



# University-Based Child & Family Policy Consortium

**Can You Tell Me How To Get to Sesame Street from the County Jail?  
Communication Strategies for Leveraging Systems Change on Parental  
Incarceration**

**June 7, 2016  
2:00-3:00 pm ET**

**[www.childpolicyuniversityconsortium.com](http://www.childpolicyuniversityconsortium.com)**

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- To learn more about the Consortium, visit our website at: <http://childpolicyuniversityconsortium.com/>.
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# Can You Tell Me How To Get to Sesame Street from the County Jail?

Communication Strategies for  
Leveraging Systems Change on  
Parental Incarceration

# Who are we?



**Rebecca Schlafer**, PhD, Assistant Professor, Division of General Pediatrics & Adolescent Health, Department of Pediatrics



**Sara Benning**, MLS, Outreach & Communications Director, The Center for Leadership Education in Maternal & Child Public Health, School of Public Health



**Sara Langworthy**, PhD, Extension Educator, The Children, Youth & Family Consortium (CYFC), Extension Family Development



# Our Place(s) at the University of Minnesota



**Rebecca Schlafer,**

Division of General Pediatrics & Adolescent  
Health  
Department of Pediatrics



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EXTENSION

Creating a stronger Minnesota through education and research

**Sara Langworthy,**  
The Children, Youth  
& Family Consortium  
(CYFC), Extension  
Family Development





U.S. Department of Health and Human Services



# HRSA

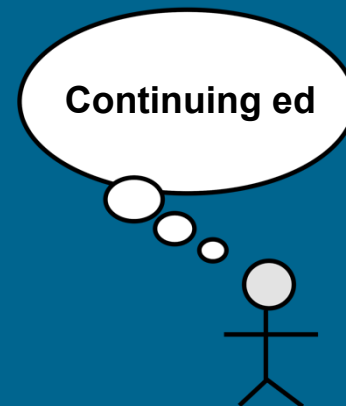
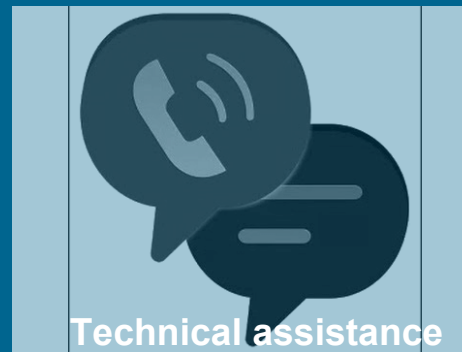
Health Resources and Services Administration

## Maternal and Child Health

#researchcomm



**Sara Benning**, The Center for Leadership Education in Maternal & Child Public Health (MCH), School of Public Health



# Uniquely Different:

- Missions
- Funding
- Stakeholders

# Goals of Today's Session

- 1.) **Learn different mechanisms used for sharing research- and practice-based information** with varied stakeholders to meet diverse learning needs about the effects of parental incarceration on children and families
- 2.) **Understand the effectiveness of these mechanisms** for sharing research- and practice-based information with varied stakeholders
- 3.) **See how collaborative partnerships are instrumental** in creating ripple impacts across policy and practice arenas in Minnesota to promote health and well-being of families affected by incarceration.

# A Few Notes on Mass Incarceration

# but first...

a quick question!



