



**50**  **Prevent Child Abuse  
America®**

**30**  **Healthy Families  
America®**

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PhD**

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**Maximizing the Possibility**



**Mission:**

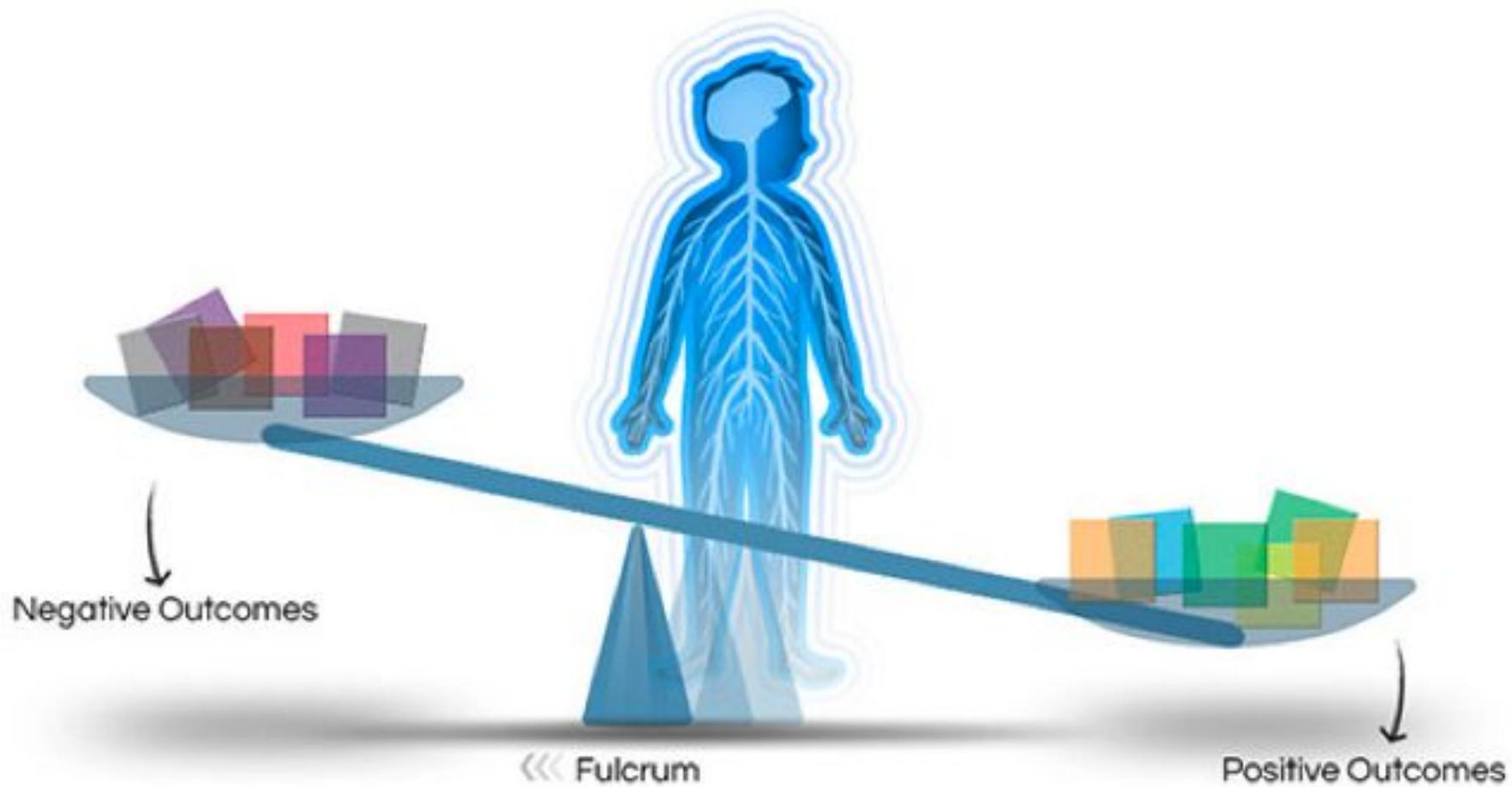
*To prevent the abuse and neglect  
of our nation's children.*

**Vision:**

*We envision a world where all children  
grow up happy, healthy, and prepared to  
succeed in supportive families and  
communities.*

Evidence shows that stress and trauma can interrupt healthy child development, putting people at risk for lifelong health issues.





# POLL

## Child abuse and neglect risks are high.

- Family crisis or stress
- Financial stress, unemployment or poverty
- Social or extended family isolation
- Poor understanding of child development and parenting skills
- Alcohol, drugs or other substance abuse



# An estimated 1 in 7 U.S. children experience abuse or neglect annually.

## Race and socioeconomic issues complicate the problem:

- Black children are twice as likely as white children to be in foster care.
- Children from families with low income are 5x more likely to end up in child welfare.
- Children of color are more likely to experience multiple placements or group care and are less likely to be reunited with their birth mothers.
- An estimated 60% of Child Protective Services reports are for neglect only.



