

Essentials for Childhood: Steps to Create Safe, Stable, and Nurturing Relationships for Children



**National Center for Injury Prevention and Control
Division of Violence Prevention**

**Webinar
May 22, 2013**

Presenters



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CDC



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Webinar Objectives

- ❑ Highlight “Essentials for Childhood” as CDC’s strategic direction for preventing child maltreatment by promoting safe, stable, and nurturing relationships and environments for children
- ❑ Review how CDC’s strategic direction of safe, stable, nurturing relationships and environments was developed and current activities
- ❑ Review of Essentials for Childhood goals and steps
- ❑ Highlight additional resources to assist effective work in the four goal areas of Essentials for Childhood

FOA: Implementation of Essentials for Childhood (#CE13-1303)

- ❑ Eligible applicants: State Health Departments or their Bona Fide Agents
- ❑ Required partners: State affiliate of Prevent Child Abuse America, National Alliance of Children's Trust and Prevention Funds or Parents Anonymous, CBCAP state lead, and business sector representative
- ❑ Letter of Intent by May 30
- ❑ Application Deadline June 24
- ❑ TA call for interested applicants May 24, 2:00pm ET

More information on FOA# CDC-RFA-CE13-1303:

<http://www.cdc.gov/violenceprevention/fundedprograms/foa>

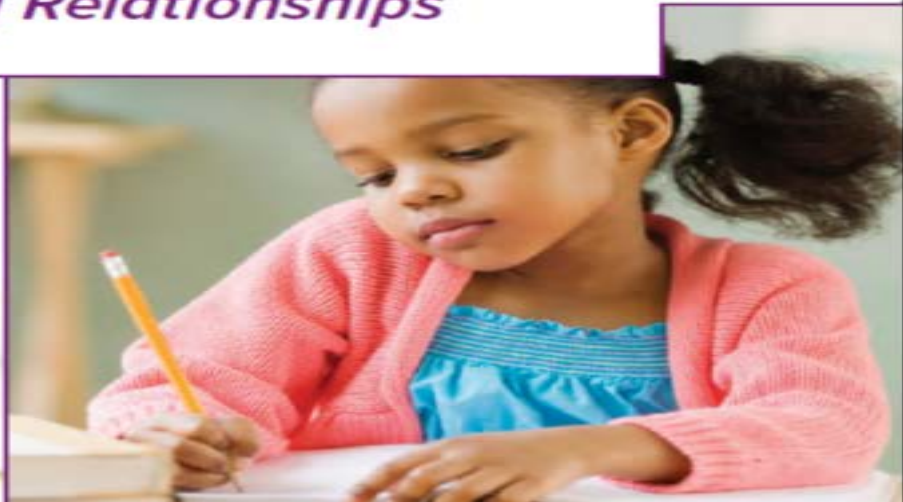
and

www.grants.gov (search by funding # CDC-RFA-CE13-1303)



Essentials for Childhood

*Steps to Create Safe, Stable,
and Nurturing Relationships*





essentials
for **childhood**

SAFE, STABLE, NURTURING RELATIONSHIPS (SSNRs)

<http://www.cdc.gov/violenceprevention/childmaltreatment/essentials>

- **Safety:** The extent to which a child is free from fear and secure from physical or psychological harm within their social and physical environment
- **Stability:** The degree of predictability and consistency in a child's social, emotional, and physical environment
- **Nurturing:** The extent to which a parent or caregiver is available and able to sensitively respond to and meet the needs of their child



CDC'S STRATEGIC DIRECTION FOR CM PREVENTION

Safe, Stable, Nurturing Relationships: Influence Early Brain Development and Buffer Adverse Childhood Experiences (ACE)

- ❑ Healthy development depends on the quality and reliability of young children's relationships with the important people in their lives
- ❑ Nurturing, responsive and individualized interactions build healthy brain architecture that provides a strong foundation for future learning, behavior and health
- ❑ SSNRs can provide a buffer for ACE





Safe, Stable, Nurturing Relationships and Environments became our strategic direction for child maltreatment prevention and our vision for what we want for all children

Essentials for Childhood is the broad “umbrella” for all of our child maltreatment work

- Next step was to identify:
 - a process to organize our work in this effort
 - steps for promoting safe, stable, nurturing relationships and environments for children and families
- Essentials for Childhood – Steps to Create Safe, Stable, and Nurturing Relationships document



