Joining Forces for Children:
Collective Impact as a Model for Community Partnerships to Prevent & Address Trauma

Linking Systems of Care of Ohio Youth Project

Follow and tag us!

Twitter: @JoiningForcesfC #ActiononACEs
Facebook: @JoiningForcesforChildren
Aims

• Increase understanding of **collective impact** as an approach to public health issues.

• Learn about the model used in SW Ohio to **increase understanding** of ACEs and resilience

• Hear about **upstream interventions** that address ACEs and trauma
Behavioral Health
- Substance abuse
- Alcohol abuse
- Lack of physical activity
- Smoking
- Missed Work

Physical & Mental Health
- Severe obesity: 4x
- Depression: 2x
- Heart Disease: 2x
- Cancer: 2x
- Diabetes: 4x
- Suicide attempts: 12x
- Broken bones: 4x
- STDs: 2x
- Chronic lung disease: 4x
- Stroke: 2x

† adjusted odds ratio for age, gender, race and education
Children & youth with 2+ adverse childhood experiences

- Cincinnati: 33.3%
- Ohio: 25.8%
- U.S.: 22.6%

Data Resource Center for Child and Adolescent Health
Childhealthdata.org
Addressing Adversity

Upstream thinking

The Mayerson Center for Safe & Healthy Children

CDC Essentials For Childhood
Safe, Stable, Nurturing Relationships and Environments
1. Raise awareness

2. Use data to inform solutions

3. Create the Context for Healthy Children and Families Through Norms Change and Programs

4. Create the Context for Healthy Children and Families Through Policies
What is Collective Impact?
Collective Impact

The founding members of Joining Forces for Children decided to organize around a collective impact framework.

Collective impact is an organizing framework that’s primarily used to tackle deeply entrenched and complex social problems.

No single program, organization, or institution acting in isolation can bring about largescale social change on its own. 

For change to occur there needs to be a concerted effort of the many different players around a common agenda.
Collective Impact

- Shared Measurement
- Common Agenda
- Mutually Reinforcing Activities
- Backbone Organization
- Continuous Communication
Joining Forces for Children Partners

- 4C for Children
- Beech Acres Parenting Center
- Child Focus, Inc.
- Children, Inc.
- Cincinnati Children's Hospital
- Cincinnati City Council
- Cincinnati Early Learning Center
- Cincinnati Federation of Teachers
- Children’s Home of Northern Kentucky (CHNK)
- Cincinnati Public Schools
- Cincinnati Youth Collaborative
- Cincinnati-Hamilton County Community Action Agency
- Consortium for Resilient Young Children
- Every Child Succeeds
- Family Nurturing Center
- GLAD House
- Greater Cincinnati Foundation

- Hamilton County Job and Family Services
- HC Public Defender Guardian ad Litem
- Harmony Project
- Legal Aid Society of Greater Cincinnati
- Legal Aid Society of Southwest Ohio, LLC
- Lighthouse Youth Services
- MindPeace
- Northwest Local School District
- Princeton City Schools
- ProKids
- Santa Maria Community Services
- Solutions Community Counseling and Recovery Services
- St. Joseph Orphanage
- Success By Six / United Way
- The Children's Home of Cincinnati
- Tristate Trauma Network
- YWCA
How did we get here?
2013 - 2015

2013: **Stakeholder Forum** for leaders of County organizations

2014: **Community Needs Assessment**
  - Started **Joining Forces for Children** with a group of 12 key stakeholders

2015: **Strategic planning** with 42 community leaders
  - Creation of the JFFC **Vision, Mission and Goals**
  - Organized into Steering Committee, Executive Committee and Action Groups to implement the strategic plan
2016

- Advocacy and Policy
- Education and Awareness
- Activities and Program

4 Channels

- Early Childhood
- School Age
- Healthcare
- Local Initiatives
Channel Goals

**Inform and educate** families, communities, and institutions about the effects of adverse childhood experiences.

**Build capacity within our community and among parents** to recognize and strategically improve childhood well-being by responding to childhood adversity.

