community Health Bureau epidemiologists and GIS Analysts to analyze existing risk and protective factor data for child maltreatment and create a visual to demonstrate where high-need areas in Montana are to direct future funding for a larger impact. One of the main goals for this project is to use the data to more effectively direct Children's Trust Fund dollars for bigger impact. Activities during the next grant cycle will be based on data gathered from this project.

**Regional In-Home and Family Support Trainings.** MT CTF partnered with Healthy Montana Families Home Visiting and the University of Montana Center for Children, Families, and Workforce Development (CCFWD) to survey home visitors for training needs in August 2019. MT CTF and CCFWD developed online trainings that started in May 2020, tele-coaching that will start in June 2020, and in-person/virtual trainings that will begin in the summer. Evaluation and utilization of these training opportunities will inform projects moving forward into the next fiscal year.

**Best Beginnings Advisory Council (BBAC).** MT CTF will continue to participate in the work of the Best Beginnings Advisory Council. The BBAC's Family Engagement Workgroup will create a plan to involve parents and caregivers as equal partners in activities and decisions that impact the lives of their children and families in their communities. See Section 12 for more details.

**Great Beginnings Great Families Conference.** The conference focuses on improving the health and well-being and increasing healthy behaviors of Montanans.



**Interagency Coordinating Council (ICC)**

The ICC's main goals are reducing youth drug use, youth violence and crime, school dropout rate, teen pregnancy and sexually transmitted diseases, and child abuse and neglect. The ICC Work Group facilitates functional communication among involved agencies, departments and local entities throughout the State. It is charged with developing comprehensive and coordinated prevention programs that will strengthen the healthy development, well-being, and safety of children, families, individuals, and communities - particularly children and families that are deemed to be at risk.

The ICC Workgroup is awaiting guidance from the Governor's Office, as the presiding State employee retired in December 2019. MT CTF has participated on the ICC Workgroup for many years and will continue to do so once guidance is received.

**Parenting Montana.** Through the ICC Work Group, MT CTF identified opportunities for collective impact such as Parenting Montana, a statewide campaign to reduce underage drinking by focusing on parenting skills and social emotional tools organized around the Positive Cultural Framework. The website contains tools for caregivers of children ages birth to 19. Surveys to inform future tools for foster parents and caregivers of children with disabilities, and Abusive Head Trauma prevention are being conducted. Currently [ParentingMontana.org](http://ParentingMontana.org) receives approximately 2,000 hits per month.

**State Health Improvement Plan (SHIP) Healthy Mothers, Babies, and Youth/ACEs Work Group**

The purpose of the SHIP Healthy Mothers, Babies, and Youth/ACEs Work Group is to maintain a living work plan and align efforts and resources to improve health outcomes. The goals are to 1) decrease unintended pregnancies by increasing the use of effective contraception methods; 2) increase home visiting services for all Montana Families; 3) increase education and awareness of the importance of prenatal care, birth outcomes, postpartum care, and childhood health; 4) increase childhood and adolescent immunizations; and 5) decrease maternal and child health disparities among American Indian populations.

**Office of Public Instruction (OPI)**

**Montana Student Well-Being Advisory Council (MSWAC).** MT CTF will continue to participate on the MSWAC for the School Climate Transformation Grant with the goal of building and expanding capacity at the state and local levels to make schools safer and improve school climate, increase awareness of mental health issues, and connect children and youth with mental, emotional, and behavioral health issues to needed services. Additional goals for MSWAC are to reduce duplication of services and strengthen systems at the local and state levels. MT CTF will also promote the mandatory reporter online training developed by OPI. Anyone, including educators, service providers, and the public can create an account to access the course.

**Child and Family Services Division (CFSD)**

MT CTF will continue to discuss with CFSD leadership how the two entities might improve coordinating prevention efforts. MT CTF will also invite CFSD leadership to participate in trainings and board

meetings, as well as continue to collaborate on the Montana Prevent Child Abuse and Neglect (CAN) Conference. MT CTF will be involved in the State Team Planning Meeting, CFSD Statewide Advisory Council, as well as the program implementation plan (PIP), other title IV-B planning activities, such as the child and family services plan (CFSP), network activities and other related interagency systems change efforts, as applicable. MT CTF will continue to be involved in Family First Prevention Services Act internal and external stakeholder groups, for purposes such as creating the application and implementation plan mandated in [HB604](#) by the 2019 Montana Legislature.

