

**PREVENT CHILD ABUSE IOWA
2021 PREVENTION CONFERENCE**

May 3, 2021

Journey to a State of Hope

The Path to Preventing Early Adversity in Georgia
with Research-Driven Social Norms Campaign

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Learning Objectives

Goal: Share the background, process, messages and learnings from Georgia's statewide child abuse and neglect prevention campaign

- Discuss the importance of developing and funding child abuse and neglect prevention campaigns
- Provide an overview of campaign initiatives to promote roles and actions for prevention and to encourage parents to seek help
- Learn about the research and input utilized to create campaign messages, resources and assets
- Discover how insights from the development of the overarching initiative continues to help inform future campaigns

INTRODUCTION

- **Georgia Division of Family and Children Services (DFCS)**
 - Mission: to prioritize the safety of Georgia’s children in the decisions we make and the actions we take. We strengthen families toward independence and build stronger communities with caring, effective and responsive service.
- **Prevention and Community Support Section (PCS)**
 - Primary Goal: to work in partnership with community-based organizations committed to reducing the incidence of child abuse and neglect and improving the overall health and well-being of Georgia’s children and families.
 - Introduction of Staff: Natalie Towns, Section Director and Deborah Chosewood, Deputy Section Director

Overview of the Prevention and Community Support Section

- **Prevention of Child Abuse and Neglect**
 - Primary (Universal) Prevention - activities that are targeted toward the community at large including public education activities and parent education classes that are open to anyone in the community
 - Secondary Prevention - activities targeted to families that have one or more risk factors associated with child maltreatment including families with substance abuse, teen parents, parents of special need children, single parents, and low-income families
- **Promoting Safe and Stable Families**
- **Adolescent Pregnancy Prevention**
 - Sexual Risk Avoidance Education
 - Personal Responsibility Education Program
- Contracts with local, community-based and statewide organizations

Prevention and Community Support Section

- **Georgia's Children's Trust Fund**
- **Georgia's Community-Based Child Abuse Prevention (CBCAP) State Lead**



The purpose of the CBCAP program is:

- to support community-based efforts to develop, operate, expand, enhance, and coordinate initiatives, programs, and activities to prevent child abuse and neglect and to support the coordination of resources and activities to better strengthen and support families to reduce the likelihood of child abuse and neglect; and
- to foster understanding, appreciation and knowledge of diverse populations in order to effectively prevent and treat child abuse and neglect.
- Programs can also finance the development of a continuum of preventive services through public-private partnerships, financing the start-up, maintenance, expansion, or redesign or child abuse prevention programs, maximizing funding through leveraging funds and **financing public education activities that focus on the promotion of child abuse prevention.**



Prevention and Community Support Section Partnerships



- **Georgia's Essentials for Childhood Initiative**

- Backbone Agency along with GA Department of Public Health and Prevent Child Abuse Georgia
- Member of Steering Committee
- Chair of Communications and Outreach Workgroup



GEORGIA
Family Support
NETWORK

- **Georgia Family Support Network**

- Sponsor agency for network
- Chair of Communications Workgroup

- **State Child Abuse and Neglect Prevention Plan**

- Convener and funder of state and regional plans with Prevent Child Abuse Georgia

- **Primary funder for:**

- Prevent Child Abuse Georgia
- Strengthening Families Georgia
- State of Hope





Why Fund the Campaigns?

- Federal CBCAP grant has “financing public education activities that focus on the promotion of child abuse prevention” as objective
- Center for Disease Control (CDC) recommends primary, universal campaigns as cost-effective method of prevention
- Essentials for Childhood and other Georgia initiatives promoting social norms change around parenting
- National shift in framing to prevent child abuse and neglect:
 - Prevent Child Abuse America
 - Children’s Trust Fund Alliance
 - Frameworks Institute – 2021
 - Sweetland, J. (2021). Reframing childhood adversity. Washington, DC. FrameWorks Institute.

