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

Colloque Intervenir tôt pour prévenir la violence
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
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Knowledge Transfer - 1

DATA

Data Synthesis

KNOWLEDGE

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Knowledge Transfer - 2

Knowledge
Conceptualization

Knowledge
Broker

Dissemination

Application
Knowledge Transfer - 3

PRINCIPLES

Evaluation

Impact
Knowledge Transfer - 4

PRINCIPLES

Health Care
Consumer
Knowledge
Acquisition

Public Interest
Broker

Researcher

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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

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Preventing / Reducing Childhood Aggression

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