



Creating Effective Child Fatality Review Presentations

For Prevention Impact

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Learning Outcomes

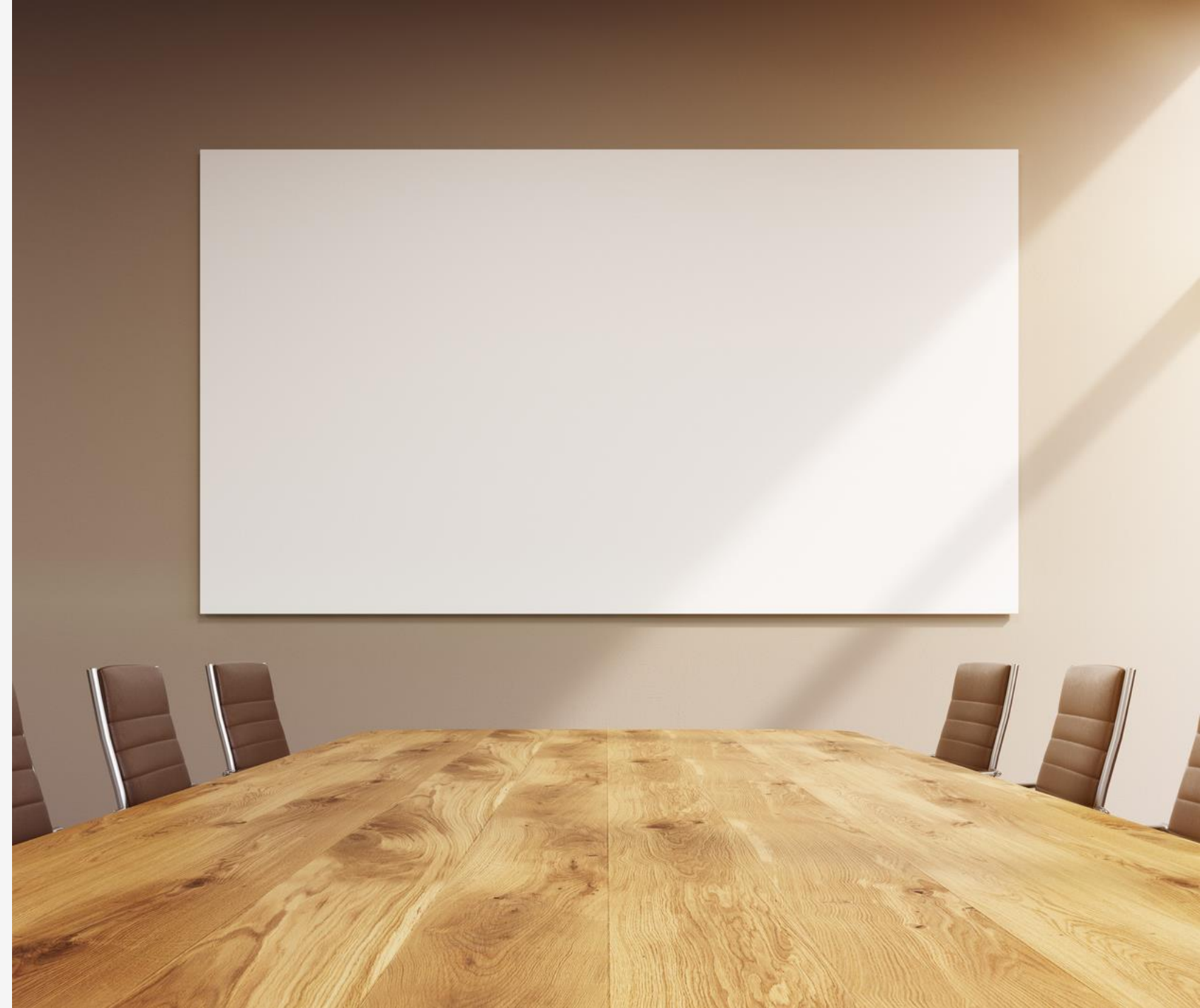


- **Define** the purpose and key components of an effective Child Fatality Review (CFR) presentation.
- **Identify** strategies for understanding and tailoring your message to diverse audiences.
- **Apply** principles of clear, concise, and compelling communication for complex data.
- **Develop** techniques for visualizing data and creating impactful slides.
- **Master** strategies for engaging delivery and handling difficult questions.
- **Understand** how to ensure your presentation leads to actionable outcomes and prevention impact.
- **Recognize** the importance of balancing sensitivity with urgency in presenting tragic cases.