Blending/Leveraging Other Work

- Adolescent Pregnancy Prevention Campaign
 - My Goals, My Life campaign funded with federal APP Grants
 - Built on microsite platform, common theme
- Youth Help-Seeking Campaign
 - In partnership with GA Department of Public Health Injury Prevention Program's CORE CDC grant
 - Similarities to Parent Help-Seeking Campaign



My Goals, My Life



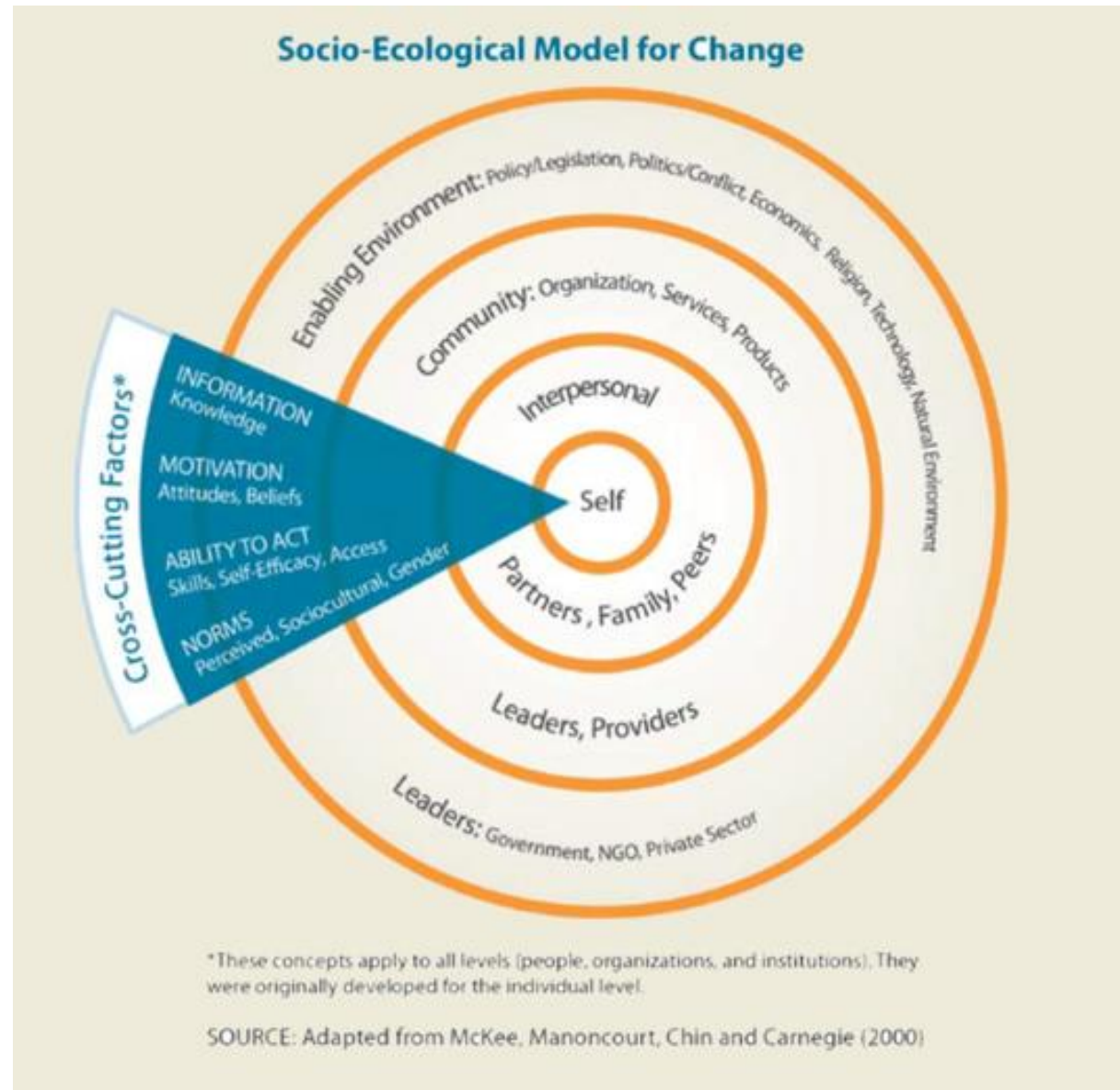
Campaign

GOALS

- **Convey importance of primary prevention**
- **Encourage belief that all of us have a role to play in stopping childhood adversity**
- **Motivate audiences to participate in efforts to promote & ensure safe childhoods & healthy families for everyone's well-being in their community**

SOCIAL CHANGE FOR CHILD WELL-BEING

WHERE DO COMMUNICATIONS FIT?



