



NATIONAL PARTNERSHIP
FOR CHILD SAFETY

**National Partnership for
Child Safety:** A quality
improvement
collaborative to improve
child safety and reduce
child maltreatment
fatalities through the
application of safety
science and shared data.

MEDIA ENGAGEMENT TOOLKIT

April 2022



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INTRODUCTION

This Media Engagement Toolkit is intended to support jurisdictions who are part of the National Partnership for Child Safety (NPCS) in their interaction with media and other stakeholders when speaking on behalf of their jurisdiction's involvement in NPCS. It provides information to support proactive and reactive media relations (including a glossary of key media terms), tips for social media use, an outline of the NPCS communications strategy, and resources that include key messages and sample media Q&A.

By utilizing these materials, NPCS partners can provide consistent messages about their work, with a focus on building relationships with key media representatives and communicating about safety science and child maltreatment prevention strategies as we build a body of knowledge as to what works in reducing child maltreatment fatalities.

MEDIA RELATIONS

Responding To Media Inquiries

This section provides guidance on responding to media calls and requests and/or preparing for and conducting an interview. Whenever possible, it is advisable to have the a communications representative assist you in gathering information in advance of an interview, because that person can be more direct in determining the angle of an interview and potential questions, including negative ones. Whether you prepare yourself or have someone else prepare you, it is important to understand the following key steps leading up to an interview.

Preparing for an Interview

- **Gather as much information as possible from the reporter—understand who is calling and why.** Seek the following information:
 - The reporter's name and his or her affiliation
 - The reporter's audience—size, geographic location, ages, occupations, and interests
 - The focus of the story
 - The reporter's deadline
 - Who else will be interviewed for the story
 - How the reporter was referred to you
 - For television or radio, whether the interview will be live, taped, or "live to tape" (a live interview that is aired at a later date)
 - For radio, whether there will be listener call-in
- **Collect and organize your thoughts.** You do not have to talk to the reporter immediately. The reporter has had time to prepare, so you should grant yourself the same opportunity. It is important, however, to respect a reporter's deadline.
- **Use your preparation time to do the following:**

- Read through the tips and suggestions that follow in this toolkit.
- Prepare for likely questions.
- Outline two or three key points you want to make.
- Think about your visual appearance (in the event of a television interview). Clothes that are blue or red appear well on television. Avoid white—it can be too bright for television cameras.
- **If you are in a situation that does not allow you to fully prepare, then in a friendly manner ask the reporter for the following:**
 - The nature of the story he or she is working on
 - Specific questions he or she would like addressed
 - The deadline, in case you would like to provide supporting information after the interview

During the Interview

- **Emphasize personal stories.** The impact of a proposed policy is often best illustrated in the many personal stories of people who have been or will be touched by it. Media like to tell a story through real-life case histories and examples. Think about how best to weave personal stories into the interview. Statistical information also can help illustrate the impact of the issue, if used accurately and sparingly.
- **Be consistent.** All responses to media inquiries should be consistent. To ensure consistency, adhere to key messages (see Key Messaging section) and delineate when you are speaking on behalf of CECANF versus speaking on behalf of your organization or as an issue expert.
- **Be HONEST, SINCERE, and CONFIDENT.** If you do not know the answer to a reporter’s questions, then say so. If you can find out, then do so.
- **Avoid speculation.** Do not speculate or answer hypothetical questions. If a reporter leads with, “Assume that...” or “What if...,” respond with something such as, “I am unable to speculate on that; however...” and state your positive message. Also, while CECANF is still in its information-gathering phase, it is best to focus on the process rather than on any recommendations the Commission might make.
- **Remain positive.** Convey positive messages and responses. For example, if a negative question is posed, do not say, “No, our proposed initiative is not intended to....” Instead say what it **is** intended to do.
- **Do not say, “No comment.”** It sounds as if you have something to hide. If you do not have an answer, say so and let the reporter know that you, or the CECANF media specialist, will get back to him or her with information. If you do not want to discuss something, rephrase the general message or refer to your key messages on the topic. **You do not have to answer specifics.** Be firm but not abrasive.

- **Keep it simple.** Technical terms may be foreign to a reporter, particularly feature reporters. If a reporter fully understands you, he or she is more likely to incorporate your response in the story.
- **Be concise.** State your answer and stop. Do not fill in silent pauses. Often a reporter will ask a question, wait for your response, and then wait silently for you to elaborate. If a reporter seems to utilize this technique, provide your answer, stop, and ask the reporter if there are any other questions. A pause also provides you with the opportunity to add your two or three key points or collect your thoughts.
- **Keep a record of press contacts.** This will help you build important relationships with the media and remember which reporters are fair and balanced and should be called upon when you have something to say.
- **Tips for television interviews.** Often television coverage will only air your response to a question, not the question itself. For this reason, it is best to restate the question at the beginning of your answer. (Q: “How many people will be impacted by this new policy?” A: “This new policy will affect more than two-thirds of the population.”) Just answering with a number will be meaningless for viewers who do not hear the initial question and will lessen the chance that your response gets on the air.

A More Proactive Approach to Media

A proactive approach to media engagement involves consistent, personal outreach to reporters and editors. It can include everything from casual conversations, drop-in chats, invitations to key policy and media events, and other efforts to help news people understand what the issue is about and why the policies you are introducing are effective solutions. Having built that foundation, you will have a much greater likelihood of a positive response when you try to interest an editor or reporter in a story about the National Partnership for Child Safety.

Media Terminology

It is important to know the lexicon of the media and public relations. The following are some of these key terms:

- **Soundbite.** A soundbite is a short, pithy, attention-getting quote that communicates the gist of your message. Most TV and radio broadcast “bites” last eight to 10 seconds. In print, you will probably get one quote that fills up one short paragraph—two if you are lucky. The best bites contain action words, puns, verbal twists, and sometimes even a touch of humor.
- **Spin.** Spin is the art of influencing the outcome of a story. It is how you nudge, cajole, massage, and direct the news to your benefit. It is your angle on the story. Every side of a debate has its own spin. Media activists spin stories by working with reporters and “framing” the story to emphasize particular angles while downplaying others. Reporters like to consider themselves impervious to spin.
- **Frame.** The frame of the story refers to its boundaries, its impact, and its significance. It is your point of view. How you frame your news will determine not only whether a reporter covers it but also whether your position is communicated effectively. Framing determines who is in the story and who is not; who are the good guys and who are the

bad guys; who gets to define the issue and who gets to respond. Framing is key. Whoever helps the reporter frame the story in a bigger, more significant way gets the most press coverage—and the best.

- **Hook.** A hook is a way to make the story more interesting to a reporter. Hooks are the components of a news story that make it irresistible to journalists: timeliness, anniversaries, controversy, localizing a national story, and dramatic human interest.
- **Lead/lede.** In modern news style, the lead (sometimes spelled lede) is the first line or paragraph of a story; it represents the initial and central point. It is an important part of your press release in that it must capture attention and summarize the news. The goal of the CECANF communications team is to write concise leads that will grab reporters' attention.
- **Photo-op (photo opportunity).** We use photo-ops to stage high-impact images that communicate your messages. Photographs and strong television pictures can move an audience much more directly than words.
- **Off-the-record.** This phrase means that no part of the interviewee's statement can be printed or broadcast. Understand that **NOTHING** is off-the-record when speaking to a reporter. If you do not wish to have a statement of fact appear in print or broadcast, do not provide the information or quote to the reporter. Also, please note that any information provided via email can be considered "on-the-record." Often people provide reporters information off the record because they know and trust them. However, you must be prepared to deal with the consequences of your off-the-record remarks being made public. There is no law that states a reporter cannot use off-the-record remarks. It is an ethical decision every reporter must make, and in some cases reporters will break this unwritten rule to meet a perceived responsibility as a journalist.
- **On-background.** This means that the interviewee's name is not identified and he is instead referred to as a "spokesperson for the government." However, some organizations and reporters interpret on-background to mean not using your name or the name of your government agency. Therefore, it is important to clarify ahead of time with the reporter his/her definition of on-background.
- **Giving an exclusive.** One way to ensure that your story is picked up by a specific reporter is to offer him or her an "exclusive," meaning that you will speak only to that reporter about a specific story. Often, this will prompt reporters to cover a story that they may not have covered otherwise. It also helps you gain favorable coverage (because reporters are subject to the flattery of being singled out) and helps you control the information being presented. It will not stop the reporter from interviewing other sources; however, it will ensure that your side of the story is included.
- **Giving an advance.** Another method of ensuring a story gets placed is to "advance" the story to one journalist or to a select group of journalists. This entails giving them access to the story 24 hours in advance of releasing the story to other reporters. This is often done for wire reporters or reporters who need extra time to give the story the in-depth coverage it deserves. It is also a way to build good relationships with key members of the press corps who may give you more favorable coverage in exchange for the advance

notice. If you do advance news to multiple journalists, it is important to let them all know who else is getting it.

- **Embargoed information.** Embargoing news means that reporters can receive the announcement in advance but cannot publish or broadcast it before the embargo time or date listed on the release. This helps communications officers coordinate the timing of an announcement across various agencies or ministries.

Media “Do’s” And “Don’ts”

It is important to understand some of the key parameters of a reporter’s job, to have realistic expectations about what a reporter can or cannot do to communicate your story. The following “do’s” and “don’ts” draw on an understanding of a reporter’s work to provide tips for making your voice heard, talking about your issue, speaking with reporters, spinning your message, and other basic tactics.

- **DO be aware of a reporter’s deadline.** Today’s 24/7 news cycle means that deadline hours vary. Educate yourself about reporters’ deadlines. The newspaper must go to the printer; TV and radio shows must air. If you have not called back by 3 or 4 p.m. at print newspapers, the reporter will get very nervous. By 4:30 p.m., you are out of the story. The same holds for TV news a couple of hours before airtime.
- **DO pay attention to the general news cycle and what is happening elsewhere related to your issue.** If something big is happening in the news that connects to your issue, make yourself available at deadline time and you may get into the story.
- **DO translate numbers into concepts that are easy to grasp.** For example, instead of saying “seventy-five percent of child abuse fatalities,” say, “three out of every four...”
- **DON’T tell a reporter that you will give him an exclusive story, then offer it to a competitor.** It is fair to provide reporters with a timeline for how long you are willing to hold a story, but let them know that if they are not willing to commit to a story within a specified timeframe you will offer it to another media outlet. When letting them know that you intend to seek out other media, avoid having this come across as a “threat.”
- **DON’T ignore reporters’ phone calls.** If you regularly miss their calls, they will stop calling. Be a resource even if you do not know the answer to a question. Tell a reporter: “You know, that’s not my area; but here are two people who do work on that. You should call them. Here are their numbers.” Reporters will appreciate the help.
- **DON’T presume a reporter knows what you are talking about.** Many government agencies use acronyms, jargon, rhetoric, mission-statement talk, and insider lingo. Take the time to explain all acronyms and try to translate all terms into language that reporters and their audiences will understand.