# What needs to change?



**33 billion**  
is spent by state  
and local child  
welfare  
organizations

Only **15%** is spent  
on prevention

- Too many children experience a **child protection investigation** (Black children are disproportionately impacted).
- Too many children and young people are **separated from their families**.
- Poverty is confused with neglect, causing **unnecessary child removals**.
- Teenagers are inappropriately removed for **behavior and parent/child conflict**.
- Child welfare primarily funds **child removal, not prevention**.

What makes us actually hopeful  
that we can *prevent* child abuse and  
neglect?

# 1960–1980: Raising Awareness



**1972:** Donna J. Stone had a vision of a future in which no children are ever abused or neglected. She recognized the importance of ensuring great childhoods for all children, so she founded the Family Achievement Center in Chicago.

**1962:** Dr. C. Henry Kempe and his colleagues were the first to recognize and identify child abuse and neglect in the defining paper, *The Battered Child Syndrome*. This paper was regarded as the single most significant event in creating awareness and exposing the reality of child abuse. It gave doctors a way to understand and identify child abuse and neglect, along with information about how to report suspected abuse.



**1979:** A report from the Surgeon General of the United States: *Healthy people: The Surgeon General's report on health promotion and disease prevention* identifies violence as one of the 15 priority areas for the nation. The report states that violence can be prevented and should not be ignored in the effort to improve the nation's health.

# 1980–2000: Intervention

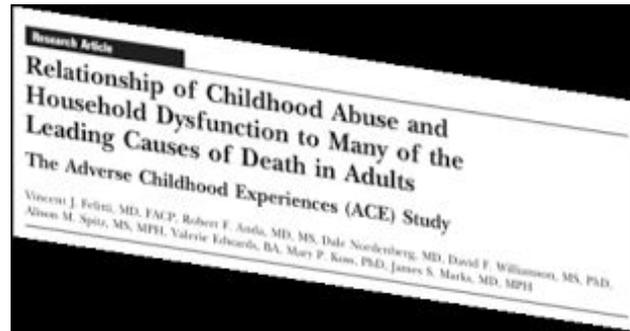


**healthy  
families  
america.**

**1992:** Healthy Families America is launched as a family support program. With financial support from the Ronald McDonald House Charities, 22 states receive site visits from Hawaii Family Stress Center staff to help ensure the proper implementation and training of staff. Healthy Families America is also featured at the Ninth International Congress on Child Abuse and Neglect.



Throughout the **1980s**, Ad Council campaigns offered practical solutions to preventing child abuse. Those PSAs featured the tagline, "Take time out. Don't take it out on your child." Through the years, the campaigns shaped the way Americans viewed child abuse. In 1996, more than 18,000 calls were made to the hotline and more than 95% of adults surveyed said they believed child abuse was a serious problem.



The original ACE Study between Kaiser Permanente and CDC was published in **1998**. Over 17,000 HMO members from Southern California completed surveys regarding their childhood experiences and current health status and behaviors. The study found a strong relationship between ACEs and multiple risk factors for several of the leading causes of death in adults.

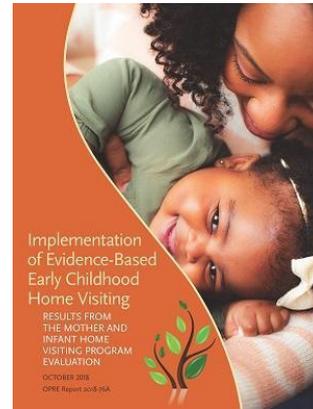
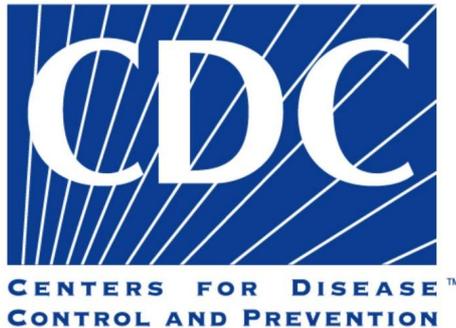
# 2000–2020: Building Evidence & Public Health Imperative



Center on the Developing Child  
HARVARD UNIVERSITY

**2006:** The Center on the Developing Child at Harvard University was established by director Jack P. Shonkoff, M.D. with a founding mission to generate, translate, and apply scientific knowledge that would close the gap between what we know and what we do to improve the lives of children facing adversity.

**2001:** CDC receives first ever congressional appropriation for child abuse and neglect prevention and CDC's Division of Violence Prevention reorganizes by function to accommodate growth, and throughout the next decade becomes its largest division.