# How many US children have co-resided with a parent who was incarcerated?



## PARENTS BEHIND BARS

*What Happens to Their Children?*

David Murphey and P. Mae Cooper  
October 2015

• 500,000  
• 1 million  
**5 million!**  
• 2 million  
• 5 million

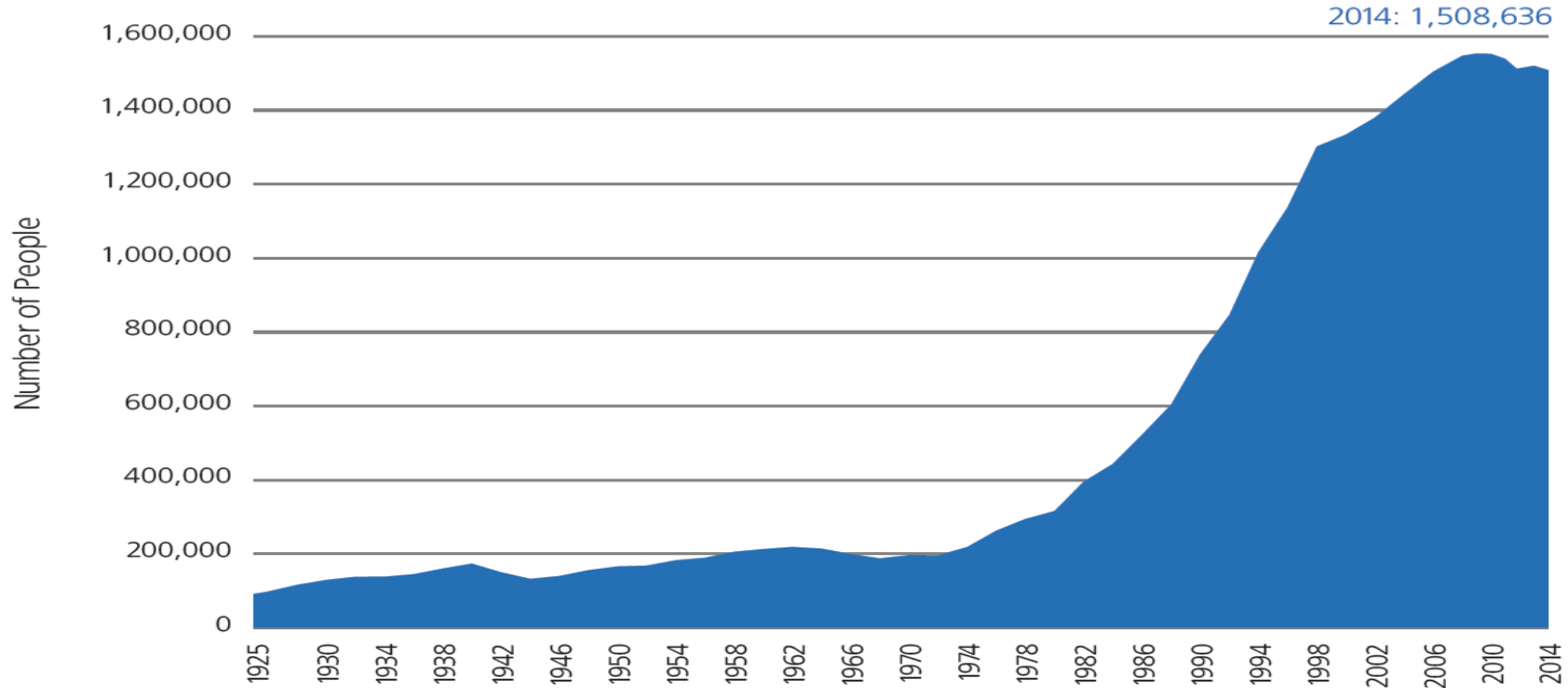


**Obama Visits Federal Prison, A First For A Sitting President**



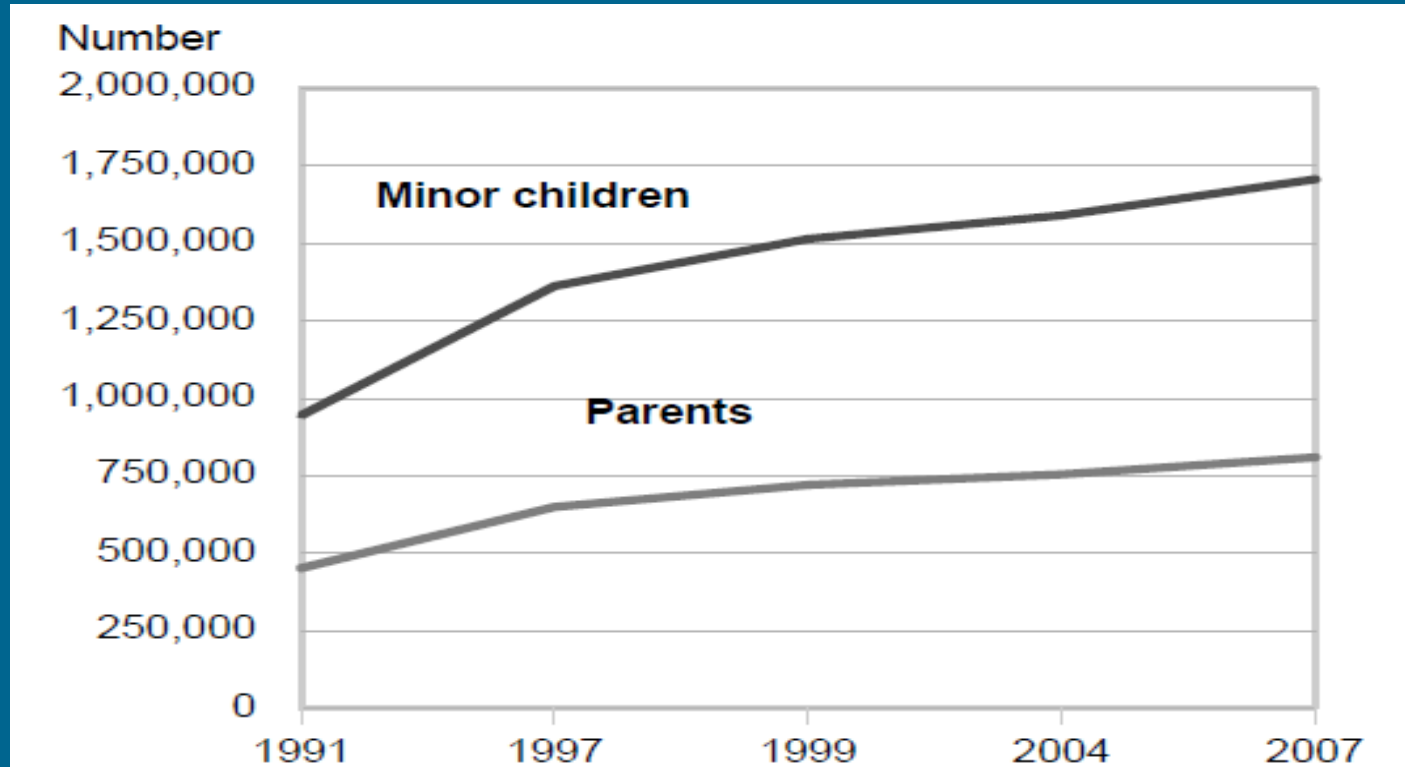
**THE WALL STREET JOURNAL.**  
**Pope Francis Visits Prisoners in Philadelphia**  
Pontiff encourages about 100 inmates, saying all people invited to 'enable your rehabilitation'

# U.S. State and Federal Prison Population, 1925-2014



Source: Bureau of Justice Statistics *Prisoners Series*.

# Parents in State and Federal Prisons and their Minor Children



Source: Glaze & Maruschak, 2010











# Incarcerated Parents and their Children

Incarceration often creates challenges for children and families at home, in school, and in their communities.

Children may experience:

- Financial and material hardship
- Unpredictability in family relationships and structure
- Difficulty with school relationships and performance
- Struggles with mental and physical health
- Social and institutional stigma

# Parents in MN Prisons

## Minnesota Exceeds National Rates

Minnesota has a higher proportion of prisoners who report being parents and living with their children than national estimates.\*



**Incarcerated Men with Children**

**66%**

**51%**



**Living with Children Prior to Arrest**

**56%**

**36%**



**Incarcerated Women with Children**

**77%**

**62%**



**Living with Children Prior to Arrest**

**66%**

**55%**

## Significant Number of Minnesota Children Affected



The number of Minnesota children with an incarcerated parent exceeds the entire population of children in Shakopee or St. Cloud.