Understanding How to Use Media Tools

When communicating with reporters, it is important to understand the tools they use to receive information. Below, you will find a description of basic media tools that are used to provide information to journalists. (Samples of some of these can be found in the Messaging and Materials section of this toolkit).

- **Media alert/advisory.** A media advisory is a one-page notice that informs and invites media to an event or to interview someone. It highlights the basic who, what, when, where, why, and how of an event or individual you want the media to cover.
- **Press release.** The news release is a shortened version of a news article that is used to entice the media to want to learn more about your policy issue. News releases can be one to two pages in length (400–500 words) and should contain information with news or feature story value. Because the media literally receive hundreds of news releases each week via email and fax, it is important to make your release stand out from all the others. The first step to ensuring that your release gets read is to make sure it is newsworthy and contains information that is relevant to the media’s target audience.
- **Media outreach letter/email.** Although like a news release, a media outreach letter or email targets a specific person, such as an editor or producer, asking him or her to consider writing a story about your topic or issue. A media outreach letter allows you to propose a story angle to a reporter, while informing him or her about the issue and why he or she should consider it important. A media outreach letter should only be one page and no more than four or five paragraphs long. Put the most important information in the first paragraph and be concise. In the final paragraph, include contact information and tell the reporter you will follow up by phone.
- **Fact sheet or white paper.** A fact sheet or white paper provides detailed background information about a new policy, bill, or initiative and its history. One to two pages in length, fact sheets can include history and compelling statistics.
- **Media kit.** A media kit is a collection of documents that provides a range of answers and information about your policy initiative. It saves reporters time, because it anticipates what they will want to include as background information in a story. It can include history, white papers, names and bios of key personnel, recent news releases, copies of past news coverage, and photographs.

In addition to using the materials above to invite media to cover an event or an issue, the following are additional tools to help create visibility for new policies:

- **Letter to the editor.** Letters to the editor are only used as a direct response to a published story in that newspaper. Letters are written to compliment the paper on a previously published article, to correct inaccurate facts, or to highlight and counter bias. Letters should be short and to the point (two or three paragraphs at most). The letter should state your position clearly and concisely. If the letter is too long, it will be edited down, perhaps by someone who does not understand the issue. The letter should be submitted as one double-spaced page and should include the author’s address and phone number.
- **Opinion/editorial piece (op-ed).** Most newspapers reserve space for readers to voice opinions. Op-eds express a strong opinion and take a firm position on an issue or event. For local papers, the op-ed should be localized and aim to provoke conversations among members of the community. To determine the level of interest or likelihood of placement, you should contact the editor of the opinion/editorial page in advance and discuss your idea. The subject of the op-ed should be timely and preferably tied to

current news. The average length is 700–800 words, although it varies by publication. (For local papers, 500–700 may be more appropriate.)

- **Editorial board meeting.** You may request a meeting with editors and writers covering a specific issue. The intent of the meeting is not necessarily to generate media coverage but to provide news organizations with background information and introduce yourself as a resource. For some topics, editorial board meetings could result in the paper taking an editorial position.
- **Deskside briefing.** Spokespersons can offer individual reporters background briefings, known as “deskside briefings,” on key issues, policies, or stories.
- **Video news release/b-roll package.** These are either fully produced television news packages or b-roll footage (images with natural sound) that can be provided to stations to help illustrate a story. By creating your own footage, you control what is aired and how your message is communicated.
- **Radio news release/actuality.** A radio news release or actuality is a news piece created for radio. Communications officers can produce their own radio actualities and send them to radio stations across the state. An actuality sounds just like it was produced by a radio reporter, containing quotes, sound effects, and background noise. Relatively inexpensive to make, actualities are an important media tool that is often underused.

Building A Media List

A key element of any communications strategy is identifying who the right media targets are, what issues are important to them, and how our information can be newsworthy and informative for their readers or viewers. One of the most frequent mistakes made in reaching out to media is not taking the time to understand and tailor information to the audience. For example, our approach to a media representative will be vary depending on whether he or she focuses on child welfare, politics, crime, local community news, or national policy issues. All of these reporters are relevant to promoting our progress, yet the approach for each will be unique.

Understanding our audience and developing the right message for each will help you direct your outreach more effectively to appropriate reporters and media outlets.

It is useful to understand the different categories of media:

- **Wire services.** The major wire services in the United States are Associated Press, Reuters, and Bloomberg. Wire services disseminate materials via subscribers and generally reach a broader audience.
- **Daily and weekly newspapers.** Each major city and/or media market has one or more daily newspapers, and each community has a number of weekly, community-based newspapers.
- **Local radio.** Radio stations are important channels. In addition to network affiliates, radio stations that provide public affairs programming (i.e., talk radio) are useful media targets. Radio stations with purely musical formats should not be included.
- **Internet news and satellite radio.** In the last 15 years, many (if not most) regional newspapers and television stations have developed online versions of their media outlets, thus enabling them to share their news stories with an international audience. Some newspapers duplicate the text from the hard copy of the newspaper in the online version, whereas others have online reporters who exclusively write stories for the publication's website. An increasing number of radio stations are making their on-air news broadcasts available via the Internet using audio files and transcripts.
- **Specialized industry publications.** Specialized industry publications, also known as "trade" publications, target very specific audiences who have a particular interest in a subject matter (i.e., health, education, travel). Trade publication reporters are often considered experts in the areas they write about; therefore, more in-depth information about specific policy announcements should be used when communicating to trade reporters.

Reporters are often assigned to news beats, which means they cover a specific subject matter or demographic. Many media outlets have a reporter dedicated to covering government or policy stories. If the publication or media outlet does not have beats, then a news or feature reporter is the most likely target. The following are brief descriptions of key media players:

- **Editor or managing editor.** The editor or managing editor has overall responsibility for the print publication and determines which stories will run and what will be cut. Publishers rely on editors to ensure that news content meets journalistic standards and fulfills the needs and demands of its audiences.
- **Producers.** Producers serve a role similar to the editor or managing editor of a print publication, but for broadcast news through television and radio outlets.
- **Assignment managers.** Assignment managers assign reporters to cover specific stories. They often rotate within the newsroom, so it is important to call the media outlet and

ask to speak to the assignment desk if you do not know the name of the current assignment manager.

- **Guest bookers.** Although rarely listed in media directories, guest bookers are responsible for finding guests to appear on television and radio news shows. Their job is to find guests that meet the criteria outlined by broadcast producers.
- **anchors/hosts.** Television anchors and radio hosts are usually not the appropriate people to contact to offer up story ideas, because they usually tell the stories assigned to them by producers.
- **Reporters.** If you have an ongoing relationship with a reporter, or you know specifically which reporter you need to contact to suggest a story, you can often bypass the editor, managing editor, or producer. However, it is important to understand that the reporter in turn has to sell your story idea to his or her editor or producer. When presenting story ideas to a reporter, be sure to provide all relevant information he or she will need to get approval from the editor.

Most reporters today prefer to receive media materials via email. When sending emails, it is important to make sure that the subject title fits into the subject line of the email. Like a news release headline, the email subject title should attract a reporter's attention and entice him or her to want to read more. Generally, news releases should be sent in the body of an email rather than as an attachment.

For those jurisdictions that would like to supplement their existing media contacts, you may reach out to our communications consultant Jennifer Devlin (jenniferdevlin7@gmail.com) to request her technical assistance in helping you develop a regional media list and/or national media targets.

CRISIS COMMUNICATIONS

Before the Crisis

- **Validators:** Consider who the press goes to for comment when your agency is the focus of a crisis. Which elected officials, experts on your work, or advocates are likely to be called for comment? Develop a longer-term communication plan with these stakeholders to build their confidence in your agency. Have their contact information at hand so that you can deliver your message to them early in the crisis cycle.
- **Form your crisis response team:** When a crisis happens, you need to get key people into the same room or at least on the phone. Email is too time consuming, easily misunderstood and has the risk of spreading false information. Decide in advance who all you want at the table. It may be individuals (heads of communication or external affairs offices) and people to represent key or affected offices.

When The Crisis Starts

- **Buy (a little) time:** Reporters will call quickly in the event of a crisis; sometimes they will be the ones to break the news of a crisis to you. Don't react immediately or without planning your message. Ask the reporters what they need and when they need it. Get their numbers and emails and make a list of call backs.
- **Finalize your core message and supporting talking points:** Gather your crisis response team and decide on message and supporting talking points. Be prepared to share links to supporting or background information on your website. When you have your message, call back the reporters and deliver the message. Stay on message. ALWAYS respond within the current news cycle, which is typically within an hour or two.
- **Come clean:** If it's a screw up, plain and simple, acknowledge it, apologize for it and have at least the beginnings of a plan for how it will be avoided in the future. It's the best way to get it off the news agenda. If you don't know if it's a mistake, emphasize your participation in or leadership of any ongoing investigation.
- **Communicate message internally:** Once you've developed your message, make sure all staff know what the message is. Since the issue and the response is sensitive, make sure only one or at most a few selected people take media calls. But consider all of your staff spokespeople and give them the information they need to address the crisis with each of their constituencies, from clients to family members.
- **Communicate to validators:** Go to your validator list and share the message you are delivering publicly. If they get a call from a reporter, they should indicate that they are taking needed steps.
- **Don't let reporters bait you:** Questions like "doesn't it really make you angry that ..." are designed to provoke an emotional response. As are repetition of allegations against or attacks on your organization. Don't fall for it. Stay cool and stay on message.
- **Don't attack anyone personally:** Personal attacks and blame add fuel to a crisis story. They can also have longer-term ramifications for your organization and therefore the people you serve.

SOCIAL MEDIA

An Introduction to Social Media

Using social media tools has become an effective way to expand reach, foster engagement, and increase access to information about important initiatives. To that end, we encourage use of social media to promote key details and learnings from the NPCS.

It is important to note that social media is not a filtered or controlled media. It is about being able to transmit or share information with a broad audience and to foster conversation and dialogue to wide audiences and to engage those audiences in dialogue around issues related to child abuse and neglect prevention.

Best Practices in Social Media

The following are simple rules that will help you develop, implement, and evaluate strong social media practices in your communications campaign:

- Make Strategic Choices and Understand the Level of Effort -- Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Be sure to assess the level of effort needed to maintain these channels such as time and commitment. Often, the resources needed to start and maintain social media projects are different than traditional communication efforts.
- Go Where the People Are -- Social media can help reach people where they are—millions of people use social media and spend a lot of time in these spaces learning, sharing, and interacting. The popularity of key social media sites can be assessed by reviewing user statistics and demographics. Additionally, there are several niche social networking sites that target specific groups, like moms, physicians, or racial and ethnic groups; or sites that focus on a particular topic like travel or health.
- Create Portable Content -- Develop portable content—such as mobile applications, widgets and online videos—that can easily extend reach beyond your website to provide credible, timely, and accurate content for partners and others who want to help spread your health messages.
- Facilitate Viral Information Sharing -- Make it easy for people to share your messages and become advocates for your campaign. This can be accomplished by using social media sites such as Facebook and YouTube that encourage sharing among users, or “likes” for a particular issue, or you can use tools with sharing features, such as widgets or eCards.