**Montana Prevent Child Abuse and Neglect (CAN) Conference.** Spearheaded by CFSD, the following partners will collaborate to plan this statewide conference: MT CTF, Court Appointed Special Advocates for Children (CASA), Court Improvement Program, Montana Supreme Court Administrator's Office, Department of Justice, National Resource Center for Family-Center Practice and Permanency Planning, and National Resource Center for Youth Services. The target audience includes child protection workers, foster/adoptive parents, direct service providers, CASAs, law enforcement, medical professionals, education staff, etc. The conference includes presentations geared toward information in the various fields, as well as tangible practice skills. MT CTF will also support this conference through sponsorship. To include more prevention voices in the planning committee, MT CTF will also request that the Montana Chapter of Prevent Child Abuse America be invited to the table.

### **Court Improvement Program (CIP)**

CIP works to improve the court process for kids in the child welfare system so that safety, permanence, and well-being for each child are achieved in a fair and timely manner. MT CTF will continue to participate in the CIP Advisory Committee. Current and future projects include Diversion, Indian Child Welfare Act (ICWA) Baseline Measures, Pre-Hearing Conferences, and Quality Legal Representation. MT CTF has and will continue to serve on a subcommittee to write a parent guidebook that describes Dependent Neglect case procedures.

## **External Partners**

### **MT CTF Grantees**

MT CTF will continue to maintain the priority of CBCAP funding that supports evidence-based and evidence-informed child abuse prevention programs and practices to provide or support the implementation of direct preventative services, trainings, awareness, and collective impact. Funded programs will build new and existing partnerships in their communities. This collective work helps foster a culture of continuous quality improvement by strengthening collaborations, resource sharing, referrals, communication, ongoing evaluation, and quality improvement activities. MT CTF will promote the use of CONNECT, a statewide electronic referral system. This includes requiring funded programs to evaluate the existence and effectiveness of such a system in their communities. This will cut back on duplicated services and reduce the workload of those participating in the referral system.

**Funders for Montana's Children (FMC)**

FMC members represent philanthropic organizations who have joined forces to ensure the well-being and future productivity of Montana's youngest citizens. MT CTF will continue partnering with this group by participating in meetings, sharing information, and leveraging resources. Through this group, MT CTF will collaborate on projects focused on investing in early childhood care and education targeted towards the business community.

**Abusive Head Trauma Prevention statewide taskforce**

MT CTF will collaborate with Healthy Mothers Healthy Babies (HMHB); Fetal, Infant, Child and Maternal Mortality Review (FICMR) and Injury Prevention, Early Childhood Services Bureau (ECSB), Family and Community Health Bureau (FCHB) and Emergency Medical Services for Children (EMSC) to conduct strategic planning sessions, distribute cohesive messaging materials on preventing Abusive Head Trauma, and provide Period of PURPLE Crying training as requested. Stakeholders invited to the strategic planning sessions will include, but not be limited to:

- DPHHS Early Childhood and Family Support Division leadership
- DPHHS Public Health and Safety Division leadership
- Certified tribal Period of PURPLE Crying facilitators
- OB/GYN, Labor and Delivery nurses, pediatricians
- Home visitors
- Childcare providers
- Early Head Start
- Parents, Grandparents, and other caregivers

**Strengthening Families Month coordination**

MT CTF will host a statewide Strengthening Families Month coordination call in February to expand partner knowledge of ways to get involved and how MT CTF can support their involvement. Groups represented on the statewide call fluctuate but typically include Blue Cross Blue Shield (BCBS), Best Beginnings Coalitions, state agencies, and nonprofits. Through these statewide partners, MT CTF will distribute and display over 4,000 pinwheels and 2,000 informational pinwheel lapel pins for Pinwheels for Prevention across the state. MT CTF will partner with OPI and the Montana Afterschool Alliance to circulate lesson plans about strong families across the state. Many groups will also participate in the Go Blue Campaign. It is the intent of MT CTF to increase requests for information and materials by 25% in this coming grant cycle.

**Local resource fairs**

MT CTF will continue to support local resource fairs in a statewide, capacity-building role using a [toolkit](#) and a short funding application for Family, Career and Community Leaders of America (FCCLA) chapters in high-risk communities to start or enhance their own events with state and/or local resources that benefit families and increase concrete supports. FCCLA chapters in communities identified by the Geospatial Analysis project will receive increased outreach to apply for funding.