**Children with an Imprisoned Parent**

**16,248**

a(nother)  
question!

How many MN youth report  
having a parent incarcerated now  
or in the past?

1 in 6  
• 1 in 15  
• 1 in 30  
• 1 in 45

# Our Work in Minnesota

Better together!

**KEY**

C = CYFC

M = MCH

P = Pediatrics

2012

- MN Doula Project (formerly Isis Rising) (*research, intervention*) P
- Sesame Street Toolkits (*resource, publication, video*) P

2013

- eReview (*publication*) C, P
- Lessons from the Field (*event*) C, P

2014

- Strengthening Families in the Context of Incarceration (MN Assoc. for Children's Mental Health, MACMH) (*event*) C, P
- Legislative Advisory Committee formed (*policy*) P, M
- Institute on the Reproductive Health of Incarcerated Women (*event*) M, P

2015

- Office of the UMN President Reception (*event*) P
- Incarceration and Public Health (*publication*) M, P
- SF8780 signed by Governor Dayton (*policy*) P, M



eReview cited (& linked) by  
The Atlantic (11/15)



Legislation covered  
in UMN student-run newspaper  
(MN Daily) (2/15)

2016

- Incarcerated Mothers: A View into Public Health Challenges (Art & Science of Prevention series) (*event*) M, P
- Incarcerated and Pregnant: Promoting the Health of Mothers and Babies (*video*) C, P, M
- Housed out of Facility Family Impact Analysis (*publication*) M, P
- Pregnancy Resource Guide for Incarcerated Mothers (*publication*) M, P
- Illinois Law Enforcement Training and Standards Board (ILETSB) Executive Institute collaboration (*needs assessment*) M

# 5 Tips for Doing Interdisciplinary Work

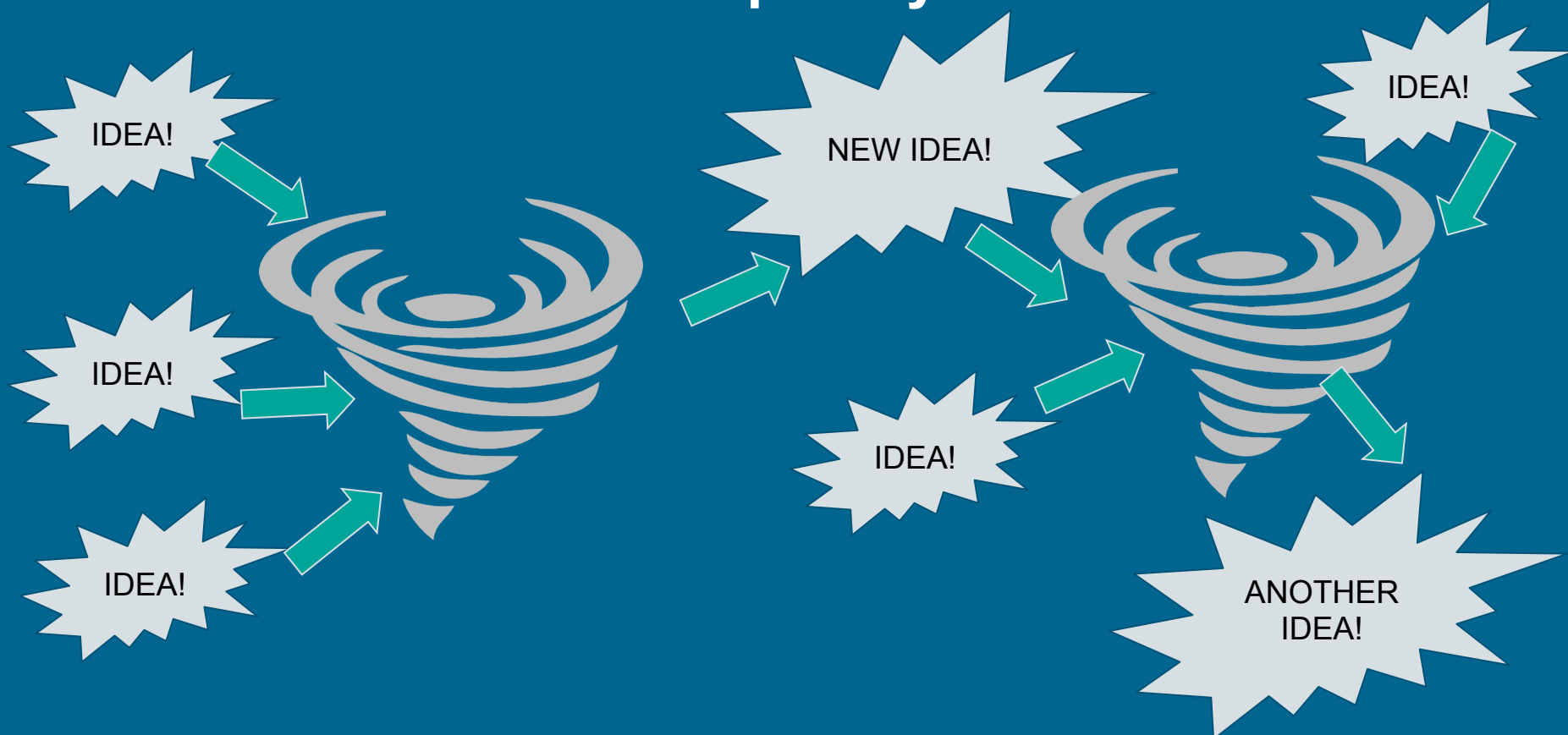
Hint: There are more than 5, but these  
are our take-aways!