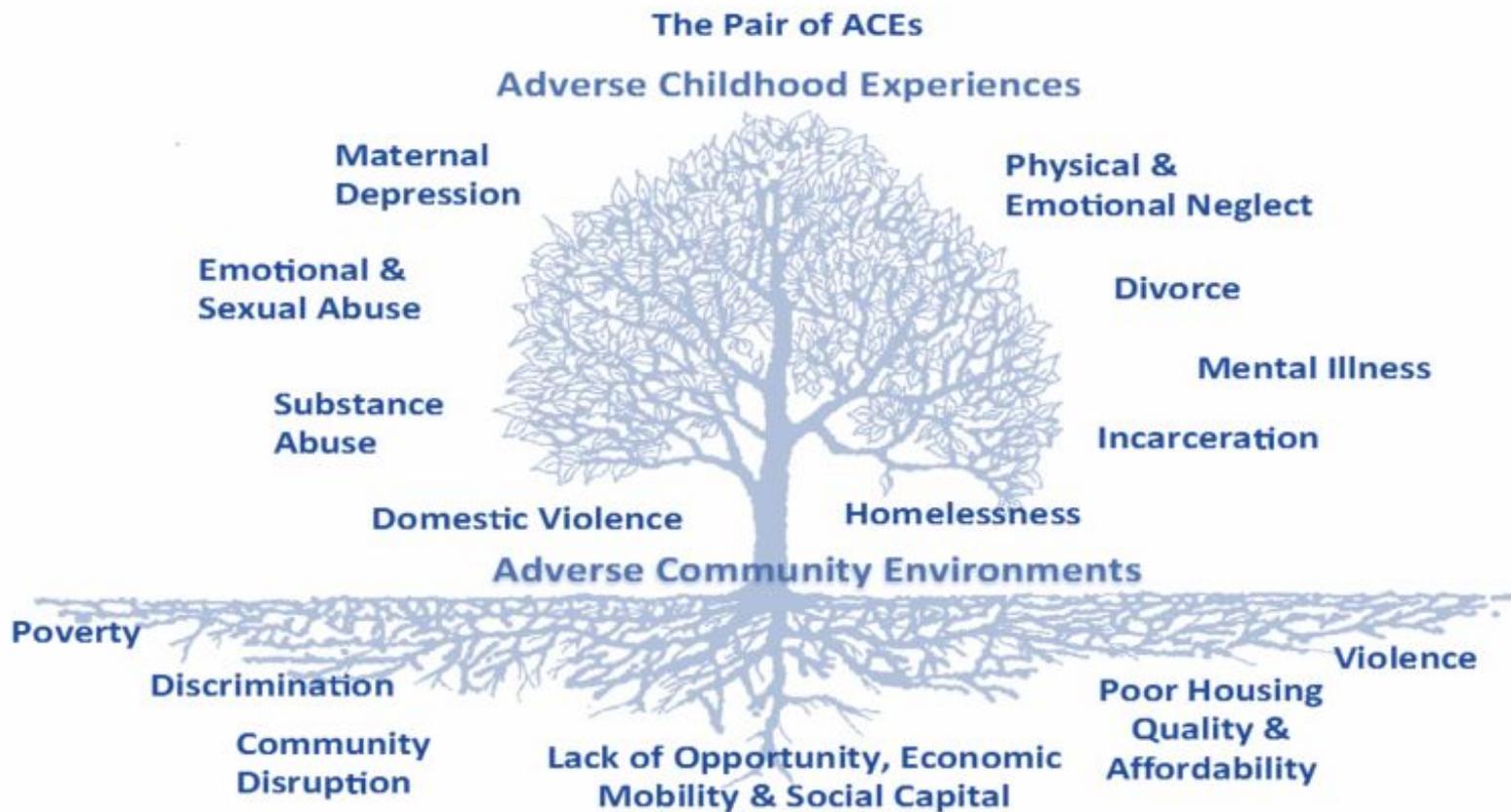
**2011–19:** The Mother and Infant Home Visiting Evaluation (MIHOPE) report is developed and delivered to Congress. It contains an analysis of the states' and territories' needs assessments and baseline data on the families, staff, and programs participating in MIHOPE. The study includes 88 local home visiting programs across 12 states, including HFA.

**Public health is what we, as a society, do  
*collectively*  
to assure the conditions in which (all)  
people can be healthy.**

