

Everyday Strategies Module 3

Hands-On Resources to Strengthen Parenting

ROLE: How Early Childhood Programs Contribute to Prevention of Child Abuse and Neglect

Quality Early Care & Education:

Program Strategies That:

- Facilitate friendships and mutual support
- Strengthen parenting
- Respond to family crises
- Link families to services and opportunities
- Value and support parents
- Facilitate children's social and emotional development
- Observe and respond to early warning signs of child abuse or neglect

Protective Factors

- Parental Resilience
- Social Connections
- Knowledge of Parenting & Child Development
- Concrete supports in times of need
- Social and Emotional Competence of Children

Child
Abuse &
Neglect
Prevention



If there is anything more fundamental than a decent start in life, I wonder what it could be.

-- David Hamburg, President, Carnegie Foundation of New York

Brain Under Construction Zone™



Purpose:

To increase awareness of:

- The impact of the first five years of life
- 12 messages for raising a healthy child
- Everyday activities as opportunities to teach



Key Elements of the Brain Zone

A systematic way to educate and increase awareness about the importance of the first years of life.

- A. The Brain Zone Crew – A team that works to plan and implement the project.
- B. Messages – 12 tips for raising a healthy child
- C. Materials – display, resource information
- D. Messengers – Volunteers, Nurses, staff
- E. Locations:
 1. Medical providers - Hospitals, Pediatricians, Ob/Gyn doctors, WIC, Mental Health providers
 2. Early Education Programs - Child care centers, Pre-K, Head Start and In home family education programs



Building Connections Shaping Futures
The vision of a system that supports families

Pre-school/Head Start/Pre-K

Home visiting programs

Medical Providers, WIC

Child care centers

Hospital

Brain
Zone
crew

Partners to reinforce the 12 messages

In-home :

- Birth to Three
- Right from the Start
- Healthy Families America
- MIHOW (Maternal Infant Health Outreach Workers)

Early Education:

- Family and center based programs, Head Start
- Pre-K, Pre-school
- Starting Points Centers

Medical Providers:

- Pediatric, clinics, Ob/Gyn, Family practice, Health Department
- Mental Health provider

Other:

- WIC
- Community Centers
- Businesses
- Churches
- Libraries

Benefits

- Low cost
- High impact
- Grass roots driven means long term success
- Family centered/strengths based approach
- Utilizes all three learning styles
- Based on teachable moments - “just in time tips”
- Simplicity-anyone can benefit



Brain Zone Display

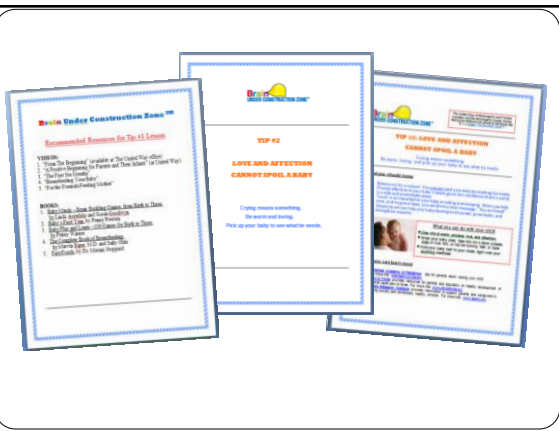
Large sign with 12 messages

- 1 The First Years Last Forever**
Writing a brain is like wiring a house – it works better if you start from the beginning.
- 2 Love and Affection Cannot Spoil a Baby**
Be warm, loving and pay attention to your child's sounds, movements and expressions.
- 3 Talk, Read & Sing to Your Child**
You are your child's first teacher.
- 4 Have a Regular Schedule**
Children find comfort in the same routine every day.
- 5 Play is the Work of the Young Child**
Encourage safe exploration and play.
- 6 Pay Attention to Your Child**
Be aware of how, where and with whom your child spends his time. Choose TV, radio and internet carefully.
- 7 Take Care of Yourself**
You cannot take care of your child, if your basic needs are not also being met.
- 8 Discipline to Teach, Not Punish**
Use discipline as an opportunity to teach appropriate behavior. Never hit or shake a child.
- 9 Choose Quality Child Care & Stay Involved**
For local information on approved child care sites, call LINK at 1-800-804-5040.
- 10 Children Develop at Different Rates**
Celebrate each child.
- 11 Give Your Child a Childhood**
Children need unstructured time. More is not always better.
- 12 Children Need to Know They Matter**
Show your children they are loved for who they are.

Brain Zone Components

- Signage includes:
 - 12 Tips for Raising a Healthy Child
 - Success by Six™ Information
 - Focused "Message of the Month" signs
- Resources available to parents that help them with "just in time" parenting tips





RELATIONSHIPS: IT'S ALL ABOUT THE PERSONAL CONTACT



MESSAGES: 12 tips for raising a healthy child

- 1- The first years last forever.
Wiring a brain is like wiring a house—it works better if you start from the beginning.
- 2- Love & affection cannot spoil a baby.
Be warm, loving and pay attention to your child's sounds, movements and expressions.
- 3- Talk, read, & sing to your child.
You are your child's first teacher.
- 4- Have a regular schedule.
Children find comfort in the same routine every day.
- 5- Play is the work of the young child.
Encourage safe exploration & play.
- 6- Pay attention to your child.
Be aware of how, where & with whom your child spends time. Choose TV, videos & internet carefully.
- 7- Take care of yourself.
You cannot take care of your child if your basic needs are not also being met.
- 8- Discipline to teach not punish.
Use discipline as an opportunity to teach appropriate behavior. *Never* hit or shake a child.
- 9- Choose child care carefully & stay involved.
For local information on approved childcare s call Child Care Resource & Referral office.
- 10- Children develop at different rates.
Celebrate each child.
- 11- Give your child a childhood.
Children need unstructured time. More is not always better.
- 12- Your children need to know they matter.
Show your children they are loved for who they are.



Potential future impact:
"Empathy can't be taught, but it can be caught." - Mary Gordon, founder of Roots of Empathy, a school-based program designed to foster compassion

A child's capacity for empathy can further be encouraged when parents model empathetic behavior themselves. When parents treat other people with compassion, selflessness and a lack of judgment, children copy those behaviors.

RESOURCES

NATIONAL RESOURCES

- Strengthening Families Electronic Library - www.strengtheningfamilies.net
- Center for the Study of Social Policy Program - www.cssp.org
- Prevent Child Abuse America (PCA America) - www.preventchildabuse.org
- Talaris Institute Parenting Counts - <http://parentingcounts.org>

STATE & LOCAL RESOURCES

- Family Resource Network - Check with local FRN for Resource Guide
- Prevent Child Abuse WV www.preventchildabusewv.org - Can view "Circles of Caring" video link and Partners in Prevention projects
- Success by Six® - <http://unitedwayrivercities.org>

For more information

Contact
United Way of the River Cities
820 Madison Avenue
Huntington, WV 25701
(304) 523-8929



Next Session:

- Incorporating Circles of Caring into our daily routine.
- How the staff of a WV Strengthening Families 3-year pilot program finds time to build relationships with families

Prevent Child Abuse West Virginia and its funding partners—the West Virginia Children's Trust Fund, the Claude Worthington Benedum Foundation and the West Virginia Department of Health and Human Resources—provide this opportunity to help children grow up free from abuse & neglect. This training is also made possible through partnership with Innovation Grant sites in Cabell & Wayne Counties administered by the Cabell County Family Resource Network, with in-kind support from West Virginia Child Care Centers United, River Valley Child Development Services, United Way of the River Cities, United Way of Morgantown and Preston Counties.