# What we WANT interdisciplinary work to look like...



# What we THINK interdisciplinary work looks like...



# What interdisciplinary work can **ACTUALLY** look like...



**KEY**

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- Pregnancy Resource Guide for Incarcerated Mothers (*publication*) M, P
- Illinois Law Enforcement Training and Standards Board (ILETSB) Executive Institute collaboration (*needs assessment*) M

# Pro Tip #1: Be open to an iterative, creative & organic process



## Statewide Dissemination of Sesame Street Resources for Families Affected by Incarceration

Rubena J. Shildes, PhD<sup>1</sup>  
Amanda A. Wenzel, BS<sup>2</sup>  
Erin C. Schubert, MA<sup>1</sup>

The number of children with an incarcerated parent has increased nearly 80% in the past 20 years. Despite the growing need, few educational resources exist to promote the emotional health of young children with incarcerated parents. To address this need, Sesame Street recently released developmentally appropriate, multimedia resources, and piloted the dissemination of those resources in 10 states. The current study describes the process used in one pilot state to disseminate the resources, documents the reach of those dissemination efforts, including the number of resource kits distributed, number of community-based and clinical providers reached, and location of providers across the state; and examines providers' impressions of the utility of the resources and their perspectives on how the resources support children and families affected by incarceration. This study has important implications for translating research evidence for community providers and practitioners who aim to promote the emotional health of young children affected by incarceration.

**Keywords:** child/adolabcent health, community intervention; health disparities; health education; health promotion

(Pew Research Center, 2010), with staggering disparities by race and class (Glaze & Maruschak, 2008). A growing body of evidence indicates that children of incarcerated parents (COP) are at increased risk for adverse outcomes across multiple domains, including behavioral and emotional problems (Johnson, 2000; Murray & Farrington, 2006; Turney, 2014), developmental delay (Turney, 2014), academic difficulties (Stanley et al., 2005; Murray & Farrington, 2006; Turney, 2014), poor physical health (Rottgier & Boardman, 2012; Turney, 2014), delinquency and arrest (Rottgier & Swisher, 2011), substance use (Rottgier, Swisher, Kuhl, & Chavez, 2011), and criminality in adulthood (Huebner & Gastabian, 2007; Murray & Farrington, 2006; Murray, Janson, & Farrington, 2007).

