



EVERYTHING  
CHANGES WITH...

# SNAP<sup>®</sup>

STOP NOW AND PLAN



POWERED BY THE MINDS AT CHILD DEVELOPMENT INSTITUTE



“Without SNAP,  
I would not be  
the person  
I am today.”

– Robert, SNAP Boys participant









# THIS IS THE MOMENT



Throughout our lives, each of us experience moments of change — swing moments, moments when our path splits and we have to choose between one kind of life and another. Most of us try to be measured, balanced and consider the options carefully. We think things through.

## **BUT WHAT IF YOU COULDN'T? WHAT IF ALL YOU COULD DO WAS BARREL FORWARD?**

For the one in five children in this country struggling with a mental health disorder, this is too often the case; approximately 80% of these children are not able to access the help they need. The most common diagnosis among these children is Disruptive Behaviour Problems (e.g., aggression, rule-breaking, Conduct Disorder, Oppositional Defiant Disorder). These serious behavioural problems undermine a child's ability to make reasoned, informed decisions.

Disruptive Behaviour Problems (DBPs) segregate children from their peers, turning them into helpless victims of pure impulse, subjecting them — through no fault of their own — to extreme swings in emotion and temper. If left untreated, 75% of children suffering from these mental disorders are at serious risk of continuing down a path towards criminal behaviour.

Untreated, this can cost a child his or her whole future. The potential for at risk-children to become involved in the criminal justice system is significant. When taken collectively, the cost to their communities and to the nation as a whole is frightening.

## **BUT EVERYTHING CHANGES NOW.**

For more than 100 years, Child Development Institute (CDI) has been at the forefront of child mental health services, and is a pioneer in groundbreaking scientific research. Through a painstaking process of rigorous testing and research, CDI developed **SNAP** — Stop Now And Plan.

**SNAP** is a proven technique to help children make better choices and overcome the socio-emotional challenges that come with DBPs.

**SNAP** was launched in 1985 in partnership with the Ontario Ministry of Children and Youth Services and the Toronto Police Service. More than three decades later, **SNAP** has proven to be the single most effective means of improving the mental health of at-risk children and reducing childhood conduct problems including criminality.

This, in turn, has led to a reduction in family and parenting dysfunction, substance abuse and related mental health issues.

**SNAP** programs have been implemented in more than 100 sites worldwide. CDI is now rolling out a national expansion, aimed at bringing **SNAP** to as many children and families as possible, forever changing the lives of at-risk children from coast to coast.

## **LET US SHOW YOU HOW.**





“I used to always lose my temper and fight with people, but when I came here I learned I didn’t have to get into fights, I could just use **SNAP**.”

– Kayla, **SNAP** Girls participant



“Vandalism, starting fires,  
fights: I didn’t really care  
what I was doing.”

— Bobby, **SNAP** Boys participant





# BIG PROBLEMS

20%

PERCENTAGE OF CANADIAN CHILDREN WITH MENTAL HEALTH ISSUES.

100,000

ESTIMATED NUMBER OF CHILDREN BETWEEN AGES 6 TO 11 IN CANADA WITH CONDUCT DISORDER.

This can have far-reaching and debilitating effects on their futures, and on society as a whole.

60%

PERCENTAGE OF INCARCERATED MALES WITH A HISTORY OF CHILDHOOD CONDUCT PROBLEMS.

The most serious juvenile offenders in the 15-and-up range most likely entered the system before the age of 12.

\$1.5 – \$6.5  
MILLION

ESTIMATED FUTURE COSTS (TO THE AGE OF 21) TO SOCIETY FOR A CAREER CRIMINAL IF NO EARLY INTERVENTION TAKES PLACE.

7 YEARS

WARNING (BETWEEN AGES 7 TO 14) BEFORE A TROUBLED CHILD MAY BECOME A SERIOUS OFFENDER ACCORDING TO RESEARCHERS.