- ❑ **A document that proposes strategies that communities can consider to promote Safe, Stable, Nurturing Relationships (SSNRs) and Environments**
- ❑ **Steps for promoting SSNRs are suggested in four goal areas:**
 - Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment
 - Use Data to Inform Solutions
 - Create the Context for Healthy Children and Families through Norms Change and Programs
 - Create the Context for Healthy Children and Families through Policies

<http://www.cdc.gov/violenceprevention/childmaltreatment/essentials>



❑ **Additional Resources**

▪ **Future supplementary resources on:**

- Raising awareness and commitment
- Media (piece for media outlets and organizations on working with media)
- Positive Community Norms
- Interactive exercise to make the business case for prevention and engage business and employers in promoting SSNRs
- Suggestions for business/employers to promote SSNRs

▪ **Currently available**

- Public Health Leadership Toolkit

<http://vetoviolence.cdc.gov/childmaltreatment/phl/>

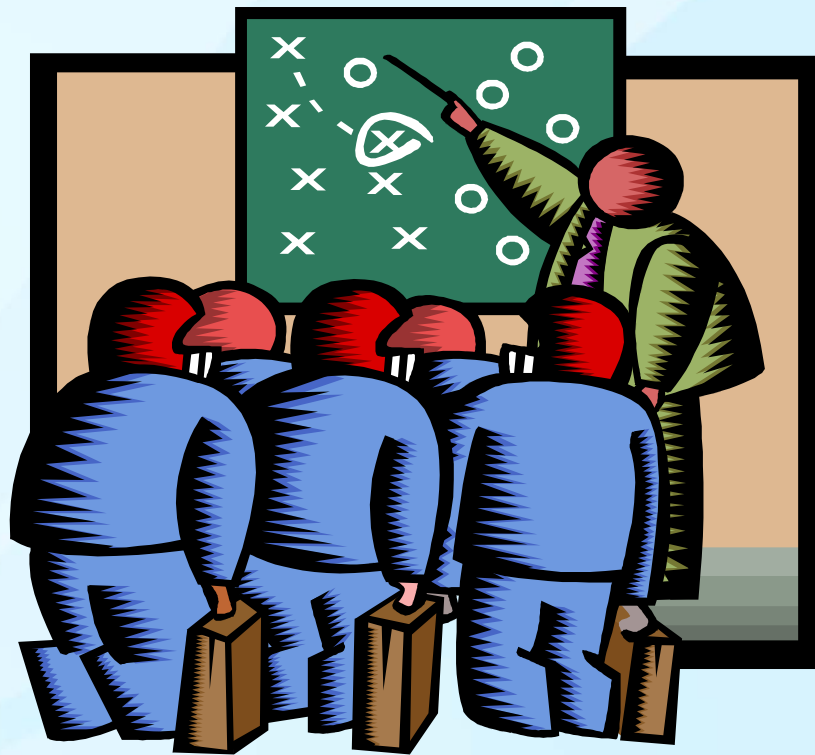
- Multi-media resources: ACEs infographic; Videos (The Promise of Prevention, subject matter experts; motion graphic video)

Increasing Effectiveness Through:

- ❑ Strategic work in all 4 goal areas

Raise Awareness
and
Commitment

Use Data



Create the
Context through:

Norms Change
And Programs

Policies

Increasing Effectiveness Through

Moving from Isolated Impact:

Countless nonprofit, business, and government organizations each work to address social problems independently



Increasing Effectiveness Through

Moving from Isolated Impact to Collective Impact:



Fundamentally different, more disciplined, and highly structured and higher performing approach to large scale social impact than other types of collaboration


COLLECTIVE IMPACT

- ❑ More highly structured than our typical collaborations; share 5 key conditions:
 - Common agenda
 - Shared measurement systems
 - Mutually reinforcing activities
 - Continuous communication
 - Presence of a “backbone” organization

Hanleybrown, Kania, Kramer. Stanford Social Innovation Review. Jan. 26, 2012

Kanis, J., Kramer, M. *Collective Impact*. Stanford Social Innovation Review. Winter 2011.

Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment



Goal 1

Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

Providing safe, stable, and nurturing relationships and environments (SSNRs) for all children requires changing attitudes, behaviors, norms, and policies. Even if you know people or groups who are motivated to create this kind of change, you will only see results when the idea garners the support of the larger community and its leaders. This means your efforts to prevent child maltreatment (CM) and promote SSNRs in your community requires both community and social commitment.

When we talk about community and social commitment in this guide, we mean that the broader community is committed to ensuring safe, stable, and nurturing relationships for children. This commitment does not stop at awareness, but moves along a continuum from awareness of the problem to solution. Observing an impact on SSNRs and CM is more likely as community members and leaders move along the continuum toward solutions.

Why Sustained Commitment Is Important

It is worth noting the biggest obstacle to improving health throughout a community is often not the shortage of funds or the absence of “programs” but rather the lack of commitment to do something about it.¹² This means it is critical to build commitment as a foundation for any meaningful public health initiative, including the steps to support SSNRs and prevent CM. You can expect creating commitment to take time, resources, and persistence.¹³ It requires the continuous use of new information and ongoing public involvement, as well as the translation of technical information for the general public, leaders, and decision-makers.

essentials
for childhood

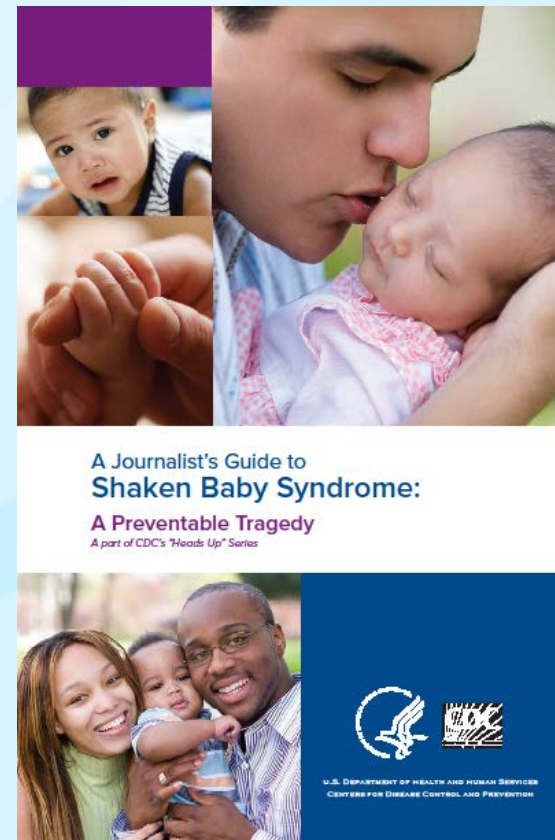
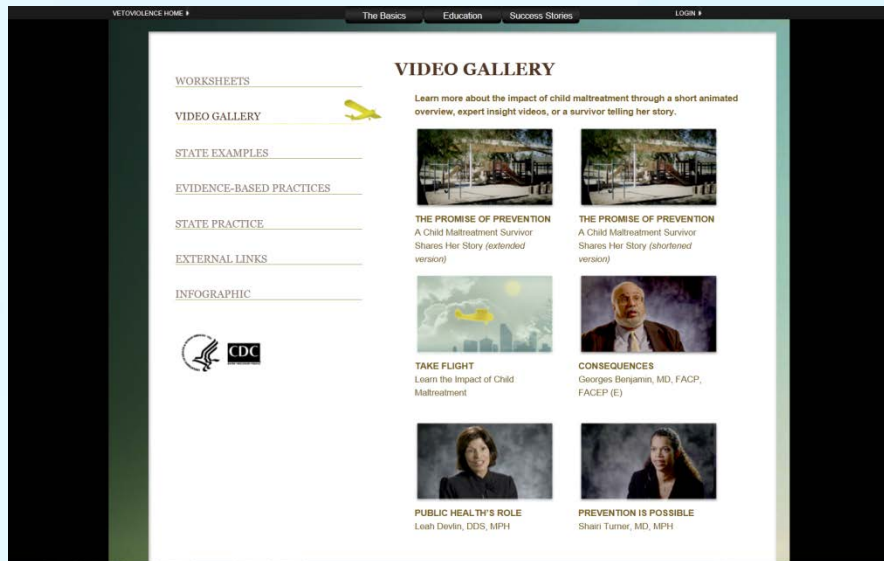
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goal one

□ Steps:

- Adopt the vision of “assuring SSNRs for every child and preventing child maltreatment”
- Raise awareness in support of the vision
- Partner with others to unite behind the vision

Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

Videos



Media Guides

Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

Infographics

ADVERSE CHILDHOOD EXPERIENCES

looking at how ACEs affect our lives & society

1 2 3 4 5 i PDF

WHAT *can* BE DONE ABOUT ACES?