Institute of Medicine  
*The Future of Public Health, 1988 & 1997*



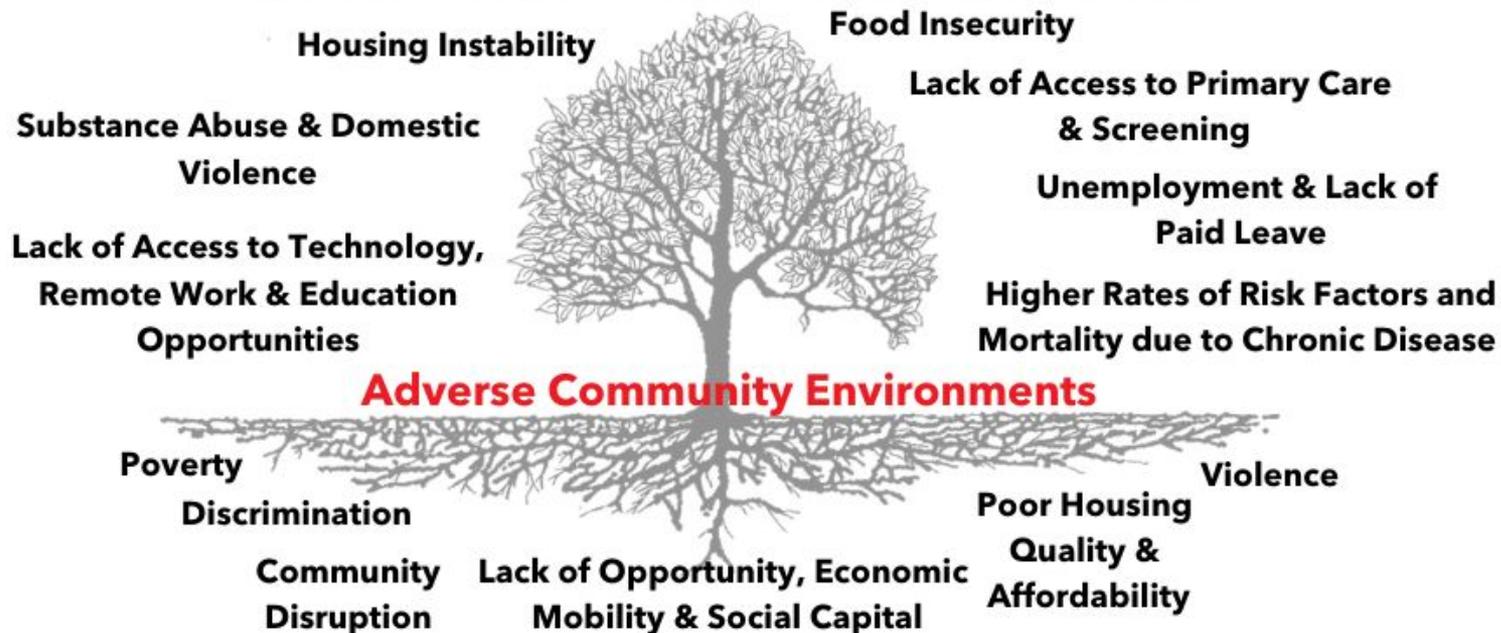
# POLL



Ellis, W., Dietz, W. (2017) A New Framework for Addressing Adverse Childhood and Community Experiences: The Building Community Resilience (BCR) Model. *Academic Pediatrics*. 17 (2017) pp. S86-S93. DOI information: 10.1016/j.acap.2016.12.011

# The Pair of ACES

## COVID-19 Adverse Community Experiences



Ellis, W., Dietz, W. (2017) A New Framework for Addressing Adverse Childhood and Community Experiences: The Building Community Resilience (BCR) Model. *Academic Pediatrics*. 17 (2017) pp. S86-93. DOI Information: 10.1016/j.acap.2016.12.011

By **addressing root causes** of abuse,  
we can prevent significant health  
issues, risky behaviors and **foster**  
**healthier, more equitable**  
**communities.**

# Vitalsigns<sup>™</sup>

#vitalsigns  
NOV.2019

## Adverse Childhood Experiences (ACEs) Preventing early trauma to improve adult health



Want to learn more?  
[www.cdc.gov/vitalsigns/aces](http://www.cdc.gov/vitalsigns/aces)

**1 in 6**

1 in 6 adults experienced four or more types of ACEs.

**5 of 10**

At least 5 of the top 10 leading causes of death are associated with ACEs.

**44%**

Preventing ACEs could reduce the number of adults with depression by as much as 44%.

### Overview:

Adverse Childhood Experiences (ACEs) are potentially traumatic events that occur in childhood. ACEs can include violence, abuse, and growing up in a family with mental health or substance use problems. Toxic stress from ACEs can change brain development and affect how the body responds to stress. ACEs are linked to chronic health problems, mental illness, and substance misuse in adulthood. However, ACEs can be prevented.

### Preventing ACEs can help children and adults thrive and potentially:

- Lower risk for conditions like depression, asthma, cancer, and diabetes in adulthood.
- Reduce risky behaviors like smoking, and heavy drinking.
- Improve education and job potential.
- Stop ACEs from being passed from one generation to the next.