- Social norms exist at every level of the social ecology
- Attitudes, behaviors, beliefs, & knowledge shared by people & groups — based on what appears to be appropriate
- Function as unspoken rules & influences — with positive & negative health outcomes
- Communications can affect cross-cutting social, behavior, & structural change by shifting norms

Barriers

COMMUNICATIONS
CAN OVERCOME



Knowledge, belief, and stigma create attitudes and norms around...

- Lack of understanding of child development & Adverse Childhood Experiences
- Lack of understanding of link between social / economic factors or prior experiences of trauma with child abuse & neglect
- Belief that parenting is a personal, not collective, responsibility
- Stigma around help-seeking: cultural model that social assistance cultivates dependency & moral weakness
- Belief that child abuse & neglect is inevitable & caused only by individuals

WHY WE DO IT

- Give insight into existing communication strategies & campaign messages
- Identify barriers, facilitators, lessons learned, knowledge gaps
- Segment by parents & broader community

HOW WE DO IT

- **Search engines & primary sources:**
Google Scholar, CDC, Frameworks Institute, etc.
- **Sample terms:**
parent support, positive parenting, parent help seeking, child abuse and/or neglect
- **Analyze by:**
info related to help-seeking barriers & facilitators, single- & multi-level strategies, framing & messaging, creative approach

Environmental Scan

METHOD IN PRACTICE



FINDINGS INTO AUDIENCE

- **Few parent help-seeking campaigns exist** that are both current & promoted; even fewer are evaluated
- Campaigns target parents & caregivers from **state or regional levels**
- Immediate message trend: **primary value of parenting**
- Secondary message trend: **value placed on healthy child development**
- Stigma around help-seeking may be reinforced by pride, guilt, self-judgement, and/or perceived judgement
- Modest media campaigns about positive parenting can **achieve long-lasting recall**

FINDINGS INTO BARRIERS

- Preference to seek help from **informal sources** vs. formal sources
- Difficult or poor **past experiences** with formal or institutional settings
- **Lack of trust** in people who may be in a position of authority or economically better off
- **Fear** that child may be removed from family if problem is identified
- **Lack of awareness** of relevant available services
- **Limited knowledge or ability** to recognize problem symptoms or risk behaviors in children



Examples

- Scan of Northern Virginia
- Frameworks Institute Aligned

SCAN OF NORTHERN VA PARENTING CAN BE TOUGH

Parents, ask yourself:
Pregúntese:

- What is your routine for bedtime? For meals? For leaving the house on time?
¿Cómo se ve la rutina de su familia a la hora de acostarse? ¿Para las comidas? ¿Para salir de la casa a tiempo?
- What do you do when your child acts out?
¿Qué hace cuando su niño se porta mal?
- How do you stay connected with your friends? With neighbors? With your community?
¿Cómo se conecta Ud. con amigos? ¿Está conectado con sus vecinos? ¿Su comunidad?
- What stress factors are affecting you? Your child?
¿Qué factores de estrés le están afectando? ¿A su niño pequeño?
- Who can you reach out to when you need help?
¿A quién le puede pedir ayuda?

Visit SCAN's Parent Resource Center or download the FREE mobile app!
Visite el centro de recursos para padres de SCAN o descargue la aplicación gratuita!

parentingcanbetough.org

Parenting can be tough.
Asking for help doesn't have to be!

