Essentials for Childhood: Creating the Context for Healthy Children and Families Through Policies and Partnerships

Tuesday January 17, 2017
1:00 - 2:00 p.m. EDT
Audio: 866-740-1260; 3185412#
Objectives for Today’s Webinar

- Identify steps health departments can take to promote family-friendly workplace policies.
- Educate health agency leadership and partners about policy approaches to prevent risk factors for child abuse and neglect.
- Increase awareness of CDC's Essentials for Childhood framework.
Agenda

Welcome, Introductions and Overview
- Lynn Chaiken, ASTHO

Essentials for Childhood Framework and State Implementation
- Sandra Alexander

Family-Friendly Workplace Policies and Collaborations in Colorado
- Heather Matthews, Family Health Division Manager
- Julia Yager, Director of Human Resources
- Linda Kopecky, Breastfeeding Friendly Environments Project Coordinator

Questions and Answers

Closing remarks and Wrap-Up
State health departments are well-positioned to align programs and policies to link parents to economic resources, such as job training and social services, and create access points for healthcare, childcare subsidies, and other benefits.

Policy approaches can shape the environments in which children grow up in ways conducive to better health and well-being.

Policies that help families meet their basic needs and access supportive services in the community can ease the stress that sometimes gives rise to child abuse and neglect.
Sandra Alexander, MEd

Sandra is a recognized national leader, strategic thinker, and innovator in child abuse prevention with over 45 years’ experience in the public and private sector. Her leadership experience includes serving as Executive Director of two Prevent Child Abuse America state chapters. For the past ten years, she has been an Expert Consultant/Subject Matter Expert in child maltreatment prevention in the Division of Violence Prevention (DVP) at the Centers for Disease Control and Prevention (CDC) and currently continues this work at CDC as a contractor working with KARNA LLC. At CDC, she has provided leadership for several key child maltreatment prevention initiatives including DVP’s BECAUSE KIDS COUNT initiative, Knowledge to Action Child Maltreatment Prevention Consortium, a cross-division shaken baby prevention initiative and the Essentials for Childhood initiative. She also works on the DVP policy and partnership team. She is a past board president of the American Professional Society on the Abuse of Children (APSAC) and is the former chair and current prevention advocate of the Atlanta Fulton County Child Fatality Review Committee. She has developed numerous prevention programs and provided training on prevention nationally and internationally, and served as a prevention voice for local and national media. Her early experience in child protective services, adoption and foster care has helped inform her prevention work. She authored several book chapters on prevention and was a member of the team who developed DVP’s recent technical package for preventing child abuse and neglect.
Making Prevention Urgent

Sandra Alexander, MEd
Division of Violence Prevention, CDC
Vision and Unifying Framework for CDC Division of Violence Prevention’s Child Maltreatment Prevention Work

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

Safe, stable, nurturing relationships and environments are essential to prevent child abuse and neglect and assure children reach their full potential.
CDC’s Essentials for Childhood Framework

- Raise Awareness and Commitment to Support Safe, Stable, Nurturing Relationships and Environments
- 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

http://www.cdc.gov/violenceprevention/childmaltreatment/essentials.html
ESSENTIALS FUNDING INITIATIVE: STATE IMPLEMENTATION

- CDC Funding 5 State Health Departments
  - California
  - Colorado
  - Massachusetts
  - North Carolina
  - Washington

- Approximately 30 Self Supported States - participating in initiative in some way
  - Training/technical assistance and meetings also available to self supported states
Assure Safe, Stable, Nurturing Relationships and Environments through:

- Work in all four goal areas
- Focus on creating CONTEXT
- Focus on health equity
- Partnerships with:
  - State health department
  - Core injury program
  - CBCAP lead agency
  - One or more of national prevention organizations (Prevent Child Abuse America, Children’s Trust Fund, or Parents Anonymous)
  - Business
  - Other non-traditional partners like media
- Collective Impact Process
Achieving Large-Scale Change through Collective Impact Involves Five Key Elements

**Common Agenda**
- Common understanding of the problem
- Shared vision for change

**Shared Measurement**
- Collecting data and measuring results
- Focus on performance management
- Shared accountability

**Mutually Reinforcing Activities**
- Differentiated approaches
- Willingness to adapt individual activities
- Coordination through joint plan of action

**Continuous Communication**
- Consistent and open communication
- Focus on building trust

**Backbone Support**
- Separate organization(s) with staff
- Resources and skills to convene and coordinate participating organizations
Resources for Engaging Non-Traditional Partners

- Boost Your Competitive Edge: Actions for a Healthy Productive Workforce
  www.cdc.gov/violenceprevention/childmalteatment/essentials/html

- Coming soon: Online resource on VetoViolence that provides steps on how to build relationships with business leaders in the community
  www.vetoviolence.cdc.gov

- Suggested Practices for Journalists Reporting on Child Abuse and Neglect
  www.cdc.gov/violenceprevention/childmalteatment/essentials/html
5 strategies to prevent child abuse & neglect:

1. Change social norms to support parents and positive parenting
2. Enhance parenting skills to promote healthy child development
3. Strengthen economic supports for families
4. Provide quality care and education early in life
5. Intervene to lessen harms and prevent future risk

CDC’s Technical Package to Prevent Child Abuse and Neglect:
State Work to Date

Landscape Assessment

Steering Committee

Developing Common Vision and Common Agenda

Workgroups

Common Metrics
Vision: “a future where children and families thrive in places where they live, learn, work and play”

Common Agenda: advance policy and community approaches to:

(1) increase family-friendly business practices across Colorado;

(2) increase access to childcare and afterschool care;

(3) increase access to preschool and full-day kindergarten;

4) improve social and emotional health of mothers, fathers, caregivers and children
Examples of State Workgroups