## 10. Needs Assessment and Criteria for Funded Programs

MT CTF assessed unmet needs in Montana for a variety of projects using a variety of methods. Below are descriptions of how needs were assessed for each prevention service to be conducted during the next grant year.

### MT CTF Grantees' Community Needs Assessments

In the most recent funding application, methods for determining community needs changed significantly. Prevention services selected were either evidence-based or evidence-informed.

#### 2020-2024 Grantees

Funding was directed to local, non-profit agencies and community-based organizations. Risk data on maltreatment rates, state involvement rates, high school dropout rates, poverty rates, divorce rates, violent crime rates, alcohol outlet density, and the rural nature of the county was analyzed for each county in Montana. Organizations that applied for funding were assigned a risk score based on their service area. With the Geospatial Analysis project, MT CTF hopes to further refine this tool for program selection in the future. The descriptions below indicate areas of high risk for each funded program, immediately followed by their chosen prevention strategy funded by CBCAP dollars.

**Alliance for Youth** serves Cascade County and scored high in maltreatment, state involvement, and high school dropout rates. **Prevention Services.** Circle of Security, Nurturing Parenting, Parent Cafés, and Kid Kafés.

**Dawson County Health Department** scored high in maltreatment, high school dropout, and divorce rates. **Prevention Services.** Family Resource Center programs include Circle of Security, 123 Magic, Parents as Teachers, parent-child activities, parent resource library, Safe Sitter and Safe@Home workshops, and child safety seat checks.

**First Presbyterian Church (doing business as Peace Place)** serves Cascade County and scored high in maltreatment, state involvement, and high school dropout rates. **Prevention Services.** Morning and afterschool respite care, Parent-Implemented Intervention case management strategy for behavioral challenges, and a parent support group.

**Nurturing Center** serves Flathead, Lincoln, Lake, and Sanders Counties. Because of this, the evaluation committee averaged each county's score together. While Flathead County only scored high in divorce rates, Sanders County was the highest risk county, scoring high on all but violent crime rates. Lincoln County and Lake County fell between Sanders and Flathead Counties, respectively. **Prevention Services.** Active Parenting courses, Circle of Security, 1-2-3 Magic, and the Creative Curriculum© for Preschool.

**Parenting Place** serves Missoula County and scored high in maltreatment, state involvement, divorce, and violent crime rates. **Prevention Services.** Nurturing Parenting Program in classroom and one-on-one settings.

## Statewide Projects

MT CTF is currently implementing the following projects and will make further plans based off research and evaluation data collected.

### **Abusive Head Trauma Prevention – Social Norms Campaign**

The 2017 Child Fatality Review Report showed ten out of 14 fatalities involved children under one-year-old and a significant number of those involved sleep-space circumstances. MT CTF partnered with DPHHS Family Community Health Bureau and Healthy Mothers Healthy Babies to engage in a Safe Sleep Campaign by providing initial funding for the purchase and distribution Safe Sleep Kits to home visitors across the state, including in low-income, rural, and tribal communities.

In consultation with DPHHS leadership, it was determined that continued funding was not needed for the Safe Sleep Campaign, however, Abusive Head Trauma prevention was in need of resources. MT CTF partnered with the Center for Health and Safety Culture at Montana State University to conduct research on social norms. The data collected will be presented at a strategic planning session and used to inform next steps.

### **Regional In-Home and Family Support Trainings**

In August 2019, MT CTF partnered with DPHHS Family and Community Health Bureau and the Center for Children, Families, and Workforce Development (CCFWD) to survey home visitors and assess their training needs. These trainings will likely occur before the start of the federal fiscal year. Topics will include Motivational Interviewing, Family Diversity, Child Development, Substance Abuse and Mental Illness, Leadership Fundamentals, and Leading Positive Change. These trainings use a three-pronged approach: online training modules, tele-coaching, and in-person training. Due to COVID-19, the in-person trainings may be provided virtually.

