Engaging Business and other Partners in Child Abuse and Neglect Prevention Approaches
Join the National Conversation on Child Abuse and Neglect

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Speakers

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Preventing Early Adversity is Strategic
Business Leaders Told Us They Care About

- **Return on Investment (ROI)/Impact on bottom line**
- **Well-prepared workforce**
  - Healthy
  - Productive and innovative
  - Shows up ready to work
  - Collaborate and contribute to success and bottom line of business
  - Help create competitive edge and position of industry leader
- **Cost of remediation from negative outcomes**
  - Health care costs
  - Dropping out of school
  - Substance abuse
  - Crime
  - Domestic violence in workplace
ACE Score and Life Potential

Violence Across the Lifespan

Child Maltreatment  
Bullying  
Youth Violence  
Dating Violence  
Intimate Partner Violence  
Sexual Violence  
War and Other Collective Violence  
Suicide  

Early Childhood  
Adolescents  
Adulthood
Role of Public Health in Violence Prevention

ROLE OF CRIMINAL JUSTICE, CHILD WELFARE, SOCIAL SERVICES
assuring safe, stable, nurturing relationships and environments for all children
CDC Resources for Employers

- Model safe, stable, nurturing relationships and environments in your organization
- Create a family-friendly workplace
- Take a comprehensive approach to employee wellness
- Provide parenting resources for employees
- Consider the role of state and local policy in improving employees’ and their children’s access to safe, stable, nurturing relationships and environments

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CDC Resources for Employers

Making the Case: Engaging Businesses

https://vetoviolence.cdc.gov/apps/child-abuse-neglect-biz

This tool will help you communicate the important role of businesses as partners in assuring safe, stable, nurturing relationships and environments in the home, community, and workplace. It will also help you develop a concrete goal for partnering with businesses and a clear request (or “ask”) for local businesses of interest to you.
5 Strategies to Prevent Child Abuse & Neglect

- Change social norms to support parents and positive parenting
- Enhance parenting skills to promote healthy child development
- Strengthen economic supports for families
- Provide quality care and education early in life
- Intervene to lessen harms and prevent future risk

Strengthen Economic Supports to Families

- **Family friendly work policies**
  - Livable wages
  - Paid leave
  - Flexible and consistent schedules
Provide Quality Care & Education Early in Life

- Improve future workforce
- Reduce employee absenteeism and tardiness
- Reduce employee turnover
- Help employers to recruit and retain the best possible employees
- Increase employee productivity
- Improve a businesses’ public image
TOGETHER We Can Prevent Early Adversity

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Developing New Partnerships and Working Across Sectors

Including:
Public Health, Government, Health Care Services, Social Services, Education, Businesses, Justice, Housing, Non-Governmental Organizations, Foundations, Media
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Visit CDC’s National Center for Injury Prevention and Control web site:

www.cdc.gov/ncipc

Visit the Division of Violence Prevention’s ACE web site:

www.cdc.gov/violenceprevention/ace study

Visit our ACE Online Resources:

vetoviolence.cdc.gov/apps/phl/images/ACE Accessible.pdf
vetoviolence.cdc.gov/apps/aces/

For more information, contact CDC 1-800-CDC-INFO (232-4636)

Other Resources:

Boost Your Competitive Edge: Actions for a Healthy, Productive Workforce


Making the Case: Engaging Businesses
https://vetoviolence.cdc.gov/apps/child-abuse-neglect-biz

Preventing Child Abuse and Neglect: A Technical Package for Policy, Norms and Programmatic Activities
Thank You and Next Steps

• Download the handouts to learn more. Click on the files in the “Handouts” box on your screen.

• Do you have innovative ideas, questions, or concerns about engaging families and communities? Tell us about your work. Send an e-mail to hello@CANTASD.org with “Family & Community Engagement” in the subject line.
Participant Feedback

Thank you for your participation!
How useful was this session?
Additional Comments: hello@CANTASD.org