- Encourage Participation -- Social media allows for the tailoring of messages to help express empathy and acknowledge concern, promote action and listen to what people are saying about issue-related topics in your community. Two-way conversations can foster meaningful communication with your audience that can help to facilitate relationships, sharing and interaction.
- Leverage Networks -- Social media allows people to easily establish and access networks on a regular basis. For example, Facebook reports the average Facebook user has 130 friends, or a network of 130 people with whom they can easily share information. The average user creates 90 pieces of content each month (Facebook 2011). By strategically leveraging these established networks, you can facilitate information sharing, and in turn, expand the reach of your message.
- Provide Multiple Formats -- Providing messages in multiple formats increases accessibility, reinforces messages and gives people different ways to interact with your content based on their level of engagement and access to media.
- Consider Mobile Technologies -- More than ninety percent of adults in America subscribe to mobile services. Mobile technology is personal, portable and affordable. It allows the sharing of information through text messaging, mobile websites and mobile applications.
- Learn from Metrics and Evaluate Your Efforts -- Digital communications offer many metrics that you can use to focus and improve your communications efforts. Metrics can help you to report usage, monitor trends and gauge the success of specific promotions or outreach efforts. Beyond simple metrics, social media efforts can also be evaluated by measuring the use of information, level of engagement with your content, and health impact. Monitoring trends and discussions on social media networks can also be a valuable way to better understand current interests, knowledge levels and potential misunderstandings or myths about your health topic. Social media provides a direct feedback loop with your audience. By analyzing the feedback available through your social media tools, you can adjust your social media strategy, reshape messages, improve processes or shift tactics.

Developing A Social Media Strategy

A social media communication strategy is only one part of a larger communication effort, and should be integrated into your overall communication planning, activities, and data collection. Therefore, over-arching communication goals should be considered when developing social media activities.

The keys to effective social media outreach are identifying target audience(s), determining objective(s), knowing outlet(s) and deciding on the amount of resources (time and effort) that can be invested. However, with social media, more information can be obtained through a particular media channel to help build your strategy. For example, you can listen to

conversations in real time, and identify influencers and fans. You can better understand audience needs in specific social media spaces and engage users in new ways.

Likewise, understanding your audience(s) will help you determine the channel selection and how you use specific channels. People access information in different ways, at different times, and for different reasons. Defining your audience needs using market research, metrics, and other data will be important to determining the channels you want to use. Each channel is different and has differing engagement, content, and community norms. Understanding the way people naturally use or participate in social media channels is also very helpful in determining your strategy.

An Overview Of Social Media Tools

There are a variety of social media tools that can be utilized as part of an integrated communications program. The following highlights the most commonly-used forms of social media and best practices for their use:

- **Blogs** – Blogs, or web logs, are regularly updated online journals that almost anyone with an internet connection can use. Tips for establishing a successful blog include:
 - Observe the blogosphere. Before beginning a blog, read other blogs that deal with similar topics to learn what works well and who the “influencers” are in the topic area. One can find blogs through the blog search engines such as Technorati (www.technorati.com).
 - Provide links. Support posts with links to other web pages that provide context to your post.
 - Keep posts as short as possible. Provide enough information to support main points but be succinct. Shorter posts (a couple of paragraphs) are more likely to be read in their entirety than longer posts. However, if an issue is particularly complex, it may require a longer post.
 - Keep a consistent style. Readers like to know what to expect. Find a writing style that works for the intended audience and maintain it throughout each blog post. Since this can be difficult when working with a team of authors, appoint one person to review all posts for style and consistency.
 - Use keywords strategically. Think about what keywords people would use to search for a post and include them in the body text and headers. Make sure the keyword placement is natural and does not seem out of place.
 - Promote your blog. Have a promotion plan in place before launching a blog. If Twitter is a part of your overall communication strategy, it can be a good place to promote a new post. Sending direct email updates to partners and those who have shown interest in the organization can also be a great way to promote a blog.

- Determine how to handle comments. Develop a comment policy that covers the response to inappropriate, derogatory, or off topic comments, along with a protocol to handle inquiries and incorrect information.
- Make use of web analytics tools. Two popular web analytics tools to consider using are Google Analytics - <http://www.google.com/analytics/> and Yahoo! Web Analytics – <http://web.analytics.yahoo.com/>.
- **Facebook** -- The following is an overview of best practices for creating a Facebook page:
 - Become familiar with other Facebook sites. Visiting other sites will help gain an understanding of the participants, the culture, and the functionality.
 - It is important to note the difference between a Facebook page and an individual Facebook profile. Facebook pages are utilized by organizations and businesses while Facebook profiles are for individuals. Unlike profiles, pages are moderated by page administrators who logon to post content or monitor comments and they do not receive notifications when users take action.
 - Consider the overall communications strategy and objectives. Before launching a page, make sure social networking activities mesh with the overall communication strategy and objectives. Once a target audience has been identified, it is essential to determine if using a social networking site such as Facebook is an appropriate channel. Facebook is a public platform and, in most cases, reaches the general public.
 - Be thoughtful about resources. Ensure that adequate resources (time and staff) are available to support the ongoing maintenance of the page in order to keep content fresh and fans engaged.
 - Create a comment policy. Develop a policy that covers the response to inappropriate or derogatory comments.
 - Give careful consideration to associations with partner content. It is possible to display “featured likes”, “like” or comment on partner status updates, and to share partner content. (A list of Facebook handles for all partners is included in the appendix of this toolkit).
 - Collect and store comments. Develop a system to archive comments.
 - Develop a promotion plan. Establish a promotion plan before launching the page; encourage fans to share and cross-promote using other social media channels and web pages.
 - Develop an evaluation plan. Have an evaluation and metrics plan in place prior to launch to determine if efforts are successful.

- **Twitter** -- Some key practices to keep in mind when utilizing Twitter:
 - Character Count. Twitter recently raised the character count for tweets to 280 characters. There are useful tools available to help count characters when composing tweets, such as: <https://www.lettercount.com/>
 - Twitter Chat. Scheduled events allowing organizations or programs to communicate with their followers. Chats include free flowing discussions, question and answer sessions, and the dissemination of information to a large audience through sharing or retweeting of content.
 - Twitter Town Hall. A scheduled forum that allows followers to submit questions on a specific topic. Responses can be delivered through live tweets, video or live stream.
 - Live Tweeting. Tweeting live from an event to highlight key points of a presentation, audience engagement and comments, and play by play moments. Live tweeting is often utilized for conferences to allow followers not attending to follow the events.

Recommendations For Setting Up A Twitter Feed Include:

- Each Twitter account has a unique profile name that describes the subject matter of the account, name of the organization, or contains a keyword describing the nature of the organization. (e.g. CDC_eHealth, FluGov). The profile name should be short and concise (maximum 15 characters).
- The biography is a 160-character description of the profile. This biographical statement should be the first post from a new profile.
- A logo or graphic that represents your organization or agency.
- Keep content short and simple. CDC recommends writing tweets of 240 characters so that messages can easily be retweeted, (the practice of posting another user's tweet), without editing. If a tweet contains the maximum 280 characters, users who want to share your message by retweeting will need to edit the message to reduce the character count.
- Provide more information with a shortened URL. If possible, provide a link back to your main website for more information. You can save space by using URLs that are shortened. Several websites are available that can help you: <http://tinyurl.com> or <http://bitly.com>.
- Promote your Twitter profile. Provide links to your Twitter profile on other communications materials that you have prepared, including both traditional and social media, and work with other Twitter profiles to build your audience base strategically.

- Post other relevant content. Develop a strategy for retweeting posts from partners and followers. (A list of twitter handles for all OVC sites and national partners is included in the front portion of the section on social media.)
- Search Twitter for comments about your organization or health topic: You can use search.twitter.com to monitor Twitter. You can then “listen” to conversations about important health concerns, find messages about your organization and monitor how audiences are responding to messages.
- Evaluate your efforts. Track your efforts and regularly review the number of followers, updates, retweets and mentions in Twitter. There are also a number of ways to monitor increased traffic to your website, as well as the “mentions” outside of Twitter on blogs, websites or articles. With regular monitoring of Twitter efforts, it is easy to track increased traffic to your website generated by click-throughs of your links, changes in your followers, and the number of retweets of your messages. Many evaluation metrics for Twitter can be collected for little or no cost. When evaluating Twitter activities, consider the following:
 - Track click-throughs from your links: Website analytics software (such as Omniture Site Catalyst or Google Analytics), allows you to track increases in website traffic from Twitter by measuring how many followers click through from Twitter links back to your site.
 - Analyze influence on Twitter: Account users may keep track of how many other users are “following” them and how many updates they have published over time. Retweets, @replies (or “at replies”), and other mentions of his or her Twitter username are tracked on a user’s profile. An RSS feed can also be set up to track these search results.
 - Analyze followers: Because Twitter is web-based, it may be possible to design an online survey (through a tool such as SurveyMonkey) to measure user satisfaction, increases in knowledge due to your profile, or changes in behavior or attitudes.

NATIONAL PARTNERSHIP FOR CHILD SAFETY COMMUNICATIONS STRATEGY

The following communications strategy has been developed based on the communications survey completed by the Communications Workgroup. It reflects three categories of communications activity - national communications, regional/local communications and training/resources. Additional updates to this strategy will be developed in consultation with both the Advisory and Communications Workgroup later this year.

