

# Introduction

## 1. INTRO

### 1.1 Title



#### Notes:

This training is sponsored by Prevent Child Abuse North Carolina (PCANC) and the North Carolina Division of Social Services.

## 1.2 Introduction



### Notes:

Prevent Child Abuse North Carolina (PCANC) is the only statewide nonprofit dedicated to the prevention of child abuse and neglect. We work with communities across North Carolina to help build safe, stable, nurturing relationships for children.

To secure this goal, we support programs proven to prevent child maltreatment and build protective factors children need to thrive. We advocate for policies that support healthy children and families, and provide public awareness and professional education opportunities focused on effective prevention strategies.

To accomplish this work, we rely on collaborative partnerships with a number of key stakeholders including our Prevention Network, a group of over 250 professional organizations dedicated to strengthening families and communities throughout North Carolina.

To learn more about our programs and services, visit [www.preventchildabusenc.org](http://www.preventchildabusenc.org).

## 1.3 Learning Objectives



### Notes:

The goals of this training are:

- To increase your understanding of prevention
- To understand how prevention is different from intervention
- To introduce the concept of risk and protective factors
- To become familiar with issues related to when and to whom to provide prevention programs and to whom

PCANC believes that understanding prevention is an integral part of how we seek to meet our mission. We hope this introductory level training is helpful and appreciate your taking the time to learn more.

## Upstream Solutions (Video)

This rendition of a popular fable illustrates the importance of prevention. When we go upstream and invest in proven strategies that help strengthen families, we prevent child abuse and neglect before it even happens.

Video courtesy of [Prevent Child Abuse Arizona](#).

# Risk & Protective Factors

## 1. INTRO

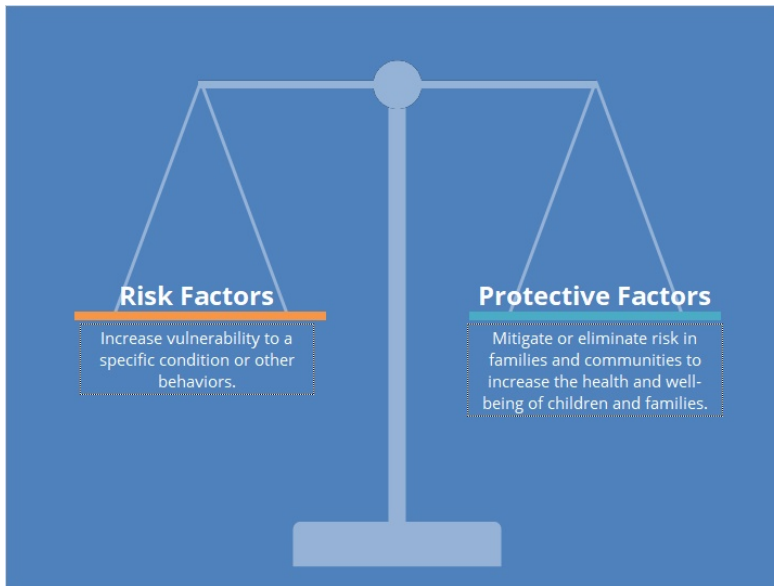
### *1.1 To Understand Child Maltreatment*



#### **Notes:**

In order to understand the cause of child maltreatment, or any social issue, we need to understand the contributing risk and protective factors.