These wide-ranging health and social consequences underscore the importance of preventing ACEs before they happen. **Safe, stable and nurturing relationships** (SSNRs) can have a positive impact on a broad range of health problems and on the development of skills that will help children reach their full potential. Strategies that address the needs of children and their families include:



Home visiting to pregnant women and families with newborns



Parenting training programs



Intimate partner violence prevention



Social support for parents



Parent support programs for teens and teen pregnancy prevention programs



Mental illness and substance abuse treatment



Preschool Enrichment



Sufficient income support for lower income families

<http://vetoviolence.cdc.gov/childmaltreatment/phl>



<http://www.pewstates.org/research/data-visualizations>

Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

Podcasts

CDC Home
CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) #

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Women's Health

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Preconception health means taking care of your own health now so you'll be healthy for yourself and your future baby. Created: 10/1/2012 by National Center on Birth Defects and Developmental Disabilities (NCBDDD). Date Released: 10/1/2012.
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Me? Have a Baby? Preconception Health
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Preconception health means taking care of your own health now so you'll be healthy for yourself and your future baby. Created: 10/1/2012 by National Center on Birth Defects and Developmental Disabilities (NCBDDD). Date Released: 10/1/2012.
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and more...

Public Service Announcements



<http://www2c.cdc.gov/podcasts/player.asp?f=300786>

Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

- ❑ Develop messages grounded in evidence, scientifically accurate**
- ❑ Communicate risk and protective factors**
- ❑ Communicate the science behind primary prevention**
- ❑ Consider your audience**
- ❑ Identify existing communication channels**
(partnering with traditional media)
- ❑ Develop new channels**

Use Data to Inform Solutions

□ Steps:

- Build a partnership to gather and synthesize relevant data
- Take stock of existing data
- Identify and fill critical data gaps
- Use the data to support other action steps

Goal 2

Use Data to Inform Solutions

To adequately address any public health issue, using the information you have available is critical. This factual information—data—will help you understand the size and nature of the problem in your community, how to best direct your community's prevention resources, and to monitor the ultimate impact of any interventions (such as a new program or policy).

To start, you need to learn how people in your community think and feel about child maltreatment (CM) prevention. It is also important to learn what you can about their relationships to one another, as well as any community, environmental, and social factors that might be related to the problem. Pulling all of this information together is not an easy task, but it is crucial information that can be fed into the other goals, from building community and social commitment, to understanding parenting norms, to evaluating policy changes.

Keep in mind you will face some challenges in collecting, analyzing, and using this kind of information. You are more likely to find existing information that focuses on risk factors and negative outcomes, like measures of child maltreatment and neglect, out-of-home placements in foster care, or children living in poverty. Other existing data may be fragmented and collected for a variety of purposes with varying definitions and criteria.

