

BRINGING  
PROTECTIVE  
FACTORS TO  
LIFE:  
PUBLIC  
AWARENESS



Pinwheels for  
**PREVENTION**<sup>®</sup>

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**Prevent Child Abuse**  
Florida<sup>™</sup>

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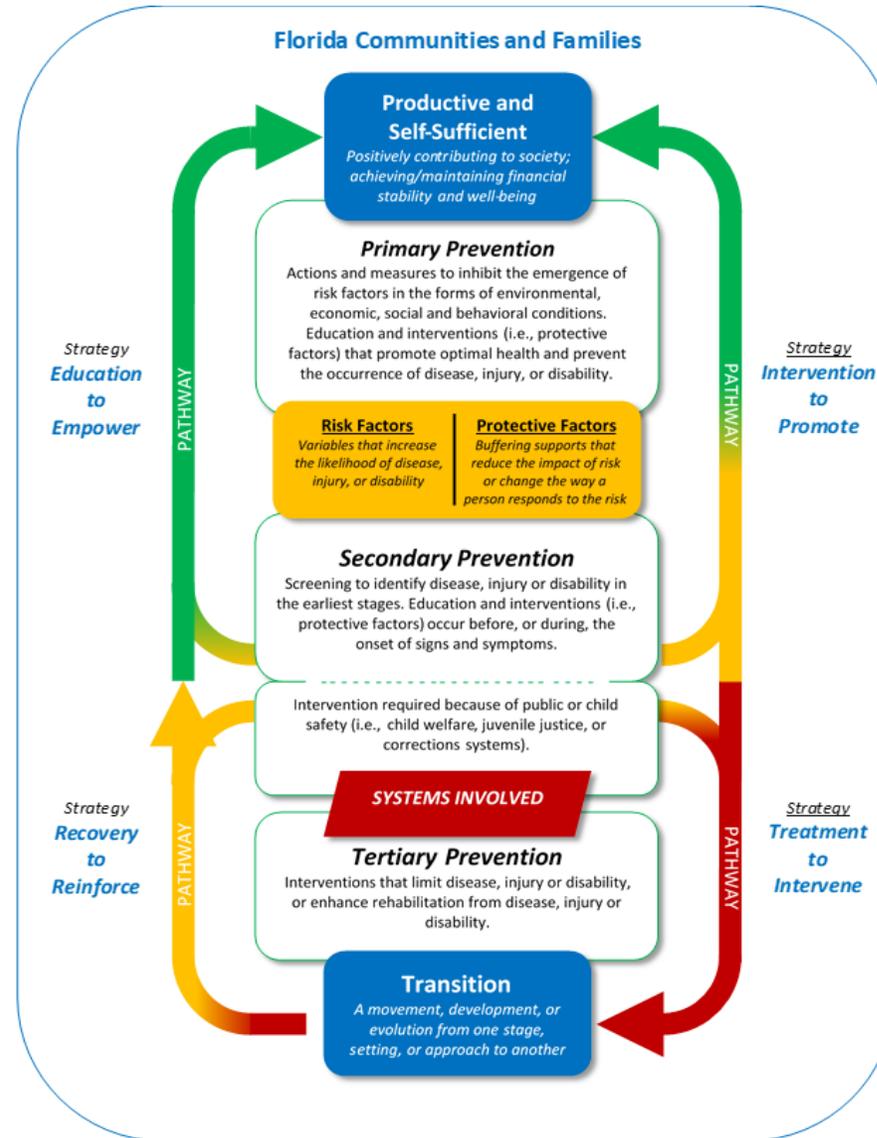
# THE (3) CATEGORIES OF PREVENTION

**Prevention of Child Maltreatment is generally recognized along three levels:**

- 1. Primary prevention:** Directed at the general population to prevent maltreatment before it occurs aka: universal,
- 2. Secondary prevention:** Targeted to individuals or families in which maltreatment is more likely (high risk), and
- 3. Tertiary prevention:** Targeted toward families in which maltreatment has already occurred.

# CHILDREN'S CABINET PREVENTION FRAMEWORK

[https://www.flgov.com/wp-content/uploads/childadvocacy/FCYC-Annual\\_report2019-approved-final.pdf](https://www.flgov.com/wp-content/uploads/childadvocacy/FCYC-Annual_report2019-approved-final.pdf)



# PRIMARY PREVENTION

Proactively trying to prevent harm to children from occurring is the focus of primary prevention, it is a set of strategies and programs designed to stop maltreatment before it happens. These programs and services can be accessed by and benefit all members of a community, state or country, depending on their design and reach.

We'll talk more about this shortly!

# SECONDARY PREVENTION

Focuses on high-risk and offered to populations that have one or more risk factors associated with child maltreatment, i.e. poverty, substance abuse, young parental age, mental health concerns, and parent or child disabilities.