February 2022

- Review of Communications Survey
- Development and dissemination of child welfare-related podcasts
- Ongoing updates to talking points

March 2022

- Presentation of the Reframing Childhood Adversity Training and Toolkit with resources geared toward April Child Abuse Prevention Month
- Ongoing updates to talking points

April 2022

- Presentation of the General Media Training and Toolkit, including template oped on safety science
- Ongoing updates to talking points

May 2022

- Email check-in with Communications Workgroup to query them on needs and new resources
- Ongoing updates to talking points

June 2022

- National press release on launch of Data Warehouse and SSIT/SAT training
- Local Template press releases on launch of Data Warehouse and SSIT/SAT training
- Ongoing updates to talking points
- Social media toolkit to accompany release

Survey Summary Results

- Resource Materials:
- Additional overview/orientation to NPCS – 78%
- Podcast pitches – 69%
- Template oped on safety science – 67%
- Additional talking points on NPCS – 65%

- Press releases, media advisories on work of NPCCS – 61%
- Template oped on preventing fatalities through upstream resources – 50%
- Development of national and regional media lists – 47%
- Editorial board meeting pitches – 47%
- Abstracts/articles for peer-reviewed journals – 44%

Trainings:

- General media training – 53%
- Reframing childhood adversity training – 46%
- Crisis communications training – 41%

Toolkits:

- General media toolkit – 59%
- Reframing childhood adversity toolkit – 53%
- CECANF toolkit – 44%

Additional Resources/Requests:

- Discussion on national themes, patterns once the data is aggregated from the partner agencies TA around jurisdictional themes, patterns and identifying next steps to identifying recommendations/considerations
- Any skill building around use of SSIT and how to share data within and possibly with partners. Interest in organizational safety surveys.
- Share articles amongst group members where fatalities are mentioned so we can see how other jurisdictions handle them.
- Real-time PR consultation during incidents/crises
- Would like to see study if there is improved media coverage in jurisdictions who participate in NPCCS. Would also like to see if those jurisdictions who use safety science see an increase in retention of CPS workers as well as more disclosure and understanding of systemic issues regarding a fatality.
- Any toolkits or "ready to use" media templates would be useful.
- I think the toolkits will be of benefit for us, particularly social media posts and graphics.
- Identification of funding resources and opportunities

NATIONAL PARTNERSHIP FOR CHILD SAFETY TALKING POINTS

Background

- The National Partnership for Child Safety (NPCS), initially formed in 2018, is a quality improvement collaborative whose aim is to improve child safety and reduce child maltreatment fatalities through the application of safety science and shared data. Members of the collaborative have a shared goal of strengthening families, promoting innovations and a public health response to reducing and prevention child maltreatment and fatalities.
- The NPCS currently includes 26 state, county and tribal child and family serving agencies that oversee child welfare for an estimated 807,000 children.
- Their efforts and strategies reflect many of the recommendations of the federal Commission to Eliminate Child Abuse and Neglect Fatalities, established by Congress as part of the Protect Our Kids Act of 2012. In its groundbreaking 2016 [report](#), the commission emphasized that fatalities are preventable and identified three fundamental components to improving our child welfare systems based on a public health approach: 1) leadership and accountability; 2) decisions grounded in better data and research; and 3) multidisciplinary support for families.
- This concept integrates a broad spectrum of partners and systems to identify, test, and evaluate strategies to provide upstream, preventative, and earlier intervention supports and services that can strengthen the building blocks of healthy families. It represents a system that is focused less on a child protection response to abuse and neglect and more on building the wellbeing of all children.
- Some of the planned activities of the NPCS include (activities will vary across jurisdictions): Retrospective review of data to identify children and families at risk and potential racial disparities; identification of community-based resources and programs for families that can help support protective factors that address risks; public-facing materials that highlight strategies and implementation plans to address children and families at risk and reduce maltreatment and fatalities; key messaging around strategies and implementation/evaluation.
- In response to the Commission's findings, a national group of child welfare and public health leaders, foundations, policy makers, and other members of the child welfare ecosystem came together in 2019 to strategize on the best ways to support creation of a shift from child welfare systems to 21st century child and family wellbeing systems.
- The NPCS is supported by Casey Family Programs and a technical assistance team that includes the University of Kentucky and Michigan Public Health Institute (MPHI).

General Talking Points

- **Public health and protective factors.** Child maltreatment is a public health issue and is preventable. Research has demonstrated a range of protective factors that can help families weather this storm safely, together. These include enhanced social connections, quality childcare, access to health insurance, engagement with services that reduce stress, and economic benefits that provide for basic human needs.
- **Keeping families strong.** As families face increased economic, physical, and psychological stress during this global pandemic, we must change the way we think about how we support parents and children, with a focus on more front end, upstream resources. While we can expect that these added stresses will take a toll on children and their parents, we should frame the issue more broadly than maltreatment and consider the impacts on all families.
- **More Upstream Resources Do Not Mean More Surveillance.** By shifting to a preventative child welfare system that offers upstream resources for families, the goal is to provide families with more services rather than more surveillance. In other words, the government is shifting to providing families with services, supports, activities, programs, and resources that will strengthen families who might otherwise be at risk of involvement in the child welfare system. Federal policy is supporting this shift by authorizing more funding and more flexible funding for family-strengthening services through the Family First Prevention Services Act and the proposed reauthorization of the Child Abuse Prevention and Treatment Act (CAPTA).
- **An Ounce of Prevention is Worth a Pound of Cure.** Federal and state policies that connect families to economic support services, such as Temporary Assistance for Needy Families (TANF), housing assistance, and nutrition supplements have been shown to strengthen families and reduce child welfare interactions. Research has shown that programs that benefit children and families benefit society. Even modest investments in programs that prevent maltreatment can be highly cost effective, while involvement with the child protection system is costly to society and traumatic and unhealthy to families.
 - Resources:
 - [Alia: The Unseen costs of foster care: a social return on investment study, January 2019.](#)
 - [Casey Family Programs: Upstream investment in children and families pays off](#)
 - [MDAlert: Child abuse maltreatment tied to adverse adult health outcomes](#)
 - [Research](#) from Chapin Hall at the University of Chicago has consistently shown the positive impacts of economic and concrete supports for families. This [brief](#) also illustrates the impact of supportive housing on families in the child welfare system.

- **Reports and referrals of child maltreatment to child protection hotlines by teachers and other professionals have decreased during COVID-19.**
 - However, reduced reports and a reduction in referrals does not necessarily mean that detection of actual incidences is substantially lessened.¹ It does not tell us that children are at more risk of child maltreatment—or that the incidences of maltreatment are any different—while children are home with their families or when their access to child welfare services is limited.
 - State-by-state reports and referrals data is incomplete because of the disparities in the way states collect data. More data collection needs to be done in order to see the complete picture.

- **Understanding the Role of Mandatory Reporters.** In general, until the mid-1900s child physical and sexual abuse were rarely identified. To help bring the problem into the light, child welfare systems worked to encourage the reporting of physical and sexual abuse to public authorities. The system created “mandated reporters” such as doctors and teachers, who are required to report any incident that could be considered child abuse – with the idea being it was better to report and let the child welfare system determine if abuse was occurring, and take appropriate action, than to not say anything about a concern and risk a child’s health or life. But the definition “child abuse” is much broader than physical and sexual abuse. It also includes forms of neglect, such as lack of appropriate childcare, unsafe housing conditions, and other issues related closely to poverty. While physical and sexual abuse can require an immediate non-voluntary response, neglect-related issues may be better addressed by connecting families to services, supports, activities, programs and resources that help strengthen families. The child welfare system is reconsidering the effectiveness of the mandatory reporting system and how to shift to a support-oriented approach to prevent invasive surveillance by child protection systems.

Recent data shows:

- Only 15 percent of reports to CPS by schools are substantiated by child welfare agencies. This is not to say no abuse is taking place in those situations, but 61% of cases which come to the attention of child welfare are due to neglect, which is often related to poverty.²
- FFY 2018 data show professionals submit 67.3 percent of reports. The highest percentages of reports are from education personnel (20.5%), legal and law

¹ Chapin Hall: [COVID-19 and Child Welfare: Using Data to Understand Trends in Maltreatment and Response](#) “Education personnel (including teachers) are responsible for one-fifth of all reports [during the school year] “screened in” through child abuse hotlines, but only 11-15% of these calls are substantiated as child maltreatment”

² [Baron, E. J., Goldstein, E. G., & Wallace, C. \(2020\). Suffering in Silence: How COVID-19 School Closures Inhibit the Reporting of Child Maltreatment. SSRN Electronic Journal.](#)

enforcement personnel (18.7%), and social services personnel (10.7%). Nonprofessionals submit 16.6 percent of reports by other relatives (6.2%), parents (6.2%), and friends and neighbors (3.8%).³

- **Transformation is needed.** As a country, we invest much more in responding to harm, for example by placing a child in foster care, than in building protective factors and capacity of parents before harm occurs. We need to fundamentally transform our child and family well-being systems, moving away from the idea that it is solely the function of the child protection agency to keep kids safe and move toward a shared, community-wide responsibility with an emphasis on prevention and a public health approach that addresses social determinants of health.
- **Start applying safety science to child welfare.** Safety science provides a framework and processes for child protection agencies to understand the inherently complex nature of the work and the factors that influence decision-making. It also provides a safe and supportive environment for professionals to process, share and learn from critical incidents to prevent additional tragedies. The Commission to Eliminate Child Abuse and Neglect Fatalities recommended in its [final report](#), that safety science be explored as an approach to better understand and prevent fatalities. “Child protection is perhaps the only field where some child deaths are assumed to be inevitable no matter how hard we work to stop them. This is certainly not true in the airline industry, where safety is paramount and commercial airline crashes are never seen as inevitable,” the Commission wrote. Health care, aviation and other safety critical fields have all demonstrated approaches that prevent harm and reduce risks, and can serve as a model for national quality improvement efforts focused on child welfare.
- **Prevention programs.** There are a number of examples of proven or promising solutions that are helping to build a knowledge base of evidence-based practices that reduce or prevent child abuse and neglect maltreatment and fatalities. They include:
 - The [Nurse-Family Partnership](#) is one example of a home visiting program that empowers first-time moms to transform their lives and create better futures for themselves and their babies. The Nurse-Family Partnership works by having specially trained nurses regularly visit young, first-time moms-to-be, starting early in the pregnancy and continuing through the child’s second birthday.
 - [Healthy Families America \(HFA\)](#), is another example of a home visiting program developed by Prevent Child Abuse America. As one of the leading family support and evidence-based home visiting programs in the United States, HFA promotes positive parenting and child wellbeing and prevents the abuse and neglect of children in communities around the world through family-focused and empathic support provided in the home.