## 1.2 Risk & Protective Factors



### Notes:

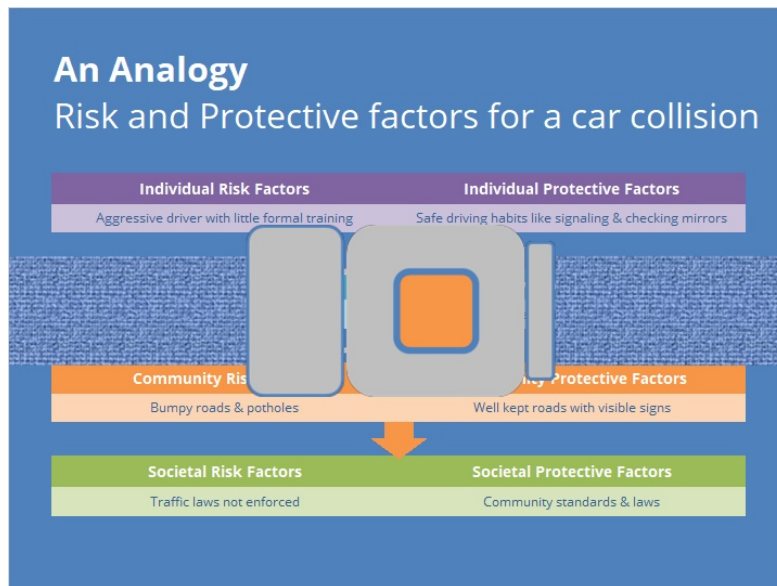
Risk Factors are behaviors or conditions that, based on scientific studies, have been shown to increase vulnerability to a specific condition or other behaviors.

Protective factors are conditions or attributes in individuals, families, communities, or the larger society that, when present, mitigate or eliminate risk in families and communities, to increase the health and well-being of children and families.

Every family has risk and protective factors or strengths and needs. However, these risk and protective factors don't define an individual's outcomes.

The more protective factors and the fewer risk factors present, the less likely it is that child maltreatment will occur. Conversely, the more risk factors and the fewer protective factors that are present, the more likely it is that child maltreatment will occur.

### 1.3 An Analogy



#### Notes:

In order to better understand risk and protective factors, let's look at a familiar example that demonstrates how risk and protective factors might contribute to a car collision.

If you don't wear your seat belt, you will have a higher risk of being hurt in a crash, but it doesn't mean you will definitely be hurt and it doesn't cause you to crash. You might never wear a seat belt and drive safely for decades. In the same vein, wearing your seat belt doesn't protect you from crashing or guarantee you won't be injured.

Some of the factors influencing the possible outcome are more under an individual's control, like wearing a seat belt or how much driver training you received.

Some strengths or needs are about family dynamics. Is the child in the back seat distracting you or is there someone sitting next to you who can help you by reading directions or looking at the map?

Some risk and protective factors are local community issues, like the current conditions of the road. Is it curvy and bumpy or smooth and well kept?

In addition, there is the impact of our overall culture and legal system: how acceptable is it to speed or to drive while talking on a cell phone? Or are there protective factors like community standards or laws that encourage people drive more safely?

# Prevention

## 1. PREVENTION

### 1.1 What is Child Maltreatment Prevention?



#### Notes:

What is child maltreatment prevention? Child maltreatment prevention is about strategies.

- Strategies can be programs designed to increase individual or family protective factors like the Nurse Family Partnership.
- Strategies can be policies that are designed to increase protective factors in the community or society such as paid leave for new and expecting parents.
- Strategies can be Public Education Campaigns designed to shift the public social norms on a societal level like positive parenting.
- Strategies can also be activities designed to build on or develop the strengths of particular families. An example of this could be family or community day in high risk communities.

True prevention is about strategies designed to reduce risk factors and increase protective factors associated with child maltreatment.

## 1.2 Changing Risk & Protective Factors...



### Changing Risk & Protective Factors...

Often times major life events can motivate change.


### Notes:

Frequently major events, such as the birth of a child, can motivate people to make changes that increase protective factors.

## 1.3 Meet Lynn

### Meet Lynn

Pay attention to the details of her story in order to answer the questions that will follow.



**Notes:**

Meet Lynn.

Pay attention to the details of her story in order to answer the questions that will follow.

