



# COLLECTIVE IMPACT REPORT FISCAL YEAR 23-24

An overview of the Ottawa County's *Stop Child Abuse & Neglect Council's* initiatives supported through Ottawa County between October 1, 2023 and September 30, 2024.



Prepared by  
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Strategies

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# INTRODUCTION

## Background Information:

The Ottawa County Stop Child Abuse and Neglect (SCAN) Council is a community-based effort to prevent child abuse and neglect in Ottawa County. SCAN helps to coordinate child abuse prevention efforts to ensure we are working together as a community to protect children. Arbor Circle convenes the SCAN Council to work with partnering organizations to raise awareness of child abuse and advocate for children who are at risk of abuse or neglect.

Each partner organization plays a vital role in executing the shared strategic plan, furthering the Council's objectives through their initiatives. This report offers a summary of the activities carried out during FY24.



## Prevention partners during this time period include:



# TARGETED ISSUES

## ADVERSE CHILDHOOD EXPERIENCES

### WHAT ARE ACES & WHY THEY MATTER?

Adverse Childhood Experiences (ACEs) are traumatic events that occur in childhood and can have long-term impacts on health and wellbeing. In contrast, Positive Childhood Experiences (PCEs) are healthy and nurturing events that lessen the impact of ACEs. In the 2021 Youth Assessment Survey conducted with 8th, 10th, and 12th grade students in the county, 41% of students reported having between 1 and 3 adverse childhood experiences, while 5% experienced 4 or more.

People who experience 4 or more ACEs by the age of 18 have much higher risk of adult onset of chronic health problems such as heart disease, cancer, diabetes, suicide, and alcoholism. [1]

### STRATEGIES

- Increase community awareness & use of Positive Childhood Experiences (PCEs)
- Enhance social connections
- Support and promote Thrive Ottawa County Community Education Efforts

### LOCAL PROGRAMMING

#### Social Connections

**Movement West Michigan** hosted nine focus groups with single moms to elevate their experiences in our community and compiled a report summarizing the findings. This report can be found at [movementwestmi.org/communitydatareports](https://movementwestmi.org/communitydatareports).

# LOCAL PROGRAMMING

## Social Connections, continued:

**SCAN Council members** supported through the SCAN Council (Health Department, CMHOC, Arbor Circle, and the Great Start Collaborative) provided 4 Parent Cafes serving 77 people. Parent Cafes were held in Holland and Grand Haven, and are now expanding to add options in Allendale, Coopersville, and Hudsonville.

**Bethany Christian Services**, based on the priorities of SCAN, was able to secure grant funding to train Parent Cafe hosts in Ottawa County.

## Community Awareness and use of PCEs:

**Arbor Circle** provided many trainings, including:

- Organized an ACES Summit serving 35 people, with 94% reporting they learned something new and 91% reporting they learned the importance of understanding and using ACEs information/data in our communities.
- Provided 6 PACES trainings with a total of 114 participants.
- Provided 3 ACES Primary Presentations with 12 total participants.
- Provided 2 Intro to Strengthening Families Protective Factors Framework (SFPF) trainings with 20 participants.
- MDHHS continues to provide monthly ACES/PCEs trainings.
- Pathwaves Partnership, facilitates workshops that provide further education on PCEs, such as HOPE: Healthy Outcomes from Positive Experiences.



## Promote Thrive Ottawa County:

**Arbor Circle** provided 6 trainings connected to Thrive Ottawa County for a total of 54 staff. Among those trained, 66% could identify one small change or new technique/skill/strategy they can use after participating in the training. For more information refer to [thriveottawa.org](https://thriveottawa.org).

[1] <https://acestoohigh.com/aces-101/>

# PREVENTING CHILD MALTREATMENT

## WHY IT MATTERS

According to the Centers for Disease Control, experiencing abuse or neglect as a child is one ACE that hinders healthy development and outcomes in adulthood.[1] In 2023, there were 441 confirmed victims of abuse and/or neglect in Ottawa County. The rate of child abuse and neglect in Ottawa County, per 1,000 children ages 0-17, has decreased continually during the past 5 years, from 12.2 in 2019 to 6.4 in 2023. (Kids Count Data Center 2024, Ottawa County)

One protective factor from child maltreatment is having caregivers who can meet basic needs for things such as food, shelter, education, and health services. An effective way to support this protective factor is through the Earned Income Tax Credit (EITC). This federal income tax break helps low-to-moderate income workers and families reduce the amount of taxes they owe and possibly increase their tax refund. This can help families with low income make ends meet so they can afford basic needs.