Unspoken Value of CFR

- Beyond the Report
- The Power of Communication
- Our Responsibility
- Public Health Imperative
- Ethical Obligation



Why CFR Presentations Matter

- From Analysis to Action
- Influencing Decision-Makers
- Engaging Practitioners
- Educating the Public
- Building Consensus & Collaboration
- Ensuring Accountability



Defining Your Purpose:

Your Presentation's North Star

★ Beyond Facts:

Your goal is not just to report what happened.

★ Inspire Action:

You want the audience to do something.

★ The Core Question:

What single message do you want the audience to remember and act upon?

★ Is it to...

Inform and educate?
Persuade and influence policy?
Secure resources?
Drive a specific program change?
Foster interagency collaboration on a new initiative?

The "So What?" Factor:

Your Audience's Lens

- **Critical Question:** Every piece of information must answer, 'Why does this matter to me?'
- **Audience Perspective**
- **Implications for Audience**
- **Benefit-Oriented**
- **Example:**
 - *Finding:*
 - "X% of child deaths involved prior contacts with Agency A for neglect."
 - *"So What?" for Agency A:*
 - "This finding highlights critical opportunities for Agency A to refine its screening protocols, potentially reducing future caseloads and preventing child fatalities."



Understanding Your Audience

Stakeholder Deep Dive

- Policymakers/Legislators
- Agency Leadership (DCS, Police, Health)
- Frontline Practitioners (Social Workers, Officers, Nurses)
- Community Groups/Public



Activity: Audience Analysis & Message Tailoring

Scenario: Your CFR review found that a significant number of infant deaths from 'unexplained' causes actually had consistent risk factors related to maternal mental health issues and lack of prenatal engagement with health services.

- Reflection:
 - How would you tailor your opening 'hook' and key recommendations for a presentation to:
 - Senior Health Department Officials? (Focus on policy, funding)
 - Community Maternal & Child Health Nurses? (Focus on practice, tools)
 - What different data points or case examples would you emphasize for each?



Structuring Your Presentation:

The Prevention Narrative Arc

- Compelling Opening (Hook)
- Context & Scope
- Key Findings
- Analysis & Interpretation
- Recommendations
- Call to Action & Next Steps
- Powerful Closing



Hooking Your Audience

- Impact Statement
- Anonymized Case Vignette:
- Direct Question
- Relevance to Audience (ASAP Connection)
- Avoid Generalizations, Drawn Out/Verbatim Commentary



Setting the Stage for the Review

- Review Purpose (Briefly)
- Scope of This Review
- Methodology (Abbreviated)
- Why This Review?
- Keep it Concise



Presenting Key Findings

- Prioritize
- Start with Most Impactful Info.
- Clear, Concise Statements
- Support with Data
- Avoid Overwhelm
- Visual Reinforcement



Analysis & Interpretation

- Connect the Dots
- Root Cause Analysis (CFR Context)
- Avoid Blame
- Identify Themes



Crafting Your Message

- KISS Principle
- Jargon-Free
- One Core Message Per Slide/Section
- Active Voice & Strong Verbs
- Concise Bullet Points



The Power of Storytelling

- **Purpose:** Create connection, enhance understanding, make findings memorable.
- **Not Sensationalism**
- **Key Elements:**
 - Brief Context: Age, general family situation (de-identified).
 - Key Events/Agency Contacts
 - The Systemic Gap
 - Link to Finding
- **Less is More**
- **Practice Delivery**



Ethical Considerations: Respect, Privacy, & Impact

- Do No Harm
- Strict De-identification
- Focus on Systems, Not Individuals
- Consent (If Applicable)
- Review Process
- Impact vs. Exposure



