Five Strategies to Prevent Child Abuse & Neglect

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Activity 1

What 5 strategies do you think are necessary for preventing child abuse and neglect?
Overview

- Rates of child abuse & neglect
- Relation of child abuse & neglect to other forms of violence & outcomes
- Essentials for Childhood
- Child abuse and neglect technical package
  - Programs, policies, norms change strategies
  - Adaptation and tailoring
- Framing overview
Preventing Violence is a Priority

Violence impacts millions of children, youth and adults each year
Child Abuse and Neglect

- Physical Abuse
- Sexual Abuse
- Emotional Abuse
- Neglect

About 1 in 7 children experienced child abuse and neglect in the last year. That is millions of kids. (self-report data)

Child Abuse And Neglect

- Child abuse and neglect is **PREVENTABLE**.
  - May prevent other forms of violence.
  - Requires a comprehensive focus that crosscuts key sectors of society (e.g., public health, government, education, social services, and justice)
Essentials for Childhood

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

Vision and Unifying Framework for CDC Division of Violence Prevention’s Child Abuse & Neglect Prevention Work
Activity 2

What does SAFE, STABLE, and NURTURING look like for children, families, and communities?
Essentials for Childhood

- Essentials for Childhood: Steps to Create Safe, Stable, Nurturing Relationships and Environments
  - Four goal areas:
    - Raise Awareness and Commitment
    - Use Data to Inform Action
    - Create the Context for Healthy Children and Families through Norms Change and Programs
    - Create the Context for Healthy Children and Families through Policies

State Funding

- Work in all four goal areas
- Focus on creating a CONTEXT that supports safe, stable, nurturing relationships & environments
- Focus on health equity as part of this work – explore relationships between social and economic contexts that place some children more at risk and lead to inequitable health outcomes
- Partnerships with:
  - State health department
  - Core injury program
  - CBCAP lead agency
  - 1+ national prevention organizations (Prevent Child Abuse America, Children’s Trust Fund, or Parents Anonymous)
  - Businesses
  - Other non-traditional partners like media
- Use Collective Impact Process to help achieve the vision of what we want: safe, stable, nurturing relationships and environments for all children
A select group of strategies based on the best available evidence to help communities and states sharpen their focus on priorities with the greatest potential to prevent violence.
Benefits of a Technical Package

- One of the six key components for effective public health program implementation as they
  - Sharpen and focus what otherwise might be vague commitments to "action" by encouraging implementation of specific interventions known to be effective.
  - Avoid a scattershot approach of using a large number of interventions, many of which have only a small impact.
A Technical Package has three components:

- **Strategies** – direction or actions to achieve the goal of preventing violence
- **Approaches** – specific ways to advance the strategy
- **Evidence** – quality of data for each of the approaches in preventing violence or its associated risk factors
Currently Available Technical Packages

- Preventing Child Abuse and Neglect: A Technical Package for Policy, Norm, and Programmatic Activities
- STOP SV: A Technical Package to Prevent Sexual Violence
- A Comprehensive Technical Package for the Prevention of Youth Violence and Associated Risk Behaviors
- Preventing Suicide: A Technical Package of Policy, Programs, and Practices
- Preventing Intimate Partner Violence Across the Lifespan: A Technical Package of Programs, Policies and Practices
## 5 Strategies to Prevent Child Abuse & Neglect

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
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<tbody>
<tr>
<td>Strengthen economic supports to families</td>
<td>Provide quality care and education early in life</td>
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<td>Change social norms to support parents and positive parenting</td>
<td>Enhance parenting skills to promote healthy child development</td>
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## Approaches to Advance the CAN Strategies

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| Strengthen economic supports to families      | • Strengthen household financial security  
• Family-friendly work policies                |
| Change social norms to support parents and positive parenting | • Public engagement and education campaigns  
• Legislative approaches to reduce corporal punishment |
| Provide quality care and education early in life | • Preschool enrichment with family engagement  
• Improved quality of child care through licensing and accreditation |
| Enhance parenting skills to promote healthy child development | • Early childhood home visitation  
• Parenting skill and family relationship approaches |
| Intervene to lessen harms and prevent future risk | • Enhanced primary care  
• Behavioral parent training programs  
• Treatment to lessen harms of abuse and neglect exposure  
• Treatment to prevent problem behavior & later involvement in violence |
Strengthen Economic Supports to Families

- Strengthen household financial security
  - Child support payments
  - Tax credits
  - State nutrition assistance programs
  - Assisted housing mobility
  - Subsidized child care
CA enacted EITC in 2015; included self-employed workers in 2017 (not just W2 workers) and increased the income eligibility threshold to $22,000