**1.4 What are some of the protective factors you identified for Lynn and Tom in this story?**

*(Multiple Response, 10 points, 1 attempt permitted)*

**What are some of the protective factors you identified for Lynn and Tom in this story?**

- ☒ Network of support from Lynn's grandmother and boyfriend, Tom
- ☐ Lynn has great coping skills, including having taken stress management courses
- ☒ Tom and Lynn have an emotionally satisfying relationship and are good at successfully managing conflict
- ☐ Tom's income helps provide the family with financial stability
- ☐ Tom and Lynn have many friends in the community who support them
- ☒ The family is connected to support resources such as speech and occupational therapy

**Feedback when correct:**

In Lynn and Tom's story family support, an emotionally satisfying relationship, and connection to resources are all protective factors that are discussed.

**Feedback when incorrect:**

Remember, Lynn and Tom receive support from Lynn's grandmother, they appear to have an emotionally satisfying relationship, and are connected to resources such in their community.

**Notes:**

What are some of the protective factors you identified for Lynn and Tom in this story?

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- Network of support from Lynn's grandmother and boyfriend, Tom
- Lynn has great coping skills, including having taken stress management courses
- Tom and Lynn have an emotionally satisfying relationship and are good at successfully managing conflict
- Tom's income helps provide the family with financial stability
- Tom and Lynn have many friends in the community who support them
- The family is connected to support resources such as speech and occupational therapy

### 1.5 What are the risk factors for Lynn and Tom's family?

(Multiple Response, 10 points, 1 attempt permitted)

**What are the risk factors for Lynn and Tom's family?**

- ☒ Lynn was abused as a child
- ☒ Tom is stressed as a result of his unemployment and inability to contribute to the family's financial needs
- ☐ The parents are at high risk of domestic violence or have poor communication skills
- ☐ The family is isolated and has no family in the area
- ☒ Lynn and Tom are under stress due to moving unexpectedly as a result of mold in their previous residence and losing many possessions
- ☒ Lynn and Tom are living in poverty if they are supporting her family on her SSI check and she is not receiving child support

#### Feedback when correct:

Many families will experience stress from an unexpected crisis like unemployment or a life change like relocation. A past history of abuse, living in chronic poverty, and having a child with special needs can be contributing risk factors. A strong support system and the availability of concrete supports can help create a buffer for families and mitigate the risk of child maltreatment. It is important to also remember that risk factors do not predetermine that abuse or neglect will take place.

**Feedback when incorrect:**

Many families will experience stress from an unexpected crisis like unemployment or a life change like relocation. A past history of abuse, living in chronic poverty, and having a child with special needs can be contributing risk factors. A strong support system and the availability of concrete supports can help create a buffer for families and mitigate the risk of child maltreatment. It is important to also remember that risk factors do not predetermine that abuse or neglect will take place.

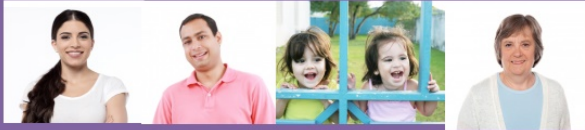
**Notes:**

What are the risk factors for Lynn and Tom's family?

- Lynn was abused as a child
- Tom is stressed as a result of his unemployment and inability to contribute to the family's financial needs
- The parents are at high risk of domestic violence or have poor communication skills
- The family is isolated and has no family in the area
- Lynn and Tom are under stress due to moving unexpectedly as a result of mold in their previous residence and losing many possessions
- Lynn and Tom are living in poverty if they are supporting her family on her SSI check and she is not receiving child support

## **1.6 Solutions for Lynn & Tom**

### **Solutions for Lynn & Tom**



#### **Notes:**

You have now identified the few of the risk and protective factors that exist in Lynn and Tom, their family and in their community. Next let's explore what are some things that may improve the situation of their family.