This is our best chance to change the life course of these at-risk children.

BUT THE NUMBERS DON'T REVEAL THE PERSONAL COSTS OF CONDUCT DISORDERS — IN SELF-ESTEEM, SCHOOL PERFORMANCE, ACCEPTANCE BY PEERS, AND IN SOME CASES, PHYSICAL SUFFERING, INJURY, AND DEATH — PAID BY CHILDREN, YOUTH, THEIR FAMILIES AND ULTIMATELY BY SOCIETY.

# BIG SOLUTIONS

Stop Now And Plan is a proven, evidence-based, cognitive behavioural program that teaches children, and their parents, how to make better choices “in the moment.” SNAP creates positive change, giving children and parents the power to think differently by teaching emotion regulation, self-control, realistic thinking and problem-solving skills.

Researchers have found that self-regulation is a learned skill. For children with disruptive behaviour or other mental health issues, learning self-regulation is incredibly difficult. **SNAP** is an evidence-based strategy for reducing and coping with impulses — it helps children think before they act, while learning more appropriate ways to calm themselves when upset or frustrated.

**SNAP** is also gender-sensitive because girls think, learn and cope with life experiences differently than boys. **SNAP** takes this into account in order to work with the specific needs of individual children.

**33%**  
**THE REDUCTION**  
**OF CRIME AFTER SNAP PROGRAM**

**\$147,423**  
**TOTAL SAVINGS PER BOY**

**75% vs 68%**  
**CHILDREN WHO WILL RE-OFFEND WITHOUT**  
**INTERVENTION VS. CHILDREN WHO WILL**  
**NOT HAVE A CRIMINAL RECORD**  
**BY AGE 19 BECAUSE OF SNAP**

**234**  
**CRIMES SAVED**  
**PER 100 BOYS IN SNAP PROGRAM**

**\$4,000**  
**APPROXIMATE COST FOR A CHILD**  
**AND HIS OR HER FAMILY TO**  
**PARTICIPATE IN SNAP**

**92% AND 95%**  
**BOYS AND GIRLS WHO HAVE NO**  
**CRIMINAL OFFENCES**  
**AFTER SNAP AT AGE 15**

**\$17 – \$32**  
**BENEFIT TO COST RATIO**



“We all shared one thing and that was **SNAP** and trying to get help for ourselves.”

— Che, **SNAP** Boys participant, SNAP Graduate, SNAP Youth Leader and SNAP Trainer-Consultant today



# SNAP PROGRAMS CONSIST OF TWO MAJOR TREATMENT PHASES

## PHASE 1

- When a child is enrolled in a SNAP program, a detailed assessment is conducted in consultation with parents, teachers and the child to understand his/her social and behavioural issues, environment, school life, family life and interests. This assessment directs SNAP services across multiple settings such as home, school and community.
- For 1.5 hours per week for 13 weeks, children attend a **SNAP** Boys or Girls group. Working with other children and trained clinicians, they engage in interactive discussions, role-plays and observations, learning how to use the **SNAP** strategy and identify “thinking errors.” From there, they are taught simple, practical techniques to control impulses and interact more positively with others while developing healthier relationships.

- In tandem, parents of **SNAP** children go to their own weekly sessions, where they practice similar techniques and learn how to implement routines, coordinate home and school lives, have more positive relationships with their children, and learn how to better monitor and parent their children using effective parent management strategies.

## PHASE 2

- This includes any additional treatment the child and his/her family may need. It is highly fluid and tailored to the individual needs and risks of the particular child and their family. Lasting anywhere from an additional six months to several years if required, Phase 2 treatment can include individual counselling, family counselling, school support and becoming a **SNAP** Youth Leader.





