



**Preventing Child Maltreatment and Promoting Well-Being:
Network for Action
June 21 and 22, 2011
Strategic Projects**



Preventing Child Maltreatment and Promoting Well-Being: Network For Action

Strategic Project Descriptions

On June 21 and 22, 2011 people from across the nation will meet in collaborative work sessions at the Preventing Child Maltreatment and Promoting Well-Being: Network for Action. They will work

- Together in plenary sessions to frame a vision.
- In State Teams to build relationships and coordinate action.
- In diverse teams to support Strategic Projects of national significance.

The Strategic Projects¹, designed and sponsored by members of the network, are described below. Each registered participant will engage with one of these projects and support its work before, during, and after the Network for Action event. For more information about the Network for Action, visit <http://www.friendsnrc.org/network-for-action>.

The Network for Action meeting is sponsored by the Office on Child Abuse and Neglect (OCAN), at the Children's Bureau, Administration on Children, Youth and Families (ACYF), Administration for Children and Families (ACF) in collaboration with the Centers for Disease Control and Prevention (CDC), Division of Violence Prevention's Knowledge to Action (K2A) to Prevent Child Maltreatment Leadership Team.

Building and Evaluating a National Campaign for America's Children

Building on a range of activities including the BECAUSE Kids Count! project, the Winds of Change campaign and efforts to reframe the core story of child development, the goal of Prevent Child Abuse America's "National Campaign for America's Children" is to highlight the role everyone can play in supporting the healthy child development of all children, illustrate what those roles might be, and measure whether their participation in the campaign is having an impact. The project will also continue to enhance the messaging and creative concepts required to activate the public and influence policy discussions at the national and local level, with the intent of (1) raising the profile of, and support for, healthy child development and (2) impacting the community and societal norms around how we support children and their families. In partnership with Prevent Child Abuse Florida, The Ounce of Prevention Fund of Florida, the Florida Department of Children and Families, Dr. Douglas Evans from The George Washington University and participants at the Network for Action meeting, we will begin to design a framework to evaluate these efforts, which will include determination of how best to evaluate the impact of the campaign; and discuss both measures of implementation, as well as, outcomes to determine what will ultimately constitute success. Do you think your organization might benefit from close collaboration with a national campaign that has similar goals? If so, please be sure to join us for this discussion.

For more information, contact Ben Tanzer btanzer@preventchildabuse.org.

¹ The Administration for Children and Families (ACF)/Children's Bureau (CB) does not endorse the views expressed or the facts presented in these projects. Their contents are solely the responsibility of the authors and do not represent the official views or policies of the Children's Bureau. Access to this information does not in any way constitute an endorsement by the Department of Health and Human Services. Furthermore, ACF/CB does not endorse any commercial products that may be advertised or available by these projects.



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Building the Movement to Prevent Child Sexual Abuse

The **Enough Abuse Campaign** is a comprehensive community engagement and citizen education initiative led by **Massachusetts Citizens for Children** and overseen by the **Massachusetts Child Sexual Abuse Prevention Partnership** - a collaboration of over 20 public and private organizations. Funded under a 5-year CDC grant and currently supported by the Ms. Foundation for Women, the Campaign works at the state and community levels to prevent persons from sexually abusing children *today*, and children and youth from developing sexually abusive behaviors *in the future*.

Evaluation data have confirmed the Campaign's effectiveness in organizing and coordinating multidisciplinary public/private partnerships at the state and local levels; developing quality child sexual abuse prevention educational tools and materials; conducting highly rated trainings for parents, professionals and other adults; and building the capacity of youth-serving agencies to better protect the children in their care.

This "Strategic Project" is intended for child abuse professionals seeking to deepen their understanding of the issue of child sexual abuse and its prevention. Campaign prevention education curricula and tools used to educate parents, youth, and professionals will be presented. Participants will learn how the Enough Abuse Campaign which has now been adopted by state leaders in New Jersey and Maryland, might serve as a useful model for their states and make plans to move the work forward in their own states and organizations. For more information, visit www.enoughabuse.org

For more information, contact Jetta Bernier at jetta@masskids.org.

