Building Healthy Communities to Promote Child and Family Well-Being

Digital Dialogues: The National Conversation about Child Abuse and Neglect
Presenters

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Child Abuse & Neglect Prevention Board in Wisconsin
“Rules”

• Participant phones are on mute but we encourage you to chat questions throughout. We will try to answer as many as possible at the end.

• There is also a structured chat in this call—we are asking all participants to respond.

• This is a fast format (30 minute dialogue) but there will be additional opportunities to interact on the issue.
Conceptualizing Neglect

Parental neglect of children

Societal neglect of families

Community neglect of families

Societal neglect of community
Theory of Change/ Call to Action:

PREVENT CHILD NEGLECT

- Acknowledge existence and increase public awareness of child neglect
- Recognize the ramifications of inaction
- Embrace strategies to reduce incidence and prevalence of child neglect
- Intervene and effectively treat child neglect and help families build protective factors

**SOCIETY**

- Federal laws and public policies that
  - Remediate child and family poverty
  - Meet children’s basic needs
  - Increase supports of family policies
  - Support father involvement
  - Develop partnerships with families
  - Respect culturally diverse practices
  - Promote universal approaches that target very young children and families
- Encourage comprehensive, integrative approaches
- Public will and social norms that
  - Encourage giving of ourselves to benefit those less fortunate
  - Eliminate stigma associated with needing and asking for help
  - Expect formal and informal leaders to “walk the talk”
- Federal and state financing that
  - Invest in cost-effective prevention efforts
  - Fund strategies/programs that collectively meet the multi-dimensional needs of families
  - Prioritize research funding (including neuroscience)

**COMMUNITY Neighborhood**

- Available/accessible/affordable/quality
  - Food
  - Housing
  - Education
  - Child care
  - Transportation
  - Health care
  - Job opportunities/living income
  - Social supports
  - Safe, stable and nurturing environment
  - Parent participation in local endeavors
  - Community culture of collaboration
  - Concrete supports in times of need
  - Linkages to quality services when needed
  - Culturally specific services and supports
  - Research-based services selection to enhance child and family well-being

**FAMILY Relationship**

- Strategies and methods that build and sustain
  - Strong families
  - Healthy partner relationship
  - Nurturing and attachment
  - Fathers’ involvement
  - Social connections
  - Family’s ability to provide basic needs for children
  - Parents as key decision-makers in their own families

**INDIVIDUAL Parent/ Caregiver/Child**

- Strategies and methods that build and sustain
  - Physical, emotional and economic well-being
  - Knowledge of parenting and child development
  - Parental resilience
  - Social and emotional competence of children
  - Parent’s ability to obtain assistance if needed

**OUTCOMES:**

- Humanitarian Society
- Supportive and Thriving Communities
- Strong and Stable Families
- Safe and Healthy Children

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MOST FREQUENTLY IDENTIFIED RISK FACTORS

- History of Trauma
- **Poverty/Insufficient Resources**
- Maternal Depression/Mental Health
- Substance Abuse
- Devaluing/minimizing challenges associated with raising children
Poverty has a Sense of Urgency, But Most Families in Poverty Do Not Neglect Their Children

Action is Needed to:

- Shore up the safety net
- Raise political awareness about poverty
- Reframe issues & narratives in ways that reduce or eliminate polarization of our reactions to social problems
- Move discussion from incriminating parents to examining context & communities in which almost all parents are trying to raise children safely
A Research-Based Action-Oriented Approach to Preventing Child Neglect

So What Can We All Do to Get from Here...

A Call to Action to Prevent Child Neglect
Building Healthy Communities and Preventing Child Neglect

IT’S MORE THAN A FAMILY MATTER

**CHILD NEGLECT** is a failure to meet children’s basic needs – whether the failure is the responsibility of parents, communities or society – and this void places children in harm’s way.

**FACTS about Child Neglect**

- **More than 75% of all cases in the United States**
- **Most Common Form of Child Maltreatment**
- **Cognitive and Academic Deficits**
- **Social Withdrawal and Limited Peer Interactions**
- **Possible Long-Term Impacts**
- **Violent and Criminal Behavior**

- **$585 B**
  - Total burden
- **$1.24 B**
  - Lifetime productivity loss due to death

- **Cost of Child Maltreatment**
  - in billions of USD (2008)

Good news **IT’S PREVENTABLE**

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Building Healthy Communities and Preventing Child Neglect

A SHARED RESPONSIBILITY

PREVENTING CHILD NEGLECT will take the concerted efforts of individuals, communities and society at large. We have a shared responsibility to help ensure that all children grow up free from harm, with their needs met and with adults who care for them and about them.

