



# CALIFORNIA ESSENTIALS FOR CHILDHOOD INITIATIVE

## What is the California Essentials for Childhood (EfC) Initiative?

The EfC Initiative is a coalition led in partnership by the California Department of Public Health, Injury and Violence Prevention Branch (CDPH/IVPB) and the California Department of Social Services, Office of Child Abuse Prevention (CDSS/OCAP).

The EfC Initiative:

- Seeks to address child maltreatment as a public health issue
- Aims to raise awareness and commitment to promoting safe, stable, nurturing relationships, and environments (SSNR&E)
- Creates the context for healthy children and families through social norms change, programs, and policies
- Utilizes data to inform actions

The EfC Initiative recognizes that child maltreatment is preventable and utilizes a primary prevention approach, working upstream to address underlying causes to prevent child abuse and neglect from occurring in the first place.

## Mission



To support and participate in mutually reinforcing activities and strategies across multiple agencies and stakeholders that optimize the health and well-being of all children in California.

## Vision

All California children, youth, and families thrive in safe, stable, nurturing relationships, and communities where they live, work, and play.

## Primary Focus Areas

- Social norms change
- Strengthening economic supports

## Funding

The EfC Initiative is funded under a competitive cooperative agreement awarded by the Centers for Disease Control and Prevention (CDC). This project is in its second cycle of five-year funding.

# How does the Essentials for Childhood (EfC) Initiative work?

The EfC Initiative is comprised of a coalition body and four subcommittees:

## Coalition Body

Identifies issues, names potential solutions, and shares their professional experience and perspectives.



## Data Subcommittee

Develops data-related policy, guidance, and projects and assists EfC Initiative subcommittees and coalition with being data-informed.

## Equity Subcommittee

Undertakes activities which focus on building the EfC Initiative's capacity to practice equity in every group, stage, and action by embedding equity into all interventions and practices.



## Policy Subcommittee

Supports equitable policy, systems, and environmental (PSE) change by identifying and prioritizing key strategies, such as implementation of existing state policies that strengthen economic supports for families and children [e.g. Paid Family Leave and the California Earned Income Tax Credit (CalEITC)], educating on the need for PSE change, and developing educational materials.

## Trauma-Informed Practices Subcommittee

Develops resources that support and implement statewide and local efforts to adopt trauma-informed practices and approaches.



For additional information on the Essentials for Childhood Initiative, please contact us at

[ivpb@cdph.ca.gov](mailto:ivpb@cdph.ca.gov) or visit the [EfC Initiative website](#) at

[www.cdph.ca.gov/Programs/CCDPHP/DCDIC/SACB/Pages/EssentialsforChildhood.aspx](http://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/SACB/Pages/EssentialsforChildhood.aspx)