Centers for Disease  
Control and Prevention  
National Center for Injury  
Prevention and Control



### PROBLEM:

## Adverse Childhood Experiences impact lifelong health and opportunities.

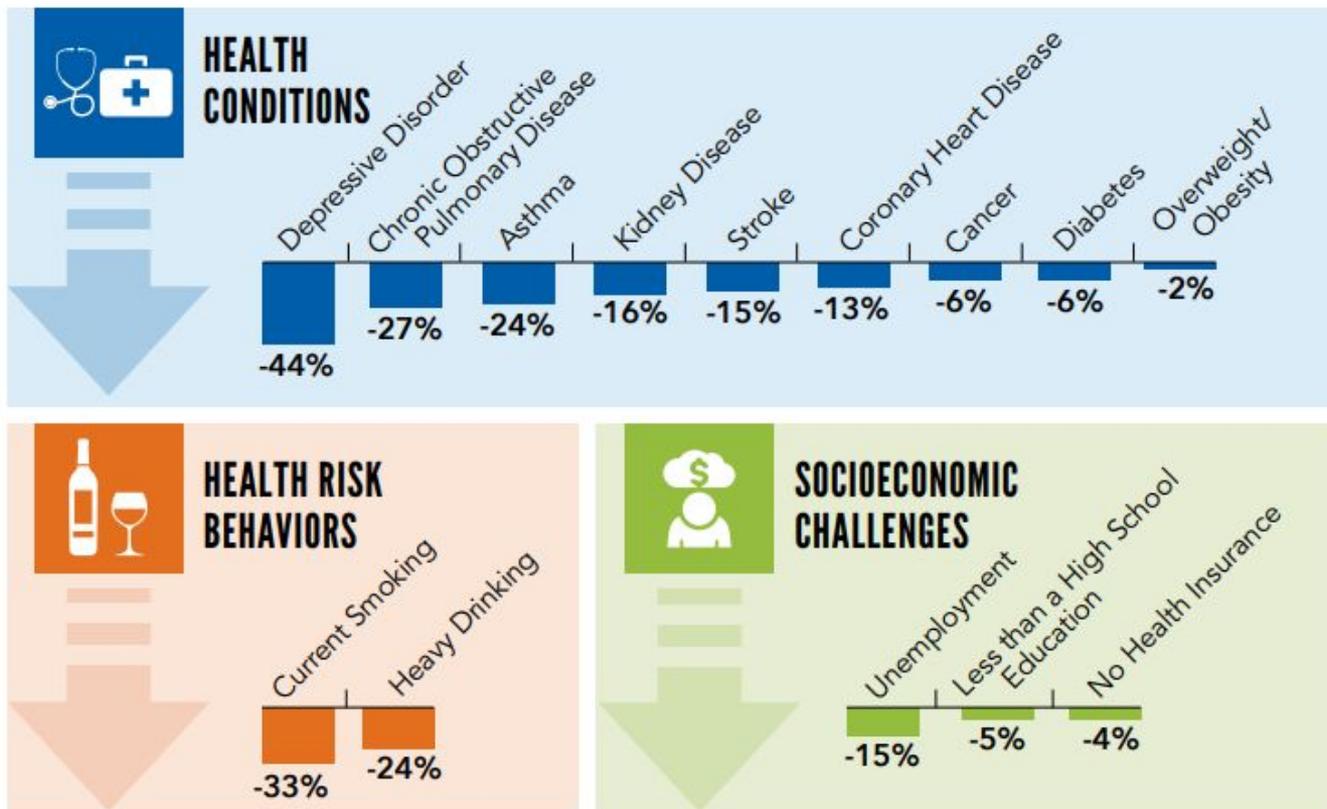
### ACEs are common and the effects can add up over time.

- 61% of adults had at least one ACE and 16% had 4 or more types of ACEs.
- Females and several racial/ethnic minority groups were at greater risk for experiencing 4 or more ACEs.
- Many people do not realize that exposure to ACEs is associated with increased risk for health problems across the lifespan.



Prevent Child Abuse  
America<sup>®</sup>

# Potential reductions in negative health outcomes



SOURCE: BRFSS 2015-2017, 25 states, CDC Vital Signs, November 2019.



