Essentials for Childhood: Steps to Create Safe, Stable, and Nurturing Relationships for Children

National Center for Injury Prevention and Control
Division of Violence Prevention

Webinar
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Webinar Objectives

- Highlight “Essentials for Childhood” as CDC’s strategic direction for preventing child maltreatment by promoting safe, stable, and nurturing relationships and environments for children

- Review how CDC’s strategic direction of safe, stable, nurturing relationships and environments was developed and current activities

- Review of Essentials for Childhood goals and steps

- Highlight additional resources to assist effective work in the four goal areas of Essentials for Childhood
FOA: Implementation of Essentials for Childhood (#CE13-1303)

- Eligible applicants: State Health Departments or their Bona Fide Agents
- Required partners: State affiliate of Prevent Child Abuse America, National Alliance of Children’s Trust and Prevention Funds or Parents Anonymous, CBCAP state lead, and business sector representative
- Letter of Intent by May 30
- Application Deadline June 24
- TA call for interested applicants May 24, 2:00pm ET

More information on FOA# CDC-RFA-CE13-1303:  
http://www.cdc.gov/violenceprevention/fundedprograms/foa  
and  
www.grants.gov (search by funding # CDC-RFA-CE13-1303)
Essentials for Childhood

Steps to Create Safe, Stable, and Nurturing Relationships
SAFE, STABLE, NURTURING RELATIONSHIPS (SSNRs)

http://www.cdc.gov/violenceprevention/childmaltreatment/essentials

- **Safety:** The extent to which a child is free from fear and secure from physical or psychological harm within their social and physical environment.

- **Stability:** The degree of predictability and consistency in a child’s social, emotional, and physical environment.

- **Nurturing:** The extent to which a parent or caregiver is available and able to sensitively respond to and meet the needs of their child.
Safe, Stable, Nurturing Relationships: Influence Early Brain Development and Buffer Adverse Childhood Experiences (ACE)

- Healthy development depends on the quality and reliability of young children’s relationships with the important people in their lives.

- Nurturing, responsive and individualized interactions build healthy brain architecture that provides a strong foundation for future learning, behavior and health.

- SSNRs can provide a buffer for ACE.

Essentials for Childhood – Steps to Create Safe, Stable, and Nurturing Relationships
www.cdc.gov/violenceprevention/childmaltreatment/essentials
Safe, Stable, Nurturing Relationships and Environments became our *strategic direction* for child maltreatment prevention and our *vision* for what we want for all children.

Essentials for Childhood is the broad “umbrella” for all of our child maltreatment work.

- Next step was to identify:
  - a process to organize our work in this effort
  - steps for promoting safe, stable, nurturing relationships and environments for children and families
- Essentials for Childhood – Steps to Create Safe, Stable, and Nurturing Relationships document
A document that proposes strategies that communities can consider to promote Safe, Stable, Nurturing Relationships (SSNRs) and Environments.

Steps for promoting SSNRs are suggested in four goal areas:

- Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment
- Use Data to Inform Solutions
- Create the Context for Healthy Children and Families through Norms Change and Programs
- Create the Context for Healthy Children and Families through Policies

http://www.cdc.gov/violenceprevention/childmaltreatment/essentials
Additional Resources

Future supplementary resources on:
- Raising awareness and commitment
- Media (piece for media outlets and organizations on working with media)
- Positive Community Norms
- Interactive exercise to make the business case for prevention and engage business and employers in promoting SSNRs
- Suggestions for business/employers to promote SSNRs

Currently available
- Public Health Leadership Toolkit
  http://vetoviolence.cdc.gov/childmaltreatment/phl/
  - Multi-media resources: ACEs infographic; Videos (The Promise of Prevention, subject matter experts; motion graphic video)
Increasing Effectiveness Through:

- Strategic work in all 4 goal areas

Create the Context through:
- Norms Change
- And Programs
- Policies

Raise Awareness and Commitment

Use Data
Increasing Effectiveness Through

Moving from Isolated Impact:

Countless nonprofit, business, and government organizations each work to address social problems independently.
Increasing Effectiveness Through
Moving from Isolated Impact
to Collective Impact:

