



DIGITAL DIALOGUE

FAMILY & COMMUNITY ENGAGEMENT



Engaging Business and other Partners in Child Abuse and Neglect Prevention Approaches



Speakers

*Join the National
Conversation
on Child Abuse
and Neglect*



WELCOME

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GUEST

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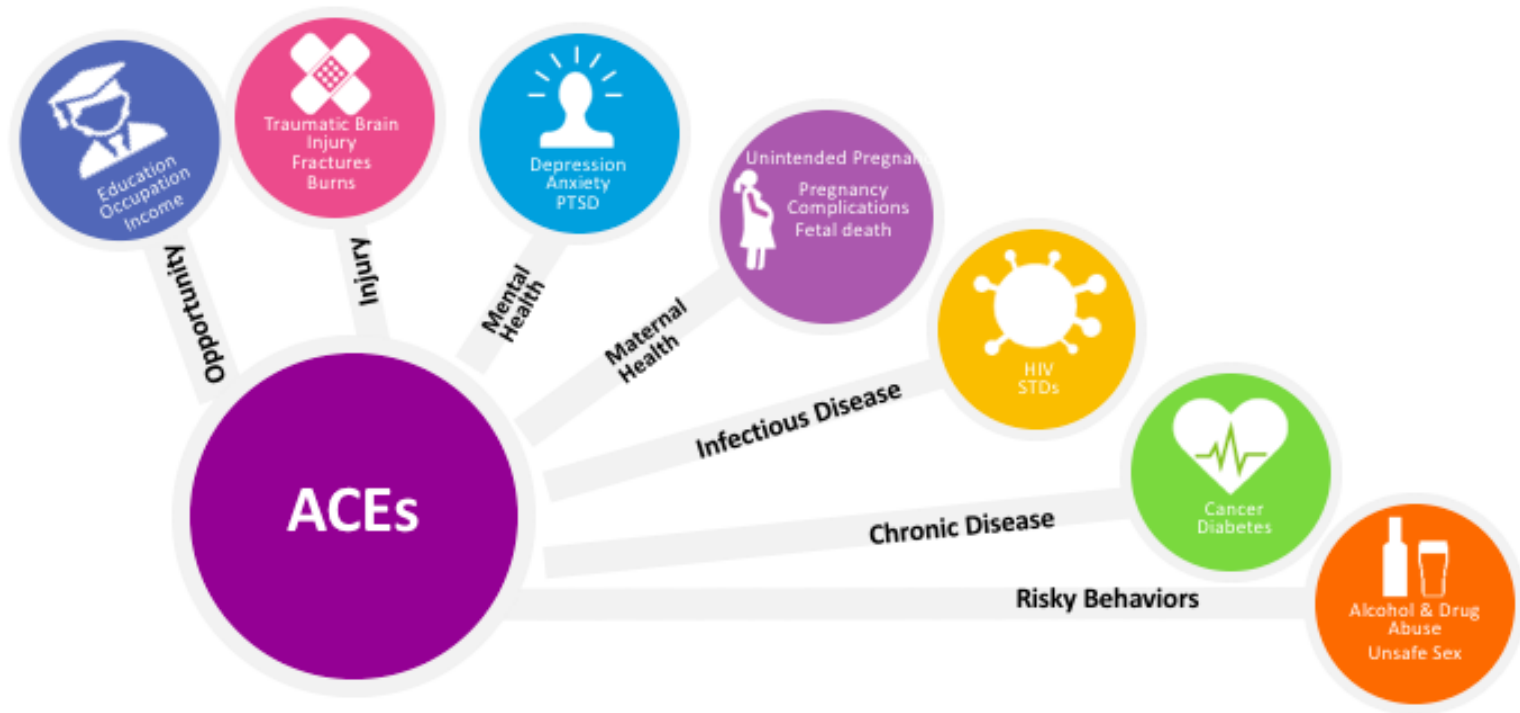
MODERATOR

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Preventing Early Adversity is Strategic

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Business Leaders Told Us They Care About