The Adverse Childhood Experiences (ACE) study (Felitti et al., 1998) provides a valuable framework for considering children's experience with parental incarceration and exposure to other risk factors on their health and well-being. As one of the 10 ACEs, parental incarceration often co-occurs with other ACEs, including

<sup>1</sup>University of Minnesota, Minneapolis, MN, USA  
<sup>2</sup>Mayo Medical School, Rochester, MN, USA

**Authors' Note:** The authors wish to thank Lynn Christy for her partnership and continuous support for children with incarcerated parents. Preparation of this manuscript was supported in part by the National Center for Advancing Translational Sciences of the National Institutes of Health (1X170000174), the National Institute on Minority Health and Health Disparities (1P50MH09022), and the University of Minnesota Center for Cognitive Sciences Fellowship. The content is solely the responsibility of the authors and does not necessarily represent the official views of the funding institutions. All materials for this project were created and provided at no cost by Sesame Workshop. Address correspondence to Rubena J. Shildes, PhD, Department of Psychology, University of Minnesota, 777 Johnson Street SE, Minneapolis, MN 55454, USA; e-mail: shildes@tc.umn.edu.

### INTRODUCTION

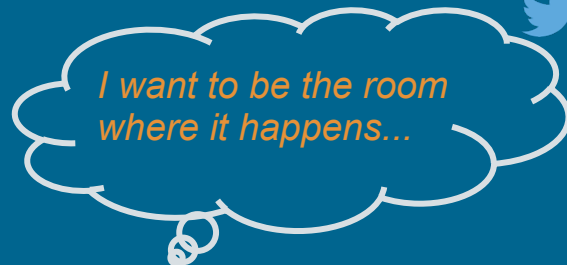
The number of children with an incarcerated parent has increased nearly 80% in the past 20 years (Glaze & Maruschak, 2008). Recent estimates suggest that more than 1.7 million children have a parent behind bars

**Health Promotion Practice**  
Month XXXX Vol. XX, No. XX 1-8  
DOI: 10.1177/154843011500000125  
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*It's not just about "what's next" but "who else? how else?"*

# Pro Tip #2: Say yes & show up

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## Mandated Legislative Advisory Committee

This document is made available electronically by the Minnesota Legislative Reference Library as part of an ongoing digital archiving project. <http://www.leg.state.mn.us/lrl/lrl.asp>

### Legislative Advisory Committee on the Care of Pregnant Incarcerated Women (SF2423/HF2833)

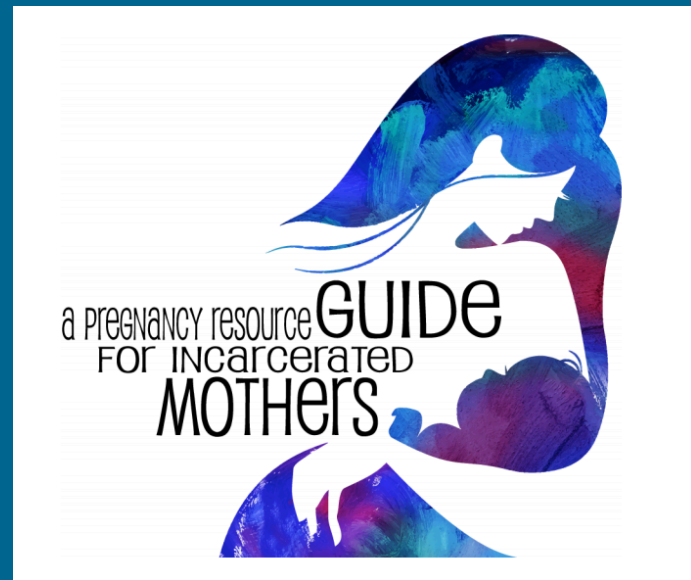
Committee Report – January, 2015

#### Summary

Between October and December, 2014, a group of key stakeholders from corrections, health, human services, and community organizations met to discuss SF2423/HF2833, as well as implications of the law for subsequent policy and practice. This successful collaboration has led to specific recommendations for modifying the existing legislative language, as outlined below.