UP TO

**21 MILLION**  
CASES OF  
DEPRESSION



UP TO

**1.9 MILLION**  
CASES OF  
HEART DISEASE

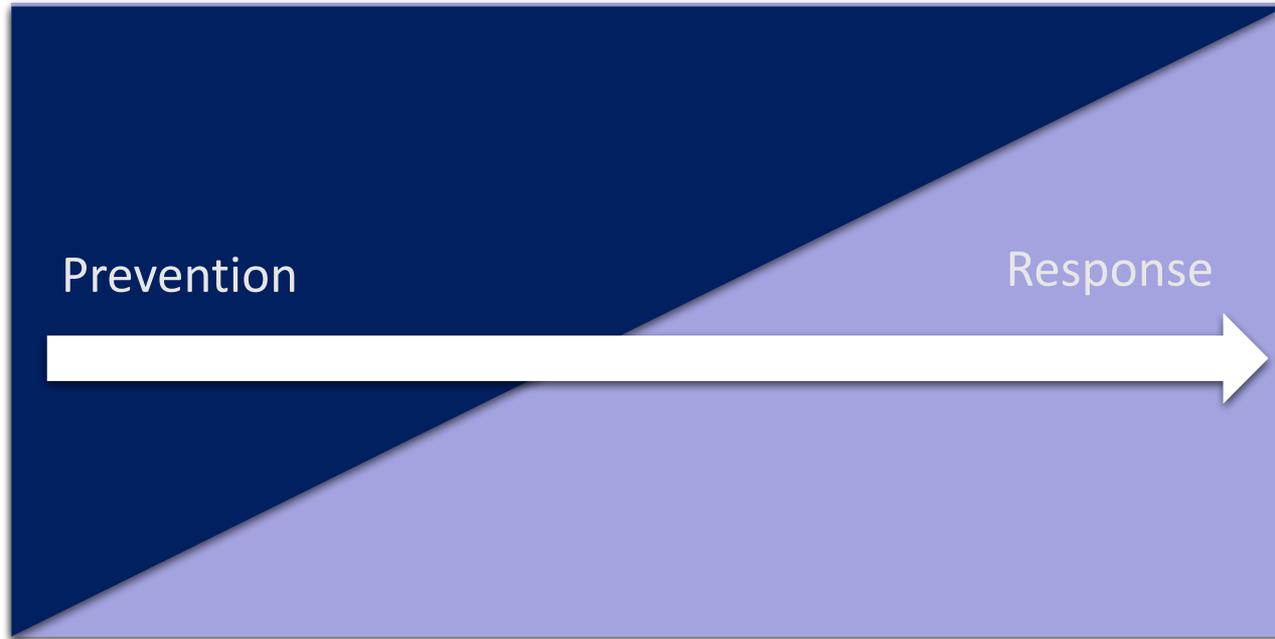


UP TO

**2.5 MILLION**  
CASES OF  
OVERWEIGHT/OBESITY

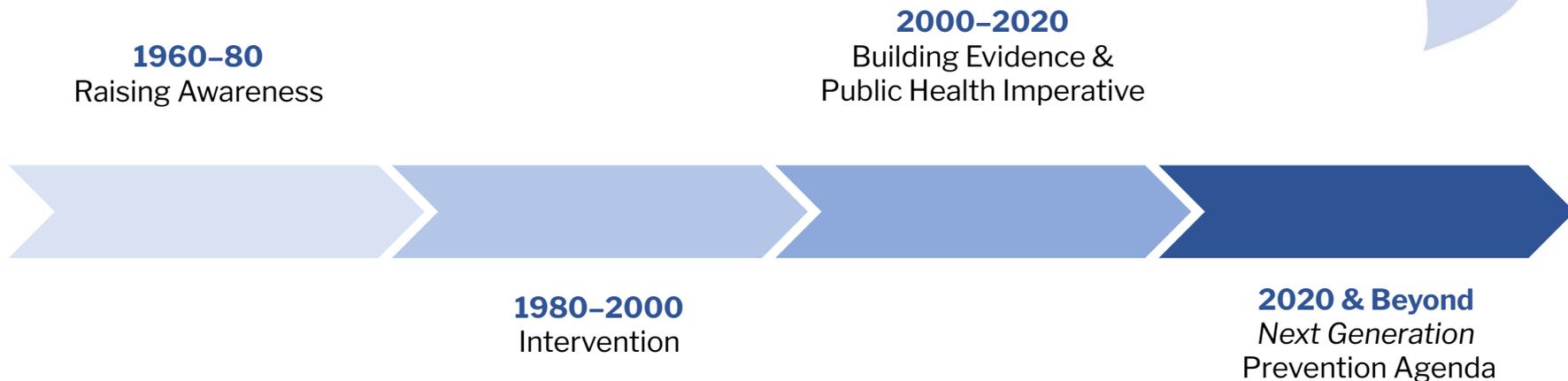


# Role of Public Health in Violence Prevention



**ROLE OF CRIMINAL JUSTICE, CHILD WELFARE, SOCIAL SERVICES, HEALTHCARE**

# A Prevention Agenda for the *Next Generation*: Making Prevention **THE** Priority



# CDC's 6 Strategies to Prevent ACEs



## Strengthen economic supports for families

- Strengthening household financial security
- Family-friendly work policies



## Promote social norms that protect against violence and adversity

- Public education campaigns
- Legislative approaches to reduce corporal punishment
- Bystander approaches
- Men and boys as allies in prevention



## Ensure a strong start for children

- Early childhood home visitation
- High-quality childcare
- Preschool enrichment with family engagement

## Teach skills

- Social-emotional learning
- Safe dating and healthy relationship skill programs
- Parenting skills and family relationship approaches



## Connect youth to caring adults and activities

- Mentoring programs
- After-school programs



## Lessen harms and prevent future risk

- Enhanced primary care
- Victim-centered services
- Treatment to lessen the harms of ACEs
- Treatment to prevent problem behavior and future involvement in violence
- Family-centered treatment for substance use disorders



# PCA America is uniquely positioned to lead a child well-being movement that promotes equity.

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Our approach works at two levels—boots-on-the-ground programs and actions that impact systems-level change.