#parentingcanbetough
#serpadresdefamilia puedeserdifícil

scanva.org @scanofnova
A Public Education Campaign from SCAN of Northern Virginia

Parents, ask yourself:
Pregúntese:

- How do I soothe my baby?
¿Como calmo a mi bebé?
- What should my baby's "safe sleep" spot look like?
¿Mi bebé está seguro al dormir?
- How am I feeling since bringing a new baby home?
¿Cómo me siento después de la llegada del bebé?
- What stress factors are affecting me? My baby?
¿Qué me está causando estrés en este momento? ¿Y a mi bebé?
- Who can I reach out to when I need help?
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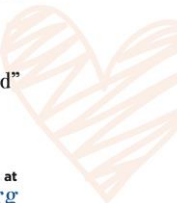
scanva.org @scanofnova
A Public Education Campaign from SCAN of Northern Virginia



Maybe I know you, or maybe I am a stranger. I know parenting can be tough, and I am rooting for you!

Keep this note, or "pay it forward" the next time you see a parent who needs encouragement.

Find parenting resources at
parentingcanbetough.org



Remember, you don't have to do it all alone.

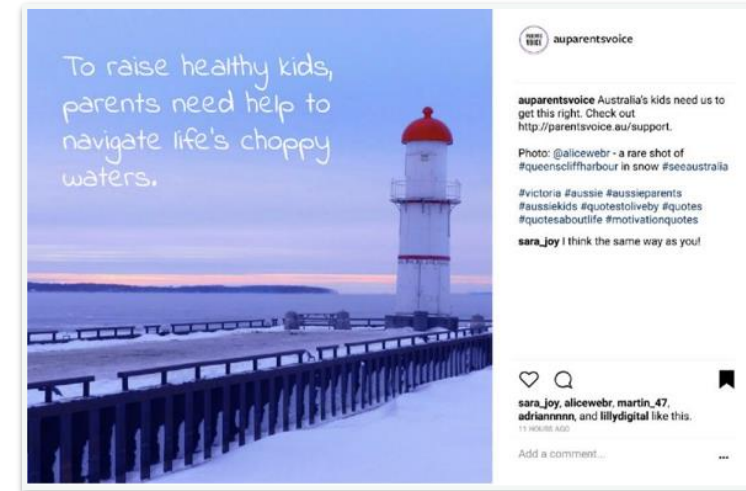
Parenting can be tough.
Asking for help doesn't have to be!

Ser padres de familia puede ser difícil.
¡Pedir ayuda puede ser fácil!

METAPHOR USE EXAMPLES

From top right, clockwise

- *Navigating the Waters*
- *Serve and Return*
- *Building Brains*





Best Practices FOR CAMPAIGNS

- Increase knowledge about contributors across socioecological model to child abuse & neglect
- Use positive frames to avoid unintentionally reinforcing stigma
- Start with children & their needs, then widen frame beyond parenting to emphasize role of public in ensuring healthy childhoods
- Balance messaging: personal vs. societal responsibility, issues vs. solutions
- Build off shared belief that child well-being is essential for societal well-being

JOURNEY TO CREATION

- Created 6 themes with sample messages
- Conducted focus group testing of 1 set of messages & 2 design concepts
 - Georgia Essentials for Childhood Steering Committee members & family advocates at Civic Dinners
- Evaluated findings, iterated messages & design
- Surveyed child- and family-serving professionals in Prevent Child Abuse Georgia coalition network
- Evaluated findings, made final recommendations
- Finalized campaign design
- Created assets — microsite, posters, factsheet, postcards, social media images & GIFs, & more
- Launched & promoted

Creative DEVELOPMENT



Belonging for Hope

CAMPAIGN

- Social norms campaign for everyone in Georgia
- Know role & take action to support strong families & healthy childhoods — & prevent child abuse & neglect
- Unique resources & assets for child- & family-serving professionals, as well as parents & caregivers
- Targeted promotions — social media, YouTube, iHeartRadio, broadcast, & out-of-home
- Umbrella for multiple sub-campaigns & resources



1.

