

Canadian Institute of Child Health



Colloque Intervenir tôt pour prévenir la violence



Canadian Institute of Child Health

Our Mission



Dedicated to promoting and protecting
the health, well-being and rights of all
children and youth through monitoring,
education and advocacy

www.cich.ca



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Reducing Aggression

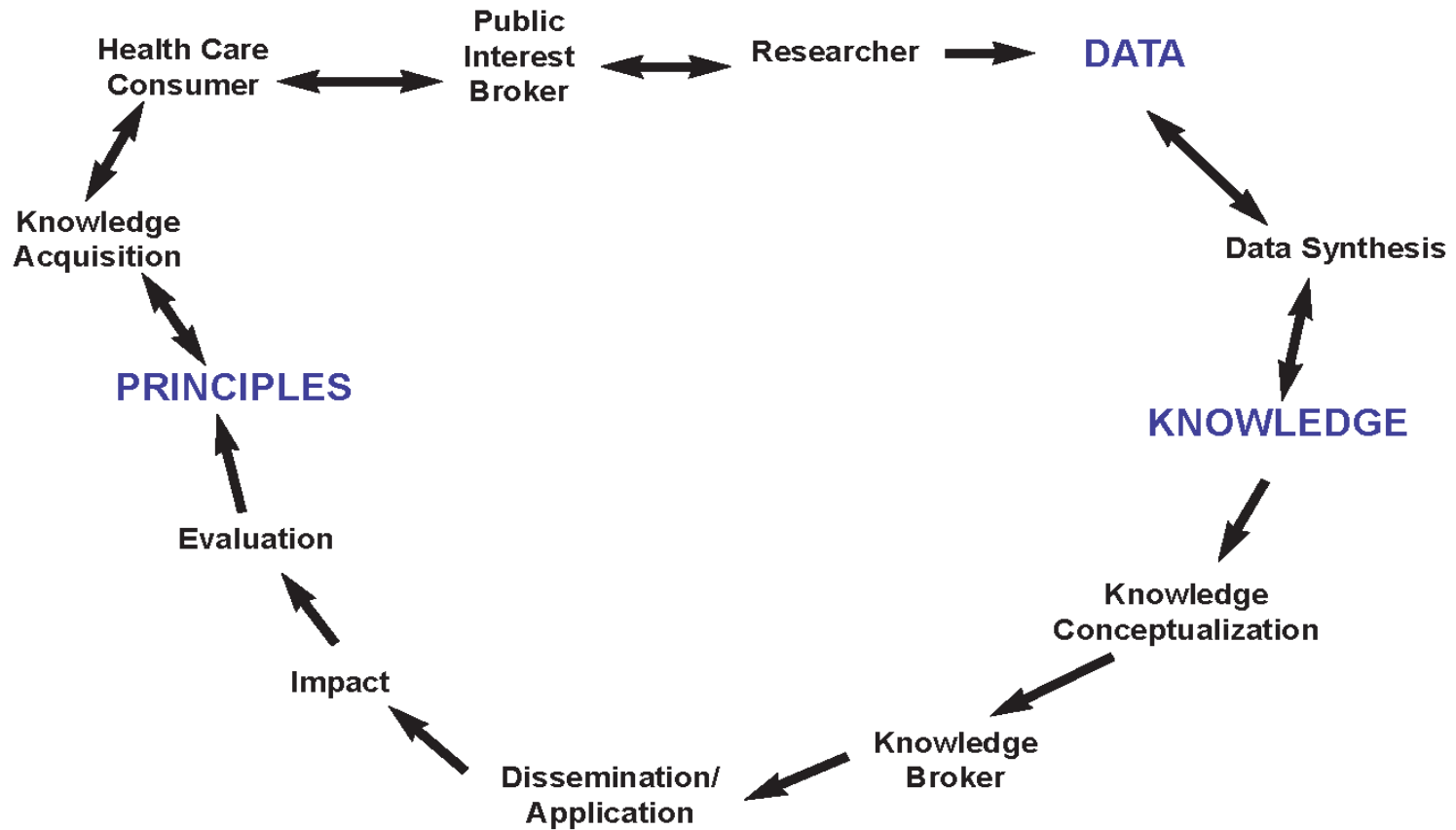
- ◆ The whole child, embedded in family, community and society
- ◆ The components of a strategy for change?
 - Knowledge Translation
 - Social Marketing