³ [Children’s Bureau, ACF, and HHS 2018 Child Maltreatment Report](#)

- [Family Resource Centers](#) (FRCs) are family support and strengthening programs located in 3,000 communities nationwide. They are known by many different names across the country, including Family Centers, Family Success Centers, Family Support Centers, and Parent Child Centers. They may be community-based or school-based. They serve as welcoming hubs of community services and opportunities designed to strengthen families. Their activities and programs, typically provided at no or low cost to participants, are developed to reflect and be responsive to the specific needs, cultures, and interests of the communities and populations served.
- **Racial disparities in child welfare.** The systemic racism in our child welfare system requires child welfare professionals to question our assumptions, biases, and policies. Data show African American children are 14% of the child population, but they make up 23% of children in foster care. The racial disparities in the cumulative lifetime risk of being placed in foster care are even greater. One study found that 4.9% of white children will experience foster care placement before their eighteenth birthday, compared to 15.4% of Native American children and 11% of Black children.⁴
- **A 21st Century system is a prevention-focused system.** It is time to build a new child and family well-being system for the 21st century. We need to envision a different system that strengthens families before abuse or neglect occurs. Within the child welfare community, there is a paradigm shift toward a more prevention-focused system and narrowing the front door to CPS. Examples include:
 - [Children’s Bureau information memorandum on “Strengthening families through primary prevention of child maltreatment and unnecessary parent-child separation”](#)
 - *“The Family First Prevention Services Act provides new flexibility and opportunity to fund and expand the delivery of community-based preventive interventions.”*
 - *“Some states have implemented alternative response pathways that provide a non-investigative alternative for assessing and meeting family service needs.”*
 - Resource: Chapin Hall: COVID-19 and Child Welfare: Using Data to Understand Trends in Maltreatment and Response

Reframing Childhood Adversity – Talking About Prevention⁵

- In February 2021, Prevent Child Abuse America (PCAA) and the Alliance for Strong Families and Communities-Council on Accreditation commissioned the FrameWorks

⁴ Minoff, E. (2018, November 14). Institutional Racism and the Urgent Need to Transform Public Systems that Separate Families. Retrieved October 14, 2020, from [Children’s Bureau. Racial Disproportionality and Disparity in Child Welfare report, November 2016.](#) (FYI - will be updated early 2021)

⁵ Sweetland, J. (2021, March 22). “Reframing Childhood Adversity: Promoting Upstream Resources, a brief from the FrameWorks Institute, Retried August 2021, from

Institute to update their framing guidance on childhood adversity. The FrameWorks Institute's Dr. Julie Sweetland produced a brief entitled "Reframing Childhood Adversity: Promoting Upstream Solutions" which provides six recommendations under three key pillars that help those in child welfare communicate about prevention and other issues. The following offers talking points for each of the six recommendations in the brief. A more substantive toolkit on the brief will be available in October 2021.

Pillar One: Child Adversity is a Public Issue

- **Recommendation #1:** *Make the story one where we all have a stake and a role in outcomes that matter:* Always talk about child adversity and child maltreatment in ways that emphasize shared fates. Make the issue a story about "us," not about "them." Remind people that we all benefit from child well-being. Likewise, show that the consequences of childhood adversity are also shared. Connect to our collective responsibility to children and remind people that our actions can maximize – or undermine – children's potential.
- **Recommendation #2:** *Show how external conditions "Get Under The Skin" to shape health, development, and outcomes:* Be explicit about the processes that cause and stem from childhood adversity. Highlight big-picture social conditions that increase the risk of adversity, explain how they work, and connect the process to the problem it causes. Locate the problem in social conditions or widely shared experiences, not within households or families. Show how certain situations – such as financial stress, isolation, or behavioral health challenges – put pressure on caregivers' capacity to engage positively with children.

Pillar Two: Child Adversity is a Preventable Issue

- **Recommendation #3:** *Emphasize the dynamism of development and the time-sensitive nature of human development.* Point out that children and youth develop rapidly, and explain how the experiences at each stage have an effect on what happens next. Emphasize that both risk and opportunity are present at every point in a child's development – and be clear that systems and policies shape the outcomes.
- **Recommendation #4:** *Talk about preventing an overload of stress on families:* Consistently advance the idea that social conditions and contexts shape family life and children's experiences. Emphasize external pressures on families, not family dysfunction. To do this, the metaphor of being Overloaded can help. Use this metaphor to describe families experiencing significant stressors such as

<https://www.frameworksinstitute.org/presentation/reframing-childhood-adversity-promoting-upstream-approaches/>

financial insecurity, housing instability, or hunger. Talk about the solutions you propose as ways to “lessen the load” or “manage the weight.”

Pillar Three: Child Adversity is a Solvable Issue

- **Recommendation #5:** *Don't talk about the impact of adversity without also explaining people's capacity for resilience:* Highlight the idea that our response to adversity matters. Avoid giving the impression that adverse experiences early in life automatically translate into negative outcomes. To do this, keep the focus on how to counterbalance the weight of adversity – not on the adversity itself. Explain the concept of resilience as “positive outcomes despite negative experiences” and help people see how resources and experiences can promote resilience.
- **Recommendation #6:** *Always include a proven or promising policy-level solution:* Propose concrete, actionable solutions that match the scope of the problem. Frame the problem as a systemic issue, then offer solutions aimed at “fixing conditions” instead of “fixing people.” Give examples of specific actions that legislative bodies, agencies, or jurisdictions could take to head off sources of serious stress on families or specific things they could do to promote child well-being. Champion programs that work.

These key messages have been created in collaboration with a number of organizations, including: The Alliance for Strong Families and Communities-Council on Accreditation, Casey Family Programs, Chapin Hall, Child Trends, Children's Trust Alliance, Foster America, FosterClub, FrameWorks Institute, Generations United, Georgetown University's Center for Juvenile Justice Reform, National Association of Counsel for Children, Georgetown University's Center for Juvenile Justice Reform, and RALLY.

NATIONAL PARTNERSHIP FOR CHILD SAFETY NATIONAL PRESS RELEASE

FOR IMMEDIATE RELEASE
Wednesday, November 17, 2021

CONTACT: Jennifer Devlin, 703-966-3241
jenniferdevlin7@gmail.com

*****PRESS RELEASE*****

Child Welfare Leaders from Across the Country Join Together to Form National Partnership for Child Safety

National Partnership for Child Safety Employs Safety Science and Shared Data to Reduce and Prevent Child Maltreatment & Fatalities

November 17, 2021 – In an effort to improve child safety and realign child welfare toward a more preventative child and family well-being system, child welfare leaders representing 26 state, county and tribal child and family serving agencies have formed the National Partnership for Child Safety (NPCS). The mission of NPCS is to improve child safety and prevent child maltreatment and fatalities by strengthening families and promoting innovations in child protection. Supported by Casey Family Programs, NPCS is a quality improvement collaborative formed to further key [recommendations and findings](#) of the federal Commission to Eliminate Child Abuse and Neglect Fatalities, which highlighted the importance and impact of safety science and data sharing to system change and reform.

Safety science provides a framework and processes for child protection agencies to understand the inherently complex nature of the work and the factors that influence decision-making. It also provides a safe and supportive environment for professionals to process, share and learn from critical incidents to prevent additional tragedies.

Enhancing the ability of child welfare agencies to share data and use data to identify and protect children at risk of maltreatment or fatality will help save children's lives. To strengthen accountability, promote collaboration and improve child safety outcomes, members of this partnership will share data and apply a set of strategies, including implementing a standardized platform for critical incident review and reporting of data, comparing critical incident and team culture data, sharing cross-jurisdictional safety notices and more.

The collaboration currently encompasses agencies that serve an estimated 807,000 children who are subjects of an investigation by child protection services each year across the country. With federal policies shifting to a more proactive and preventative approach to child welfare, the collaborative is working to promote collective responsibility, strengthen system and individual accountability, and apply the principles of safety science to child welfare systems. The University of Kentucky is the technical assistance provider for NPCS.

This partnership is a membership model similar to quality improvement programs in safety critical industries and can expand over time to include interested child welfare entities from other states, localities and tribes. A growing number of public safety industries have

formed quality improvement collaboratives to share learning and data to improve safety, including the American College of Surgeons, National Surgical Quality Improvement Programs, the World Association of Nuclear Operators and Children’s Hospitals’ Solutions for Patient Safety.

“In its groundbreaking report, the Commission explored the efficacy of applying safety science to child welfare systems,” noted Jodi Hill-Lilly, deputy commissioner for the Connecticut Department of Children and Families and executive committee co-chair of the National Partnership for Child Safety. “Just as transportation industries apply safety science as a tool to better understand and prevent injury and fatalities, child welfare leaders are dedicated to working collaboratively to develop approaches and share information that will help prevent child abuse and fatalities and support more families in keeping children safe and thriving in their own homes.”

“Better data and data sharing across jurisdictions are critical steps to developing approaches to address children who are most at risk,” said Chip Spinning, executive director of Franklin County Children’s Services in Ohio and executive committee co-chair of the National Partnership for Child Safety. “Working together, we can build the knowledge base of evidence-based practices that can reduce harm and prevent fatalities, before they occur.”

“This group of committed leaders is advancing the field of child welfare by applying innovative approaches to safety from other industries,” said David Sanders, former chair of the Commission and executive vice president of systems improvement for Casey Family Programs. “Preventing child fatalities and improving child safety require a public health approach with multiple systems and communities working together. Ultimately, we want to understand how and why maltreatment occurs and to work with families and communities to prevent it.”

By adopting a public health approach that links CPS agencies with partners in the community, we aim to build support for and resilience within families before crises occur. Through implementation of these recommendations, we will be creating a learning laboratory, building from pilot sites, testing ideas, and learning from one another.

By implementing more proactive rather than reactive strategies, we hope to enhance quality improvement, reduce the current rate of workforce instability, and address the cycle of blame that occurs in response to critical incidents – a cycle which often leads to changes in leadership rather than needed systems change that would prevent future tragedies from occurring.

The partnership is supported by Casey Family Programs, the nation’s largest operating foundation focused on safely reducing the need for foster care in the United States. Founded in 1966, Casey Family Programs works in all 50 states, Washington D.C., Puerto Rico, the U.S. Virgin Islands and with tribal nations across North America to influence long-lasting improvements to the well-being of children, families and the communities where they live. The Center for Innovation in Population Health at the University of Kentucky heads the technical

assistance team, led by Michael Cull, PhD. Dr. Cull and his team work with partners around the world and represent 25+ years of clinical and research experience in public child welfare, systems-theoretical approaches to critical incident review, and systems improvement. Here is an [overview](#) of their approach. [The National Center for Fatality Review and Prevention](#) at [MPHI](#) will serve as the data warehouse for the partnership.

Media Notes: To request an interview with a spokesperson for the National Partnership for Child Safety, please contact Jennifer Devlin at 703-966-3241 or jenniferdevlin7@gmail.com.