***1.7 You have identified the risk and protective factors affecting Lynn and Tom's family. Based on these factors, what are some recommendations that could help reduce risk and increase protective factors for Lynn and Tom's family?***

*(Multiple Response, 10 points, 1 attempt permitted)*

**You have identified the risk and protective factors affecting Lynn and Tom's family. Based on these factors, what are some recommendations that could help reduce risk and increase protective factors for Lynn and Tom's family?**

- ☒ Lynn and Tom seem to display some positive parenting strategies. Participation in a parenting program will build on the skills they possess and provide an opportunity to better understand the developmental needs of their children.
- ☒ Lynn and Tom should be referred to a community resource that can assist them with beginning to replace clothing and other personal items lost as a result of mold in their previous home.
- ☐ Lynn and Tom both may be eligible and are encouraged to apply for Medicaid. The family could benefit from assistance finding a dentist and doctors to meet their medical needs.
- ☒ Tom and Lynn could benefit from assistance accessing resources within the community to address their educational and employment goals.
- ☐ Lynn and Tom could benefit from assistance locating and securing affordable housing.
- ☐ Lynn and Tom should participate in a public awareness campaign to change attitudes about corporal punishment and the effectiveness of non-violent forms of discipline.

**Feedback when correct:**

Attending a parenting class can provide a better understanding of the developmental needs of their child. Additionally, accessing resources in the community will both increase protective factors and decrease risk for Lynn and Tom's family.

**Feedback when incorrect:**

The new strategies gained from attending a parenting class provide a better understanding of the developmental needs of their child, and access to resources in the community are all strategies that will both increase protective factors and decrease risk for Lynn and Tom's family.

**Notes:**

You have identified the risk and protective factors affecting Lynn and Tom's family. Based on these factors, identify some new strategies that could decrease risk and increase protective factors for Lynn & Tom.

- Lynn and Tom seem display some positive parenting strategies. Participation in a parenting program will build on the skills they possess and provide an opportunity to better understand the developmental needs of their children.
- Lynn and Tom should be referred to a community resources that can assist them with beginning to replace clothing and other personal items lost as a result of mold in their

previous home.

- Lynn and Tom both may be eligible and are encouraged to apply for Medicaid. The family could benefit from assistance finding a dentist and doctors to meet their medical needs.
- Tom and Lynn could benefit from assistance accessing resources within the community to address their educational and employment goals.
- Lynn and Tom should participate in a public awareness campaign to change attitudes about corporal punishment and the effectiveness of non-violent forms of discipline.
- Lynn and Tom could benefit with assistance locating and securing affordable housing.

### ***1.8 Common Recommendations for Lynn and Tom's family***



#### **Notes:**

When this activity is done in a live training session there are some recommendations that are frequently offered to Lynn and Tom. Let's look at what these are breaking them down first looking at building individual level protective factors

- Lynn and Tom seem to have some good things going for them but disagree on the best way to discipline their child. Providing both parents with a parenting class to build on the skills they already seem to possess is often recommended.
- While the Lynn and Tom have exhibited positive strategies for dealing with conflicts participants will often recommend additional skills to help them cope with stress that the parents may be experiencing.
- Lastly many participants will recommend extra support to help Lynn and Tom better understand the developmental needs of her child.

Now let's look at building protective factors within the family unit as a whole.

- One of the most common recommendations from training participants is providing the family assistance in accessing resources within the community to address their medical, educational, housing and employment needs. We discussed earlier in the course how imperative concrete supports are to the well-being of families.

### ***1.9 Our own health & safety practices***

In order to grasp some of the challenges or barriers that Lynn and Tom may face in implementing some of the recommendations, let's look at our own health and safety practices.

#### **Notes:**

In order to grasp some of the challenges or barriers that Lynn and Tom may face in implementing some of the recommendations, let's look at our own health and safety practices.