### **Geospatial Analysis of Risk and Protective Factors for Child Maltreatment**

As mentioned in this section (see 2020-2024 Grantees and Criteria for Funded Programs), MT CTF modified its methods for determining needs for Request for Proposals for community-based organizations. This was done using county-level data collected mainly from the American Community Survey and assigning a score to each county or service area based on the data. This gave MT CTF a tool to better prioritize its limited resources and reduced the burden of grant writing for applicants. However, the data was still limited. It only accounted for risk data rather than including protective data. MT CTF is currently partnering with DPHHS Family and Community Health Bureau epidemiologists and a GIS Analyst to determine data that correlates with child maltreatment and map that data by county. This will allow MT CTF to more effectively distribute funding and assist service providers in selecting the most effective evidence-based programs for the families they are serving.

## Prevention Service Array in Montana

Prevention in Montana is carried out through a variety of state agencies and nonprofits to strengthen and protect families by reducing risk factors and increasing protective factors.

**Primary and secondary prevention** are largely carried out by MT CTF and various state and private entities including allies and grantees that seek to reduce the stigma of accessing parenting programs. State programs include Addictive and Mental Disorders Division, Early Childhood and Family Support Division, Human and Community Services Division, Office of Public Instruction, and Comprehensive School and Community Treatment. Non-profit, educational and foundation partners include Center for Children, Families, and Workforce Development, Children's Alliance of Montana, ChildWise, Elevate Montana, Healthy Mothers Healthy Babies, Prevent Child Abuse America – Montana, Montana CASA/GAL Association, Montana Healthcare Foundation, and Headwaters Foundation.

**Tertiary Prevention** is supported through the Child and Family Services Division (CFSD), the Children's Justice Bureau, and many of the programs listed above.

A small amount of information on the State programs are provided below, but more information can be found in the [DPHHS Strategic Plan: Preventing Child Abuse & Neglect in Montana](#).

**Addictive and Mental Disorders Division (AMDD):** The mission of AMDD is to implement and improve an appropriate statewide system of prevention, treatment, care, and rehabilitation for Montanans with mental disorders or addictions to drugs or alcohol.

**Early Childhood and Family Support Division (ECFSD)** works with community providers across the state, and is home to many early childhood and family support programs including, but not limited to: child care; serving children with developmental delays; supporting families through nutrition education and support, home visiting, and child abuse prevention efforts. ECFSD strives to assure that children and families are healthy and thriving.

**Children's Mental Health Bureau (CMHB)** cares for and supports individuals under 18 years of age who have been diagnosed with serious emotional disturbance (SED).

**Office of Public Instruction (OPI)** has several initiatives that serve at-risk youth with a focus on strengthening families.

**Comprehensive School and Community Treatment (CSCT):** Students with more severe mental health concerns can be served in Montana Schools through CSCT, a school-based behavioral health service for children with SED supported by the CMHB.

**Child and Family Services Division (CFSD)** seeks to keep families safe and strong and to protect children who have been or are at substantial risk of abuse, neglect or abandonment.

**Children's Justice Bureau** at the Montana Department of Justice is an agency-wide initiative focused on improving the Department's response to child abuse victims and supporting their recovery.

### **Criteria for Funded Programs**

MT CTF will fund five community contracts to address specific/local needs in some of Montana's highest-risk areas. These grantees were selected via a competitive solicitation process, with the potential for renewal for up to four additional years. The Request for Proposals' (RFP) goal was to fund local evidence-based or evidence-informed child abuse prevention programs or practices to promote

the most efficient use of funding. The RFP followed the 2010 Reauthorization of CAPTA, Title II. Renewal Applications provided an update to service plans and projected budgets.

To prioritize rural and underserved communities, the recent Request for Proposals (RFP) issued by MT CTF assigned points based on the county-level rates of risk factors, maltreatment substantiation and state involvement rates, and the rural nature of the county. Risk factor data collected were rates of high school dropouts, poverty, divorce, and violent crime, as well as alcohol outlet density. MT CTF hopes to improve upon this method of prioritizing high-risk areas for funding by allocating more points towards this section of future RFPs, conducting more outreach in these areas, offering or supporting grant writing workshops, and collaborating with Early Childhood and Family Support and Child and Family Services Divisions to analyze data and map risk and protective factor data at a county level for internal, and potentially external, use.

For additional information on the criteria used to select funded programs, please see the Request for Proposals attachment.