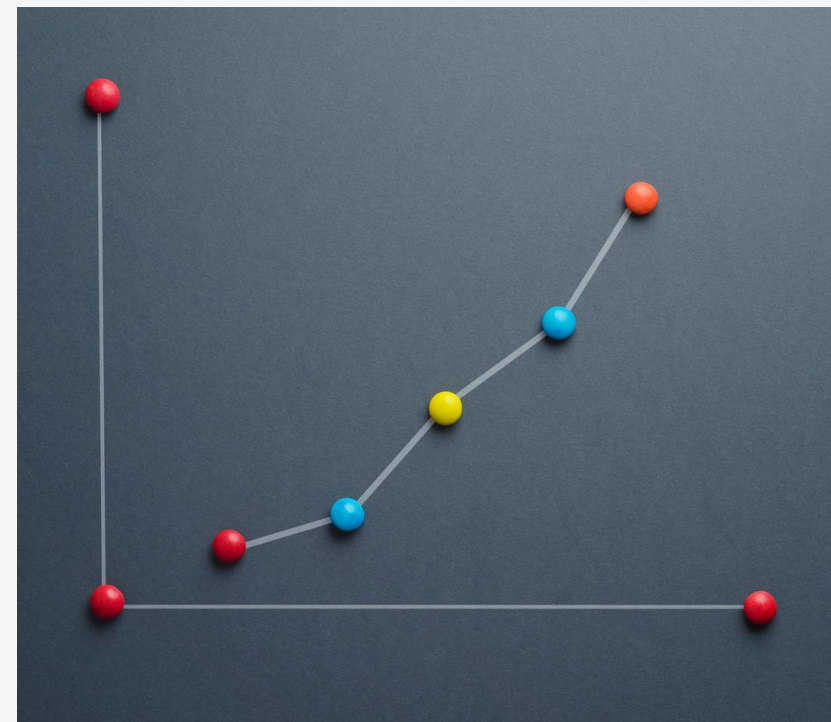
Visualizing Data: Principles of Effective Design

- Clarity
- Accuracy
- Simplicity
- Consistency
- Audience-Appropriate
- Takeaways
- Minimalist Design



Choosing the Right Chart for Your Message

- Bar Charts
- Line Graphs
- Pie Charts (Use with Caution)
- Stacked Bar Charts
- Maps



Practical Tips for Impactful Slide Design

- Minimal Text
- High Contrast
- Readable Fonts
- Consistent Layout
- Strategic Use of Color
- White Space
- Image/Icon Use (Carefully)
- Page Numbers



Delivery Skills: Beyond the Voice - Body Language & Presence

- Open Body Language
- Confident Posture
- Purposeful Gestures
- Movement
- Eye Contact
- Facial Expressions
- Dress Professionally
- Conveying Calm



Delivery Skills: Voice & Tone for Impact

- **Clarity & Articulation**
- **Vocal Variety:**
 - Pitch
 - Pace
 - Volume
- **Strategic Pauses**
- **Empathetic Tone**
- **Avoid Fillers**
- **Project Confidence**



Engaging Your Audience: Beyond Speaking

- Open with a Question
- Interactive Activities
- Polls/Surveys
- Encourage Questions
- "Parking Lot"
- Breakout Discussions
- Seek Feedback
- Active Listening



Difficult Questions & Pushback

- **De-escalation Techniques:**
 - Active Listening
 - Empathy
 - "I" Statements
- **Reframing**
- **"Bridge" Technique**
- **Group Responsibility**
- **Offer Follow-Up**
- **Stay Grounded in Data**



Maintaining Sensitivity & Professionalism: Continuous Awareness

- Trauma-Informed Language
- Respect for the Deceased & Families
- Self-Care for Presenters
- Anticipate Audience Distress
- Adherence to Confidentiality
- Focus on the Future
- Review Scripts/Content



Interactive Activity: Responding to Difficult Questions

Scenario: You've presented findings on systemic failures leading to inadequate supervision. An audience member (e.g., a frustrated frontline manager) asks: "So, are you saying our social workers aren't doing their jobs? We're already stretched thin!"

- Reflection:
 - How would you respond to this question, applying the strategies discussed (reiterate systems focus, acknowledge, reframe, bridge)?
 - What would be your immediate goal in this interaction?