**Identify and implement best-practices** and evidence informed interventions in services and supports that **build resiliency and reduce adversity**.

Facilitate **advocacy and policy change** that addresses child well-being and reduces the effects of toxic stress.
More Recent Work

Advocacy & Policy

- Partnership and TA from Building Community Resilience
- Using local data to drive need, urgency – CAHMI / BCR

Education & Awareness

- Continual messaging: Social media, channel products, community voice, JoiningForcesForChildren.org
- Speaker Series & training
- Community Champions

Activities & Programs

- Integrated interventions & TA for healthcare, early childhood, and schools
- Research and publications
- Commitment to Equity and Justice
- Evaluation of JFFC
Operations & Current Work
Talking to Kids about Stressful Situations

One of the best things about the internet? Resources at our fingertips. One of the worst things about the internet? Resources at our fingertips.

With so much information out there, how are we expected to really know what’s going to help our kids? It helps to look for the common themes. For example, are you wondering how to talk to your kids about stressful situations, such as COVID-19?

Some common themes experts are recommending:

1. **Remain calm and reassuring.** If you remain calm when they are not, they will eventually feel and mirror your calm.
2. **Make yourself available to talk.** Disconnect from whatever task needs to be done and focus all your attention on your child. Respond with love and assure them you are here for them no matter what. You might say, for example, “You are scared right now, and that is ok. We will get through this together.”
3. **Avoid blaming.** Most of the time stressful situations are complicated. Blaming one person or group causes more anxiety for children. Instead, help your family focus on what they can control, like hand washing!
4. **Limit access to social media and TV.** It’s ok to turn off the news for a little while. Constant focus on the crisis at hand increases everyone’s anxiety. Focus on making positive memories with your child while you take a break from social media and the news. Eventually, a conversation starter might be “what did you do during the COVID-19 crisis?” Provide them with some cool memories to talk about in the future!
5. **Maintain a normal routine to the extent possible.** Keep a regular schedule. Structure promotes a feeling of safety.
6. **Be honest and accurate.** If kids don’t have the facts, they will often use their imagination to fill in the blanks. Avoid this by answering your child’s questions honestly. Remember, it’s ok not to have all the answers. Just reassure them that you love them, and you will get through this together.

Some helpful links:

**NPR: Parenting Difficult Conversations: What to say when the news is scary:**

**Raising Kids Who Thrive:**
https://www.pbs.org/parents/thrive
Early Childhood Channel

3 Lead Agencies

Tracey Rowe
Executive Vice President
Learning Grove

Carolyn Brinkmann
Director of Early Childhood & School Age
Children’s Home of Cincinnati

Julie Herrmann
Director of Butler County
St. Joseph Orphanage
Framework for Cross-Sector Change

Protective Factors Framework
UNIVERSAL PRIMARY PREVENTION STRATEGIES

Responsive Practices
TARGETED SECONDARY PREVENTION STRATEGIES

Intensive Services
TERTIARY PREVENTION STRATEGIES

Tier 1
- Knowledge of Parenting and Child/Teen Development
- Social Emotional Competence of Children or Adolescents
- Parental or Adolescent Resiliency
- Social Connections
- Concrete Supports in Times of Need

Tier 2
- Being Attuned to the Inner Child: Emotional Scaffolding
- Nurturing Self-Regulation: Coping Assets

Tier 3
- Helping Children Cope: Stress Reduction
- Repairing and Healing: Trauma-Responsive Care
5 Ways to Encourage my Child:

1. Set a goal and point out effort, hard work, and individual progress. “You’re figuring it out—work hard and you’ll be there in no time!”
2. Emotionally acknowledge your child’s effort and feelings—try saying “Wow, you worked really hard on that, which felt good to do that, it feels good to do things you’re good at!”
3. Catch them in the act. Notice and point out the positive things your child does in the moment. Use words like “right,” “good,” and “you did it.”
4. Offer hope and support with learning new skills. “You got this!” or “you’ll keep practicing and you’ll improve it out.”
5. Point out your child’s individual strengths (e.g., tell them if they are smart, caring, kind, helpful, hardworking, etc.).