### 11. Outreach Activities for Special Populations

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Parents   | <input checked="" type="checkbox"/> Adult former victims of child abuse and neglect or domestic violence   |
| <input checked="" type="checkbox"/> Racial and ethnic minorities                        | <input checked="" type="checkbox"/> Members of other underserved or underrepresented groups (i.e. Fathers) |
| <input checked="" type="checkbox"/> Children and adults with disabilities               | <input checked="" type="checkbox"/> Other option – Please describe in your narrative                       |
| <input checked="" type="checkbox"/> Homeless families and those at-risk of homelessness |  |
| <input type="checkbox"/> Unaccompanied homeless youth                                   |  |

#### Racial and ethnic minorities

Montana is a predominantly white state at 89%. The largest minority group in Montana is the Native American community, with 7% of the population identified as only American Indian and/or Alaska Native. There are eight recognized tribes in Montana. MT CTF will continue to reach out to tribal communities and design culturally relevant materials. MT CTF will continue to partner with organizations serving tribal populations, such as Red Bird Woman Center on the Fort Peck Reservation and the Boys and Girls Club on the Northern Cheyenne Reservation, to distribute prevention materials.

#### Rural and frontier areas

Because of Montana’s vast geography, MT CTF will rely on partners to reach rural Montana. For example, MT CTF will provide awareness materials at statewide conferences, such as the ChildWise Fall Summit, CAN Conference, and Great Beginnings Great Families Conference. Grantee programs in rural areas will also serve and conduct outreach to rural populations.

#### MT CTF Grantees

MT CTF will continue to encourage the involvement of a diverse representation of families in the design, operation, and evaluation of funded programs wherever applicable. MT CTF grantees will target high-risk populations including, but not limited to all parents, Native American families, parents



and caregivers of children with medical diagnoses or developmental delays, parents and caregivers at risk for or experiencing homelessness, parents and caregivers who are domestic violence victims, parents experiencing substance use and/or mental health disorders, separated and/or divorced parents, foster parents, veteran and military parents and caregivers, and incarcerated mothers and fathers.

## **12.Plans for Parent Leadership and Family Involvement**

Although each member of the MT CTF Board is a parent and/or grandparent, they are not serving as parent leaders who have utilized prevention services. MT CTF Board members understand the importance of parent leadership and desire to fill this void. As such, they have adopted the following strategies: inviting the Montana representative of the FRIENDS Parent Advisory Council to participate in all MT CTF Board Meetings, supporting the work of the Family Engagement Workgroup of the DPHHS Early Childhood and Family Support Division (ECFSD), and requiring MT CTF grantees to improve parent leadership policies and practices.

In the Fall of 2019, MT CTF nominated Heather Stenson for the FRIENDS Parent Advisory Council. Although MT CTF did not move forward with creating a Parent Advisory Council, Heather Stenson has been invited to attend all MT CTF Board Meetings with a standing agenda item to share information on the FRIENDS Parent Advisory Council and insight into the needs across Montana. She will not be a voting member, as a vacancy does not currently exist and all positions are Governor appointed, however she will be able to participate on committees such as Request for Proposal Evaluations, Mini Grant Proposal Evaluations, and MT CTF Award Selections Committees.

MT CTF will continue to support the work of the ECFSD Family Engagement Workgroup to involve parents and caregivers as equal partners in activities and decisions that impact the lives of their children and families in their communities. To accomplish this, the Family Voice Subcommittee will invite an equal number of primary caregivers to join the subcommittee in a strategic and meaningful way, so that they feel heard, appreciated and valued. Part of this plan will include mentoring, training and development, and compensation. Together, agency staff and family partners will create an adaptable family engagement plan that can be used by any organization.

MT CTF requires funded grantees to use the Parent Leadership Subscale of the FRIENDS National Resource Center tool, Understanding the Role of Program Assessment in Child Abuse Prevention: Tools for Peer Review and Beyond. During the last reporting period, grantees used the full subscale to identify their strengths and areas for improvement. They identified at least five individual items to target for improvement and will reassess during the next reporting period.

## **13.Plan for Support, Training, Technical Assistance and Evaluation Assistance**

To leverage resources, MT CTF grantees will be required to attend Regional In-Home and Family Support Trainings on Motivational Interviewing, Family Diversity, Child Development, Substance Abuse and Mental Illness, Leadership Fundamentals, and Leading Positive Change. Travel and registration will be paid for by the MT CTF for up to 3 funded program representatives. Due to COVID-19, however,



these trainings may be conducted via an online streaming service. Although these trainings will take place before the start of the federal fiscal year, they will certainly impact services.