*Use positive frames
to avoid
unintentionally
reinforcing stigma*

- Positive frames are better able to mobilize support & motivate collective participation
- Negative frames risk triggering beliefs
(1) about groups coping with disadvantages &/or
(2) around determinism & fatalism



Your actions nurture a community where everyone can thrive.



Help make your community a place where all children grow up safe, people have jobs and provide for those they love, and families receive the care they deserve.

Where everyone knows they belong.

2.

Start with children & their needs

- Mobilizing premise to build on shared value of protecting children
- Widen frame beyond parenting to avoid traps of individualism, reinforcing “family bubble”
- Avoid unintentionally refocusing emphasis on parents, contributing to stigmatizing beliefs about “bad” parents that minimize support for prevention efforts & policies

3.

Build off shared belief — Child well-being is essential for societal well-being

- Use existing values as a foundation; don't waste time, space, & energy convincing what they believe
- Links campaign goals with broader benefits for communities
- Links campaign goals with societal role & interest in outcome

People and children in your community want to belong. They want connection where they live and work, where they go to learn and have fun. You have a role and your actions have an impact, especially on children. Close friend. Caring neighbor. Kind coworker. Your role and actions make your community stronger and more nurturing — where all children grow up safe, people have jobs and provide for those they love, and families receive the care they deserve. It's a place where everyone belongs. What you do, day after day, gives hope for everyone.

ROLES AND ACTIONS RESOURCE + 5 PSA's

How Can You Help Everyone Belong?

The unique actions you take can nurture a community where everyone can thrive. Make your community stronger and more nurturing — where all children grow up safe, people have jobs and provide for those they love, and families receive the care they deserve. It's a place where everyone belongs.

Please modify your actions during the Coronavirus outbreak. You can practice physical distancing by keeping at least six feet from people and gathering in groups of less than 10. You can still support your community and protect your health and everyone else's at the same time.

Find Your Role and Actions.



ACTIONS:

- Learn about [healthy child development](#)
- [Ask for help](#) when needed
- Reach out to your personal support network to give and get support
- Practice self-care
- Strengthen [connections, resilience, and factors](#) that strengthen your family
- Ensure [babies sleep on their backs](#) in their own space
- [Foster a child](#)
- [Support youth](#) in ways that promote healthy development and well-being



ACTIONS:

- Check in on your parent friends and be the one they reach out to
- Be a good listener and [give support](#)
- Offer to babysit for a parent's needed night out
- Be a role model or mentor for your friends' children



ACTIONS:

- Get to know families where you live — both adults and children
- Reduce isolation by hosting a neighborhood family event
- Watch out for each other
- Provide dinner or do yard work for a neighbor in need
- Offer transportation when needed
- Support your neighborhood schools



HELP FOR GEORGIA PARENTS SUB-CAMPAIGN

Goals

- Normalize seeking help for parenting struggles
- Motivate English- and Spanish-speaking parents & caregivers to reach out for help
- Encourage others to offer support
- Increase contacts to 1-800-CHILDREN Helpline



Everyone belongs in a better community tomorrow.

Every parent needs help sometimes.
Make sure getting support is on your list.

Ask for support, referrals, and services when you need them. When your needs are at the top of your list, your family will take note.

Get support for you and your family where you live in Georgia. Talk with a trained person who knows and cares.

Call **1-800-CHILDREN**
(1-800-244-5373)



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MON - FRI, 8 a.m. - 6 p.m.
Se Habla Español



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THE PREVENTION JOURNEY CONTINUES

Journey to a state of Hope

Evidence shows combined efforts at the community level encourage strong families, healthy childhoods, and thriving neighborhoods. Also, actions that promote safe, stable, nurturing relationships and environments help prevent early adversity and promote resilience.