In 2021, a record 13.4% of families in Ottawa County received the EITC due to the expansion of eligibility but a year later, only 8.4% of families received it, which was lower than any of the three prior years.

## STRATEGIES

1. Support efforts to increase mental health supports
2. Promote Earned Income Tax Credit (EITC) option with families
3. Ensure that Mandated Reporter trainings include cultural awareness
4. Implement Period of Purple Crying Program

## LOCAL PROGRAMMING

### Mental Health Supports

- **Movement West Michigan** hosted a “Student Mental Health @ Church” at Winning at Home in Zeeland. There was a presentation of policies/best practices for youth pastors and children’s ministry leaders, and a QPR training on suicide prevention.
- Help Me Grow provided one training for the Great Start Collaborative.

[1] Centers for Disease Control and Prevention. Adverse Childhood Experiences Prevention Strategy. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, 2021.

## Mental Health Supports, Continued

- **CMHOC** revamped and relaunched Children's Mobile Crisis (CMC) services to families and youth ages 0-20 living in Ottawa County with evening in-home crisis intervention and de-escalation services.
  - Hosted a *Robyn Gobbel* training on *Big Baffling Behaviors* to over 220 mental health and related professionals in the community. Among participants, 89% reported they would be able to use the concepts learned with their clients/families.
  - Launched Phase 3 of the Anti-Stigma Campaign, *Be Informed*. Provided various resources with QR Code link to [StigmaFreeOttawa.com](https://StigmaFreeOttawa.com) which provides community resource information for mental health.
  - Launched a lending library of books related to mental health and well-being for consumers and made plans to offer an online library to increase access.
- **SCAN**
  - Supported a *parent education presentation* with *Robyn Gobbel* with 69 people attending the workshop.
  - Supported the efforts of the Region 4 - [Advancing Healthy Births Project](#) to enhance perinatal mood and anxiety supports for families. This included developing an education and awareness campaign to bring attention to and normalize PMAD (Perinatal Mood and Anxiety Disorders), previously known as Postpartum Depression and/or Anxiety. SCAN helped with the creation and dissemination of a local resource guide and hosted two Parent Cafes specifically for families in the perinatal and postpartum period.

**Every survey participant who attended the Robyn Gobbel's training agreed with the statement:**

*"I learned information I can use with my child(ren) and/or at my job to address big, baffling behaviors."*





## Mandated Reporter Trainings

- The **CAC** provided training to 1,306 adults, including childcare providers. The training was updated to address implicit bias and included information on cultural awareness, provided by MDHHS. After the training, 99.5% of participants report knowing skills to recognize the signs and symptoms of child sexual abuse.
- **MDHHS Prevention** presents Mandated Reporter training to schools, court personnel, and medical providers throughout Ottawa County.

*Anyone, including a child, who  
suspects child abuse or neglect,  
can make a report by calling  
**855-444-3911.***

## Period of Purple Crying:

**Arbor Circle:** Four *Period of Purple Crying* trainings were provided with a total of 19 participants. Among the 19 participants completing the post survey, 100% indicated they learned the importance of understanding infant crying, 100% report they can use the information to support parents and caregivers, and 100% reported the presentation will support parents in preventing Sudden Unexplained Infant Death Syndrome.

In addition, over 2,000 apps were provided with 1,800 in English and 20 in Spanish. A fatherhood handout was included with each.



## Promote Earned Income Tax Credit

**Arbor Circle:** 1,400 postcards were distributed with information promoting availability of the EITC.

# SAFE SLEEP

## WHY THIS MATTERS

In Ottawa County between 2017-2022 there were 73 sleep-related infant deaths, with 8 of them occurring in 2022. ([MDHHS, 2022](#))

## STRATEGIES

1. Safe Sleep presentations/trainings for professionals
2. Explore what county data is available to ID priorities for addressing unsafe sleep
3. Support hotels to have safe sleep supports for families.

