

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

## Moving Upstream...Prevention Efforts in the Face of Increased Workloads and Decreased Funding

---

Angie Boy, DrPH, and Amber McKeen,  
Stephanie V. Blank Center for Safe and Healthy Children  
A service of Children's Healthcare of Atlanta at Scottish Rite



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

## Objectives

---

1. Explain two reasons why prevention of child abuse and neglect is an important part of the work of child serving organizations
2. List at least two prevention programs/ideas available for organizations to use or recommend
3. Give three examples of organizations available for partnership to expand prevention efforts

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



2

## Barriers to Prevention

---

- Funding
- Too much to do
- Time constraints
- Access
- Perceived lack of knowledge
- Lack of dedicated staff
- Lack of community interest
- Perceived ineffectiveness/unimportance

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



3

## Why is Prevention So Important?

---

- To be intentional about protecting children we have to think on a community level
- Involving multiple partners in collaborative approach has a broader impact than education alone within a single agency
- To prevent all types of abuse, we must shift our cultural norms

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



4

## Prevention Best Practices

---

- Come in all shapes and sizes
- Designed for defined geographic area or specific demographic
- Focus on widespread awareness and prevention training
- Engage supporters through motivating goals

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Prevention Benefits

---

- Go-to expert in the community
- Brings more funding opportunities
- Positive side to child abuse
- Helps with grants
- Strengthens reporting process
- Creates more volunteer opportunities
- Creates a purpose for community involvement
- Strengthens relationship with MDT partners

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## So How Can it Be Done?

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Building a Prevention Program

---

- It's okay to start small!
- Design program to address an existing need
- Reference current evidence-based programs
- Try to obtain financial support up front (think Rotaries, Exchange Clubs, etc.)
- Engage potential donors in the design process
- Keep stakeholder group small & engaged
- Devise a robust evaluation plan

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Building a Prevention Program

---

- Start with pilot projects
  - Small trainings
  - Focus on single organizations
  - Use the expertise you have
- Secure outside resources
  - Ex: interns, student groups from local universities
- Frame your messaging
  - Use social media to your advantage
  - If newsletter exists, make sure prevention message is ALWAYS included



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Potential Partners

---

- Schools
- Law Enforcement
- Daycares
- Rotary Club
- Faith Centers
- Junior League
- Garden Clubs
- Healthcare organizations
- Can you think of other examples?

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



10

## Examples of Prevention Programs

---

- Stewards of Children
- The Period of PURPLE Crying
- Partnerships for Healthy Communities
- Speak Up Be Safe
- Internet Safety 101
  
- Lunch and Learns
- Awareness Tables
- Book Reviews

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

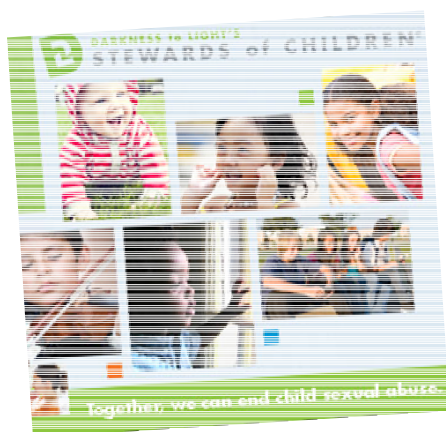
Children's Healthcare of Atlanta



11

## Stewards of Children

---



Darkness to Light's *Stewards of Children* program teaches adults how to prevent, recognize, and react responsibly to child sexual abuse.