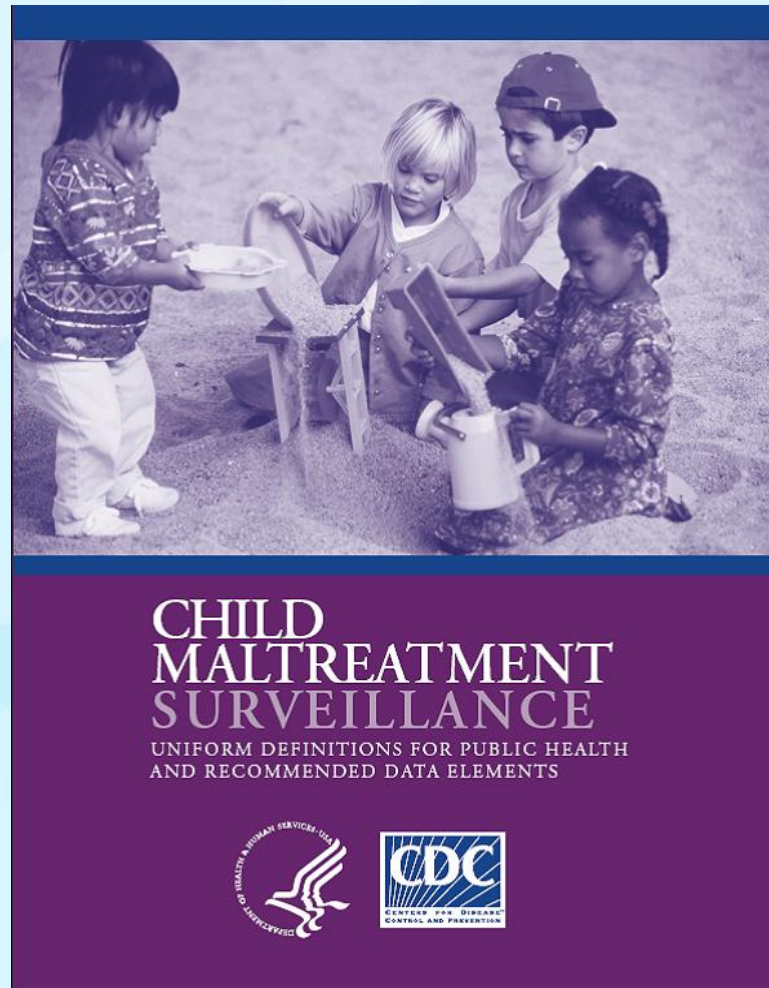
The four steps below may assist you as you begin this process:

- 1) **Build a partnership to gather and synthesize relevant data**
- 2) **Take stock of existing data**
- 3) **Identify and fill critical data gaps**
- 4) **Use the data to support other action steps**



Use Data to Inform Solutions (continued 1)

- ❑ Leverage expertise
- ❑ Develop data sharing agreements
- ❑ Link data
- ❑ Translate



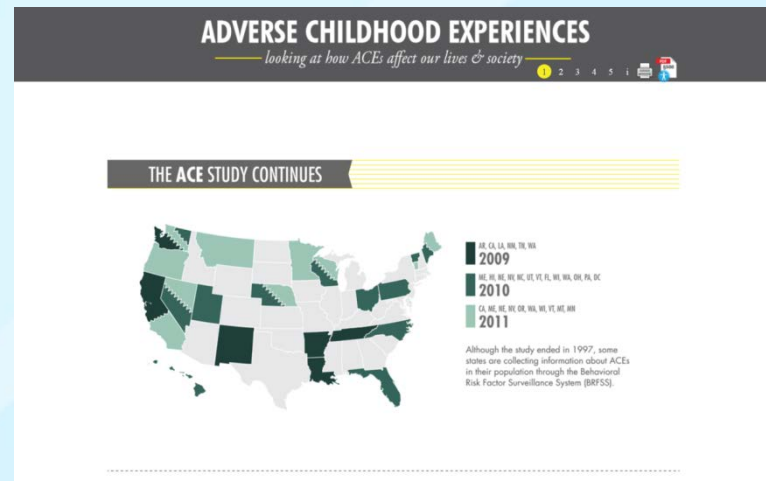
Use Data to Inform Solutions (continued 2)

❑ Behavioral Risk Factor Surveillance System (BRFSS) ACEs module

- Inform program and policy goals
- Connect ACEs and SES

❑ Child Death Review Data

- Annual reports – education about risk factors and prevention opportunities



**NATIONAL MCH CENTER
FOR CHILD DEATH REVIEW**
KEEPING KIDS ALIVE

About Us
The Child Death Review Process
Technical Assistance & Resources
State Spotlights
Tools for Teams

**A National Resource Center
for Child Death Review**
1115 Massachusetts Ave, NW
Washington, DC 20005
2455 Woodlake Circle
Okemos, MI 48864
Phone: (800) 656-2434 Fax: (517) 324-7365