## LOCAL PROGRAMMING

### Safe Sleep Education

- **Help Me Grow:** *Safe Sleep* educational materials are included in all information provided to families. *Safe Sleep* information is also provided to hotels in the area and SCAN Council partners.
- **MDHHS Prevention:** For families with infants, staff discusses safe sleep and provides sleep sacks. MDHHS also makes referrals to the Maternal Infant Health Program for additional support to families.
- **Arbor Circle:** Safe sleep was addressed within the *period of purple crying* presentations in partnership with [Haddie's Calling](#).

No activities were identified that addressed exploring available data as it relates to safe sleep or supporting hotels.

# ENGAGEMENT OF FATHERS

## WHY DOES IT MATTER?

Research shows that engaged fathers lower the risk for poor childhood outcomes, including infant mortality, emotional and behavioral problems, neglect and abuse, alcohol and substance abuse, suicide, and more. Dads also experience improvements in their well-being, such as better physical and mental health, increased community involvement, reduced alcohol and substance use, and increased longevity.

## STRATEGIES

1. Convene and coordinate the *Fatherhood Coalition*
2. Training for human service providers on effectively engaging/including fathers

## LOCAL PROGRAMMING

The *Fatherhood Coalition* worked to recruit new members and establish common priorities. Over the year, the coalition set up two informational tables at community events and collaborated with SCAN to host two Parent Cafes aimed at enhancing father engagement. Additionally, a grant proposal was submitted to facilitate a community assessment focused on improving services in Ottawa County to be more father-friendly.



# MEMBER SURVEY OF WORKFORCE KNOWLEDGE

## Summary of Results, Fall of 2024

The following summarizes results from a SCAN Council membership survey collected October – November 2024 with 10 respondents.

The table below presents the results of questions where respondents rated their knowledge, as well as their team's knowledge across various areas. Response options included: **No Knowledge, Limited Knowledge, Some Knowledge, A Great Deal of Knowledge, and Excellent Knowledge/Strong Practical Use.** Items are listed in ranked order, from the lowest to highest average combined score for both individual and team knowledge levels on each topic.

Topic	Your Level of Knowledge		Your Team's Level of Knowledge		Avg Score* (your & your team's averaged)	Trainings Wanted	
	Score*	% no/limited	Score*	% no/limited		% who want more trainings**	Indicated In-Depth Training Needed
Best Practices for Working with Fathers	7.5	50%	8.0	50%	7.8	80%	10%
Parent Leadership and engagement	9.0	40%	8.5	40%	8.8	30%	10%
Child Welfare systems and Resources including CASA	10.5	30%	9.5	30%	10.0	33%	11%
Body Safety	12.0	10%	10.5	30%	11.3	60%	0%
How to Help Keep Kids Safe From Sexual Abuse (Darkness to Light)	11.5	20%	11.0	20%	11.3	70%	10%
Period of PURPLE Crying	12.0	0%	11.0	10%	11.5	100%	40%
Trauma and Trauma Prevention/ Mitigation	12.0	0%	11.5	10%	11.8	100%	40%
Safe Sleep	14.0	10%	11.0	10%	12.5	80%	10%
Strengthening Families Protective Factor Framework	14.0	30%	11.5	30%	12.8	70%	10%
Mandated Reporting Signs and Symptoms, how and process	15.0	0%	13.0	20%	14.0	70%	30%
Adverse Childhood Experiences Data and Research	16.5	0%	14.0	0%	15.3	50%	30%
Positive Childhood Experiences and Healthy Outcomes from Positive Experiences	16.5	0%	14.0	0%	15.3	80%	50%

\*Score based on a scale of 0-20 with 0 being 'no knowledge' and 20 equaling 'Excellent knowledge and strong use in my practice'.

\*\*Includes those who selected 'yes' and those who selected 'in-depth training needed'

The table below compares the average scores for knowledge for each topic for 2022 and 2024, highlighting the percentage change. Improvements are shown in green, while declines are shown in red. Only topics assessed in both 2022 and 2024 are included.

