

# Indiana Kids First Trust Fund

- STRATEGIC PLAN
- Approved: April 22, 2021

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## EXECUTIVE SUMMARY

Since 1994 when the state legislature created the Kids First Trust Fund, the Board has administered the fund and allocated monies to child abuse & neglect prevention programs. The Board seeks to grow the resources available to the fund and become more involved in prevention efforts across the state.

Our mission is to promote the well-being of Indiana's children by advocating for and funding initiatives that prevent child abuse & neglect and reduce infant mortality. This plan outlines goals for the near future and a wide array of strategies to achieve those goals.

These goals and strategies are broad and wide ranging, and the board acknowledges that they cannot all be pursued in a simultaneous fashion. As a result, the board, with input from key stakeholders across the state, will each year prioritize key goals and strategies for the subsequent year.

The Kids First Trust Fund board depends on your investment in Indiana's children to support families and prevent child abuse & neglect. We will continue to give you a voice in these matters and seek your ongoing support.

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## OUR VISION:

All of Indiana's children will thrive in safe, stable, nurturing, caring, and supportive families and communities.

## OUR MISSION:

To promote the well-being of Indiana's children by advocating for and funding initiatives that prevent child abuse and neglect and reduce infant mortality.

# KID'S FIRST TRUST FUND STRATEGIC PLAN

In the pursuit of this vision becoming a reality and consistent with our mission, the Kids First Trust Fund Board has set forth the following goals:

- 1) Increase available funding and leverage private dollars to support child abuse & neglect prevention.
- 2) Promote the critical value of support and resources for parents and encourage advocacy to advance the belief that child abuse & neglect is preventable.
- 3) Support the funding, coordination and collaboration of child abuse & neglect prevention strategies at the local, regional, and state level within the public and private sectors.
- 4) Promote diversity and equity in all prevention and child welfare efforts throughout Indiana.
- 5) Encourage the use of data in all decision making related to prevention and child welfare.

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The Kids First Trust Fund Board recognizes that all parents need and benefit from community support and resources which help them succeed in their role of raising healthy and safe children.

We further acknowledge that communities, as well as programs funded by the Kids First Trust Fund, should strive to enhance the following key elements for supporting the well-being of children and families:

- 1) Nurturing and Attachment
- 2) Knowledge of Parenting Skills and Strategies
- 3) Parental Resilience
- 4) Social Connections
- 5) Concrete Supports for Parents
- 6) Social and Emotional Competence of Children

(Based on Strengthen Families' Protective Factors)

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To further enhance our efforts in promoting child well-being and preventing child abuse & neglect and infant mortality, the Kid's First Trust Fund Board urges Indiana citizens and policy makers to prioritize the following for families:

- 1) Strengthen economic and social supports for families
- 2) Change social norms to promote child well-being
- 3) Provide quality care and education in early life
- 4) Enhance parenting skills and strategies
- 5) Intervene to lessen harm and prevent future risks

(Based on CDC's Essentials for Childhood Framework)

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The Board believes the preceding generally accepted concepts and beliefs provide a framework under which the Kids First Trust Fund can be most effective.

To achieve the goals laid out in this plan, the Board has set forth the following strategies and action plans.

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## ACTION PLANS / STRATEGIES

GOAL 1: Increase available funding and leverage private dollars to support child abuse & neglect prevention.

- Establish a companion 501(c)(3) to permit private fundraising
- Promote KFTF license plate sales
- Advocate for more flexibility in federal child welfare funding
- Support non-profit organizations, focused on prevention, in their efforts to raise funding
- Research, identify, and recommend most efficient use of state and federal funding to maximize funding for prevention



# KID'S FIRST TRUST FUND STRATEGIC PLAN

## ACTION PLANS / STRATEGIES

GOAL 2: Promote the critical value of support and resources for parents and encourage advocacy to advance the belief that child abuse & neglect is preventable.

- Develop a statewide communication plan to change social norms that enhance Protective Factors, promote child well-being, and eliminate the stigma of seeking support
- Support the development and implementation of Statewide Prevention Framework with appropriate messaging
- Promote KFTF branding and name recognition
- Become a member of CSSP's Strengthen Families National Network to promote Protective Factors

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## ACTION PLANS / STRATEGIES

GOAL 2: Promote the critical value of support and resources for parents and encourage advocacy to advance the belief that child abuse & neglect is preventable. (Continued)

- Explore a “mandated supporter” communications campaign
- Advocate for and support child abuse and neglect prevention educational events
- Promote opportunities for children and youth to build meaningful and positive relationships
- Launch an Ambassadors Program (Kempe Foundation)

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## ACTION PLANS / STRATEGIES

GOAL 3: Support the funding, coordination and collaboration of child abuse & neglect prevention strategies at the local, regional, and state level within the public and private sectors.

- Increase cross-system coordination among state and private agencies to increase economic and community supports as well as early childhood developments for vulnerable children
- Support the development of the statewide Strategic Framework for the Prevention of Child Maltreatment
- Advocate for coordinated local prevention efforts (e.g. local community centers, parent cafes)
- Advocate for the expansion of Strategic Framework
- Support local pilots and backbone organizations for local Statewide Prevention Framework implementation

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## ACTION PLANS / STRATEGIES

GOAL 3: Support the funding, coordination and collaboration of child abuse & neglect prevention strategies at the local, regional, and state level within the public and private sectors. (Cont.)

- Develop a grant solicitation process to encourage proposals from and funding to community based organizations engaged in effective child abuse and neglect prevention
- Create a prevention provider advisory committee
- Provide opportunities for parent voice in prevention planning and implementation
- Increase legislative education and engagement

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## ACTION PLANS / STRATEGIES

GOAL 4: Promote diversity and equity in all prevention and child welfare efforts throughout Indiana.

- Promote diversity and equity in all prevention and child welfare efforts throughout Indiana
- Promote and support implicit bias / institutional racism training in child welfare settings
- Develop and implement metrics to monitor diversity and equity in the child welfare system in Indiana

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## ACTION PLANS / STRATEGIES

GOAL 5: Encourage the use of data in all decision making related to prevention and child welfare.

- Encourage the use of data in all decision making related to prevention and child welfare.
- Pursue survey research on the most effective communication strategies for CAN messages in Indiana
- Promote and support data collection and research on ACE's in Indiana
- Promote and support data collection and research on the link between domestic violence, animal abuse, and child abuse and neglect in Indiana
- Support research on effective strategies for raising US and Indiana Earned Income Tax Credit take-up rates in the state.

# KID'S FIRST TRUST FUND STRATEGIC PLAN

## Kids First Trust Fund Board Members

Candes Shelton, Chair  
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