**Colorado**
- Family-friendly workplace
- Child care
- Pre-K
- Social-emotional health

**North Carolina**
- Public awareness
- Data
- Child sexual abuse & trafficking prevention
- Evidence-based programs
- Steering committee and Prevention

**California**
- Programs and Systems Integration
- Community Engagement/Public Awareness
- Public and Private Sector Policy
- Shared Data and Outcomes

**Massachusetts**
- Awareness & communications
- Data
- Norms change
- Policy change

**Washington**
- Community & stakeholder education & action
- Systems, Services alignment
- Integrating Data Across Systems
- Innovative policy & financing solutions
USING RAISING OF AMERICA TO RAISE AWARENESS

California Essentials For Childhood Initiative Presents
Raising of America Signature Hour Preview
October 30, 2015
“By defining our goal more clearly, by making it seem more manageable and less remote, we can help people to see it, to draw hope from it and move irresistibly towards it.”

John F. Kennedy
June 1963
Nuclear Test Ban Treaty Speech
American University

“Give people a different way to talk about something, and from that it becomes action, and from that it becomes change....”

Film director, Robert Greenwald, 2016
HOW ESSENTIALS IS MAKING PREVENTION URGENT

- Clearly stating what we want for all children
- Broadening the lens on how we talk about child abuse and neglect
- Connecting the dots between various forms of ACEs and violence
- Using ACE and brain development data to show how it impacts everyone
- Providing prevention solutions: including strategies that create the broader context that can increase the effectiveness of one to one programs
- Getting out of our comfort zone: engaging non-traditional and high leverage partners
- Moving from isolated impact to collective impact
- Communicating that violence prevention is strategic
For more information, contact:
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www.cdc.gov/violenceprevention

www.vetoviolence.cdc.gov

www.cdc.gov/violenceprevention/childmalteatment/essentials/html
Julia Yager has 17 years of experience in Human Resources and has been with Boulder County for almost ten years. Prior to the move to HR, Julia investigated discrimination complaints for the federal government for 14 years. Julia leads a team of HR professionals tasked with compensation, classification, payroll, benefits, recruitment, employee relations, training, organizational development, and wellness. Julia is especially passionate about inclusion and family-friendly practices in the workplace.
Heather Matthews is the Family Health Division Manager at Boulder County Public Health, encompassing the prenatal through age five population. She has over ten years of experience as a public health nurse in a variety of settings. Prior to her position at Boulder County Public Health, she worked at the state level at the Colorado Department of Public Health and Environment. She has also worked in the health, disabilities, and mental health areas of Head Start programs and at the bedside at Children’s Hospital Colorado. Throughout her career, Heather has continuously developed her interest in health equity and the lifelong impact of adverse childhood experiences. Heather received her Masters degree in Nursing Leadership from the University of Colorado Denver. She has begun her own early childhood initiative at home as a mother to an eight month old baby girl. She enjoys fostering Labrador Retrievers, traveling, hiking, and sleeping when she can!
Linda Kopecky, MPH

Linda Kopecky has a Masters of Public Health in Maternal and Child Health from UNC Chapel Hill, and is a former International Board Certified Lactation Consultant. Linda is originally from Iowa but has lived, studied, and worked in Paris, Mali, North Carolina, Mississippi, Chicago, and Minnesota, and has worked for federal, county, and city government. Her work with Boulder County Public Health combines her passion for breastfeeding, public health, and community involvement.
Partnering for Parents in Boulder County

Julia Yager, Director of Human Resources Division
Heather Matthews, Family Health Division Manager
Linda Kopecky, Breastfeeding Friendly Environments Program Coordinator
It takes (more than) a village.

- Boulder County Human Resources
- Boulder County Public Health
- Raising of America Partnership-Boulder County
- Metro Public Health Early Childhood Partnership
- Early Childhood Colorado Partnership
It began with a phone call..
Human Resources Role

- We assessed where we were
- We made it fun
- We relied on our public health experts
- We reinforced our culture
- We talked about the law
Public Health Role

- We set the stage in the community
- We were a partner in planning
- We provided subject matter expertise
- We provided resources
Creating a path together

- Let’s take a walk…
  - More workplace flexibility
  - Expanded paid parental leave
  - Infants at Work

- Let’s make it happen
Lessons Learned
Human Resources

- Always start with culture
- Be brave!
- Know your facts and figures
- Get buy in across the organization
- Figure out how you will communicate in advance
Lessons Learned
Public Health

• Starting with your own organization sets the stage for community progress.
• Promoting and supporting family-friendly policies is not a box to check, but rather an ongoing, evolving endeavor.
• Equity in access to benefits to meet individual needs.
• Get to know your HR personnel, their values, priorities.
Current Family-Friendly Support

• 4 weeks paid parental leave
• Infants at Work
• Lactation rooms at every worksite
• Flexible place/time
We have a 5-year vision

- Increase paid parental leave
- Ongoing support for Infants at Work
- Onsite/subsidized childcare
- Onsite medical clinic
- Adoption and fertility benefits
- Subsidized gym memberships
- Paid public service leave
- Financial fitness workshops
Public Health Support

- National family-friendly policy scan
- Developing family-friendly questions for employee satisfaction survey
- Increasing staff engagement
- Family-friendly policy evaluation
- Regional public health partnership
Contacts

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Questions & Answers

Please use the chat feature to submit a question for any or all of the panelists.
Thank you for participating!

- The next Essentials for Childhood webinar will take place on February 7 from 1-2p.m. EDT
- Please complete THIS SURVEY. We value your feedback!
- Please check www.astho.org for the presentations on this webinar, and for future webinars
- Contact Cassandra Thompson at cthompson@astho.org with any questions or recommendations