The Process of Change

◆ Knowledge Translation

- the exchange of information rather than its dissemination
- linking knowledge, services and policy
- the roles of knowledge producers, consumers and brokers

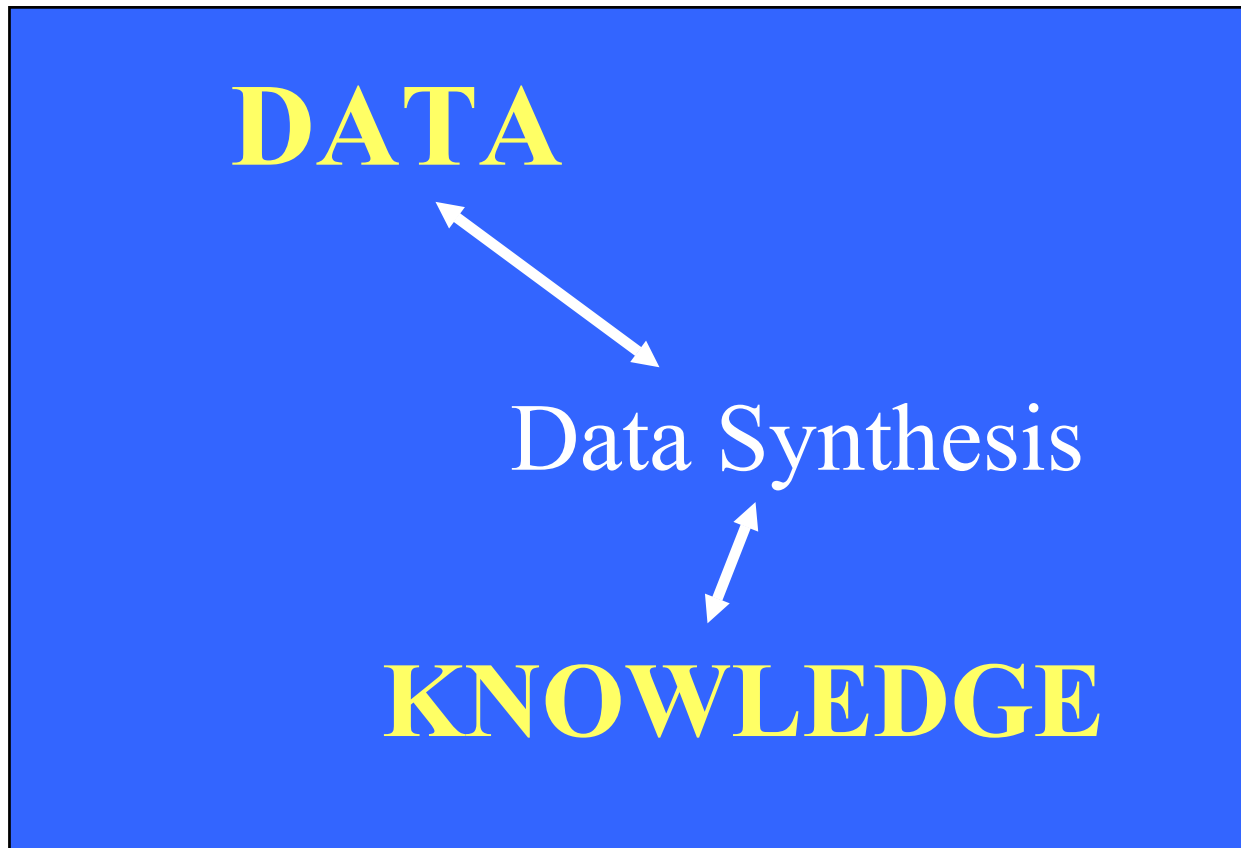
Knowledge Transfer



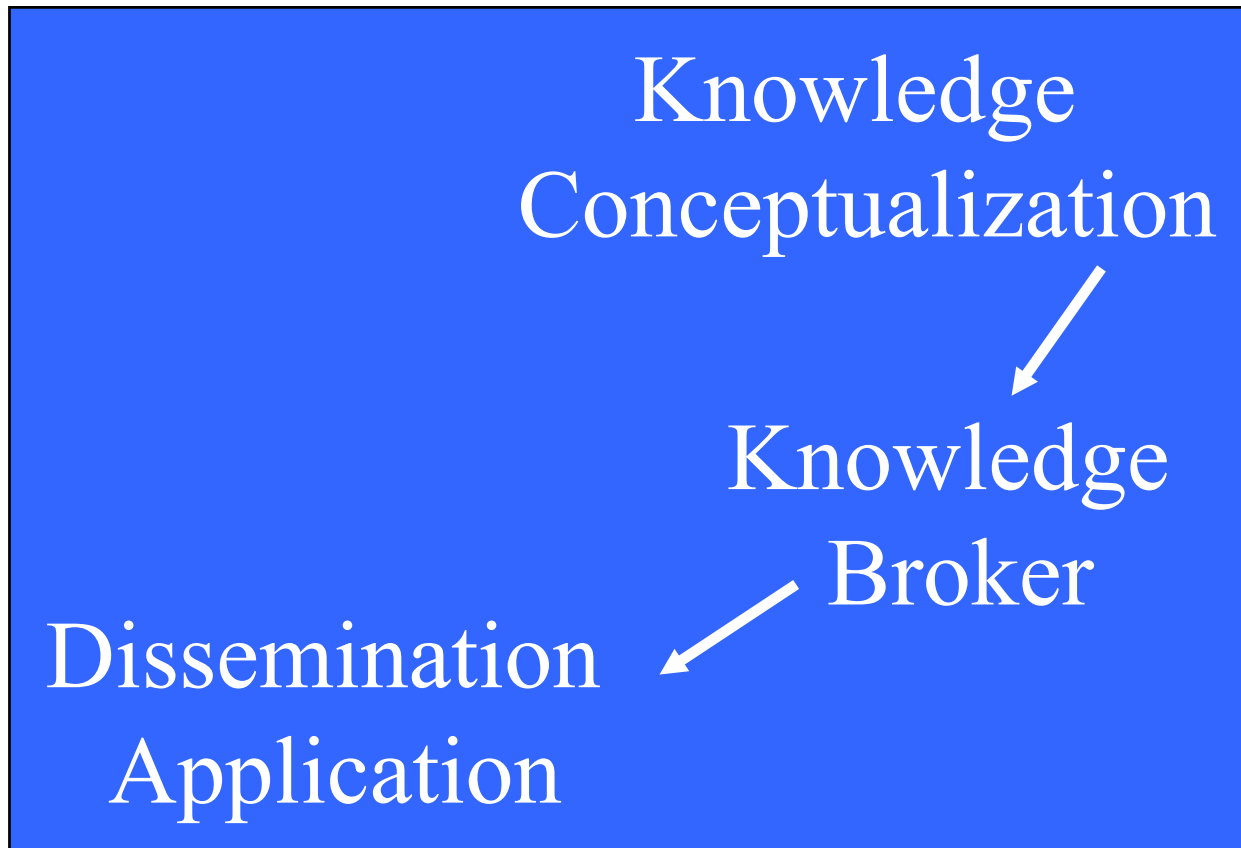