- CA engaged in public awareness campaign on how to apply
- CA DSS and Essentials for Childhood involved in promoting awareness
Example: Subsidized Child Care

- CO offers employers with a 50% tax credit for subsidizing employees’ child care expenses, contracting with a child care resource/referral program for their workplace or operating a child care center/consortium

- Private sector
  - One company estimated a return of 115% for its child care program
  - A company offering an onsite child development center for many years reports that 100% of mothers return to work after maternity leave

Strengthen Economic Supports to Families

- Family friendly work policies
  - Livable wages
  - Paid leave
  - Flexible and consistent schedules
Example: Family Friendly Work Policies

- CO EfC partnered with EPIC to develop the Family Friendly Workplace Tool Kit, to add questions to the Health Links Assessment, & to promote toolkits through Family Friendly Workplace Forums
- WA EfC Steering Committee challenged agencies/organizations on the committee to identify one new Family Friendly policy to implement or increase
- WA State Health Department organizational policy now allows new parents to bring their infants to work

30 states who exceeded federal minimum wage by a dollar had lowered risk of child welfare involvement, particularly among school-aged children (ages 6-12)

An increase in maternity leave from 12 -18 weeks at full pay resulted in a 50% reduction in attrition for one company.
Example: Flexible Work Schedules

- A company:
  - Adopted flexible scheduling
  - Absenteeism dropped nearly 42% over 2 years
  - Employees rated flexible scheduling as one of their most valuable benefits

- Another company instituted
  - Telework, flexible work week and job sharing resulting in:
    - Reduced turnover
    - Gross profit increases above the industry average
Change Social Norms to Support Parents & Positive Parenting

- Public engagement and education campaigns
  - Breaking the Cycle

- Legislative approaches to reduce corporal punishment
  - Bans pertaining to home, school, & other settings
Imagine if.....

more hospitals were no hitting zones?

major retailers became no hitting zones?

Media attention
Provide Quality Care & Education Early in Life

- Preschool enrichment with family engagement
  - Child Parent Centers
  - Early Head Start

- Improved quality of child care through licensing and accreditation
Georgia’s Quality Rated System

- Approach to assess, improve, and communicate the level of quality in early & school-age care & education programs
- Parents can view childcare provider ratings
- Tiering system – quality rated providers can receive higher reimbursements

Enhance Parenting Skills to Promote Healthy Child Development

- Early childhood home visitation
  - Nurse Family Partnership
  - Durham Connects

- Parenting skill and family relationship approaches
  - Adults and Children Together Against Violence: Parents Raising Safe Kids (ACT)
  - Incredible Years
  - Safe Care
Intervene to Lessen Harms & Prevent Future Risk

- Enhanced primary care
  - Safe Environment for Every Kid (SEEK)

- Behavioral parent training programs
  - Parent-Child Interaction Therapy
  - Safe Care
  - Incredible Years
Intervene to Lessen Harms & Prevent Future Risk

- Treatment to lessen harms of abuse & neglect exposure
  - Trauma-Focused Cognitive Behavioral Therapy (TF-CBT)

- Treatment to prevent problem behavior and later involvement in violence
  - Children with Problematic Sexual Behavior Cognitive-Behavioral Treatment Program: School-age Program
  - Multisystemic Therapy (MST)
Activity 3

What strategies/approaches are being used in your organizations to prevent child abuse & neglect or negative outcomes associated with child abuse & neglect?
What to consider . . .

- **Policies**
  - How can policies supporting children and families be strengthened? Are new policies needed?

- **Norms change strategies**
  - What are current norms? What needs to change to better support children and families?
Working Together to Make a Difference

- Public health
- Education
- Government (local, state, federal)
- Social services
- Business/labor*
- Other non-governmental organizations

- Health services
- Justice
- Housing
- Media*
What to consider . . .

- **Programs**
  - Are program models named/framed in a way that appeals to parents, families, other groups you want to reach?

- **Framing social issues**
  - How can we frame social issues (e.g., child abuse and neglect) in a way that leads to prevention action?
Activity 4

What’s Framing Got to Do with It?
Baby dies after vicious beating.....
Mother’s boyfriend arrested

Why this matters
What is the problem
How is it solved
Who can help solve it
Connect dots between causes, Consequences and solutions
Media Coverage of Child Abuse & Neglect

- Examine factors that impact child abuse & neglect & explain the impact
- Explore the long-term consequences of failing to prevent child abuse & neglect
- Focus on prevention strategies that work
- Protect children & avoid causing additional harm to victims & families
- Use language carefully when reporting on child sexual abuse

Thank You!

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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.