## State Chapter Network

50-state chapter network that drives regional initiatives and policies.



## Home Visiting

Healthy Families America (HFA) is one of the leading family support and evidence-based home visiting programs in the U.S.



## Research

Elevate lessons learned from the field and advance knowledge of what works. Ensure that the best available data and evidence guide our prevention strategies.



## Public Policy

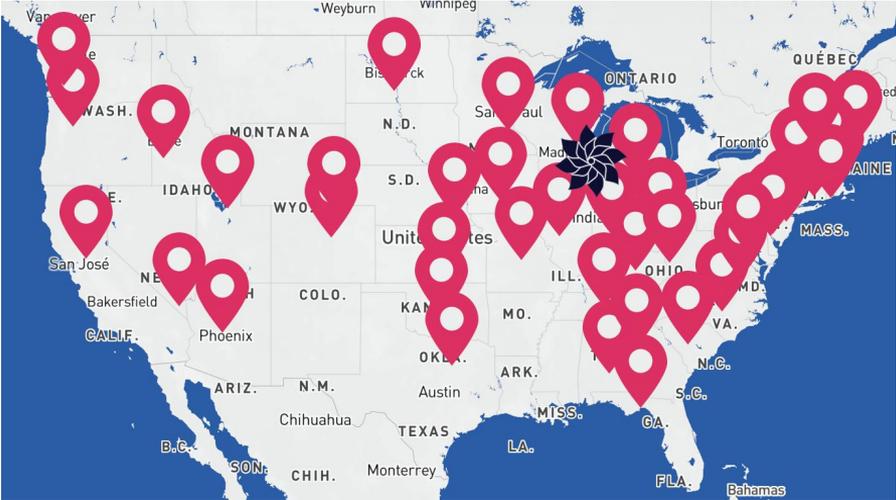
Mobilize national and state policy makers to adopt non-partisan policies that support families.



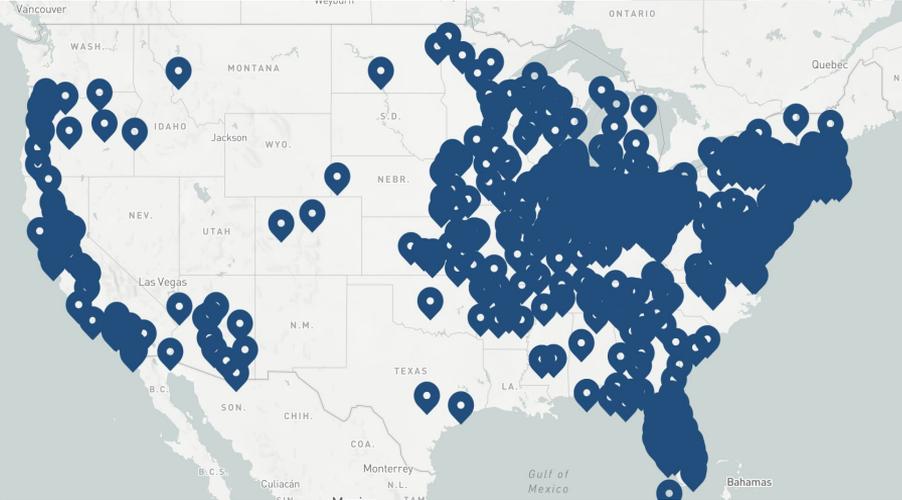
## Public Awareness

Raise public awareness to increase individual and community action to prevent abuse.

# Nationwide Presence



PCA America Chapters



Healthy Families America Sites

Preventing child abuse and neglect  
seems **BIG**, but prevention **IS**  
possible.

# POLL

# Roadmap to Child and Family Well-Being

**MATERNAL & CHILD HEALTH** ●

**EARLY CHILDHOOD SUPPORTS** ●

**ECONOMIC STABILITY** ●

**MENTAL HEALTH SUPPORTS** ●

**COMMUNITY EDUCATION** ●



# POLL

# Prevention Happens in Partnership



# Partnering to Scale Change Across Systems & Communities

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## U.S. CHILDREN'S BUREAU

Policy, finance and connections to aligned federal partners

## CASEY FAMILY PROGRAMS

50-state strategy and investments in child welfare system improvement

## ANNIE E. CASEY FOUNDATION

Holistic approach to race equity and well-being including youth and young adults, juvenile justice and child welfare, and economic opportunity

## PREVENT CHILD ABUSE AMERICA

Affiliates across states and D.C., with a focus on primary prevention and public awareness