Topic	Avg Score* (your & your team's averaged)		Relative Change
	2022	2024	
Period of PURPLE Crying	8.7	11.5	24%
Adverse Childhood Experiences Data and Research	15	15.3	2%
Mandated Reporting Signs & Symptoms, how & process	13.75	14	2%
Trauma and Trauma Prevention/ Mitigation	11.6	11.8	2%
Strengthening Families Protective Factor Framework	13.2	12.8	-3%
Best Practices for Working with Fathers	8.7	7.8	-12%
Body Safety	14	11.3	-24%
Safe Sleep	15.7	12.5	-26%
How to Help Keep Kids Safe From Sexual Abuse (Darkness to Light)	14.4	11.3	-27%

**When asked what other training topics should SCAN Sponsor, the following comments were suggested:**

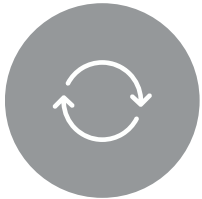
- “Parent Leadership”
- “Parent Leadership, Fatherhood specific”
- “The Invitation to Change Approach”
- “I think we need to do a better job of connecting the dots of how some of the things like PACES awareness and knowledge of the 5 Protective Factors Framework are trauma prevention/mitigation strategies. I also think more knowledge and awareness on system change work could be helpful for the SCAN Council.”
- “Parental mental health and its impact on child abuse”

**The table below summarizes responses for respondents’ agreement with certain statements:**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I can name all 5 protective factors from the Strengthening Families Protective Factor Framework and how they are used in my work.	0%	20%	0%	30%	50%	100%
I understand the connection between the SCAN Council and Children Trust Michigan (CTM) and can identify one of CTM's priorities.	0%	20%	10%	40%	30%	100%
I can identify how my role/efforts contribute to the work and success of the SCAN Council.	0%	0%	30%	30%	40%	100%

# PRIORITIES FY24-25

In October 2024, SCAN members engaged in discussion about priorities for the upcoming year, taking into account emerging issues and aspects of the strategic plan that still require attention. This resulted in the following priorities for consideration:



## CONTINUE

- Increase efforts to promote resilience through supportive adults.
- Develop and provide culturally relevant information pertaining to *Safe Sleep*.



## EXPAND

- Expand partnerships with hospitals to provide *Period of Purple Crying* program to parents.
- Improve collaboration with existing partnerships to expand programs and offer training in the community.



## START

- Focus on prevention initiatives addressing child sexual abuse within the Hispanic/Latinx, Spanish-speaking community.
- Connect with at-risk populations susceptible to child abuse or neglect by leveraging existing partnerships and utilizing consistent messaging.
- Improve data collection regarding:
  - Evaluation of cultural awareness information addressed within mandated reporter trainings.
  - Monitor the distribution of *Period of Purple Crying* evaluation cards.
  - Track pack n' play distribution.

# DATA COLLECTION RECOMMENDATIONS

All SCAN partner organizations contribute to the implementation of a shared strategic plan, advancing the Council's goals through specific activities. To track collective impact and set priorities for the upcoming year, Arbor Circle gathers information on each partner's contributions as they relate to this strategic plan.

To monitor activities as summarized in this report, partner organizations were asked each month to report on activities from the previous month in a shared Google document. In addition, activities are noted by staff within the annual action plan. At the end of the fiscal year, partner organizations were asked to provide data related to their activities for outputs for things such as the number of services provided, participants served, and materials distributed as well as information documenting the immediate outcomes for participants such as post training survey results.

To enhance data collection and reporting for the next fiscal year, we recommend the following steps:

- Annual Workplan/Tracking Matrix: Develop a tracking matrix based on the annual action plan, with each strategy having a row for each partner organization to report quarterly activities. This matrix should specify the types of data to report, including outputs for each activity and short-term outcomes where relevant. It should be accessible in a shared online location for ongoing updates.
- Quarterly Review: After each quarter, review the document and conduct follow-up interviews with partner representatives as needed. These discussions should address missing, incomplete, or unclear data. The reviewer should record updates directly into the shared form during these follow-ups.
- Common Evaluation tools or indicators: For services offered by multiple partners, consider using shared evaluation tools or indicators. For example, a common post-training survey could streamline data collection while still allowing data analysis specific to each partner conducting trainings. If a common tool isn't feasible, partners may agree on one or two shared questions to allow for consistent reporting across similar services.