

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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and Neglect
Administration for
Children, Youth and
Families



Moderator: Nilofer Ahsan
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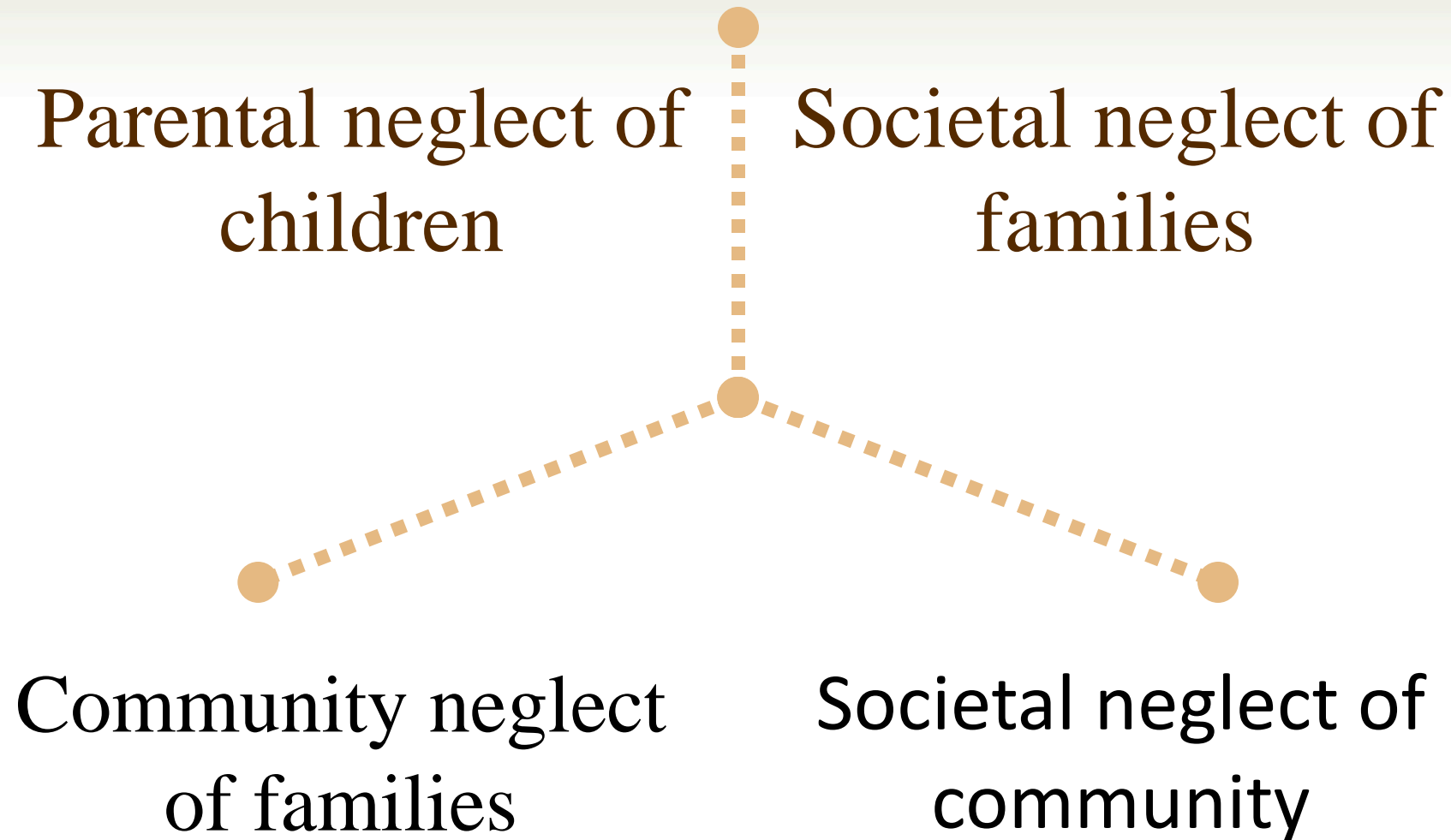


Rebecca K. Murray
Associate Director
Child Abuse & Neglect Prevention
Board in Wisconsin

“Rules”