### ***1.10 Please take a moment to take this health and safety survey.***

*(Likert Scale, 0 points, 1 attempt permitted)*

**Please take a moment to take this health and safety survey.**

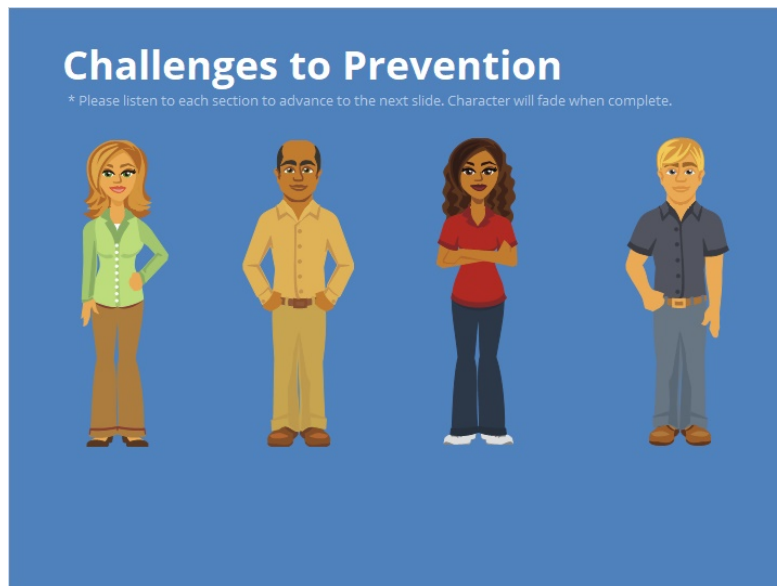
	Yes	No
Do you have a smoke detector in your home, and do you change the batteries at least once each year?	<input type="radio"/>	<input type="radio"/>
Do you buckle up every time you drive?	<input type="radio"/>	<input type="radio"/>
Do you exercise at least 30 minutes 3 times a week?	<input type="radio"/>	<input type="radio"/>
Have you practiced a fire safety plan at home and picked a meeting spot outside your home in case of a fire?	<input type="radio"/>	<input type="radio"/>
Do you abstain from using your cell phone while driving?	<input type="radio"/>	<input type="radio"/>
Do you make sure every child who rides in your car up to eight-years-old and 80 lbs is in an appropriate car seat or booster every time you drive?	<input type="radio"/>	<input type="radio"/>
Do you floss daily?	<input type="radio"/>	<input type="radio"/>
Do you wear a personal flotation device every time you get in a boat?	<input type="radio"/>	<input type="radio"/>

**Notes:**

Please take a moment to take this health and safety survey.

- Do you have a smoke detector in your home, and do you change the batteries at least once each year?
- Do you buckle up every time you drive?
- Do you exercise at least 30 minutes 3 times a week?
- Have you practiced a fire safety plan at home and picked a meeting spot outside your home in case of a fire?
- Do you abstain from using your cell phone while driving?
- Do you make sure every child who rides in your car up to 8 years-old and 80 lbs is in an appropriate car seat or booster every time you drive?
- Do you floss daily?
- Do you wear a personal flotation device every time you get in a boat?

## 1.11 Common Challenges to Prevention



### Notes:

Most of us are aware of the benefits of the recommendations mentioned in our health in safety quiz.... So why are people not following these recommendations?

Because Prevention is Voluntary. No one has to do Prevention.