Knowledge Translation

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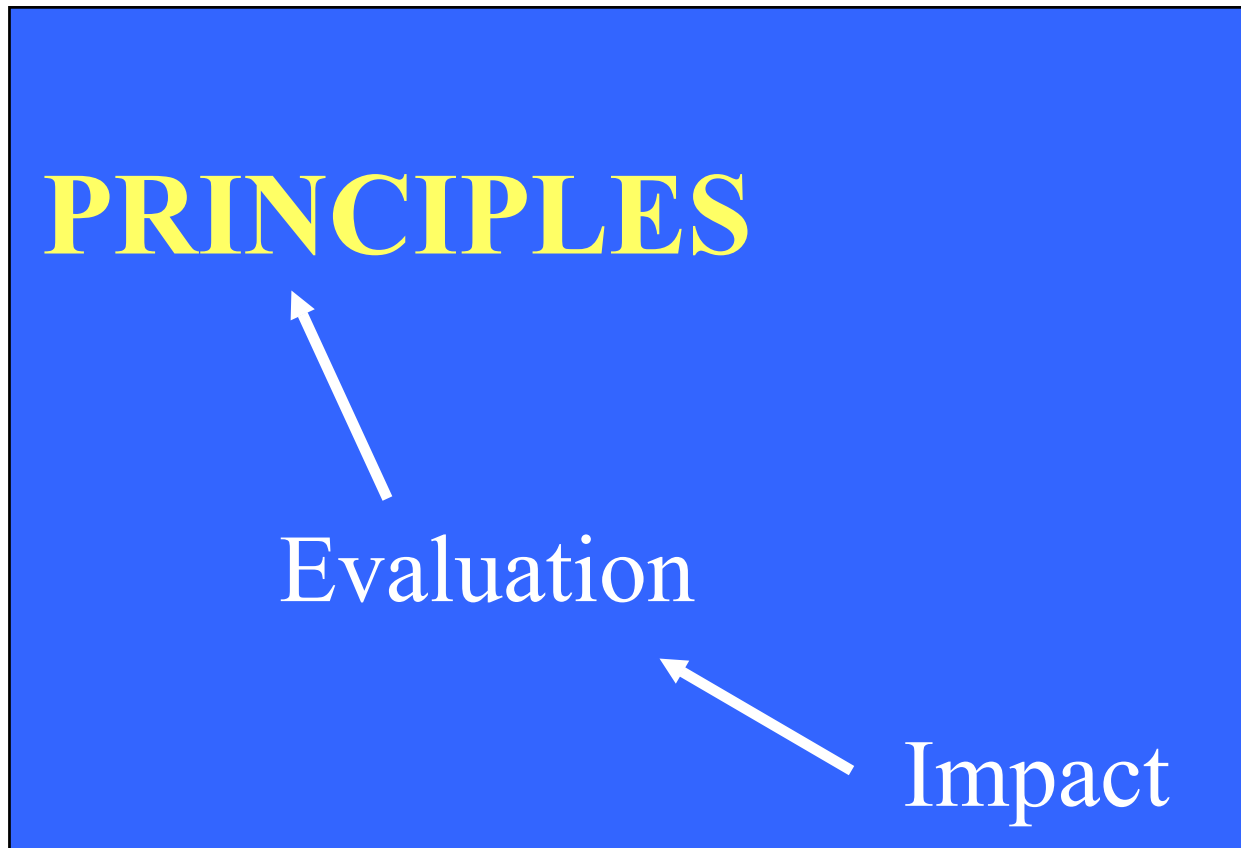
Knowledge Transfer - 1