#### Introduction

Minnesota law SF2423/HF2833 (Appendix A), authored by Senator Barbara Goodwin (DFL, District 41) and Representative Carolyn Laine (DFL, District 41B), mandated the creation of an advisory committee to review the existing correctional standards for incarcerated pregnant and postpartum women and, after such review, make recommendations for the 2015/2016 legislative session. This report serves as a summary of the committee's work and subsequent recommendations.



  
SF2423/HF2833

 \$60K in funding

*Be ready for policy windows when they open.*



## Pro Tip #3:

# Make connections and share

...or how to be a positive Karma communicator...



**Rebecca**  
@DrShlafer

May 28

The Weird and Wonderful World of Academic Twitter @DrLangworthy @sjbenning blogs.lse.ac.uk/impactofsocial...



**CYFC**  
@CYFCum

Pregnant and Postpartum Incarcerated Women just published in @umn\_mch's Healthy Generations. Great work @sjbenning! [ow.ly/Hnwbc](http://ow.ly/Hnwbc)

LIKES  
2



12:55 PM - 15 Jan 2015



Follow

12 views

13w

umn\_mch Have you seen our latest video? Watch the full Incarcerated and Pregnant: Promoting the Health of Mothers and Babies on our website (link in bio). Created in partnership with Extension CYFC. #umnmch #incarcerated #pregnant #mch #health

Log in to like or comment.



**What a Parent Behind Bars Does to a Child's Education**  
"Through it all, children suffer."  
[theatlantic.com](http://theatlantic.com)

RETWEETS  
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LIKES  
3



10:16 AM - 16 Nov 2015



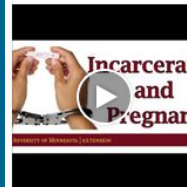
**Center for Leadership in Maternal and Child Health**  
**University of Minnesota** shared University of Minnesota School of Public Health's post.  
Published by Sara Benning [?] · March 2 ·



**University of Minnesota School of Public Health**  
March 2 ·

Mothers and children affected by incarceration encounter unique struggles which are highlighted in this video created by School of Public Health (SPH) Center Ce...

See More



**Incarcerated & Pregnant | Promoting the Health of Mothers and Babies**

For more on parental incarceration visit: Extension Children, Youth & Family Consortium: <http://www.ex...>

YOUTUBE.COM

Credit is necessary but secondary!

# Pro Tip #4: Use what you've already got

Video Link:  
[z.umn.edu/incmch](https://z.umn.edu/incmch)



## Educational Video 101

Communicating Research Quickly & Effectively



### #1 The Content

What content are you using? Existing video from events & presentations? Shooting new video for this project?



### #2 The Themes

What themes are you communicating to your audience? Do you have specific information you want your audience to learn? Or will emerging themes from the content drive the flow of the video?



### #3 The Plan

How are you going to map out your video plan? Are you going to use a script? A storyboard?



### #4 The Editing

Will you use graphics, slides or animation? Do you need to create new voice-overs or video to fill in gaps? How will you arrange content to engage AND educate your viewers?




### #5 The Review

Who will review your video for content and message? Who will review for video flow, and other technical edits?



**Pro Tip**  
Focus event video on presenters, not on slides and get high-quality audio.



**Pro Tip**  
Focus on education AND engagement when choosing themes. Emotional connection is encouraged.



**Pro Tip**  
Begin your video with powerful statements and stories to hook your audience.



**Pro Tip**  
Video is visual. Avoid static slides and keep your viewers engaged with flowing graphics and animation.



**Pro Tip**  
Be open to changing your plan throughout the creative process. Listening to your viewers will help you make better content.