- In the event of an fire everyone has to evacuate the premises. Evacuation is not optional but rather mandatory. A reaction is required and failure to evacuate can have immediate and fatal consequences.
- Fire Drills are also extremely important. Fire Drills teach us how to respond if ever in a fire. But fire drills are also optional. They require forethought and planning. And while knowing how to respond if you are ever in a fire will also save lives, the benefits of being proactive can be a long way off.
- The first way it's different is it's voluntary. When we want to get someone to engage in prevention, we have to figure out how to get them to put some energy into this area because no one has to do prevention.
- 
- Consider the view of a parent or caregiver who must transport a 70 pound eight year old who should still technically use a booster seat. Often both the parent and child are relieved when they turn eight and gone are the days of toting around a car seat. While necessary, many would agree car seats can be inconvenient! They may reason, those things are a pain to take in and out of the car.
- That brings us to the second way prevention is different from intervention, there is resistance to prevention. Some may reflect on being a child, riding in the way-back of the station wagon without ever having been hurt and think its unnecessary to buckle a 7 year old into a booster seat. One may reason it makes it harder to pick each other's kids up if you have to swap off boosters and get all those seats to fit next to each other. or wonder if you're only going for a short ride, why go to all that bother. You don't just choose not to take the steps currently recommended for car safety, you actually resent them.
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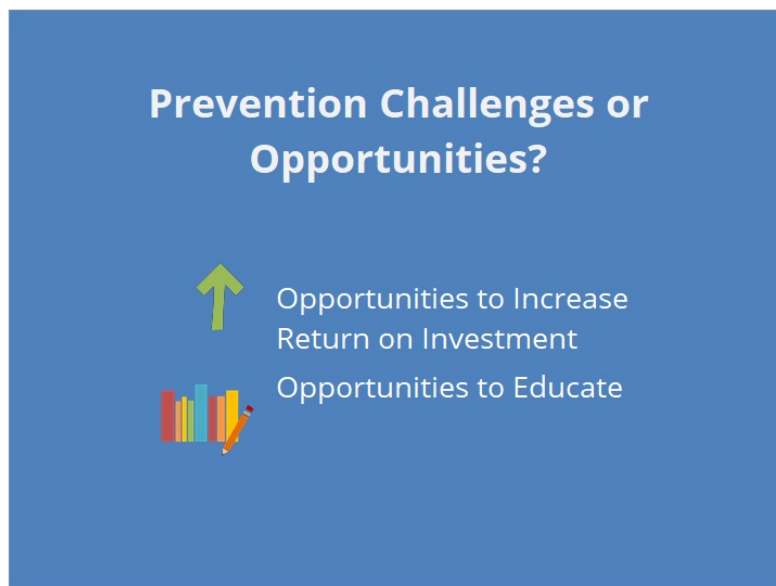
A third way prevention is different is that there is some stigma that goes with taking preventive measures.

- Do preventative measures mean you are acknowledging you are not fully capable?
- Other people might look at you and think you're not very good at boating or swimming if you wear the personal flotation device. Other people who don't put them on might comment on that "you're probably not a good swimmer".
- Imagine the stigma associated with going to a parenting class. People may assume that "Donna goes to those parenting classes because she lacks maternal instinct".
- 

The final way prevention is different is that there is less support for prevention.

- If you have a crisis and you are injured when biking, then there will be a response-from your family, from the doctor, perhaps from the larger community. But if you go about your business riding your bike with your helmet on and never get injured, it's likely no one will even acknowledge that you've averted the risk of a head injury or comment in any positive way about the safe choice you're making.

## 1.12 Prevention Challenges or Opportunities?



### Notes:

There are challenges to prevention that can create real barriers. But we can look at these challenges as opportunities...

Prevention is voluntary and people can at times resent it. While we are not required to take preventative measure it is to our long term benefit to do so. It is often far more costly to respond to a crisis than it would have been to prevent it from happening in the first place. Prevention is an opportunity to increase our return on our investment.

There is stigma and less support associated with prevention. Look at the stigma and misinformation as an opportunity to educate the public about the real benefits of prevention