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About the National Partnership for Child Safety (NPCS)

The National Partnership for Child Safety (NPCS), initially formed in 2018, is a quality improvement collaborative to improve child safety and reduce child maltreatment fatalities through the application of safety science and shared data. Members of the collaborative have a shared goal of strengthening families, promoting innovations and a public health response to reducing and preventing child maltreatment and fatalities. Members of the National Partnership for Child Safety include:

- Arizona Department of Child Safety
- Arkansas Children & Family Services
- Los Angeles County Department of Children and Family Services, California
- Connecticut Department of Children and Families
- Georgia Division of Family & Children Services
- Indiana Department of Child Services
- Maryland Department of Human Services
- Michigan Department of Health and Human Services
- Missouri Department of Social Services
- Nebraska Division of Children & Family Services
- Clark County Department of Family Services, Nevada
- New Hampshire Division for Children, Youth and Families
- New Jersey Department of Children and Families
- New York City Administration for Children's Services
- New York State Office of Children and Family Services
- Franklin County Children Services, Ohio
- Hamilton County Job & Family Services, Ohio
- Oklahoma Department of Human Services
- Oregon Department of Human Services
- Allegheny County Department of Human Services, Pennsylvania
- South Carolina Department of Social Services
- Spirit Lake Tribe, Spirit Lake Social Services
- Tennessee Department of Children's Services
- Vermont Department for Children and Families, Family Services Division
- Washington State Department of Children, Youth, and Families
- Wisconsin Department of Children and Families

NATIONAL PARTNERSHIP FOR CHILD SAFETY TEMPLATE REGIONAL RELEASE

FOR IMMEDIATE RELEASE
[Date]

CONTACT: [Agency PIO], [phone]
[PIO email]

*****PRESS RELEASE*****

[Your Agency Name] Joins Child Welfare Leaders from Across the Country to Form National Partnership for Child Safety

National Partnership for Child Safety Employs Safety Science and Shared Data to Reduce and Prevent Child Maltreatment & Fatalities

Dateline – In an effort to improve child safety and realign child welfare toward a more preventative child and family well-being system, [Your Agency Name] has joined child welfare leaders representing 26 state, county and tribal child and family serving agencies to form the National Partnership for Child Safety (NPCS). The mission of NPCS is to improve child safety and prevent child maltreatment and fatalities by strengthening families and promoting innovations in child protection. Supported by Casey Family Programs, NPCS is a quality improvement collaborative formed to further key [recommendations and findings](#) of the federal Commission to Eliminate Child Abuse and Neglect Fatalities, which highlighted the importance and impact of safety science and data sharing to system change and reform.

Safety science provides a framework and processes for child protection agencies to understand the inherently complex nature of the work and the factors that influence decision-making. It also provides a safe and supportive environment for professionals to process, share and learn from critical incidents to prevent additional tragedies.

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[Include Quote from Your Agency Spokesperson About the Work You are Doing. Include local details and data, as available.]

The collaboration currently encompasses agencies that serve an estimated 807,000 children who are subjects of an investigation by child protection services each year across the country. With federal policies shifting to a more proactive and preventative approach to child welfare, the collaborative is working to promote collective responsibility, strengthen system

and individual accountability, and apply the principles of safety science to child welfare systems. The University of Kentucky is the technical assistance provider for NPCA.

This partnership is a membership model similar to quality improvement programs in safety critical industries and can expand over time to include interested child welfare entities from other states, localities and tribes. A growing number of public safety industries have formed quality improvement collaboratives to share learning and data to improve safety, including the American College of Surgeons, National Surgical Quality Improvement Programs, the World Association of Nuclear Operators and Children’s Hospitals’ Solutions for Patient Safety.

“In its groundbreaking report, the Commission explored the efficacy of applying safety science to child welfare systems,” noted Jodi Hill-Lilly, deputy commissioner for the Connecticut Department of Children and Families and executive committee co-chair of the National Partnership for Child Safety. “Just as transportation industries apply safety science as a tool to better understand and prevent injury and fatalities, child welfare leaders are dedicated to working collaboratively to develop approaches and share information that will help prevent child abuse and fatalities and support more families in keeping children safe and thriving in their own homes.”

“Better data and data sharing across jurisdictions are critical steps to developing approaches to address children who are most at risk,” said Chip Spinning, executive director of Franklin County Children’s Services in Ohio and executive committee co-chair of the National Partnership for Child Safety. “Working together, we can build the knowledge base of evidence-based practices that can reduce harm and prevent fatalities, before they occur.”

“This group of committed leaders is advancing the field of child welfare by applying innovative approaches to safety from other industries,” said David Sanders, former chair of the Commission and executive vice president of systems improvement for Casey Family Programs. “Preventing child fatalities and improving child safety require a public health approach with multiple systems and communities working together. Ultimately, we want to understand how and why maltreatment occurs and to work with families and communities to prevent it.”

By adopting a public health approach that links CPS agencies with partners in the community, we aim to build support for and resilience within families before crises occur. Through implementation of these recommendations, we will be creating a learning laboratory, building from pilot sites, testing ideas, and learning from one another.

By implementing more proactive rather than reactive strategies, we hope to enhance quality improvement, reduce the current rate of workforce instability, and address the cycle of blame that occurs in response to critical incidents – a cycle which often leads to changes in leadership rather than needed systems change that would prevent future tragedies from occurring.

The partnership is supported by Casey Family Programs, the nation’s largest operating foundation focused on safely reducing the need for foster care in the United States. Founded in 1966, Casey Family Programs works in all 50 states, Washington D.C., Puerto Rico, the U.S. Virgin Islands and with tribal nations across North America to influence long-lasting improvements to the well-being of children, families and the communities where they live. The [Center for Innovation in Population Health](#) at the University of Kentucky heads the technical assistance team, led by Michael Cull, PhD. Dr. Cull and his team work with partners around the world and represent 25+ years of clinical and research experience in public child welfare, systems-theoretical approaches to critical incident review, and systems improvement. Here is an [overview](#) of their approach. [The National Center for Fatality Review and Prevention](#) at [MPHI](#) will serve as the data warehouse for the partnership.

Media Notes: To request an interview with [\[your agency spokesperson\]](#), please contact [\[your PIO\]](#) at [\[phone\]](#) or [\[email\]](#).

###

About the National Partnership for Child Safety (NPCS)

The National Partnership for Child Safety (NPCS), initially formed in 2018, is a quality improvement collaborative to improve child safety and reduce child maltreatment fatalities through the application of safety science and shared data. Members of the collaborative have a shared goal of strengthening families, promoting innovations and a public health response to reducing and preventing child maltreatment and fatalities. Members of the National Partnership for Child Safety include:

- | | |
|---------------------------------------------------------------------------|------------------------------------------------------------------------|
| Arizona Department of Child Safety | New York City Administration for Children’s Services |
| Arkansas Children & Family Services | New York State Office of Children and Family Services |
| Los Angeles County Department of Children and Family Services, California | Franklin County Children Services, OH |
| Connecticut Department of Children and Families | Hamilton County Job & Family Services, OH |
| Georgia Division of Family & Children Services | Oklahoma Department of Human Services |
| Indiana Department of Child Services | Oregon Department of Human Services |
| Maryland Department of Human Services | Allegheny County Department of Human Services, Pennsylvania |
| Michigan Department of Health and Human Services | South Carolina Department of Social Services |
| Missouri Department of Social Services | Spirit Lake Tribe, Spirit Lake Social Services |
| Nebraska Division of Children & Family Services | Tennessee Department of Children’s Services |
| Clark County Department of Family Services, Nevada | Vermont Department for Children and Families, Family Services Division |
| New Hampshire Division for Children, Youth and Families | Washington State Department of Children, Youth, and Families |
| New Jersey Department of Children and Families | Wisconsin Department of Children and Families |

NATIONAL PARTNERSHIP FOR CHILD SAFETY TEMPLATE OPED ON SAFETY SCIENCE

Using Safety Science to Improve and Transform Child Welfare Systems

By [List Name]

When the federal Commission to Eliminate Child Abuse and Neglect Fatalities released its groundbreaking 2016 [report](#), Commission Chair David Sanders noted: “Child protection is perhaps the only field where some child deaths are assumed to be inevitable, no matter how hard we work to stop them. This is certainly not true in the airline industry, where safety is paramount and commercial airline crashes are never seen as inevitable. As a Commission, we believe we can reverse the assumption that some children will die from abuse or neglect. We recognize that our problem is complex, but from the time we began meeting, we knew we owed it to children to come up with a national strategy that will make a difference. We believe we have done so.”

What can child welfare systems learn and adapt from safety-critical industries such as transportation and healthcare?

First, as many child welfare systems are working toward a more preventative, upstream approach, safety science provides a safe and supportive environment for professionals to process, share and learn from critical incidents to prevent additional tragedies.

Child welfare systems are incredibly complex. Safety science provides a [framework](#) guided by data sharing and critical incident review (CIR) processes for child protection agencies to better understand the inherently complex nature of the work and the factors that influence decision-making. Health care, aviation and other safety critical fields have all demonstrated approaches that prevent harm and reduce risks and can serve as a model for national quality improvement efforts focused on child welfare.

What does this look like in practice? In January 2018, child welfare agencies from twenty jurisdictions came together to answer that question by participating in the Tennessee Safety Culture Summit hosted by Vanderbilt University, Tennessee’s Department of Children’s Service and Casey Family Programs.

These efforts culminated in the formation of the National Partnership for Child Safety (NPCS), a quality improvement collaborative focused on applying safety science in child welfare. With a focus on preventing future maltreatment fatalities and improving child safety through innovations in child protection, the NPCS has grown to include 26 jurisdictions nationwide with members participating in quality improvement activities, including the use of safety science, shared data and the application of a standardized platform for critical incident reviews.

[Include a paragraph highlighting your jurisdiction’s involvement in the NPCS and how safety science is being utilized in CIR in your jurisdiction.]

Safety science is an evidence-based field of discipline that aims to improve systems by expanding the scope of learning beyond an individual case to system-wide comprehensive analysis. Through a standardized critical incident review process, coupled with data analysis across multiple jurisdictions, systemic challenges that serve as barriers to child safety are brought to light, and meaningful recommendations are generated to address them.

One of the important goals of the NPCS is sharing data across jurisdictions. Having a national collaborative approach to data collection allows for the identification of meaningful trends and patterns, enhancing the visibility of areas for child safety improvements. Sharing data across states also makes it possible to disaggregate and examine the data by race/ethnicity to track disparities at different decision points, potentially identifying larger issues, such as implicit bias, that can be used to inform systemic or policy reforms that advance racial justice.

By implementing more proactive rather than reactive strategies, we hope to enhance quality improvement, reduce the current rate of workforce instability, and address the cycle of blame that occurs in response to critical incidents – a cycle which often leads to changes in leadership rather than needed systems change that would prevent future tragedies from occurring.

When the Family First Prevention Services Act was signed into law in 2018, it set forth [requirements](#) that each state provide a description of the steps it is taking to collect information about child maltreatment fatalities and implement a plan to prevent them. This presents an important opportunity for states to improve the quality of the critical incident review process and utilize it to improve child safety and prevent future deaths. Implementing a standardized CIR process grounded in safety science is a critical step toward fulfilling these requirements and reimagining child welfare systems as child and family wellbeing systems that put child safety first and foremost.

2-sentence bio on the author.

NATIONAL PARTNERSHIP FOR CHILD SAFETY FREQUENTLY ASKED QUESTIONS

Q: What is the National Partnership for Child Safety?

A: The National Partnership for Child Safety (NPCS) is a quality improvement collaborative whose aim is to improve child safety and reduce child maltreatment fatalities through the application of safety science and shared data. Members of the collaborative, which currently number 26 jurisdictions including state, county and tribal child and family serving agencies, have a shared goal of strengthening families, promoting innovations and a public health response to reducing and prevention child maltreatment and fatalities.

Q: What is a public health response and how is the NPCS applying it to child welfare?