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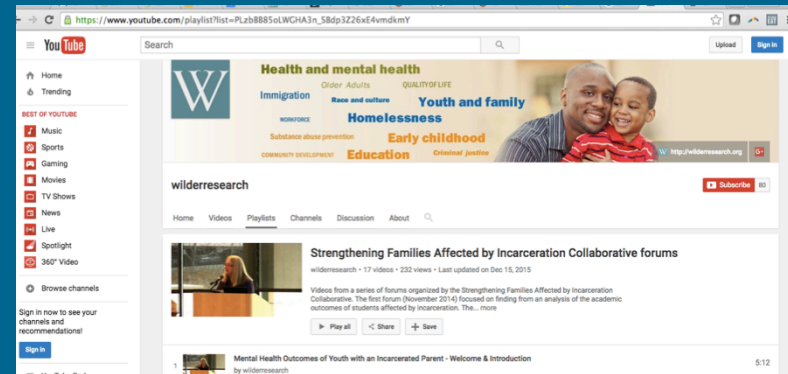
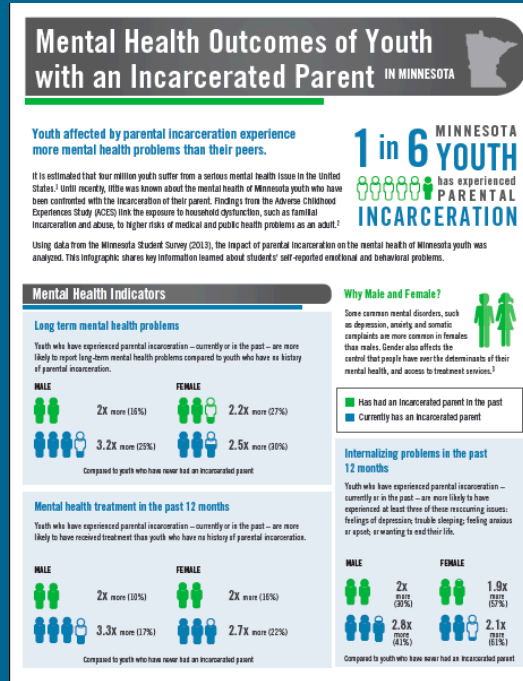
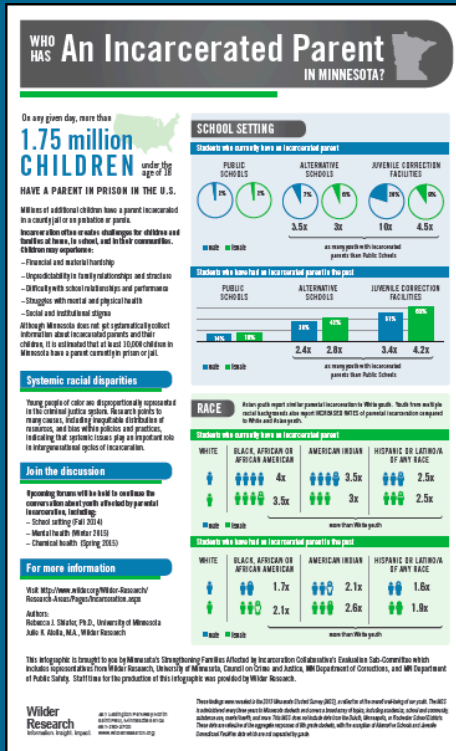
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*How can you leverage what you already have with a new audience?*



# Pro Tip #5: Design to benefit ALL partners



*Creative interdisciplinary partnerships have creators, not just authors.*

# Q&A

#researchcomm

# Find us! Ask us! Collaborate with us!



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# Thank you for joining today's webinar!

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- For questions about membership, please contact Patricia Barton at: [pbarton@srcd.org](mailto:pbarton@srcd.org)
- To join the CFP Consortium email list, [click here](#).