**“SNAP...[is] the best available ‘state-of-the-art’ evidence-based program for problematic children aged 6 – 11. It should be more widely used, funded, evaluated and developed.”**

– Dr. David Farrington, OBE, Cambridge University, United Kingdom, 2011

## FROM EVIDENCE, TO RESEARCH, TO RESULTS.

**Child Development Institute is committed to effective, long-term solutions grounded in the most rigorous scientific research. Our SNAP programs have undergone years of intensive study, trial and revision to ensure the services we provide are not only sustainable and scalable, but truly work. We are not in the business of flash-in-the-pan solutions. We are committed to creating programs that can change children’s and families’ lives — forever.**

**SNAP** is the manifestation of this commitment. It is the product of over 30 years of research in classrooms and community-based settings.

Our research uses a variety of standardized measures from many sources across the field of child psychology, criminology and development and is based on five core theoretical orientations: attachment; cognitive-behavioural; systems; feminist and social interaction learning.

These all combine to make **SNAP** the single most effective method of treatment for children with Disruptive Behaviour Problems.

**AND IT WORKS.**



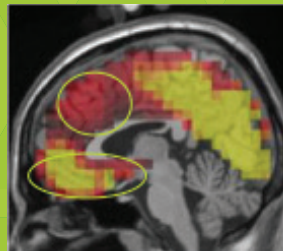


“When children come in for treatment, we are seeing the ventral region of their brain lighting up like crazy. There is a lot of activation here. After three months of treatment, we see less activation for the kids who improve with treatment. Kids are learning to control their impulses and to regulate their emotions.”

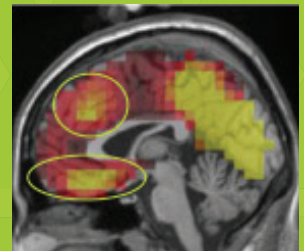
– Professor Marc Lewis, Department of Human Development and Applied Psychology, University of Toronto

A clinical test conducted jointly by the University of Toronto and Hospital for Sick Children involved brain scans of young boys in the SNAP Boys program. The results were nothing short of astonishing, showing a discernable change in brain activity during and after treatment.

PRE-SNAP GROUPS



POST-SNAP GROUPS



## BUT DON'T TAKE OUR WORD FOR IT

“I just left a meeting where the school board said SNAP was the best thing they'd ever done!”

– Retired Detective Constable Nadine Wallace, Niagara Police Service

**SNAP** has achieved the highest levels of recognition from independent reviewers who rate evidence-based programs. Public Safety Canada's National Crime Prevention Centre, Public Health Agency of Canada, U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention, U.S. National Gang Centre, U.S. White House's Helping America's Youth, and Crime Solutions have all given **SNAP** their highest designations of effectiveness.

Our research partners include respected institutions all over the world — the University of Pittsburgh Medical Center, Cambridge University, Hospital for Sick Children, Offord Centre for Child Studies, University of Toronto, Maastricht University (Netherlands) and many more.

In 2012, **SNAP** was awarded the Prime Minister's Volunteer Award for Social Innovation in recognition of the national and international success of the program.

“I knew I had two options: keep being a bully and fighting and probably end up in jail, or find a new way of life. **SNAP** helped me learn how to control my anger and got me on the path I’m on today.”

– Shemar, **SNAP** Boys program participant and SNAP Youth Leader

**After a long history of suspensions and problems at school, Shemar entered the SNAP program in 2009, where he learned to use SNAP to control his anger.**

“I was always mad, threw temper tantrums to get what I wanted, and wouldn’t cooperate with anyone,” says Shemar.

Now, as a young teenager, Shemar is on a positive path. He attends weekly **SNAP** Youth Leadership Services sessions, and has been trained as a peer mentor in the **SNAP** Boys treatment group.

He is also excelling at school — he is the class representative on the student council, and he recently ran for Area Representative for Super Council, the student council which represents all Toronto District School Board student councils. Although it might seem that Shemar is headed for a career in politics, he has loftier goals:

“I’m looking forward to beating Wilt Chamberlain’s 100-point game record.”







