

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

Kathy Pope
Board of Directors
Prevent Child Abuse NC

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

Ms. Pope brought the meeting to order and led introductions of Task Force members. Dr. Zolotor gave a brief summary on our past meetings and laid out the road ahead for our next meetings and Task Force goals.

Dr. Zolotor's presentation can be viewed [here](#).

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 spoke about the theoretical structure of social norms change, including social norms theory and the positive social norms framework. One of the foundations of this work is the distinction between change, which is often temporary and on the surface, and transformation, which is permanent and complete. Dr. Linkenbach also discussed the importance of distinguishing

between actual social norms and perceived social norms, and how they are differently addressed and changed.

Questions/Discussion:

- Walt Caison: You need to change beliefs in order to change perceptions.
- Kathy Pope: Is there specific phrasing you have used when working with communities?
 - Phrasing and framing needs to be discovered in each new environment.
 - “Majority” does not work. “A majority of NC adults...” People have different experiences. The word “most” coupled with a percentage seems to work better. Including “typical” situations also tests well. People understand this. The takeaway you want is people to have understood the norm.
- Is there another way to identify the gap in perceived norms besides sending individual surveys to families?
 - Surveys are the most common way to measure this. We have used different kinds of surveys though. There are mail surveys, work-site surveys, online surveys, etc.

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 discussed Strong Communities for Children, a South Carolina project focused on social norms change to prevent child maltreatment and support families and children. She reminded the Task Force that it is important to identify natural helpers and gatekeepers in the community to articulate our key messages. It was important to help them understand how to facilitate this process. Their project had many churches and businesses involved. What can each partner lend to this initiative? Apartment complexes became active partners in some of the neighborhoods that we worked with. The fire station also opened up their space to children after school. Volunteer firefighters checked in with five students regularly to offer mentorship. The goal of all of their activities was to create relationships between individuals and families.

Ms. Kimbrough-Melton’s presentation can be viewed [here](#).

Questions/Discussion:

- Adam Zolotor: Jeff talked earlier about distinguishing between a

perceived norms and a true norm. How did you select the norms that you targeted?

- Robin came into the initiatives with inclinations about norms they wanted to target and confirmed with initial discussions. We did not have a systematic process.
- Identifying a particular norms gap may be a “bigger bank for your buck.”

12:00 – 12:30 LUNCH

12:30 – 1:45 SOCIAL NORMS CHANGE SUCCESS STORIES

Our panelists discussed 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

Ms. Messersmith discussed the advocacy work conducted by MomsRising, and the avenues through which the group seeks to affect policies around children and families. Messersmith talked about MomsRising telling stories as part of their advocacy work, as well as a lot of online organizing, online resources, and proxy actions. She also discussed the use of “layer cake organizing.”

There are two social norms we’re going to change:

1. Parent really don’t care (they do)
2. Parent voices don’t matter

MomsRising rules:

- There’s no action without agency
- We don’t speak for parents; we amplify their voices.

Ms. Messersmith’s presentation can be viewed [here](#).

Mark Dessauer
Director of Communications
Blue Cross Blue Shield of North Carolina Foundation

Mr. Dessauer discussed several examples of social marketing campaigns addressed at childhood obesity. The international and U.S. examples included the following:

- Change 4 Life in the UK
- Let's Move – built partnerships; has seen success but numbers are now plateauing
- VERB
- International Walk or Bike to School Day
- 5 A Day – More Matters
- 5210 Every Day!
- Minnesota BCBS television spots – successful with a positive/humorous approach rather than a chastising/stigmatizing approach.
- New York City was the first to label calories and ban trans fat; also worked with the city Health Department on vast social marketing campaigns and active design guidelines in Times Square.
- North Carolina campaigns included:
 - Eat Smart, Move More – limited funds
 - Shape Your World
 - ShapeNC with BCBSNC – 5 star childcare (5 apples)
 - Walking Wednesdays (bus kids to park and kids walk to school from there)
 - 5 Ton Challenge
 - Ready Step Go!

Dessauer discussed how individuals cannot change if their environment does not support change. We must identify the partners, including the unexpected partners, and conclude what environment will allow a safe, secure childhood for all in North Carolina? For successful norm change for obesity, we need to look at personal, supportive (interpersonal), structural (organizational and community), and policy levels. If these efforts are coordinated, we can have change from the bottom and from the top.

Mr. Dessauer's presentation can be viewed [here](#).

Tracy Zimmerman

Director of Strategic Communications
North Carolina Early Childhood Foundation

Ms. Zimmerman discussed The First 2000 Days campaign, premised on the idea that the foundation for all future learning is built during early childhood (2000 days between birth and the start of kindergarten). Zimmerman discussed the impetus for the campaign:

- Why should you care?

- o National security
- o Global competitiveness
- o Economic well-being
- o Crime prevention
- o Thriving communities
- If you care about these issues, you care about child development.

Zimmerman discussed the long-term goal of the campaign, which is to create a culture that prioritizes young children and acts to ensure that each young child has the opportunity to succeed. This is an engagement campaign (with a messaging component), and it utilizes open resources and “unexpected voices”, including faith, business, and law enforcement leaders. The messenger is as important as the message. Local businesses host the meetings. Business wants to hear from other businesses (instead of advocates). The project seeks varying levels of engagement and to build local capacity. Funding comes from the Z. Smith Foundation and North Carolina Foundation of Western Carolina.

Ms. Zimmerman’s presentation can be viewed [here](#).

Questions/Discussion:

- Question for Tracy: What does measurable success look like for you?
 - o Response: We are hiring an evaluator. We can only share anecdotal evidence at this point.
- Question from Middleton: McDonalds is purposely placing in poverty-stricken areas. Is there a campaign to address this?
 - o More carrot approach rather than stick approach.
 - o WIC (restrictions) and SNAP (no restrictions) benefits differ.

1:45 – 2:45 BREAKOUT DISCUSSION SESSION

The Task Force broke 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?

2:45 – 3:00 DISCUSSION OF RECOMMENDATIONS

The group will reconvene in May to briefly report back on the breakout discussions and begin to shape recommendations around social norms change. Dr. Zolotor gave a brief outline for next month's meeting and asked Task Force members to review the evidence-based programs recommendations we have drafted based on our March meeting discussion, to be discussed more fully at our May 23 meeting.

Additional background materials can be accessed [here](#).