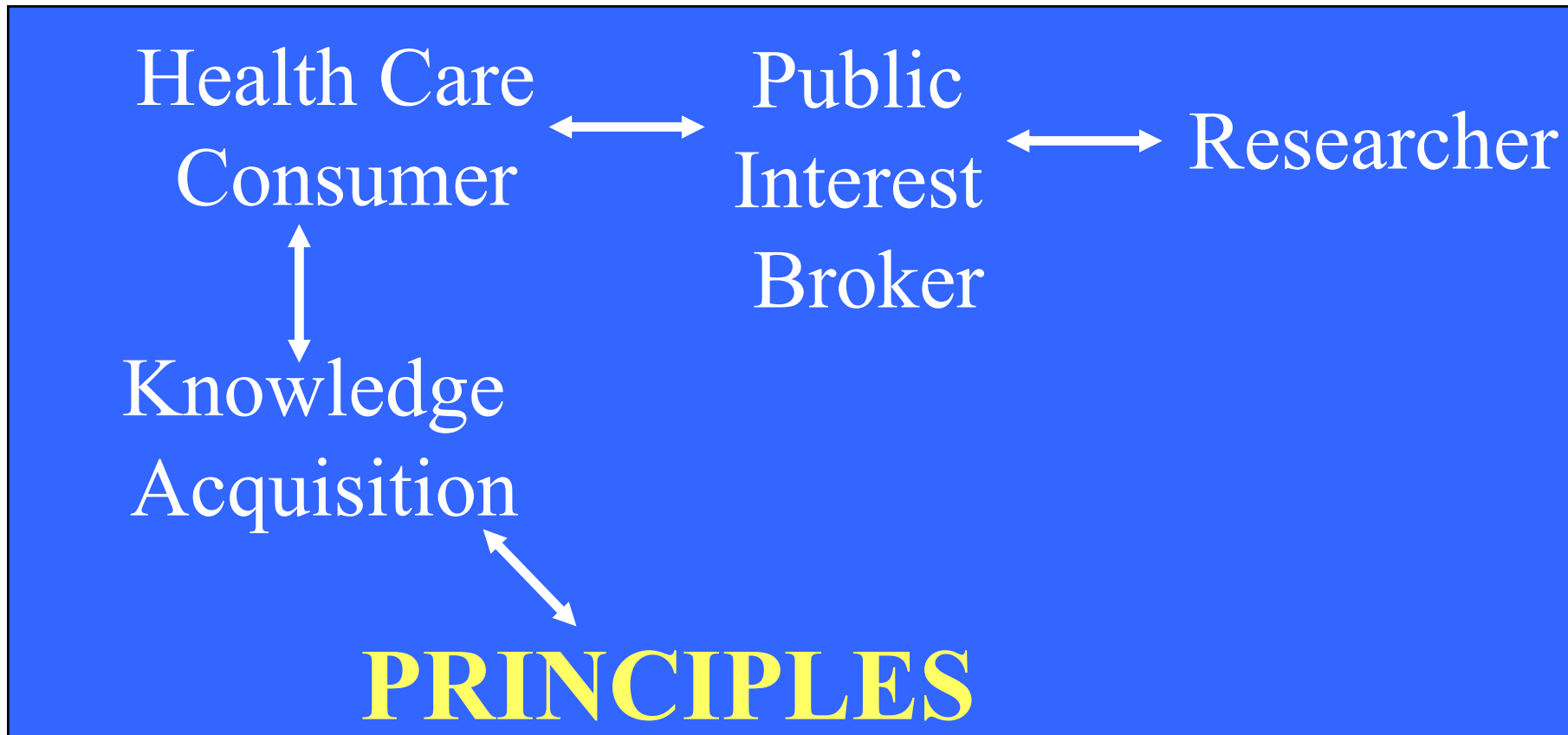
Knowledge Transfer - 2



Knowledge Transfer - 3



Knowledge Transfer - 4



The Process of Change

◆ Social Marketing

- creating a receptive environment for change
 - » simple, positive messages
 - » education component
 - » associated with doable actions



Knowledge, Attitudes, Behaviour

- ◆ Changing knowledge does not necessarily change behaviour
- ◆ Need strategies to build receptivity
- ◆ Need appropriate services in place
- ◆ Need policies that create the necessary environment for change

Preventing / Reducing Childhood Aggression

- ◆ Knowledge translation and social marketing strategies must focus on:
 - the child
 - the family
 - the community
 - society





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