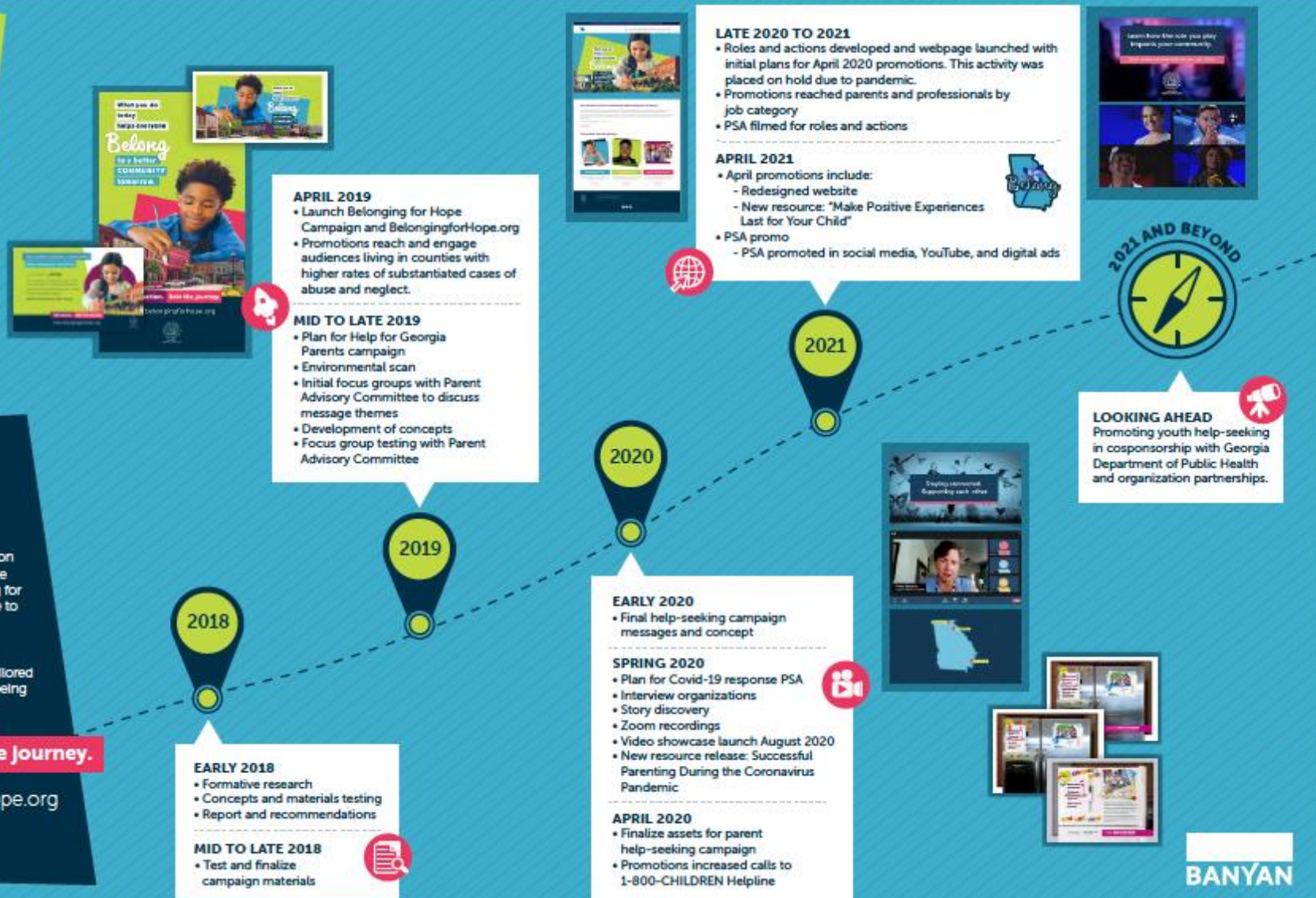
The Georgia Division of Family and Children Services Prevention and Community Support Section (PCS) has put everyone in the state on the path of prevention. PCS developed the Belonging for Hope campaign to help everyone understand they have a role to play in supporting healthy children and strong families.

Belonging for Hope has grown into an overarching initiative. It includes materials, resources, and unique sub-campaigns tailored for audiences and topics vital to the lifelong health and well-being of all children, young people, their families, and communities.