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Stewards of Children Overview

---

- 2 hour prevention training
- Facilitator led, or available online
- Available in English and Spanish
- Shares life experiences from survivors and experts
- OJJDP model program
- Outcomes:
  - Increases knowledge & awareness
  - Changes child protective behavior



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## The Period of PURPLE Crying

---

- Created by the National Center on Shaken Baby Syndrome based in Utah



- Based on over 35 years of research on infant crying
- Tested for effectiveness in prenatal classes, maternity wards, pediatric practices, and home visits by public health nurses

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta




**THE LETTERS IN PURPLE STAND FOR**

<b>P</b>	<b>U</b>	<b>R</b>	<b>P</b>	<b>L</b>	<b>E</b>
<b>PEAK OF CRYING</b>	<b>UNEXPECTED</b>	<b>RESISTS SOOTHING</b>	<b>PAIN-LIKE FACE</b>	<b>LONG LASTING</b>	<b>EVENING</b>
Your baby may cry more each week, the most in month 2, then less in months 3-5	Crying can come and go and you don't know why.	Your baby may not stop crying no matter what you try.	A crying baby may look like they are in pain, even when they are not.	Crying can last as much as 5 hours a day, or more.	Your baby may cry more in the late afternoon and evening.

**THE WORD PERIOD MEANS THAT  
THE CRYING HAS A BEGINNING AND AN END**

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta 

## Program Components

- 10-minute DVD
- 10-page booklet
- Extra 17-minute video on soothing a crying infant and coping with increased crying
- Parent website:  
[www.purplecrying.info](http://www.purplecrying.info)

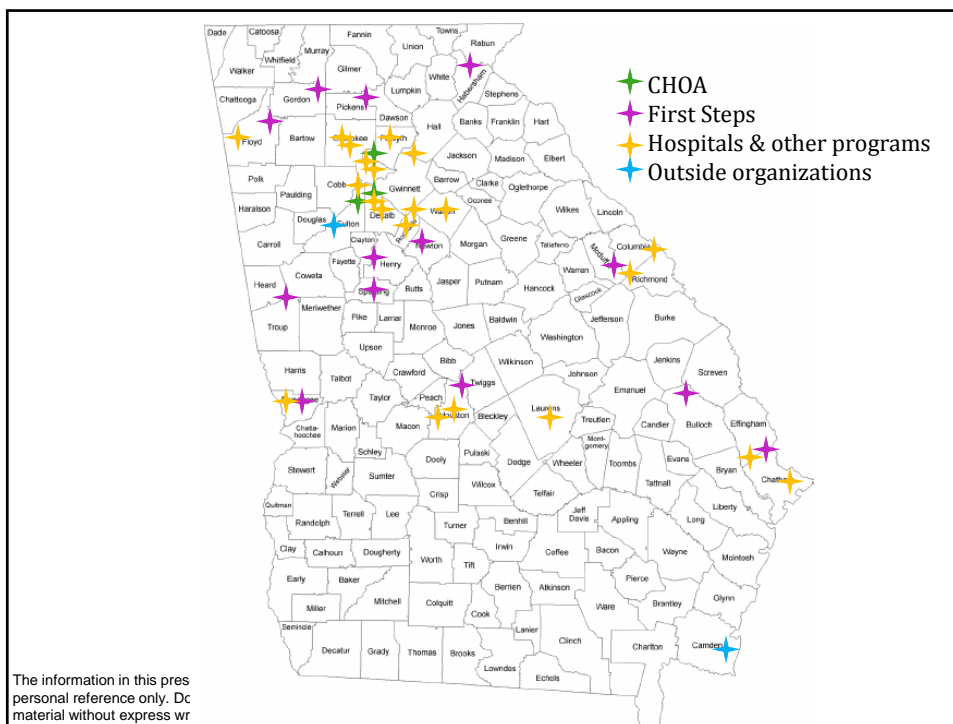


The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta







## Childhelp Speak Up Be Safe™



**Hotline:  
1-800-4-A-CHILD**



The info  
persons  
material without express written permission.