A: By integrating a broad spectrum of partners and systems, the NPCS aims to identify, test, and evaluate strategies to provide upstream, preventative, and earlier intervention supports and services that can strengthen the building blocks of healthy families. It represents a system that is focused less on a child protection response to abuse and neglect and more on building the wellbeing of all children and families.

Q: What is safety science and how is it applied to child welfare?

A: Safety science provides a framework and processes for child protection agencies to understand the inherently complex nature of the work and the factors that influence decision-making. It also provides a safe and supportive environment for professionals to process, share and learn from critical incidents to prevent additional tragedies. Health care, aviation and other safety critical fields have all demonstrated approaches that prevent harm and reduce risks, and can serve as a model for national quality improvement efforts focused on child welfare.

Q: How is shared data used by the NPCS?

A: One of the key activities of the NPCS will be the collection, sharing and analysis of data across jurisdictions, including retrospective reviews to identify children most at risk of fatality. Data sharing agreements between jurisdictions will enable analysis across multiple states and counties, thus informing strategies and implementation plans to address children and families at risk and reduce maltreatment and fatalities.

Q: How is the NPCS funded and supported?

A: The NPCS is supported by Casey Family Programs and a technical assistance team that includes the University of Kentucky and Michigan Public Health Institute (MPHI).

NATIONAL PARTNERSHIP FOR CHILD SAFETY SAMPLE INFOGRAPHIC

The Clark County Department of Family Services is a partner of



The National Partnership for Child Safety (NPCS)
is a quality improvement collaborative to improve child safety and reduce child maltreatment fatalities through the application of safety science and shared data.

Supported by Casey Family Programs, the National Partnership for Child Safety was formed to further key recommendations and findings of the federal Commission to Eliminate Child Abuse and Neglect Fatalities, which highlights the importance and impact of safety science and data sharing to system change and reform.



As a National Partnership for Child Safety member, the Clark County Department of Family Services is working in collaboration to:

- Support a shift to a more **PROACTIVE AND PREVENTATIVE** approach to child welfare
- Promote **COLLECTIVE RESPONSIBILITY** and strengthen system and individual accountability
- SHARE AND USE DATA** to identify and protect children at risk of maltreatment or fatality
- APPLY THE PRINCIPLES OF SAFETY SCIENCE** to child welfare systems

The partnership is supported by Casey Family Programs and the Center for Innovation in Population Health at the University of Kentucky. The National Center for Fatality Review and Prevention at MPH serves as the data warehouse.

LIST OF CHILD WELFARE-RELATED PODCASTS

1. Child Welfare Information Gateway

Fairfax, Virginia, US

The Child Welfare Information Gateway Podcast shares the innovations, lessons, and perspectives of those working to improve the child welfare system. Our mission is to help adoption, foster care, and child safety caseworkers by exploring new ideas and practices making a difference in the lives of children, youth, and families. Child Welfare Information Gateway is a service of the Children's Bureau, Administration for Children and Families, U.S. Department of Health and Human Services.

Also in Child Care Podcasts

childwelfare.gov/more-tools-..

1 episode / week · Avg Length 48 min · Aug 2016

[View Latest Episodes](#)

2. Weekly Podcast - The Imprint

The Imprint Weekly Podcast offers listeners a regular review of news and trends in America's child welfare and juvenile justice systems, along with other critical services for youth and families. Join Imprint Senior Editor John Kelly for a discussion of the week's major headlines, plus interviews with leaders in the field.

<https://imprintnews.org> › podcast

Weekly episodes · Avg Length 30 min · [View Latest Episodes](#)

3. CASA Delaware Live!

Muncie, Indiana, US

CASA Delaware Live podcasts are designed to be short continuing education episodes that provide CASA Volunteers opportunities to expand their knowledge in child welfare and strengthen advocacy for the children we serve.

buzzsprout.com/1032370

2 episodes / month · Avg Length 37 min · Apr 2020 [View Latest Episodes](#)

4. From Foster Care to Family Law | A Child Welfare Focus

Fort Pierce, Florida, US

This is Susan Chesnutt of The Chesnutt Law Firm. This is my podcast From Foster Care to Family Law: A Child Welfare Focus. I was raised in the foster care system, I was a child abuse investigator for the Department of Children and Families, and now I am an attorney practicing family law where my passion is to focus on the best interests of the children involved. In my podcast, I will be meeting industry experts exploring the seemingly impossible scenarios that families often struggle to manage. Each episode will include insights and concepts from professionals that deal with these issues.

thechesnuttlawfirm.com/podcasts

2 episodes / quarter · Avg Length 58 min · Apr 2020 [View Latest Episodes](#)

5. theHURTCIRCUS

Canada

A conversational exploration of the cause and effect growing up in the child welfare industry can have. The stories and experiences, and how these systems help to make or break us.

anchor.fm/thehurtcircus

1 episode / quarter · Avg Length 55 min · Jan 2019 View Latest Episodes

6. Child Welfare Leaders

Charlotte, North Carolina, US

Welcome to Child Welfare Leaders Podcast, an unapologetic conversation designed to openly discuss issues in child welfare, inspire you as a Child Welfare Professional in whatever capacity you are in, reignite the passion that may have dwindled and give you leadership strategies to lead change right where you are. I will share insight, expertise, and have empowering guests join in on how you can be the change and lead the change because REAL CHANGE starts with you.

anchor.fm/cherishfields-msw

2 episodes / month · Avg Length 40 min · Aug 2020 View Latest Episodes

7. Fostering the Future Podcast

A show about all things child welfare, dependency, adoption and foster care. Your hosts, Jack & Cat are veterans in the world of child welfare and excited to spend a little time each week chatting about how we can all do something to help kids in care.

Also in Foster Care Podcasts

fosteringthefuturepodcast.or..

1 episode / week · Avg Length 42 min · May 2021 View Latest Episodes

8. FL Child Welfare

Tallahassee, Florida, US

A Podcast by the Florida Institute for Child Welfare. The Florida Institute for Child Welfare, housed at the Florida State University College of Social Work, was established Section 1004.615, Florida Statutes to advance the well-being of children and families by improving the performance of child protection and child welfare services through research, policy, analysis, evaluation, and leadership development.

soundcloud.com/user-667304189

2 episodes / month · Avg Length 28 min · Aug 2019 View Latest Episodes

9. The Children's Law Podcast

Welcome to the Children's Law Podcast, brought to you by True North Child Advocates. Listen as we take a provocative look at the profession of representing children, the future of the field, and how advocacy can transform the child welfare system.

childrenslaw.org/podcast-1

4 episodes / year · Avg Length 22 min · Dec 2018 View Latest Episodes

10. The 'F' Word: Foster Care

From Families' Anchor, join us as we navigate through the Child Welfare system. Hear stories from parents, Parent Navigators, service providers, attorneys, judges, the Department, family & friends, foster parents, and more. Come be part of the positive conversation and change of Child Welfare to a family well-being system.

buzzsprout.com/1119224

8 episodes / year · Avg Length 48 min · Jun 2020 [View Latest Episodes](#)

11. The Future Effect

Orlando, Florida, US

The Future Effect is a weekly podcast bringing you the latest news and updates in Florida's child welfare system. Politics is a scary word - but it doesn't have to be. Hosts Danielle and Joe will take you with them as they traverse the halls of the state capitol, take a deep dive into policy and legislation affecting Florida's children, and chat with some folks dedicated to making positive change in the sunshine state.

anchor.fm/futureeffect

7 episodes / year · Avg Length 30 min · Dec 2019 [View Latest Episodes](#)

12. Aged Out | The Stories that Built Us

Dallas, Texas, US

A podcast by the SMU Child Advocacy Clinic was created to raise awareness regarding the child welfare system while giving youth who aged out a voice to transform it.

agedoutproject.libsyn.com/we..

4 episodes / year · Avg Length 23 min · Oct 2018 [View Latest Episodes](#)

13. Child Welfare Chronicles

Buffalo, New York, US

Join the hosts, Vernita & Kristy, as they share their passion for child welfare and discuss all things related to working in the child welfare field. Each episode will also break down a specific topic related to child welfare. Interested in disproportionality in the system or want to know more about foster care? This podcast will take a look at these topics, plus much more!

anchor.fm/cwchronicles

8 episodes / year · Avg Length 41 min · Feb 2021 [View Latest Episodes](#)

14. CASA on the MOVE: Conversations about the Child Welfare System in Montgomery County Birmingham, Alabama, US

This podcast connects community members, present and future CASA Advocates, and anyone interested in child welfare, with knowledge and ways to strengthen advocacy for children in the foster care system in Montgomery County.

anchor.fm/casa-on-the-move

4 episodes / year · Avg Length 24 min · Mar 2021 [View Latest Episodes](#)

15. Candid Conversations in Child Welfare

Falls Church, Virginia, US

(CITI) brings a modern mash-up of child welfare best practices, experiential and simulated learning, evidence-based tools, cross-sector collaboration, and technology innovation to move child welfare practice to the next level. As we journey forward, we will share our experiences and lean on allies that bring different perspectives and new findings in our new Podcast series, Candid Conversations in Child Welfare. Candid Conversations is a series grounded in authenticity and being real about the complexities of our profession.

citi-us.com/in-focus/podcast..

7 episodes / year · Avg Length 50 min · Apr 2021 [View Latest Episodes](#)

16. The Unlearning of Child Welfare

Greensboro, North Carolina, US

The Unlearning of Child Welfare podcast is a six-episode series from the Institute for Family that highlights key points from a three-part webinar series conversation, which explored how we can transform systems so families can thrive. The Unlearning of Child Welfare webinar series featured thought leaders with lived and professional experience sharing progressive ideas and solutions for how we can transform systems so families can thrive. Hear from leaders and committed disruptors in the field about how they got their start, why they are committed to family well-being, and the disparities they see in the current system. This podcast series examines why the nation should support early innovations in the field, create a child and family well-being system, and advance a more just and equitable foster care experience. Join this important national conversation on family well-being and reimagine what's possible for America's families.

instituteforfamily.org/unlearning-of-child-welfare-podcast/

6 episodes / year · Avg Length 50 min · Apr 2021 [View Latest Episodes](#)

17. The Ahlquist Agenda

Chicago, Illinois, US

The Ahlquist Center for Policy, Practice and Innovation is the policy and advocacy arm of Children's Home & Aid, one of the largest providers of social services in Illinois. The Center advocates for robust, antiracist, equitable policies and social supports that create social capital, economic mobility, and systems designed to ensure children, families, and communities thrive. In this podcast, we invite you to take an inside look at how we think about policy: why it matters, how it impacts youth, families, and communities in Illinois, and what you can do to help.

<https://player.fm/series/the-ahlquist-agenda>

12 episodes / year · Avg Length 30 min · February 2022 [View Latest Episodes](#)

18. Coaching in the Field of Child Welfare

Davis, California, US

In the child welfare context, professional development coaching leads to improvements in practice, quality of work, and an agency's success in working with children and families by:

improving systemic implementation of practice; creating positive changes in behavior; and embedding professional development.