Fundamentally different, more disciplined, and highly structured and higher performing approach to large scale social impact than other types of collaboration.
COLLECTIVE IMPACT

- More highly structured than our typical collaborations; share 5 key conditions:
  - Common agenda
  - Shared measurement systems
  - Mutually reinforcing activities
  - Continuous communication
  - Presence of a “backbone” organization

Raise Awareness and Commitment to Support SSNRS and Prevent Child Maltreatment

Steps:

- Adopt the vision of “assuring SSNRS for every child and preventing child maltreatment”
- Raise awareness in support of the vision
- Partner with others to unite behind the vision
Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

Videos

Media Guides
Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

Infographics

http://vetoviolence.cdc.gov/childmaltreatment/phl

http://www.pewstates.org/research/data-visualizations
Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

Podcasts

http://www2c.cdc.gov/podcasts/

and more…

Public Service Announcements

http://www2c.cdc.gov/podcasts/player.asp?f=300786
Raise Awareness and Commitment to Support SSNRs and Prevent Child Maltreatment

- Develop messages grounded in evidence, scientifically accurate
- Communicate risk and protective factors
- Communicate the science behind primary prevention
- Consider your audience
- Identify existing communication channels (partnering with traditional media)
- Develop new channels
Use Data to Inform Solutions

Steps:

- Build a partnership to gather and synthesize relevant data
- Take stock of existing data
- Identify and fill critical data gaps
- Use the data to support other action steps
Leverage expertise

Develop data sharing agreements

Link data

Translate
Use Data to Inform Solutions (continued 2)

- **Behavioral Risk Factor Surveillance System (BRFSS) ACEs module**
  - Inform program and policy goals
  - Connect ACEs and SES

- **Child Death Review Data**
  - Annual reports – education about risk factors and prevention opportunities
Factors that Affect Health

Counseling & Education
Clinical Interventions
Long-lasting Protective Interventions
Changing the Context to make individuals’ default decisions healthy
Socioeconomic Factors

Examples
- Eat healthy, be physically active
- Rx for high blood pressure, high cholesterol, diabetes
- Immunizations, brief intervention, cessation treatment, colonoscopy
- Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality
Create the Context for Healthy Children and Families through Norms Change and Programs

Steps:

- Promote the community norm that we all share responsibility for the well-being of children.
- Promote positive community norms about parenting programs and acceptable parenting behaviors.
- Implement evidence-based programs for parents and caregivers.
Create the Context for Healthy Children and Families through Norms Change and Programs

- **Positive Community Norms**

  - One way to approach community context is by examining norms
    - e.g., Parenting norms

  - Research shows that misperceptions of norms are strong predictors of high-risk behavior

  - Supplemental document will provide Seven Steps for Promoting Positive Community Norms
Create the Context for Healthy Children and Families through Norms Change and Programs

- Evidence-based programs
  - Guide to Community Preventive Services
    http://www.thecommunityguide.org/index.html
  - Home Visiting Evidence of Effectiveness http://homvee.acf.hhs.gov/
  - California Evidence-Based Clearinghouse for Child Welfare
    http://www.cebc4cw.org/

- Monitoring Implementation and Evaluation
  - National Implementation Resource Network (NIRN)
    http://nirn.fpg.unc.edu/

- Other Resources
  - CDC’s Understanding Evidence
    https://vetoviolence.cdc.gov/evidence-landing.html
Create the Context for Healthy Children and Families through Policies

Steps:

- Identify and assess which policies may positively impact the lives of children and families
- Provide decision makers and community leaders with information on the benefits of evidence-based strategies and rigorous evaluation
Create the Context for Healthy Children and Families through Policies (continued)

- **Business**
  - Flexible work schedules and family leave

- **Hospital**
  - Educating new parents on abusive head trauma (shaken baby syndrome)

- **Child Care**
  - Trainings for child care center staff
  - Eligibility levels (so more parents can access high-quality child care)
QUESTIONS & ANSWERS
Thank you for joining us!

More on Essentials for Childhood:  
www.cdc.gov/ViolencePrevention/childmaltreatment/essentials

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

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