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

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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
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

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
**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

**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
So How Can it Be Done?

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
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

Potential Partners

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

Stewards of Children

Darkness to Light’s *Stewards of Children* program teaches adults how to prevent, recognize, and react responsibly to child sexual abuse.
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 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 LETTERS IN PURPLE STAND FOR

P – PEAK OF CRYING
Your baby may cry more each week, the most in month 2, then less in months 3-6

U – UNEXPECTED
Crying can come and go and you don’t know why.

R – RESISTS SOOTHING
Your baby may not stop crying no matter what you try.

L – PAIN-LIKE FACE
A crying baby may look like they are in pain, even when they are not.

E – LONG LASTING
Crying can last as much as 5 hours a day or more.

P – EVENING
Your baby may cry more in the late afternoon and evening.

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

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
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Childhelp Speak Up Be Safe™

Hotline: 1-800-4-A-CHILD
Speak Up Be Safe™

Focus
- 1st-6th 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

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

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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

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
## 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

### 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
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

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
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

Community Resource Guides

Guides 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
• Congruent 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: 1-800-333-4354
Georgia Sexual Assault Hotline: 1-800-555-4451
Rape, Abuse & Incest National Network (RAIN): 1-800-656-4673


Nurturing and Attachment & Social and Emotional Competence of Children

Child Protection
National Child Abuse: Childhelp
Hotline: 1-800-4-A-KID-HL
www.childhelp.org

Georgia Care Connection
Support and resources for child victims of child sex trafficking
770-319-6888 (general information), 404-860-0686 (reporting)
www.georgiacareconnection.com

Georgia Child Protective Services Division of Family and Children Services
General information of how report abuse/neglect: 404-639-1400
Afterhours: Monday - Friday: 1-855-422-4433
www.dhs.state.ge.us/CHDabuse-neglect
Poster/Adoption Parent Inquiries
1-877-226-4215 (TDD)
http://www.helpandhops.org

Elder Protection
Adult Protective Services
Report abuse of disabled adults or elders persons; 1-800-555-4464, press 2

Older Americans Hotline
Administers a nationwide system of services for senior citizens, their families and caregivers
1-800-677-5555

Supplemental health resources for children and adults
Families First
Rehabilition, family, marriage and group services in English and Spanish
404-833-2800
Simple Strategies/Programs

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/](http://clickforbabies.org/) for more information
## 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

## 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
**Book Reviews**

- Children’s books can be a 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


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**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.georgiacentерforgildadvocacy.org](http://www.georgiacentерforgildadvocacy.org)
- Stephanie V. Blank Center for Safe and Healthy Children
  - [www.choa.org/cptraining](http://www.choa.org/cptraining)
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- Additional training opportunities:
  www.choa.org/cptraining