<https://player.fm/series/coaching-in-the-field-of-child-welfare-3069603>

1 episodes / year · Avg Length 60 min · 2013 View Latest Episodes

19. Welcome to the Field

Burlington, Vermont, US

Welcome to the Field is a podcast for child welfare professionals. Join the Training Specialists at the University of Vermont's Child Welfare Training Partnership (CWTP) as they bring you interviews with local experts on subjects ranging from case typologies to systems level change.

<https://player.fm/series/welcome-to-the-field>

12 episodes / year · Avg Length 30 min · 2021-2022

20. NASW Social Work Talks

NASW Social Work Talks seeks to inform, educate and inspire by talking with experts and exploring issues that social work professionals care about. Brought to you by the National Association of Social Workers (NASW).

<https://player.fm/series/nasw-social-work-talks>

Biweekly episodes · Avg Length 30 min · 2021-2022 View Latest Episodes

21. Facilitating Voices: An Outlet Podcast

A social work podcast discussing difficult topics through personal stories of lived experience, topic episodes related to the field of social work and human services and guests who work within the field.

<https://player.fm/series/facilitating-voices-an-outlet-podcast>

Weekly episodes · Avg Length 30 min · View Latest Episodes

22. C2Y: Discussions on Child and Youth Care

Discussions with, and for, young people, parents and professionals who care about the youth social service system.

<https://player.fm/series/series-3017554>

Weekly episodes · Avg Length 30 min · View Latest Episodes

23. Center for Advanced Studies in Child Welfare

St Paul, Minnesota, US

In the midst of this pandemic, CASCW (Center for Advanced Studies in Child Welfare) has begun a new series that highlights how COVID-19 is shifting the everyday lives and work of frontline child welfare professionals and the children and families they serve across the state of Minnesota. To protect one another, we must practice social distancing. But what does that mean for those of us in child welfare? Korina Barry speaks with professionals at all levels of the child welfare workforce to answer that question. Aside from insight and advice offered in each episode, what we find is that to continue the work of protecting children and families it takes all of us. It takes a village.

<https://cascw.umn.edu/podcasts/>

Weekly episodes · Avg Length 30 min · View Latest Episodes

24. DCS Talks

DCS Talks is a podcast production of the Tennessee Department of Children’s Services. The intention of DCS Talks is to promote dialogue among child welfare professionals, foster parents and the entire community about ways to prevent child abuse and neglect. Each month, DCS talks will provide podcasts about topics pertinent to people who are interested in learning about issues in child welfare such as trauma informed practice, legal issues, juvenile justice therapeutic interventions, Adverse Childhood Experiences, best prevention practices, community involvement and much more.

<https://anchor.fm/dcstalks/episodes/DCS-Talks-about-Family-Support-Services-with-Hillary-Smilely-e86bto/a-audlkr>

Monthly episodes · Avg Length 30 min · View Latest Episodes

25. Do No Harm

“Do No Harm” is a podcast based on NBC News’ reporting into a system that is designed to protect children, but sometimes tears innocent families apart.

Listen to the “Do No Harm” podcast, which follows Melissa and Dillon Bright and other families as they fight against the child welfare system to keep their family intact. With exclusive audio captured as the events unfolded, this harrowing six-episode series takes you inside the Brights’ fight to hold their family together, against a system that can sometimes do more harm than good. Hosted by NBC News National Investigative Reporter Mike Hixenbaugh, Do No Harm is a co-production of NBC News and Wondery.

<https://www.nbcnews.com/donoharm>

7 episode series · Avg Length 30 min · November 2021 View Latest Episodes

26. Shift Shift Bloom

A Podcast About How People Change - Shift Shift Bloom is a podcast examining how people change, why they change, and how they sustain the changes that are most important to them in their everyday lives. Our guests consider themselves change makers, change embracers and change resisters — we’re all somewhere on that spectrum at different times in our lives, aren’t we? Conversations with host Kristen Cerelli explore the impact of mindset, personality, life circumstances, communities of support and sources of inspiration on the process of transformation. Illuminating how change can be both deeply personal and profoundly universal is the show’s guiding principle. Shift Shift Bloom is produced by host Kristen Cerelli and audio engineer Timothy Fall at their full service media studio, ActuallyQuiteNice. They develop the show in collaboration with Dr. John Lyons, Director of both The Center for Innovation in Population Health at The University of Kentucky, and The Praed Foundation, which supports the development and dissemination of systems improvement strategies called Transformational Collaborative Outcomes Management, or TCOM.

<https://praedfoundation.org>, <https://tcomconversations.org> and <https://iph.uky.edu>.

Monthly series · Avg Length 30 min · February 14, 2022 View Latest Episodes

27. Being Well

Pittsburgh, PA, United States

Join us as we explore timely issues and topics affecting child welfare practice. We partnered with our colleagues at the Children's Hospital of Pittsburgh of UPMC to bring you a series of podcasts. Tune in for conversations with subject matter experts on topics ranging from opioid use and its effect on substance-exposed infants to safe sleep.

<http://www.pacwrc.pitt.edu/podcasts.htm>

10 podcast series · Avg Length 30 min · 2021 View Latest Episodes

28. NSPCC Learning Podcast

London, England, United Kingdom

Our podcast features experts from the NSPCC and external organisations discussing a range of child protection issues. We look at what we are doing to actively keep children safe in the wider community and how we can continue to improve our practices and prevent abuse from occurring.

<https://learning.nspcc.org.uk/research-resources/podcast>

Monthly series · Avg Length 60 min · 2021-2022 View Latest Episodes

29. Child Advocates Podcast

Indianapolis, Indiana, United States

Do you want to create a better world for children? One child abused; one child neglected—is one too many. We are on a mission to amplify our voice to serve vulnerable children. Child Advocates in Indianapolis believes that our collective voices can change our children's future. We offer vital programs and services to children and youth who are abused and neglected across Indiana. But we also host groundbreaking, anti-racism workshops called Interrupting Racism for Children. They are open to everyone so that we can create communities where children thrive, and race is not a predictor of their life outcomes, including in the child welfare system. Our podcast will share critical conversations to help you stop racism, abuse, and neglect for our children. We want you to raise your voice for their future. They need us...now.

<https://www.childadvocates.net/podcast/>

Monthly series · Avg Length 60 min · 2021-2022 View Latest Episodes

30. Seen & Heard Podcast

Greensboro, North Carolina, United States

Everyone deserves to be seen and heard. We want to introduce you to a new podcast, Seen and Heard by Institute for Family. Here, you can listen to families and youth affected by the child welfare system share deeply personal stories about the moments they felt seen — and the impact those moments had on their lives. Tune in and hear honest insights on how we can create a future where our children and families are seen and heard by design and have what they need to thrive.

<https://www.chsnc.org/seen-heard-podcast/>

Monthly series · Avg Length 40 min · 2021-2022 View Latest Episodes

NATIONAL PARTNERSHIP FOR CHILD SAFETY SOCIAL MEDIA TOOLKIT

Suggested Hashtags: #NationalPartnershipChildSafety, #childwelfare, #childsafety, #safetyscience, #ChildAbuseIsPreventable

TWITTER

We have joined the #NationalPartnershipChildSafety, a national effort to improve child safety and prevent child maltreatment and fatalities by strengthening families and promoting innovations in child protection. <https://bit.ly/3wMolca> #childwelfare #childsafety

#NationalPartnershipChildSafety is using #safetyscience to build a body of knowledge about how to prevent child maltreatment and fatalities. <https://bit.ly/3wMolca> #childwelfare #childsafety #ChildAbuseIsPreventable

#NationalPartnershipChildSafety includes 26 jurisdictions working together to strengthen families and promote innovations in child protection. <https://bit.ly/3wMolca> #childwelfare #childsafety #ChildAbuseIsPreventable

FACEBOOK

We have joined the National Partnership for Child Safety, a national effort to improve child safety and prevent child maltreatment and fatalities by strengthening families and promoting innovations in child protection. <https://bit.ly/3wMolca> #ChildAbuseIsPreventable

We are pleased to partner with the National Partnership for Child Safety, using safety science to build a body of knowledge about what works in preventing child maltreatment and fatalities. Learn more here: <https://bit.ly/3wMolca> #ChildWelfare

The National Partnership for Child Safety includes 26 jurisdictions working together to strengthen families and promote innovations in child protection. We are pleased to join in this effort to prevent child abuse and neglect. <https://bit.ly/3wMolca> #ChildAbuseIsPreventable

Note: Posts get more attention when images are included. See the next page for a gallery of images that relate to the work of the federal Commission to Eliminate Child Abuse and Neglect Fatalities and child safety work.

Image Assets:



SAMPLE EDITORIAL BOARD MEETING REQUEST

Email Subject Line: Editorial Board Meeting Request to highlight work of the National Partnership for Child Safety

Dear [Editorial Board Director]:

In an effort to improve child safety and realign child welfare toward a more preventative child and family well-being system, [Your Agency Name] joined child welfare leaders representing 26 state, county and tribal child and family serving agencies to form the National Partnership for Child Safety (NPCS). The mission of NPCS is to improve child safety and prevent child maltreatment and fatalities by strengthening families and promoting innovations in child protection. Supported by Casey Family Programs, NPCS is a quality improvement collaborative formed to further key [recommendations and findings](#) of the federal Commission to Eliminate Child Abuse and Neglect Fatalities, which highlighted the importance and impact of safety science and data sharing to system change and reform.

Safety science provides a framework and processes for child protection agencies to understand the inherently complex nature of the work and the factors that influence decision-making. It also provides a safe and supportive environment for professionals to process, share and learn from critical incidents to prevent additional tragedies.

Enhancing the ability of child welfare agencies to share data and use data to identify and protect children at risk of maltreatment or fatality will help save children's lives. To strengthen accountability, promote collaboration and improve child safety outcomes, members of this partnership are sharing data and applying a set of strategies, including implementing a standardized platform for critical incident review and reporting of data, comparing critical incident and team culture data, sharing cross-jurisdictional safety notices and more.

We would like to meet with you to discuss this work and its implications for child welfare across [list your jurisdiction's geographic area.] Members of the [your jurisdiction] who would participate in the editorial board meeting include [list names]. Joining them will be [list names from NPCS, [ie. Holly Merz, the program officer for NPCS; Jennifer Devlin, our communications specialist; Michael Cull, a member of our technical assistance team from the University of Kentucky; or Tiffany Lindsay, a member of our technical assistance team from the University of Kentucky].

Please let us know at your earliest convenience if you are able to meet via videoconference or in person, and if so, what dates work best for your team. We would also be pleased to have any members of your reporting staff who cover child welfare or social services join the meeting.

If you have any questions, please don't hesitate to reach out. [list your contact]

Sincerely,