# Public Health & Community

## 1. PUB HEALT FRAMEWORK

### 1.1 Public Health Framework



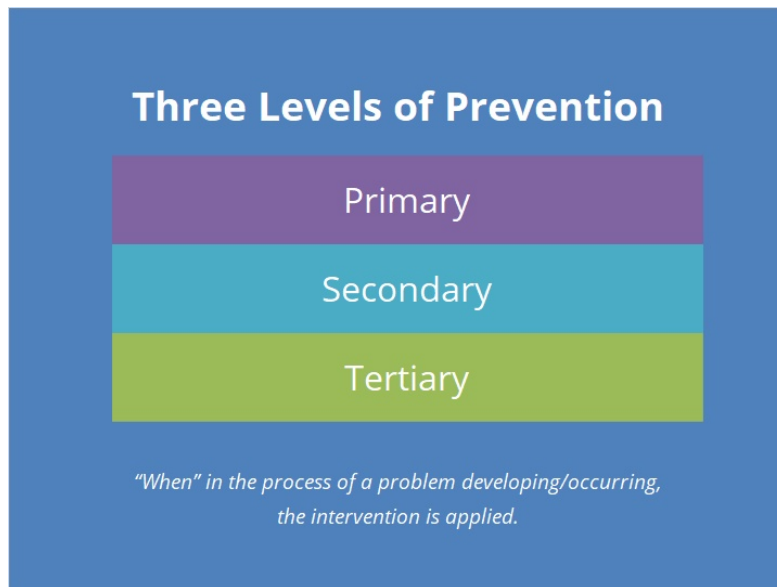
#### Notes:

The prevention continuum includes three different levels

- The first level is Primary prevention. Remember the river story? This illustrates primary prevention - going upstream to prevent something bad from occurring in the first place. These are things like poster and public awareness campaigns about the dangers of the river. They do not target a specific group. Everyone gets it whether they need it or not.
- Next there is secondary prevention. Secondary prevention addresses situations where there may be some risk of a problem occurring--where there may be risk of falling in the river. This could be fencing in the yards of children whose homes back up to river. Because the services are targeted at a group deemed "at risk", it is different from primary prevention.
- Finally there is Tertiary Prevention. Tertiary prevention addresses a problem after it has occurred to prevent it from happening again. This could be life jackets and river safety classes for children who have fallen in the river previously. Tertiary prevention takes place after the a problem to prevent it from reoccurring.

- When in the process of a problem that is developing or occurring, intervention is applied. Rescuing a child who has fallen in the river would be considered an intervention.

## 1.2 Three Levels of Prevention



### Notes:

- The goal of Primary prevention is to prevent the problem before it starts. It's goal is to remove or reduce risk factors. For example, trying to prevent teenagers from becoming pregnant, or reduce the use of alcohol when parenting are both examples of strategies that reduce risk factors for child maltreatment.
- Primary prevention also seeks to enhance protective factors. Examples of this may include helping a family to strengthen their social support network or to improve a couple's communication skills.

### 1.3 The Right Approach for

## The Right Approach for Determining Your Target Population

\* Please listen to each section to advance to the next slide. Wait for the ✓.

UNIVERSAL

SELECTIVE

INDICATED

#### Notes:

Universal, Selective, and Indicated are terms that are often used to define the prevention approach that would best meet the needs of your identified target population. Let's take a closer look at who each of these terms target

### 1.4 Pros and Cons of Different Approaches

## Pros and Cons of Different Approaches

Universal	Selective	Indicated
Triple P Program	Nurse-Family Partnership	Parent Education Programs
<b>Pro</b> <ul style="list-style-type: none"><li>Everyone gets the information, whether they need it or not</li></ul> <b>Con</b> <ul style="list-style-type: none"><li>Can be costly</li></ul>	<b>Pro</b> <ul style="list-style-type: none"><li>Targets a specific risk factor</li></ul> <b>Con</b> <ul style="list-style-type: none"><li>Many who can benefit are not served</li><li>Harm may have already been done to the child &amp; family</li></ul>	<b>Pro</b> <ul style="list-style-type: none"><li>Targets families with a demonstrated need</li><li>Valuable resources are not being wasted</li></ul> <b>Con</b> <ul style="list-style-type: none"><li>Many who could benefit won't fit this category</li></ul>

## Notes:

There are several pros and cons of the different approaches.