- May target services for communities or neighborhoods with a high incidence of any or all these risk factors.
- Parent education programs, focusing on teen parents, those in substance abuse treatment or families with young children
- Parent support groups that help parents deal with everyday stresses/challenges and responsibilities of parenting
- Home visiting programs that provide support and assistance to expecting and new mothers in their homes
- Respite care for families that have children with special needs
- Family resource centers that offer information and referral services to families living in low-income neighborhoods

# TERTIARY PREVENTION

Focus on families where maltreatment has already occurred and seek to reduce the negative consequences of the maltreatment and to prevent its recurrence. These services may include:

- Intensive family preservation services with trained mental health counselors that are available to families 24 hours per day for a short period of time (e.g., 6 to 8 weeks)
- Parent mentor programs with stable, non-abusive families acting as "role models" and providing support to families in crisis
- Parent support groups that help parents transform negative practices and beliefs into positive parenting behaviors and attitudes
- Mental health services for children and families affected by maltreatment to improve family communication and functioning

# Let's Talk about Primary Prevention, AKA: Universal, Public Awareness

- ALL MEMBERS OF THE COMMUNITY HAVE ACCESS TO AND MAY BENEFIT FROM THESE SERVICES

\* SEEK TO RAISE THE AWARENESS OF THE GENERAL PUBLIC, SERVICE PROVIDERS, AND DECISION-MAKERS ABOUT THE SCOPE AND PROBLEMS ASSOCIATED WITH CHILD MALTREATMENT.

# UNIVERSAL APPROACHES TO PRIMARY PREVENTION CAN INCLUDE

- **Parent education** programs and **support groups** that focus on child development, age-appropriate expectations, and the roles and responsibilities of parenting
- **Family support and family strengthening programs** that enhance the ability of families to access existing services, and resources to support positive interactions among family members
- **Public awareness campaigns** that provide information on how and where to report suspected child abuse and neglect and how to promote positive social norms.
- **Public service announcements** that encourage positive parenting

# LET'S GO BACK IN TIME...



- Remember smoky restaurants?
- Since December 2010, Florida's Bureau of Tobacco Free Florida has aired a statewide tobacco education campaign to encourage smoking cessation.
- The Tobacco Free Florida campaign affected cessation-related behaviors in Florida over an 8-year period.
- Conclusion: Statewide media campaigns can use effective advertising materials to affect population-level quit attempts.
- These types of campaigns can be used to change thinking, social norms and behavior.

# WITH THESE CAMPAIGNS, WE SEEK TO PROMOTE CHANGES IN NORMS AND PRACTICES



It all starts with changing our thinking!

[https://www.ounce.org/safe\\_sleep.html](https://www.ounce.org/safe_sleep.html)

[https://youtu.be/\\_ABRMqFWxcU](https://youtu.be/_ABRMqFWxcU)



# WATER SAFETY

- <https://youtu.be/xXC4ZE9KGUU>
- [https://www.ounce.org/water\\_safety.html](https://www.ounce.org/water_safety.html)



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- <https://youtu.be/SBMqizZ-FhM>



**RESOURCES FOR FAMILIES  
AND COMMUNITIES**

# FAMILIES FIRST PREVENTION SERVICES ACT

- The 2018 **Family First Prevention Services Act** encourages States to emphasize the importance of primary prevention services in particular. The link below provides information regarding all three levels of prevention.
- <https://cbexpress.acf.hhs.gov/index.cfm?event=website.viewArticles&issueid=219&sectionid=1&articleid=5651>



**DR. JERRY MILNER IS AN AMERICAN SOCIAL WORKER AND CIVIL SERVANT, CURRENTLY SERVING AS THE ACTING COMMISSIONER OF THE ADMINISTRATION FOR CHILDREN AND FAMILIES, A DIVISION OF THE UNITED STATES DEPARTMENT OF HEALTH AND HUMAN SERVICES.**

Imagine with me for a moment what the world would look like if the public health system's major strategy to combat a serious disease such as polio was to invest in wheel chairs and crutches for patients after they fell ill, instead of investing in vaccines to prevent the illness; if car makers invested in jaws of life and ambulances to get victims out of mangled cars and to hospitals faster as their primary means for addressing automobile safety, rather than developing seat belts, air bags, warning systems and other safety features to prevent injuries in accidents; and if the primary way to deal with baseball or football injuries was to buy more icepacks, neck braces and slings as opposed to requiring players to wear helmets and shoulder pads."

# DR. MILNER – CONTINUED:

- “We must, instead, see inherent value in preventing trauma—and aggressively prosecute its root causes. Failure to do so is to endorse and enable suffering. We can create the conditions for strong and thriving families where children are free from harm. We can demonstrate that children are safer when families thrive. We can and will show the power of community in supporting families and keeping them healthy and well. We can make a national commitment to well-being, grounded in thriving families and safer children.”

<https://imprintnews.org/featured/trumps-top-child-welfare-official-family-first-good-first-step-true-prevention-key/29901>

## DR. MILNER – CONTINUED:

“We have marvelous examples of effective, well-conceptualized and implemented programs across the country where this kind of community-based, primary prevention, family-strengthening approach is working to keeping families strong and intact – notably, Live Well San Diego, the Harlem Children’s Zone, the Center for Family Life in Brooklyn, the Communities of Hope funded by Casey Family Programs across the country, in addition to specific county initiatives in places like Allegheny County, Pennsylvania; Jefferson County, Colorado; and Los Angeles County among many others. **We would be remiss not to learn from these examples and do all we can to bring the primary prevention of maltreatment and family separation to scale as a major federal child welfare priority.”**



## **QUESTIONS?**

- We enjoyed being with you today, please tune in next time.



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Florida™**

CHRIS LOLLEY - EXECUTIVE  
DIRECTOR:

[CLOLLEY@OUNCE.ORG](mailto:CLOLLEY@OUNCE.ORG)

(850) 933 - 3271

NYDIA NTOUDA, CIRCLE  
OF PARENTS TRAINING  
SPECIALIST:

[NNOUTDA@OUNCE.ORG](mailto:NNOUTDA@OUNCE.ORG)

(786) 505 - 8094