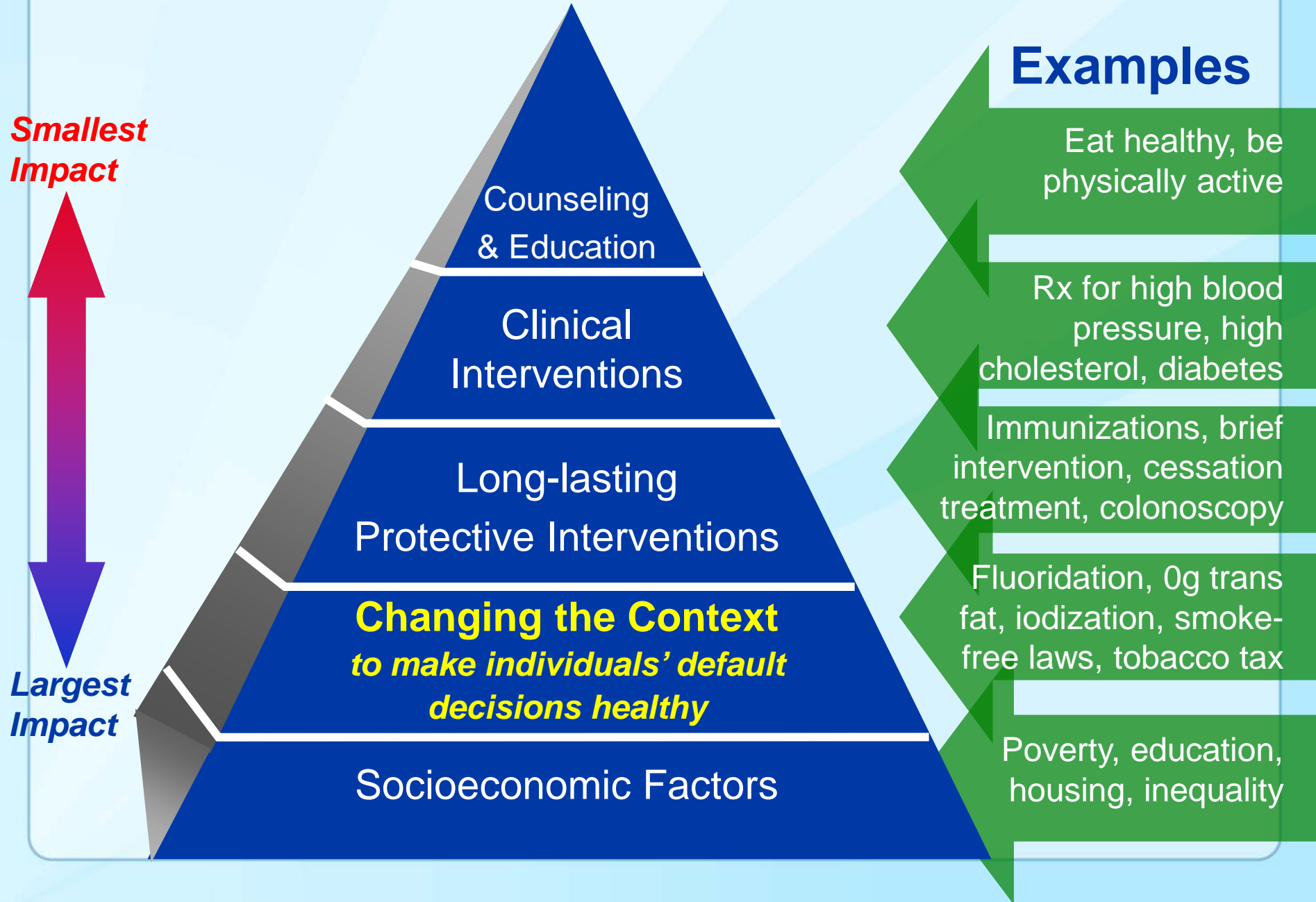
Upcoming Events
Child Mortality Data
Types of Child Deaths
Preventing Child Deaths
CDR Reporting

Contact us at info@childdeathreview.org

Review Coordination & Integration Report

In December, 2011, 37 national, state and local representatives already known to be working on coordination and integration across review types as well as federal leaders from MCHB, the CDC, DOJ, Administration on Aging and the Indian Health Services met in Washington DC. The report of this meeting has been published in *The Coordination & Integration of Fatality Reviews: Improving Health & Safety Outcomes Across the Life Course*.

