

TASK FORCE ON ESSENTIALS FOR CHILDHOOD

**NORTH CAROLINA INSTITUTE OF MEDICINE
630 DAVIS DRIVE, SUITE 100
MORRISVILLE, NC 27560**

**APRIL 25, 2014
10:00 am - 3:00 pm**

Annotated Agenda

Goals for the meeting: Today's meeting agenda is shaped around the idea of social norms change and how it pertains to parenting, support for families, education, etc., and the ways that communication (to individuals, communities, policymakers) affects and can change these social norms. We will also begin to discuss the intersection with social norms change and policy/advocacy - what are the policy levers for social norms change.

10:00 - 10:30

WELCOME & INTRODUCTIONS

Kenneth A. Dodge, PhD
Founding Director
Duke Center for Child and Family Policy

Kathy Pope
Board of Directors
Prevent Child Abuse NC

Adam Zolotor, MD, DrPH
Vice President
North Carolina Institute of Medicine

Dr. Dodge and Ms. Pope will bring the meeting to order and lead introductions of Task Force members. Dr. Zolotor will then give a brief summary on our past meetings and lay out the road ahead for our next meetings and Task Force goals.

10:30 – 12:00

SOCIAL NORMS CHANGE AND COMMUNICATIONS

Jeff Linkenbach, EdD
Most Of Us Project/Center for Health and Safety Culture
Montana State University

Dr. Linkenbach will speak about the theoretical structure of social norms change, including social norms theory and the positive social norms framework.

Robin Kimbrough-Melton, JD

Coordinator of Policy Development and Implementation
Kempe Center for the Prevention and Treatment of Child Abuse & Neglect
University of Colorado School of Medicine
Research Professor
Colorado School of Public Health

Ms. Kimbrough-Melton will discuss Strong Communities for Children, a South Carolina project focused on social norms change to prevent child maltreatment and support families and children.

12:00 – 12:30

LUNCH

12:30 – 1:45

SOCIAL NORMS CHANGE SUCCESS STORIES

Our panelists will discuss three campaigns aimed at changing social norms around public health and social issues. The campaigns utilized different strategies for changing social norms, including policy/advocacy, programs, and social marketing and communication.

Beth Messersmith

State Campaign Director
MomsRising

Mark Dessauer

Director of Communications
Blue Cross Blue Shield of North Carolina Foundation

Tracy Zimmerman

Director of Strategic Communications
North Carolina Early Childhood Foundation

Discussion

1:45 – 2:30

BREAKOUT DISCUSSION SESSION

We will break into four groups to discuss the following questions around social norms change:

- 1. What are existing social norms around early childhood development, parenting practices, support for families and education?*
- 2. Which of these social norms are supportive of families, children, and safe, secure, nurturing relationships and environments?*
- 3. Which of these social norms get in the way of promoting SSNRs and Es?*
- 4. Which of these social norms are the most influential and/or malleable?*

2:30 – 3:00

DISCUSSION OF RECOMMENDATIONS

The group will reconvene to briefly report back on the breakout discussions and begin to shape recommendations around social norms change. Dr. Zolotor will then give a brief outline for next month's meeting and ask Task Force members to review the evidence-based programs recommendations we have drafted based on our March meeting discussion.