MT CTF will continue to support various trainings in varying degrees of capacity, from event planning to sponsorship to travel reimbursement. Likely trainings include:

- Great Families, Great Beginnings Conference
- ChildWise Institute Fall Summit
- Montana Prevent Child Abuse and Neglect Conference
- Networking webinars and/or training videos based on survey sent to grantees
- Ongoing communications and site visits with grantees
- Site visits to identified family support programs across the state
- Online meeting to connect programs across the state for greater Strengthening Families Month impact

## 14. Evaluation Plans

CTF identified performance evaluation as an objective to ensure effective strategic funding. Strategies will include relationship building, common measurement tools, increased communication with grantees, and use of streamlined processes.

As described in Section 9, MT CTF will be coordinating and collaborating in various ways with several programs and projects. Staff will maintain and strengthen these relationships, as well as analyze the role of MT CTF in each in terms of the broader child and family services systems.

Aligning with CBCAP-defined outcomes and the National Alliance of Children's Trust and Prevention Funds, MT CTF will require the following tools of its grantees:

1. Revised Protective Factor Survey
2. Subscales of the Understanding the Role of Program Assessment in Child Abuse Prevention: Tools for Peer Review and Beyond
  - a. Parent Leadership
  - b. Continuous Quality Improvement

MT CTF will continue to communicate with grantees to ensure they have the appropriate tools and knowledge to meet their identified performance outcomes. This will include a survey to determine training and technical assistance needs, networking webinars and/or training videos based on the survey, and at least one site visit per year, which may be conducted virtually if an in-person site visit cannot be coordinated. Site visits include discussing successes and challenges, outcome achievement, course correction if needed, and participating in a funded activity if available. In addition to evaluating their progress, grantee feedback will continue to be solicited and valued by MT CTF. For example, the In-Home and Family Support trainings, networking webinars, training videos, and Strengthening Families Month activities will be evaluated via survey.

As required, grantees will continue to submit annual final reports including program assessment data, outcome measurement data, and numbers served through direct preventative services, awareness,

and trainings. They will also provide qualitative data in these reports such as parent testimonials and success stories.

## 15. Plan for Child Abuse Prevention Month and Public Awareness Activities

### Strengthening Families Month

**CBCAP Lead Agency:** MT CTF will participate in the following activities for Strengthening Families Month, also known as Child Abuse Prevention Month.

- Apply for Blue Cross Blue Shield of Montana sponsorship for Strengthening Families Month
- Plant Pinwheels for Prevention around the Montana State Capitol lawn
- Distribute Pinwheels for Prevention, pinwheel lapel pins, #GoBlue drawstring bags, and other resources to grantees and partners across the state
- Coordinate #GoBlue Campaign through partners and various media outlets
- Encourage businesses to incorporate and promote Blue Specials
- Provide lesson plans to Office of Public Instruction, Montana Afterschool Alliance, and churches and faith-based organizations
- Reach out to churches and faith-based organizations across the state for Blue Sunday
- Develop a toolkit to assist organizations across the state in implementing coordinated Strengthening Families Month activities
- Host a Skype meeting to connect organizations and coordinate activities
- Participate on the planning committee for the Montana Prevent Child Abuse and Neglect (CAN) Conference
- Recognize champions of Montana's children at the CAN Conference and social media
- Distribute promotional and educational materials at the CAN Conference
- Utilize Facebook Ads and Events to promote activities
- Participate in resource fairs and distribute materials

**Grantees:** All funded programs will be required to coordinate or participate in Strengthening Families Month and include a summary of efforts and stories in their reporting. Many funded programs will implement the Pinwheels for Prevention and #GoBlue Campaigns in conjunction with MT CTF, which help with statewide visibility. Other activities will include Week of the Young Child, No More Violence Week, parent-child activities, educational sessions, resource fairs, open houses, publishing articles, media broadcasting, and awareness material distribution.

### Year-Round Awareness

**Statewide marketing plan:** MT CTF is currently conducting a social norms campaign with the Center for Health and Safety Culture to create communication resources including universal media to reach families, caregivers, and the general public to promote safe, stable, and nurturing environments as well as specific strategies to reduce abusive head trauma of infants (e.g., shaken baby syndrome). The media will also raise awareness of the Children's Trust Fund and the importance of child abuse and

neglect prevention. The resources developed will be based on the Center's Positive Culture Framework.