Factors that Affect Health



Create the Context for Healthy Children and Families through Norms Change and Programs

□ Steps:

- Promote the community norm that we all share responsibility for the well-being of children
- Promote positive community norms about parenting programs and acceptable parenting behaviors
- Implement evidence-based programs for parents and caregivers

Goal 3

Create the Context for Healthy Children and Families through Norms Change and Programs

Parents and caregivers are a child's first exposure to the world around them. The quality of relationships between children and their parents and caregivers, and the environment in which those relationships develop, play a significant role in a child's cognitive, emotional, physical, and social development. Research has demonstrated the benefits of safe, stable, and nurturing relationships and environments (SSNRs) and, conversely, the negative outcomes attributed to child maltreatment (CM) and other adverse conditions in childhood.

Here are three steps you might consider to support parents and caregivers in providing SSNRs:

- 1) **Promote the community norm that we all share responsibility for the well-being of children**
- 2) **Promote positive community norms about parenting programs and acceptable parenting behaviors**
- 3) **Implement evidence-based programs for parents and caregivers**

Step #1

Promote the community norm that we all share responsibility for the well-being of children

No family exists in a vacuum; therefore, supporting families in providing SSNRs is a shared responsibility. Everyone in your community—both parents and those without children—can champion or contribute to efforts to develop safe places or neighborhood activities where children are watched and supervised, and families can gather, interact, and get to know each other. Neighborhood associations can link families and other neighborhood adults together to help with household tasks and to watch out for each other's children in the neighborhood.

Create the Context for Healthy Children and Families through Norms Change and Programs

□ Positive Community Norms

- One way to approach community context is by examining norms
 - e.g., Parenting norms
- Research shows that misperceptions of norms are strong predictors of high-risk behavior

(Perkins, H. W., Linkenbach, J. W., Lewis, M. A., & Neighbors, C. (2010). Effectiveness of social norms media marketing in reducing drinking and driving: A statewide campaign. *Addictive Behaviors*, 35(10), 866–874. doi:10.1016/j.addbeh.2010.05.004)
- Supplemental document will provide Seven Steps for Promoting Positive Community Norms

Create the Context for Healthy Children and Families through Norms Change and Programs

(continued)

❑ Evidence-based programs

- Guide to Community Preventive Services
<http://www.thecommunityguide.org/index.html>
- Home Visiting Evidence of Effectiveness <http://homvee.acf.hhs.gov/>
- California Evidence-Based Clearinghouse for Child Welfare
<http://www.cebc4cw.org/>

❑ Monitoring Implementation and Evaluation

- CDC's *Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide* <http://www.cdc.gov/eval/guide/>
- National Implementation Resource Network (NIRN)
<http://nirn.fpg.unc.edu/>

❑ Other Resources

- CDC's Understanding Evidence
<https://vetoviolence.cdc.gov/evidence-landing.html>

Create the Context for Healthy Children and Families through Policies

Goal 4

Create the Context for Healthy Children and Families through Policies

As we have discussed throughout this guide, promoting safe, stable, and nurturing relationships (SSNRs) and preventing child maltreatment (CM) is not a simple process. It includes building commitment, using data to inform the actions you take, and supporting parents and caregivers in your community. The policies in place in communities can also help ensure children in your community lead healthy and safe lives.

Similar to the other sections in this guide, helping decision-makers make informed decisions around conditions that support SSNRs requires collaboration and partnerships in your community. Supporting policies that support SSNRs for children requires efforts from organizations in both the public and the private sector—e.g., from state and local health departments, the media, business, schools, faith-based, and community organizations. Historically, policies that improve the socioeconomic conditions of families or that structure the environment so that healthy choices are the easy choices have had the largest impacts on health.¹² But it is also important to consider the potential impacts on children and families when creating or changing any policy.



□ Steps:

- Identify and assess which policies may positively impact the lives of children and families
- Provide decision makers and community leaders with information on the benefits of evidence-based strategies and rigorous evaluation

Create the Context for Healthy Children and Families through Policies (continued)

❑ **Business**

- Flexible work schedules and family leave

❑ **Hospital**

- Educating new parents on abusive head trauma (shaken baby syndrome)

❑ **Child Care**

- Trainings for child care center staff
- Eligibility levels (so more parents can access high-quality child care)

QUESTIONS & ANSWERS



Thank you for joining us!

More on Essentials for Childhood:

www.cdc.gov/ViolencePrevention/childmaltreatment/essentials

The findings and conclusions in this webinar are those of the presenters and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

For more information please contact Centers for Disease Control and Prevention

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