Children's Healthcare of Atlanta



## Speak Up Be Safe™

### Focus

- 1<sup>st</sup>-6<sup>th</sup> grade
- Enhancing sense of safety and respect for self and peers
- Engages safe adults in protecting children

### Components

- Incorporates active behaviors skills, checking for understanding, guided practice, & positive reinforcement
- Materials for parents/ caregivers, teachers/ administrators & community stakeholders

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Speak Up Be Safe™

### Strengths

- Socio-ecological model
- Multiple target audiences
- Varied approach over time
- Evaluation and research

### Limitations

- Taught only in schools, can miss crucial community members
- Not available in all communities
- Cost
  - Program: Starts at \$1,500

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



Enough-is-Enough

## Internet Safety 101

---

- Program's Goals:
  - To educate parents on keeping children safe online by providing information, safety rules and preventative tools
  
- Target: Parents



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



21

## Internet Safety 101

---

### Focus

- Set rules and guidelines for online use that parents can implement
- Educate about the risks children encounter while using the internet
- Explain protective tools for internet use

### Components

- Workbook and DVD
  - DVD includes over 2 hours of educational content
  - Workbook consists of 245 pages that follow the DVD layout
- Rules N' Tools Booklet
  - Covers the essential rules and guidelines for safe internet use

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



22

## Internet Safety 101

### Strengths

- Extensive resources
- Easy to follow
- Very efficient aged-based guidelines and tools
- Monthly newsletters
- Offered in Spanish

### Limitations

- Length
- Materials could cost over \$50.00
- Info on the DVDs & print materials become quickly outdated



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



23

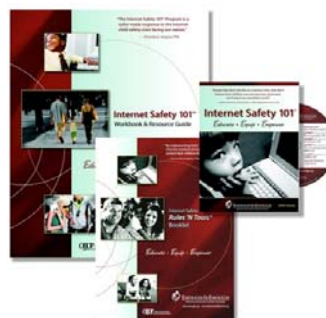
## Internet Safety 101

### For more information:

- Visit
  - [www.internetsafety101.org](http://www.internetsafety101.org)
  - [www.enough.org](http://www.enough.org)
  - Twitter: @NETsafety101

### Website includes:

- Information on internet dangers
- Other resources on internet safety
- Materials available for purchase
- Helpful blog



[www.internetsafety101.org](http://www.internetsafety101.org)

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



24

## Partnerships for Healthy Communities:

### A Course for Pre-Hospital Providers and Law Enforcement

- Developed in response to increasing trend of non-accidental trauma deaths
- Goal: To enhance awareness of child abuse and design useful prevention strategies
- Designed to teach first responders how to:
  - Recognize signs of child abuse
  - Document their findings
  - Report suspicions
  - Prevent child abuse

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



25

## Partnerships for Healthy Communities

- Child abuse prevention and intervention program created to increase child abuse awareness and provide useful prevention strategies for first responders
- Continuing education credits available for law enforcement, Fire, EMS & nurses
- Minimal cost to sustain the program



Children's Healthcare of Atlanta



## Partnerships for Healthy Communities Benefits

- Upon completion of the training, first responders will possess prevention strategies applicable to every 911 call
- Families in the community that are served by first responders trained in the program receive a community resource guide
  - The guide helps parents and families find resources and information that allow them to find support in their local community
- First responders are now able to properly document and respond to cases of potential abuse

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



27

## Community Resource Guides

### Guide to Resources

#### For Parents and Families



#### The Six Protective Factors

Protective factors are conditions in families and communities that increase the health and well-being of children and families. They serve as buffers that allow parents who might otherwise be at risk of abusing their children to find resources, supports, or coping strategies that allow them to parent effectively, even under stress.

- *Nurturing and Attachment*
- *Social and Emotional Competence of Children*
- *Parental Resilience*
- *Knowledge of Parenting and Child Development*
- *Social Connections*
- *Concrete Support for Parents*

#### Emergency Numbers

##### Life-Threatening: 911

Poison Control: 1-800-222-1222; 404-616-9287 (TDD)  
 Georgia Crisis Hotline  
 (mental) health and substance abuse referrals): 1-800-715-4225  
 Georgia Domestic Violence Hotline: 1-800-334-2836  
 Georgia Sexual Assault Hotline: 1-800-656-4673  
 Rape, Abuse & Incest National Network (RAINN): 1-800-656-4673

Source: US Department of Health and Human Services, [www.childwelfare.gov](http://www.childwelfare.gov)

#### Nurturing and Attachment & Social and Emotional Competence of Children

**Child Protection**  
 National Child Abuse: Childhelp  
 Hotline: 1-800-4-A-CHILD  
[www.childhelp.org](http://www.childhelp.org)