Charting Strategies for Effective Parent Engagement and Evaluating the Impact of Parent Leadership on Programming and Policy Development

Years of practice, theory and evidence strongly suggest that partnerships with parents are integral to promoting better outcomes for families and communities. Working together with parents strengthens and enhances the socio-ecological system that includes individual parents, the community, society at large and public policy. The purpose of this project is to identify and define strategies that foster effective parent engagement and to develop mechanisms for measuring the short and long-term impact of parent leadership on program effectiveness. This project will build upon our knowledge of innovative approaches and influence systems-level change that will elevate and sustain parent engagement, involvement and leadership through improved infrastructure, policies and resources.

The resulting outcome of the project will be:

- A tool to help guide agencies and organizations as they seek to develop and sustain meaningful partnerships with parents.
- A tool to measure the impact of parent leadership in relation to the effectiveness of program services and policies.

Participants of the Network to Action meeting will contribute to the development of uniform definitions of parent engagement, involvement and leadership and the strategies for developing both tools through a Community Café process. Attendees will have the opportunity to be ongoing contributors to the process of refining and field- testing the tools and disseminating the final products. In the end, the project will create better information to help child abuse prevention and family support programs implement meaningful parent leadership in program and policy development by connecting field experience to research and evaluation and, ultimately, to evidence-informed practice.

For more information, contact Cynthia Savage at csavage@circleofparents.org or Carolyn Abdullah at carolyn.abdullah@ctfalliance.org.



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Child Care Expansion Initiative: The role of training and technical assistance in improving quality child care for military families

Unprecedented numbers of the Reserve Component have been activated in the past nine years. Geographical dispersement of their families often hinders access to installation resources. In civilian communities without significant military presence, families of deployed members can be or feel isolated, increasing risk for child maltreatment. These family members may feel the stressors of “intermittent single parenting” more acutely than their active duty counterparts, including when trying to access quality child care.

The Department of Defense (DoD) is expanding child care capacity for Reserve Component families in 13 pilot states. The child care setting can be ideal for strengthening protective factors associated with preventing child maltreatment and can leverage significant family support, parent education, and resource linking.

Discussion highlights:

- Collaboration between DoD and the National Association for Child Care Resource and Referral Agency.
- Role of the Military Child Care Liaison (MCCL) as the pivot point for the collaboration.
- Support of federal partners in Health and Human Services, Department of Education, and Department of Agriculture.
- Strategy for increasing and evaluating quality programs for ALL children in the 13 states.
- Strategy for sustaining technical assistance and training through the MCCL and Cooperative Extension Agents.

For more information, contact Barbara Delaney Barbara.Delaney@osd.mil.

CWLA Child Welfare Standards of Excellence for Prevention of Child Abuse and Neglect - Phase 1

The purpose of the project is to create an agreed upon definition for “prevention of child abuse and neglect” and the framework for the development of CWLA’s new Child Welfare Standards of Excellence for Prevention of Child Abuse and Neglect (current working title). Participants will contribute to the definition and recommendations for the key elements to be covered in the new standard. Prior to the Network for Action meeting attendees will receive an initial working draft definition and a set of questions to be explored during the meeting. The work product emerging from the meeting will be vetted to a broader child welfare audience for input and consensus and will go back out to the attendees for review and comment. A smaller workgroup will help with compiling the input and development of the formal work product. This white paper I will form the basis for Phase II; the development of the new CWLA Standards of Excellence for Prevention of Child Abuse and Neglect. Participants will have opportunity to contribute in numerous ways during both Phases at a level that works: through the face-to-face meetings, conference calls/webinars, contributing to the writing and/or follow-up review of the materials.

For more information, contact Julie Collins at JCollins@CWLA.org.