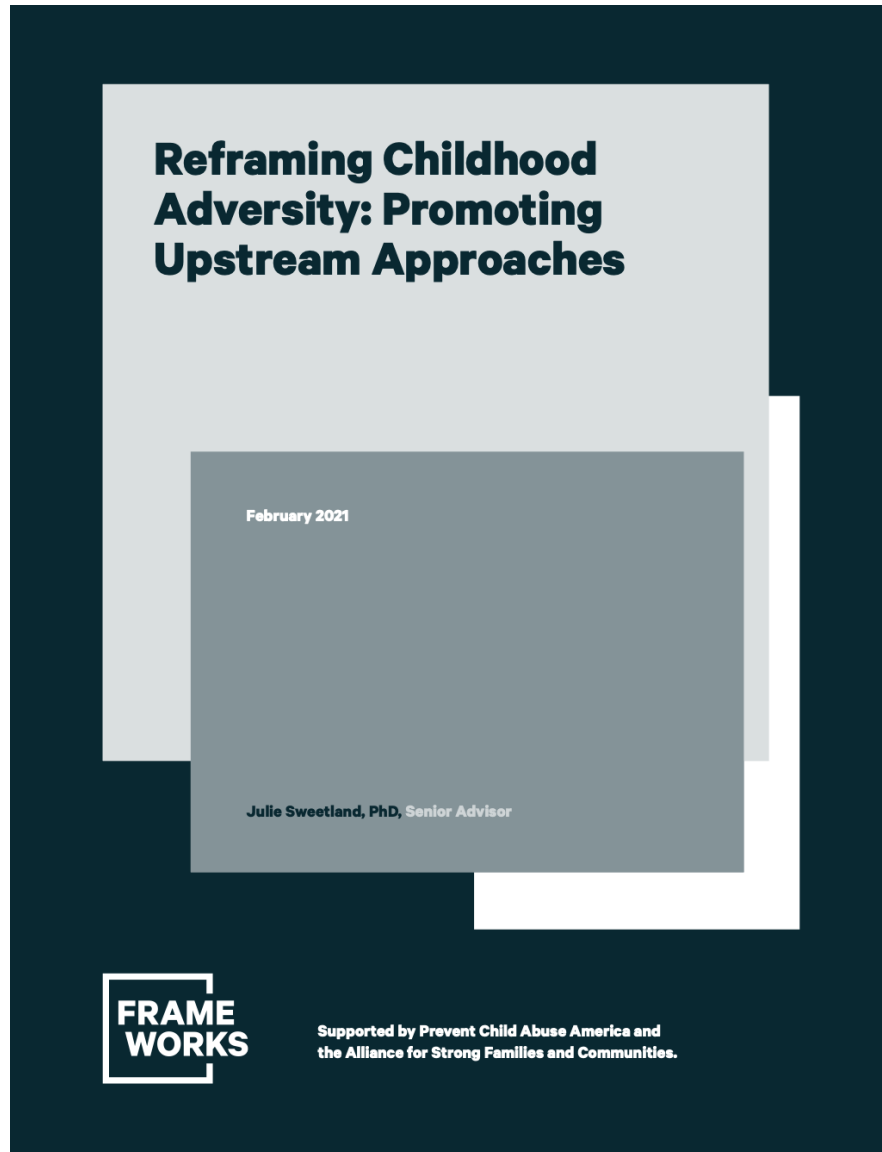


You're Invited. Join the Journey.

www.belongingforhope.org



FRAMEWORKS INSTITUTE UPDATED GUIDANCE



- Guidance on positioning, emphasis, & explanation of early adversity topics
- For professionals who communicate about child well-being & adversity — advocates, researchers, & practitioners working on child abuse & neglect, family violence, ACEs, early trauma & trauma-informed care, & toxic stress
- Most relevant for efforts to educate the public about strategies that work at the community & policy levels
- Access: www.frameworksinstitute.org/publication/reframing-childhood-adversity-promoting-upstream-approaches/

QUESTIONS, COMMENTS?



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THANK YOU!



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