**Georgia Care Connection**  
 Support and resources for child victims of child sex trafficking  
 770-319-6888 (general information); 404-602-0068 (reporting)  
[www.georgiacareconnection.com](http://www.georgiacareconnection.com)

**Georgia Child Protective Services (Division of Family and Children Services)**  
 General information or to report abuse/neglect: 404-657-3400  
 After hours/holidays: 1-855-422-4453  
[www.dfcs.dhs.georgia.gov/child-abuse-neglect](http://www.dfcs.dhs.georgia.gov/child-abuse-neglect)

**Foster/Adoptive Parent Inquiries**  
 1-877-210-KIDS (5437)  
<http://www.helpandhope.org>

**Elder Protection**  
 Adult Protection Services  
 Report abuse of disabled adults or elder persons;  
 1-866-552-4464, press 2

**GA Division of Aging Services**  
 Administers a statewide system of services for senior citizens, their families and caregivers;  
 1-866-552-4464 (1-866-55-AGING)  
[www.aging.dhr.georgia.gov](http://www.aging.dhr.georgia.gov)

**Therapy/mental health resources for children and adults**  
 Families First  
 Individual, family, marriage and group counseling in English/Spanish  
 404-853-2800

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Simple Strategies/Programs

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



### CLICK for Babies

---

- Raise awareness about the PURPLE program, normal increased infant crying
- Knitting project to provide caps for newborns
- Great way to get different demographic involved in your work
- Don't necessarily have to be participating in PURPLE to participate in CLICK
- Visit <http://clickforbabies.org/> for more information



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



## Pinwheel Garden/Awareness Tables

- Pinwheel national symbol for child abuse awareness
- Use as part of an awareness event to educate community
- Use pinwheels to represent your message (number of children served, number of people trained, etc.)
- Think about strategic locations...entry to town/city, school lawn, city hall lawn, etc.
- Relatively inexpensive way to highlight your work



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



31

## Awareness Tables/Remembrance Events

- Tabling can be excellent way to provide prevention messaging
- Include resources for families and professionals
- Think about where people gather- Can you use those spaces?
- Remembrance events can be important times of healing and also an opportunity for prevention messaging



The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



32



## Book Reviews

---

- Children's books can be great way to start conversations about sensitive topics
- Sponsor book lists for parents
- Make sure all ages are included
- Discuss why book made the list, age, subject matter, cost, availability
  - Example: <http://www.choa.org/Childrens-Hospital-Services/Child-Protection-Center/~media/CHOA/Documents/Services/Child-Protection-Center/Resources/Book-List.pdf>

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



33

## Resources

---

- Child Welfare Information Gateway
  - [www.childwelfare.gov](http://www.childwelfare.gov)
- Prevent Child Abuse America/PCA-GA
  - [www.preventchildabuse.org](http://www.preventchildabuse.org)
  - [www.abuse.publichealth.gsu.edu/about/](http://www.abuse.publichealth.gsu.edu/about/)
- Darkness to Light
  - [www.d2l.org](http://www.d2l.org)
- GA Center for Child Advocacy
  - [www.georgiacenterforchildadvocacy.org](http://www.georgiacenterforchildadvocacy.org)
- Stephanie V. Blank Center for Safe and Healthy Children
  - [www.choa.org/cptraining](http://www.choa.org/cptraining)

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



34

## Contact Info

---

- Amber McKeen, Child Abuse Prevention Trainer,  
Center for Safe and Healthy Children : 404-785-5754  
[amber.mckeen@choa.org](mailto:amber.mckeen@choa.org)
- Angie Boy, Program Manager, Center for Safe and  
Healthy Children: 404-785-7429  
[angela.boy@choa.org](mailto:angela.boy@choa.org)
- Additional training opportunities:  
[www.choa.org/cptraining](http://www.choa.org/cptraining)

The information in this presentation is intended for personal reference only. Do not copy or present this material without express written permission.

Children's Healthcare of Atlanta



35