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Engaging and Leveraging the Business Sector in Supporting Essentials for Childhood: Safe, Stable, and Nurturing Relationships (SSNRs) for Children

Network for Action participants will join in the work underway through CDC's Knowledge to Action Child Maltreatment Prevention Consortium (K2A) to engage leaders in the business community in helping to ensure that parents and communities provide SSNRs for children. Most current efforts to support parents have relied on changing individual behavior through individual service programs. More limited efforts have addressed the broader contextual issues through community and societal level strategies. K2A, a partnership of federal and private partners, identified business as a high leverage sector for preventing child maltreatment. The goal is to demonstrate why business should care about SSNRs (the business case for prevention), develop practice/action guidelines for business that support SSNRs, work with key business leaders to serve as SSNR ambassadors across their sector to disseminate the guidelines and develop plans for implementing them. Participants will provide input and feedback on the development and dissemination of these tools. As the Network for Action meeting hopes to create "collective impact" on prevention, K2A's Engaging and Leveraging the Business Sector in Supporting SSNRs is aimed at creating broader "collective involvement" by engaging a high leverage sector that can help increase collective prevention impact at the community and societal level.

For more information, contact Sandra Alexander, Division of Violence Prevention, CDC - 770-488-1344, SPAlexander@cdc.gov

Engaging the Child Abuse Prevention Community in State Lifespan Respite Systems

Respite can help improve family well-being, delay or avoid more costly out-of-home placements, and prevent abuse and neglect.² In the recent CAPTA reauthorization, respite was strengthened as a CBCAP core service, and crisis nurseries included in the respite definition. Also, the US Administration on Aging has funded 24 states to implement State Lifespan Respite Systems, defined by law as "coordinated systems of community-based respite services for family caregivers of children or adults regardless of special need." (PL 109-442).

A need for coordinated respite systems emerged with documentation that 90% of the nation's family caregivers, including parents of children with special needs, foster families, and families at risk of abuse or neglect, were not accessing respite. A Lifespan Respite Program relies on collaboration across state agencies and in the community to build a seamless system to overcome respite barriers and help families access care.

The purpose of the project will be, through education and outreach, to increase engagement of CBCAP leads and their funded programs, home visiting grantees, the Children's Bureau, and other relevant stakeholders in designing, implementing, and using State Lifespan Respite Systems to ensure that families are able to access respite when and how they need it. As ARCH assists in building state respite coalitions and in helping states implement Lifespan Respite, CBCAP leads and partners will be engaged in Lifespan Respite systems and Lifespan Respite programs will be engaged in CBCAP networks. Prevention network members will be asked to help develop educational and outreach materials for this project, and participate in Lifespan Respite systems or state respite coalitions.

Contact: Jill Kagan, Program Director, ARCH National Respite Network and Resource Center, 4016 Oxford Street, Annandale, VA; 703-256-2084; jbkagan@verizon.net; www.archrespite.org.

² See relevant citations in FRIENDS Fact Sheet #14, *Respite and Crisis Care*. 2007.



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Leveraging Complex Systems Science to Advance the Child Maltreatment Prevention: Supporting Essentials for Childhood (Safe, Stable, and Nurturing Relationships for Children)

This project will leverage current efforts in understanding and applying Complex Systems Science to prevent child maltreatment by bringing together participants from three different projects already underway : a System Dynamic Model (SDM) for changing mindsets, an Agent-Based Model (ABM) for exploring community level prevention strategies, and the Complexity Interest Group – a collection of researchers and practitioners committed to exchanging ideas on all topics related to complexity and child maltreatment prevention.

This initiative proposes to bring together participants who have been involved in each of the separate projects via a learning collaborative to further advance their knowledge and exchange of ideas. During these meetings, attendees will learn about the foundations of complex systems science, modeling (SDM and ABM), provide input on the models and potential for future applications, interact with completed models, interact with each other and their experiences in using the models, and identify challenges and solutions for improving use of the models. Space will be reserved for suggestions that emerge out of the group as emerging activities hold tremendous promise for future application of complexity science that cannot be anticipated at this point. However, we can focus on a process to encourage emergence of new ideas.

Richard W. Puddy, PhD, MPH - Division of Violence Prevention, CDC - 770-488-1369, rpuddy@cdc.gov

Messaging at the Intersections

This project furthers the national prevention and promotion agenda by making the case to new partners about how building protective factors in families helps address what they care about—whether it is child behavior, early childhood health outcomes, or school readiness. Four targeted one-page outreach documents will be created, each designed to reach a specific target audience that is important to engage in child abuse and neglect prevention. Possible target audiences include practitioners working on: Juvenile justice, developmental disabilities, father engagement, mental health, youth development, child welfare, business, education (K-12), correction and probation.