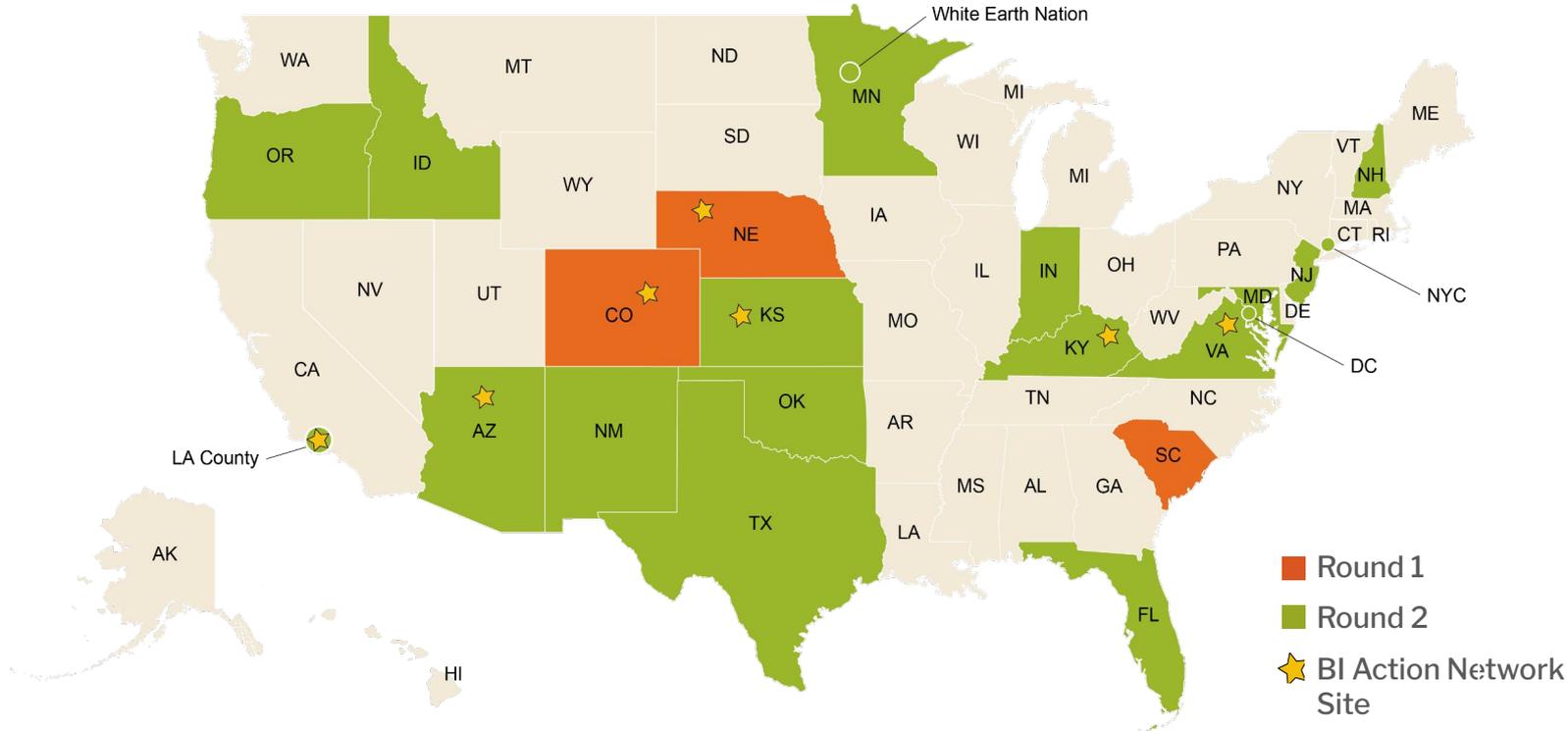
# Thriving Families, Safer Children: A National Commitment to Well-Being

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- **Builds partnerships** with families, communities and state and local governments to help redefine the role of child welfare systems, reduce harm, and support child and family wellbeing.
- **Reframes child welfare as public health priority** and opportunity to create conditions for strong, thriving families where children are free from harm.
- **Scales prevention across the lifespan**, with a focus on race equity and preventing system involvement.



# Round 1 and 2 Sites





# STRONG ROOTS **GROW** A RESILIENT COMMUNITY



FOR MORE INFORMATION ABOUT RESILIENCE PLEASE VISIT [PEACE4TARPON.ORG](http://PEACE4TARPON.ORG)



# GROWING

*a Better Tomorrow for All Children,*

# TOGETHER



[www.preventchildabuse.org/growing-better-together-2022](http://www.preventchildabuse.org/growing-better-together-2022)

# ACTIVATION DAYS

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Wear Blue Day

Friday, April 1



Digital Advocacy Day

Wednesday, April 27

# Ways to Get Involved

- **Participate in Activation Days on Social Media**
  - Wear Blue Day: April 1
  - Digital Advocacy Day: April 27
- **Like, Share and Comment All-Month Long**



@PCAAMerica



@preventchildabuseamerica



@pcaamerica



@prevent-child-abuse-america

# #GrowingBetterTogether



5



Together, we can prevent child abuse, America... *Because childhood lasts a lifetime.*