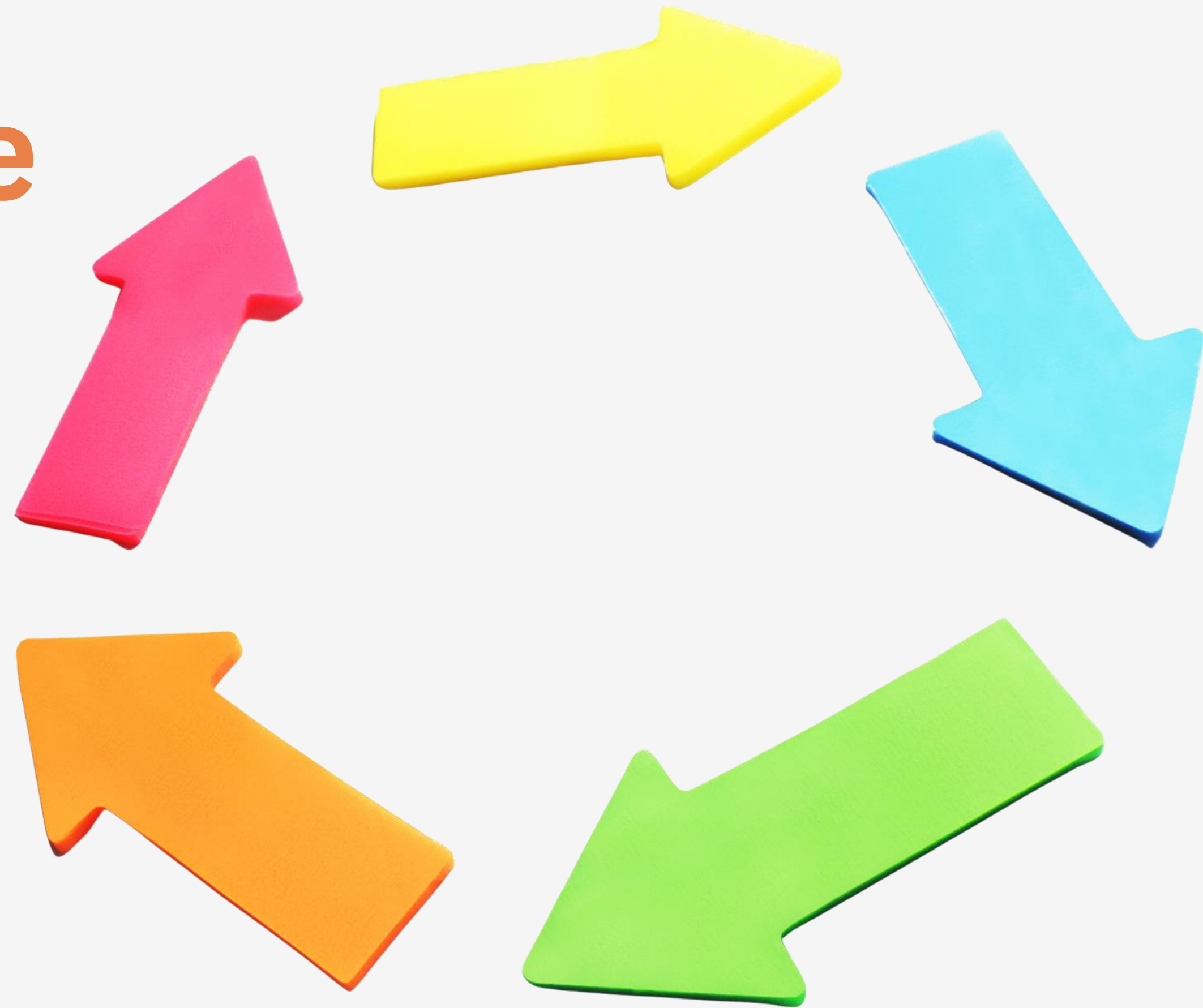
Ensuring Actionable Outcomes: The Follow-Through

- Clear Ownership
- Timelines & Milestones
- Reporting Mechanism
- Dedicated Resources
- Public Accountability
- Continuous Monitoring
- Advocacy & Persistence



CFR to Prevention: The Impact Cycle

- CFR Review -->
- Findings & Analysis -->
- Impactful Presentation -->
- Recommendations -->
- Implementation -->
- Prevention Impact -->
- New CFR Reviews
(Continuous Learning)



Key Takeaways

- Purpose is Prevention
- Audience is Key
- Narrative Arc
- "So What?" Factor
- Clarity & Conciseness
- Visual Impact
- Storytelling
- Actionable Recommendations
- Engaging Delivery
- Sensitivity & Ethics
- Follow-Through



Resources for Further Learning

- **National Center for Fatality Review & Prevention (NCFRP):** <https://ncfrp.org/resource/improving-child-abuse-and-neglect-fatality-reviews/>
- **National Institutes of Health (NIH):** <https://pmc.ncbi.nlm.nih.gov/articles/PMC8638955/>
- **Agency for Healthcare Research & Quality (AHRQ):** <https://www.ahrq.gov/ncepcr/tools/public-reporting/guide1.html>





Thank You So much!

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