Participants will have an opportunity to:

- Select four target audiences to focus on.
- Identify core messages that should be included in the outreach documents
- Identify partners from the key target audiences within their networks to participate in focus groups to test the core messages in the outreach documents
- Use the outreach tools in their work and provide feedback to enhance their effectiveness

This project builds off of CSSP's successful Strengthening Families work which began with specific outreach to the early childhood community to engage them as partners in child abuse and neglect prevention. As this work has grown and Strengthening Families and the protective factors framework are being applied in broader contexts and with new audiences there is a need to produce new materials that are specific to the interests of these documents. Contact Nilofer Ahsan at nilofer.ahsan@cssp.org



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The National Parent Helpline®: Mobilizing Diverse Partners to Promote Community Change

The purpose of this project is to create a strategic National Parent Helpline® Outreach Plan to further the national prevention and promotion agenda by engaging parents and organizational staff in utilizing, making referrals and sharing resources through the National Parent Helpline® to strengthen families and communities. The Plan will have national significance as it will lead to increased utilization of the National Parent Helpline®, its website-<http://www.nationalparenthelpline.org> and linking parents, caregivers and organizational staff to resources. The National Parent Helpline® promotes social connectedness as well as other protective factors across the ecology of prevention that ultimately impact community and societal level change such as, enhanced parental and staff involvement around improving systems (e.g. education, early childcare and development, child welfare, etc.). We will sustain project efforts by integrating effective tools and strategies designed and implemented through this Project into the National Parent Helpline® outreach protocols, and share lessons learned with partners through the website.

For more information, contact Sandra Williams at swilliams@parentsanonymous.org.

Period of Purple Crying

There is robust literature which describes a normal, developmental phase of increased crying that all babies experience in the first few weeks and months of life. All infants cry, some more than others. It can be frustrating. Babies are injured as a result of that frustration – proven more so during hard times. So why partner with us? By partnering, we can help families in our communities understand this normal infant crying period, the frustration associated with it and what to know to help get through it. The Strategic Project goals are to:

- Establish stronger networks to support shared goals looking for strengths, obstacles and opportunities for growth;
- Examine a sustained, fully implemented, statewide prevention program;
- Share in the guidance of a new statewide initiative in the early stages of implementation - mobilizing support and local champions, community participation in decision-making, and clarifying feasibility, funding and function;
- Explore strategies for those interested in planning statewide prevention.

Partner with us to prevent infant abuse. Click here to learn more about [the evidence-based Period of PURPLE Crying](#) or [the National Center on Shaken Baby Syndrome](#) To partner on this Strategic Project contact Julie Price at 801-447-9360 or jprice@dontshake.org.



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ZERO TO THREE's Parents and Providers: Sharing the Care

Child care providers are uniquely positioned to play a role in building protective factors with the parents of very young children. Their brief, daily interactions with parents and their ongoing connections with the children they care for provide insights and opportunities to strengthen family protective factors. Yet as the [National Association for the Education of Young Children](#) (NAEYC) reports, working with parents can be challenging for providers, especially when it comes to holding sensitive conversations with them.

A recent [ZERO TO THREE survey](#) shows that 77% of parents see professionals, including child care providers, as a major influence on their parenting. [NAEYC](#) found that parents want "... cooperative, respectful communication [with providers] within the context of reciprocal relationships."

ZERO TO THREE's new resource, *Parents and Providers: Sharing the Care*, responds to the interests that both parents and providers describe. This set of handouts encourages respectful interaction, reflection, and goal-setting by focusing shared attention on key issues related to caring for babies and toddlers.

This project engages national partners, providing them with materials that can be reproduced for use within a program.³ Partners will gain a valuable resource and will help to shape the dissemination and evaluation process. The project will offer interested recipients technical assistance via a webinar. The dissemination, uses of and responses to the materials will be tracked via survey and social media discussions. A report will describe the experience of collaboratively disseminating a low-intensity resource that has the potential to make an impact at multiple levels of the social ecology.

For more information, contact Nancy Seibel at NSeibel@zerotothree.org.

³ Copyright guidelines will apply to the permission to reproduce the materials.