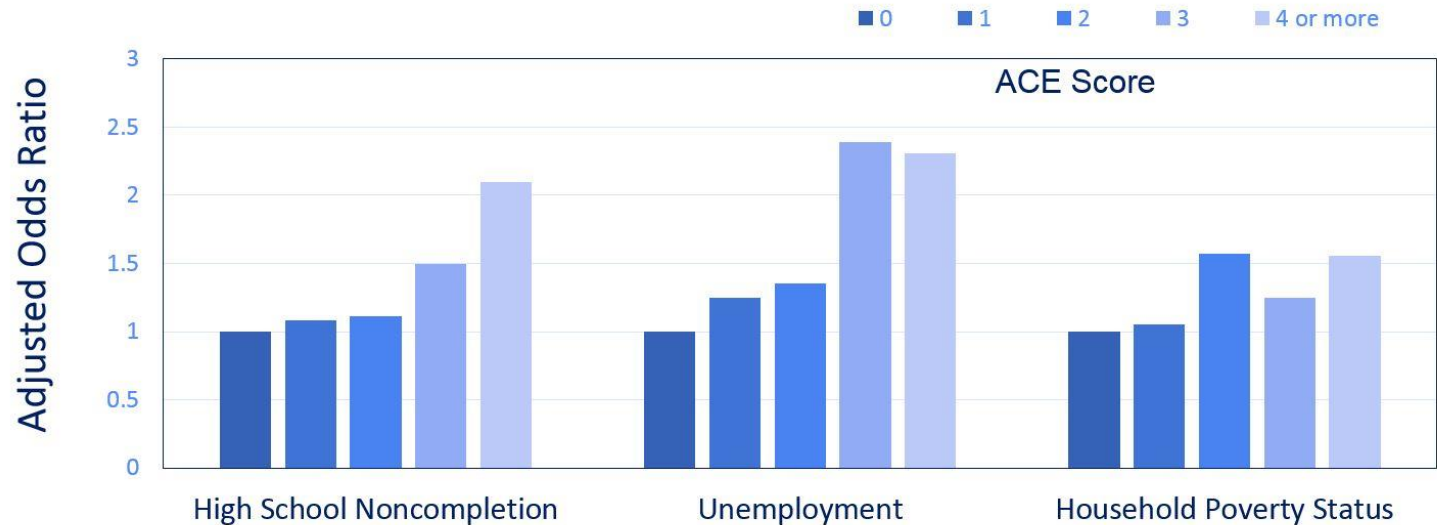
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- **Return on Investment (ROI)/Impact on bottom line**
- **Well-prepared workforce**
 - Healthy
 - Productive and innovative
 - Shows up ready to work
 - Collaborate and contribute to success and bottom line of business
 - Help create competitive edge and position of industry leader
- **Cost of remediation from negative outcomes**
 - Health care costs
 - Dropping out of school
 - Substance abuse
 - Crime
 - Domestic violence in workplace