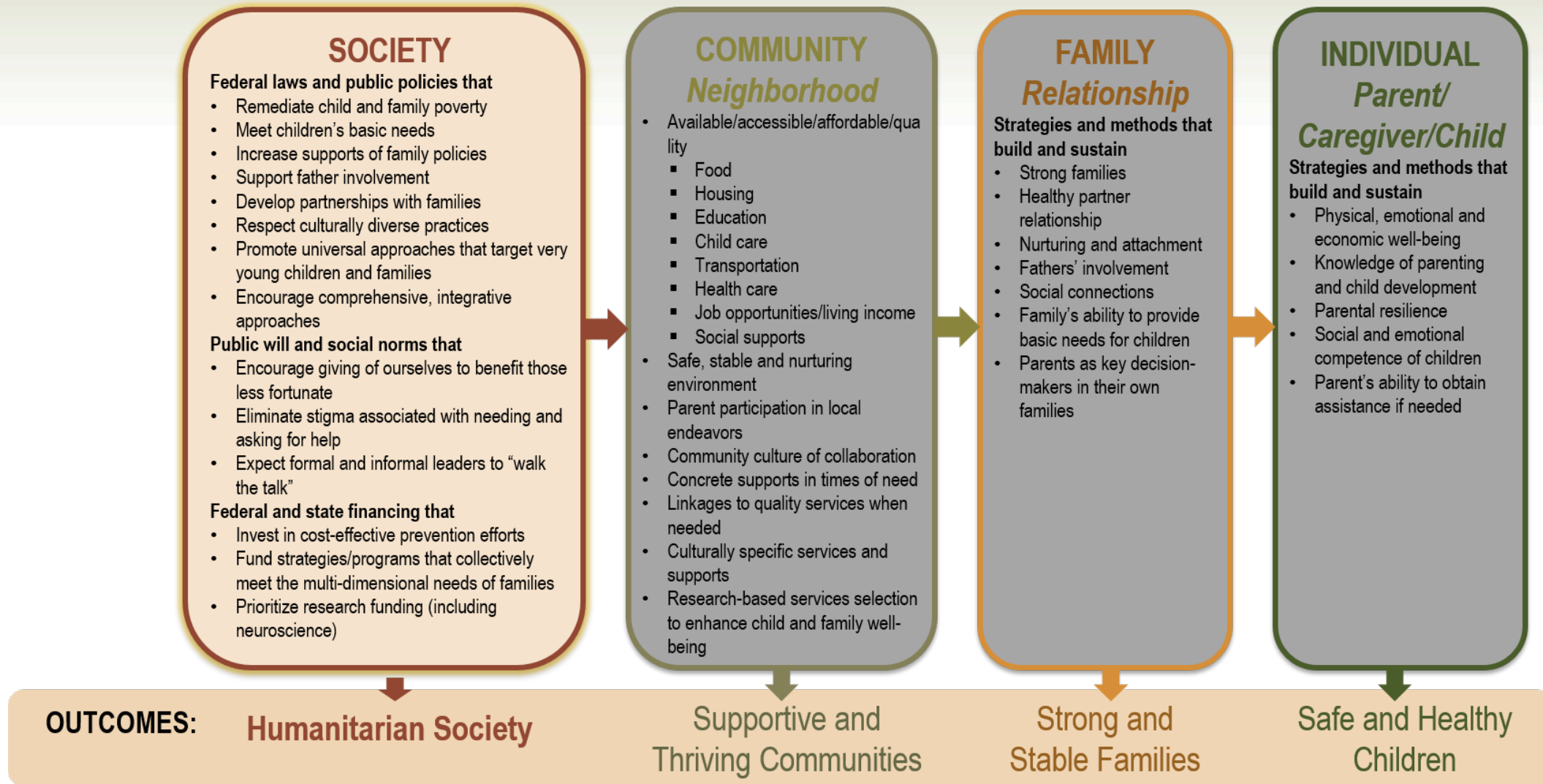
- Participant phones are on mute but we encourage you to chat questions throughout. We will try to answer as many as possible at the end
- There is also a structured chat in this call—we are asking all participants to respond
- This is a fast format (30 minute dialogue) but there will be additional opportunities to interact on the issue

Conceptualizing Neglect



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



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*



Most Common Form of Child Maltreatment



Cognitive and Academic Deficits

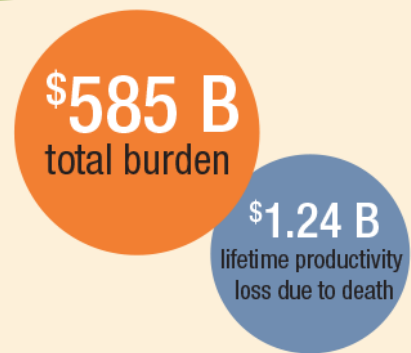


Social Withdrawal and Limited Peer Interactions



Violent and Criminal Behavior

Possible Long-Term Impacts



Cost of Child Maltreatment
in billions of USD (2008)

Good news **IT'S PREVENTABLE**

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*

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*

Now for the **QUICK OVERVIEW**

One Minute to Say It All **ELEVATOR SPEECH**

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.



"I work to prevent child neglect."

"Tell me more."

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.

"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."

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.

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

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.



To learn more about building healthy communities and preventing child neglect, visit <http://ctfalliance.org/neglect>



CHILD ABUSE & NEGLECT
Prevention Board

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.