- Level 1 of the Triple P Program, which is sometimes referred to as Universal Triple P, is an example of a Universal strategy. Communities implementing Level 1 of the program will promote positive parenting messages in billboards, posters, newspaper columns, and brochures. Everyone driving by the billboard, reading the paper, poster or brochure has access to the information, whether they need it or not. By targeting everyone, and not just those at greater risk, Universal approaches can be more costly.
- The Nurse-Family Partnership, a program that pairs a nurse with first-time, low-income mothers, is an example of a Selective approach. Because selective approaches target a specific risk factor, many people who can benefit from services are often never served.
- Additionally, while a Selective Approach may be effective at preventing the reoccurrence of child maltreatment, it means that significant harm may have already been done to the child and family unit.
- Court mandated parent education programs, targeting parents who may have a history of using harsh discipline with more effective parenting strategies, is an example of an Indicated Approach. Some may argue that like the Selective Approach, many who could benefit from services will not fit into this category. Others may feel that because there is a demonstrated need, valuable resources are not being wasted on those who are **not** in need of services, unlike the Universal Approach.
- 

## 1.5 Key Issues for Community-Based Prevention



## Notes:

This is probably the most important topic - the need for community members to come together for a coordinated, comprehensive prevention plan that works on all levels of the

prevention continuum - **primary/universal, secondary/selective and tertiary/indicated**- is one of the most important things you can take away from this training.

It is important to remember that:

- There is no silver bullet. What works in one community or with one population may not be the most effective approach for all families
- There are pros and cons to each approach and all approaches need to be integrated at multiple levels.
- Prevention strategies should target individual, family, community and societal levels of the ecological model
- Prevention strategies should work across a variety of disciplines, agencies and community groups.
- Prevention strategies should be data driven and based on demonstrated need and impact

## ***1.6 The Role of the Community***

### **The Role of the Community**

When the problem is owned by all individuals  
in communities, prevention will progress,  
and fewer children will remain at risk.

*- Sociologist Robert Wuthnow*

#### **Notes:**

Sociologist Robert Wuthnow captures the spirit of the important role of the community in preventing child maltreatment when he says “When the problem is owned by all individuals in communities, prevention will progress, and fewer children will remain at risk”.

## ***1.7 Prevention = Collective Responsibility***



### **Notes:**

- Prevention equals collective responsibility
- Faced with the inevitable limitations of any individual program model, increased emphasis is being placed on approaches that seek change at a community or systems level, creating an infrastructure that supports high-quality, direct services grounded in research.
- Among the most salient investments in promoting protective factors are efforts to strengthen parental capacity and resilience, support a child's social and emotional development, and create more supportive relationships among community residents (Center for the Study of Social Policy, 2004).
- Communities where residents believe in collective responsibility for keeping children safe may achieve progress in reducing child maltreatment and strengthening child well-being

## 1.8 The New River Story



### Notes:

The river story we shared at the beginning of this course is now over 36 years old! While it still speaks to the spirit of prevention, there is a new river story that has emerged. The classic river story focused on getting upstream to prevent problems. The new River Story focuses on collective responsibility.

Prevention Science demonstrates that no single solution exists to reduce child maltreatment. Instead a comprehensive approach of strategies must be employed to create safe, stable, nurturing relationships and environments. Strategies must include policies, enforcement, media communications, interventions, education and skill training to give examples. The "one thing" that we should focus on to reduce child maltreatment is working together in communities to both strengthen protective factors and reduce risk factors to enhance child well-being.

## ***1.9 Preventing Child Maltreatment***

### Preventing Child Maltreatment

- Know the risk and protective factors
- Keep in mind the four challenges of prevention
- Think about when in the process you'll intervene
- Determine your target audience
- Form collective partnerships



### **Notes:**

Remember we all play a role in preventing child maltreatment in our communities and society.

- Know the risk and protective factors.
- Keep in mind the four challenges of prevention
- Think about when in the process you'll intervene
- Determine your target audience
- Look for opportunities to develop collective partnerships to address issues in the community

## **1.10 Prevention is Prevention**



### **Notes:**

Prevention is Prevention.....

By promoting factors that increase protective factors and reduce inherent risk we are not just preventing child maltreatment but a whole host of social ills.

Child Maltreatment prevention is Substance Abuse Prevention and Drop out prevention and teen pregnancy prevention and crime prevention and many, many other forms of prevention.