The WHY:
When you encourage your child, it helps them feel capable and builds the “I can do it” attitude.

5 Ways to Help my Child Feel Safe:

1. Leave a consistent routine so your child knows what to expect and feels safe and secure in your home.
2. Teach your child body safety from a young age, including safe vs. unsafe touchers and proper name for body parts. If your child feels uncomfortable around someone, believe them.
3. Keep young eyes and ears away from grown up things and make sure there are appropriate parent controls on your family’s devices.
4. If your child gets hurt, give them attention and find to their boo-boos.
5. Use basic childproofing to keep your home as safe as possible.

The WHY:
Keeping your child safe is your first most important role as a parent/caregiver. When a child feels safe, they are better able to explore their environment and learn.

5 Ways to Show my Child I Love Them:

1. Leave a love note for your child—this can be a doodle or a picture left in surprising places.
2. Create a special high five or handshake with your child—include a song or rhyme if you want!
3. Snuggle while watching TV and be sure to give hugs and kisses throughout the day.
4. Turn off screens, put your phone or the TV, and give your child some undivided attention.
5. Talk to your child about your favorite memory of them: it could be when you first met, the story of their birth, or any other special moment.

The WHY:
Showing love for your child helps build brain connections during crucial early years and helps build secure attachment, self-esteem, and confidence. Your relationship with your child becomes a model for what a trusting, healthy, appropriate relationship is.
Healthcare Channel

Parent Connext: Addressing Toxic Stress & Abuse Risk Factors in Pediatric Primary Care

A collaboration between Beech Acres Parenting Center and the Mayerson Center
Community Champions
Outreach Strategy Development
OUR GOALS

1. Develop and test key messages that educate caregivers about the effects of childhood trauma and adverse childhood experiences (ACES).
   - Messages should be the things we want parents to hear, remember, and repeat.
   - They’ll help inform JFFC talking points, campaigns, and marketing materials.
   - Test up to three key messages through different delivery methods and platforms (social media, peer-to-peer campaign, etc.)

2. Work collaboratively with a group “Community Champions” (community health partners, agencies, and community members) to co-design these key messages.
Community Champions worked in teams to develop an outreach prototype to test in their communities.

Next Steps:
- “Pivot or Proceed” workshop
- Broader roll-out
- Engaging the Channels
- Test, pivot, proceed

TODAY IMPACTS TOMORROW

$\frac{1}{3}$ of children in Cincinnati have had two or more adverse childhood experiences (ACEs).

ACEs include extreme poverty, family problems, violence, abuse, and discrimination. ACEs have a lifelong impact, but this can be reduced through resilience and positive relationships.

**Acknowledge YOUR PAST.**

What have the first chapters of life taught you?

**Own THE PRESENT.**

Who are the characters in your story now?

**Embrace THE FUTURE.**

How do you want them to remember you?

LEARN MORE ABOUT ACEs AND RESILIENCE BUILDING

www.joiningforcesforchildren.org/what-are-aces

SHARE YOUR STORY #TodayXTomorrow
Overview of Focus Areas (Channels)

**Early Childhood Channel**
- Focus: children from birth to 8 years
- Project Example: screening parents for adversity (current / childhood) to help them develop protective factors and access resources / support within the community

**School-Age Channel**
- Focus: children 5 to 18 years
- Project Example: training all teachers, faculty and staff on ACEs & empowering them to implement these learnings into their lesson plans

**Healthcare Channel**
- Focus: child patients and their caregivers
- Project Example: screening parents for adversity and parenting challenges within pediatric primary care practices and connecting with parent specialists on-site at the practice

**Community Connections Channel**
- Focus: broader community initiatives impacting children
- Project Example: integration of trauma-informed practices & perspective into policy and work environment
- Develop community originated messaging
Together, we can build resilience and fight childhood adversity.

Thank you