THEORY OF CHANGE to Prevent Child Neglect

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Building Healthy Communities and Preventing Child Neglect

EXPAND THE CONVERSATION

PREVENTING CHILD NEGLECT will require effective messaging to increase public support for policies and programs that improve children’s lives. We must expand the conversation to help people see that we have a collective, public responsibility for our children.

MESSAGES to Mobilize Support

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Everyone Needs an Elevator Speech
An elevator speech is essential for communicating the preventing child neglect message quickly, clearly and distinctly. A good pitch:

- Should be no longer than 60 seconds or about 200 words
- Takes planning and practice

Think of your elevator speech as an executive summary that provides a quick overview of the Preventing Child Neglect Initiative and why it is going to be successful.

Key Components of a Quality Elevator Speech
1. **What problem are you trying to solve?** Does your elevator speech address meeting children’s basic needs?
2. **Keep it simple.** Use plain English and avoid buzzwords.
3. **Would people want to know more?** Think about the issue in a different way. Does your pitch invite interest?
4. **Does it invite passion?** If you are excited, your listeners will be too.

“I work to prevent child neglect.”

“Tell me more.”
The Community Connection

Focus on the big picture:
- It’s everyone’s responsibility. Communities are ultimately responsible for welfare of children.
- It’s not just nice to do. It’s necessary for the long-term success of the community.
- Communities benefit from addressing child neglect by producing safer, happier children and families.

Order Matters

- Start with BIG ideas
- Then move to issue types
- Only after first two, speak about specific policies, programs and solutions

*Explain the link between cause and solution. Do not assume people can connect the dots.*

Change the Dialogue

- Raise political awareness about poverty.
- Create messages that challenges the notion that support to families is coddling them.
- Move discussion from incriminating parents to examining context and communities in which parents are trying to raise children safely.

Use Solution-Oriented Stories

To help change minds and build:
- More support for children’s policies
- More support for government action
- More support for public investment
- Higher priority for children’s programs

“Together we can do more.”

“Each of us has been helped by someone in our lives. It is our responsibility to give back.”

“The whole community benefits when children grow up to be healthy, productive adults.”
To learn more about building healthy communities and preventing child neglect, visit http://ctfalliance.org/neglect
Project GAIN and Community Response Program

Rebecca Murray, CANPB Associate Director
Research Projects

• Project GAIN randomization since 2011
  • Added survey Feb. 2016 (Wisconsin Families Baseline Survey)
  • Post survey will begin Feb. 2017

• Community Response Program randomization will start Oct. 2016 in 16 counties

• The FAST tool
Implication of Existing Research

• Target population: Reported but not substantiated or served: …opportunity to engage this at-risk group

• Need for explicit attention to the economic needs of families at-risk for maltreatment—rather than just parenting-related needs (concrete supports in times of need)

• Economic interventions clearly not “THE” answer, but learning the extent of economics role in prevention, very important knowledge for the field.
Continue the Conversation at the 20th NCCAN

Workshop

Working Together to Build Healthy Communities and Prevent Child Neglect

Thursday, September 1, 2016
9:00–10:30 a.m.

Presenters:

• Aaron Miller, MSW, CO Community Response Program Manager, CO Office of Early Childhood
• Kristi Shook Slack, A.M., Ph.D., Professor, University of WI-Madison
• Meryl Levine, M.S.S.A, Senior Consultant, National Alliance of Children’s Trust and Prevention Funds
• Sandra Killett, Parent Advocate, Birth Parent National Network
Key Workshop Topics

- What we know about neglect
- Alliance’s neglect prevention resources
- A parent’s journey
- Showcasing the Colorado Community Response Program and its evaluation findings
- The Family Assessment of Strengths Tool (FAST)
Thank You and Next Steps

• For more information and to download the neglect prevention tools and resources, check out the website for the National Alliance of Children’s Trust and Prevention Funds at www.ctfalliance.org

• Expect a follow-up e-mail with a short evaluation, links to resources, and a summary of some of the ideas from our chat.