**Income Tax Check-Off Campaign:** MT CTF will fund its annual Income Tax Check-Off PSA campaign to raise money and awareness. Using PSAs produced in the past (["What can you do with a dollar?"](#) and ["Helping Hands"](#)), the campaign will run for approximately three months on statewide public, local and cable TV stations, public and local radio stations, and digital platforms.

**Abusive Head Trauma Prevention:** MT CTF and the Abusive Head Trauma Prevention taskforce will convene a strategic planning session for state-level leadership and local stakeholders to present social norms research data gathered by the Center for Health and Safety Culture (CHSC) and help guide the work moving forward.

Possible FY20 activities include media buys for public service announcements developed by CHSC; distributing materials such the [Crying Card](#), *Period of PURPLE Crying* DVD, and resources developed by CHSC; recertifying tribal Period of PURPLE Crying facilitators; providing trainings at Montana Prevent Child Abuse and Neglect Conference and/or Great Beginnings Great Families Conference; working with existing certified tribal facilitators and partners across Montana's tribal communities to identify gaps and opportunities for Abusive Head Trauma prevention services; providing funding to existing certified facilitators to conduct local trainings across the state; and providing mini-grants for tribal partners to include Abusive Head Trauma prevention in prevention resource fairs or events.

**Not Even for a Minute Campaign:** MT CTF will write a press release for the [Not Even for a Minute](#) (NEFAM) Campaign, which encourages parents to never leave their children unattended in or around a vehicle and offers tips on ways to remember to bring your kids out of the car and how to avoid needing to leave your car when running errands. MT CTF will also make rack cards and posters available for print.

**Social Media:** MT CTF will continue to use Facebook to promote events, raise awareness, and provide tips on parenting, wellness, and family friendly activities. MT CTF will focus on increasing awareness and Facebook followers in areas outside of Helena.

**MT CTF Grantees:** MT CTF grantees will utilize a variety of outreach methods throughout the reporting period including but not limited to flyers, posters, and other print material distribution; newspaper articles or advertisements, radio announcements, and television commercials; social media posts, advertisements, and events; and website maintenance.

## 16. Areas for Technical Assistance

### Contextual Factors

The state lead agency anticipates the following three main hurdles: COVID-19 implications, DPHHS restructuring, and State General Fund reallocation.

Although Montana is beginning to phase out of the Governor's Stay at Home and Social Distancing Directives, the implications of COVID-19 will remain for an uncertain amount of time. Another spike in COVID-19 cases could also occur. Services, conferences, and training opportunities have been cancelled

or postponed. Some activities are being held virtually, which can also be limiting for many people in Montana that do not have equitable access to internet, as well as cell phone minutes and data. Additional struggles include access to concrete supports (finances, essential care items, etc.), childcare, and social isolation. Despite all these challenges, Montana's state agencies and organizations have found new and sometimes more effective ways of supporting families and children. All groups that work with children and families have had to evaluate their outreach and delivery of services to come up with new and modified ways of supporting families such as providing virtual prevention services and telehealth.

MT CTF officially became part of the DPHHS Early Childhood and Family Support Division in January 2020 along with many other prevention and early intervention programs for children and families. However, many logistics are still being worked out and many staff are teleworking due to COVID-19. As such, some growing pains may not yet be realized. MT CTF remains optimistic that this move will provide better communication and collaboration, as well as reduce duplication among state-level prevention services.

As Montana approaches a legislative session, the Executive Planning Process (EPP) has started. MT CTF has been advised that a request for continued State General Funds earmarked for children aged zero to three and their caregivers will not need to be submitted through the EPP and will be decided internally by DPHHS Early Childhood and Family Support Division (ECFSD). Staff will continue to keep abreast of any information regarding the reinstatement of these funds.

## 17. List of Accompanying Documents

- Certification Regarding Lobbying
- Lead Agency Designation Letter
- Governor's Assurance Statement
- Lead Agency Assurances
- Leveraged Claim Form
- MT CTF RFP 2019-2020
- MT CTF Grant Renewal Application 2020-2021
- MT CTF Strategic Plan 2018-2022
- DPHHS Child Abuse and Neglect Prevention Strategic Plan 2018