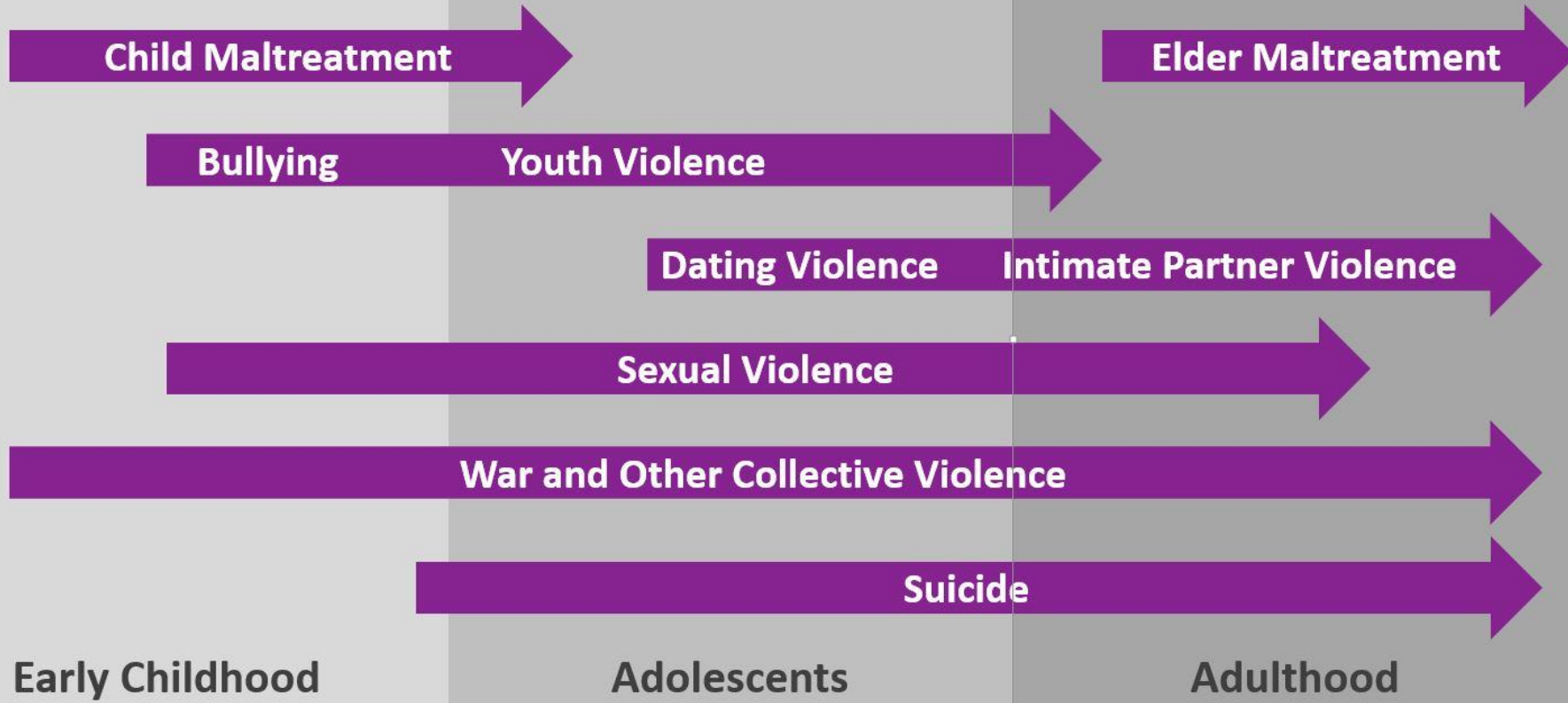
ACE Score and Life Potential

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Metzler, M., Merrick, M. T., Klevens, J., Ports, K. A., & Ford, D. C. (2017). Adverse childhood experiences and life opportunities: Shifting the narrative. *Children and Youth Services Review, 72*, 141-149.

Violence Across the Lifespan



Prevention

Response

ROLE OF CRIMINAL JUSTICE, CHILD WELFARE, SOCIAL SERVICES



Assuring safe, stable, nurturing relationships and environments for all children



Safe



Stable

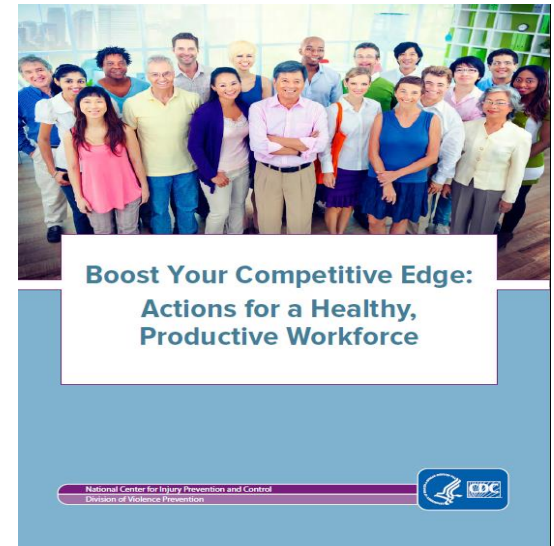


Nurturing

CDC Resources for Employers

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- Model safe, stable, nurturing relationships and environments in your organization
- Create a family-friendly workplace
- Take a comprehensive approach to employee wellness
- Provide parenting resources for employees
- Consider the role of state and local policy in improving employees' and their children's access to safe, stable, nurturing relationships and environments



CDC Resources for Employers

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<https://vetoviolence.cdc.gov/apps/child-abuse-neglect-biz>

This tool will help you communicate the important role of businesses as partners in assuring safe, stable, nurturing relationships and environments in the home, community, and workplace. It will also help you develop a concrete goal for partnering with businesses and a clear request (or “ask”) for local businesses of interest to you.

5 Strategies to Prevent Child Abuse & Neglect

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Change social norms to support parents and positive parenting



Enhance parenting skills to promote healthy child development



Strengthen economic supports for families



Provide quality care and education early in life



Intervene to lessen harms and prevent future risk

Strengthen Economic Supports to Families

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- **Family friendly work policies**
 - Livable wages
 - Paid leave
 - Flexible and consistent schedules



Provide Quality Care & Education Early in Life

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- Improve future workforce
- Reduce employee absenteeism and tardiness
- Reduce employee turnover
- Help employers to recruit and retain the best possible employees
- Increase employee productivity
- Improve a businesses' public image



TOGETHER We Can Prevent Early Adversity

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Developing New Partnerships and Working Across Sectors



Including:
Public Health, Government, Health Care Services, Social Services, Education, Businesses, Justice, Housing, Non-Governmental Organizations, Foundations, Media

Visit CDC's National Center for Injury Prevention and Control web site:

www.cdc.gov/ncipc

Visit the Division of Violence Prevention's ACE web site:

www.cdc.gov/violenceprevention/acestudy

Visit our ACE Online Resources:

vetoviolence.cdc.gov/apps/phl/images/ACE_Accessible.pdf
vetoviolence.cdc.gov/apps/aces/

For more information, contact CDC
 1-800-CDC-INFO (232-4636)
 TTY:1-888-232-6348 www.cdc.gov



Other Resources:

Boost Your Competitive Edge: Actions for a Healthy, Productive Workforce

http://www.cdc.gov/violenceprevention/pdf/essentials_up_3_employer-role.pdf

Making the Case: Engaging Businesses

<https://vetoviolence.cdc.gov/apps/child-abuse-neglect-biz>

Preventing Child Abuse and Neglect: A Technical Package for Policy, Norms and Programmatic Activities

<https://www.cdc.gov/violenceprevention/pdf/can-prevention-technical-package.pdf>

Thank You and Next Steps

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- Download the handouts to learn more. Click on the files in the “Handouts” box on your screen.
- Do you have innovative ideas, questions, or concerns about engaging families and communities? Tell us about your work. Send an e-mail to **hello@CANTASD.org** with “Family & Community Engagement” in the subject line.

Participant Feedback

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Thank you for your participation!

How useful was this session?

Additional Comments: hello@CANTASD.org