Over the last few years, Jalayna has participated in various components of the SNAP Girls program, including SNAP groups, Girls Growing up Healthy (a mother-daughter group), family and individual counselling and the SNAP Youth Leadership program.

“SNAP has had a huge impact on my life,” she says. Through the SNAP Youth Leadership program, Jalayna has had the opportunity to develop and strengthen her leadership skills — an area in which she clearly excels.

“I’m very proud that I can help people and be a strong leader and role model for others,” Jalayna says. “It’s also nice to be appreciated for doing a good job. Sometimes I don’t get that at school or home and it’s nice to know that I’m being helpful here. I don’t think I would feel proud of myself if I didn’t come here.”

SNAP has also helped Jalayna gain a feeling of independence, and that’s what excites her most about the future.

“I really like feeling independent, having a job and doing well in school.”

Jalayna hopes to pursue more volunteer work opportunities and stay involved with CDI as a leader.

“Before I came here, I was super angry, passive aggressive and sad. **SNAP** helped me learn how to deal with my problems and be more independent.”

– Jalayna, SNAP Girls program participant and SNAP Youth Leader

“I buried some friends I was walking down the same dark path with, and without **SNAP**, I would have been buried right beside them a long time ago.”

– Bobby, former **SNAP** Boys program participant and first **SNAP** Youth Leader



“You know how some kids get trophies for something and they’re proud of them? Well, not being violent was like a trophy to me, and it made me feel just as proud.”

Bobby remembers how quickly he spun out of control when he was a six-year-old student in Toronto. Life had been tough for Bobby, who traces his Ojibway roots to Northern Ontario. Raised by a single father who worked hard and drank hard, Bobby saw his mother only occasionally. At elementary school one day, Bobby decided he’d “had enough” of a boy who taunted and punched him. “So I asked the teacher for a new pencil, sharpened it, then I quietly walked up to the bully and stabbed him in one fast shot in the shoulder.” After a confrontation with a principal, he ran through a steel-frame door knocking it off its hinges.

Bobby was enrolled into a **SNAP** program. Resistant at first, he slowly felt the staff’s patient, positive reinforcement pay off. “I began to open up.”

Participation in **SNAP** had an indelible effect on Bobby. “**SNAP** was reinforced all the time... at the SNAP camp (Camp Wimodausis), we were allowed to just be kids for eight hours, and I can’t tell you how much that meant to me.”

Today Bobby is a husband and father of three children living in Red Deer. He actively promotes the value of the SNAP program in Aboriginal communities.

# EVERYTHING CHANGES NOW

**We've done the hard work — conducted over 30 years of research and development, and successfully launched the program in Toronto and many other locations. We have produced a program that is community-based, sustainable and scalable.**

Now, we want to take **Stop Now And Plan** to the thousands of children in communities across the country whose needs have not been met in their local communities. But to do this,

## **WE NEED YOUR HELP.**

In partnership with the highly regarded LEAP: The Centre for Social Impact (incubated by The Pecaut Centre), we have launched a \$12 million campaign to make Canada the best place in the world to treat children with serious disruptive behaviour problems. With your help, we can reduce the devastating personal, social, community and financial costs that untreated problems incur year after year.



## OUR PLAN

### **With your help, we will:**

- Bring **SNAP** to 120 new sites nationwide, reaching 20,000 children over the next five years through our core program;
- Serve an additional 150,000 children who will be introduced to **SNAP** concepts and techniques through their schools;
- Ensure **SNAP** is the national gold standard of treatment;
- Maintain a rigorous standard of care as we expand, while training new clinicians and front-line staff to ensure that our significant results are consistent across the country; and
- Maintain our excellence in ensuring we are delivering the best possible **SNAP** services through continued research, evaluation, fidelity audits and dissemination activities.

Your investment will support this growth, and help provide at-risk children with the tools they need to succeed in life and become responsible and committed members of their communities.

**THIS IS THE MOMENT. EVERYTHING CHANGES NOW.**



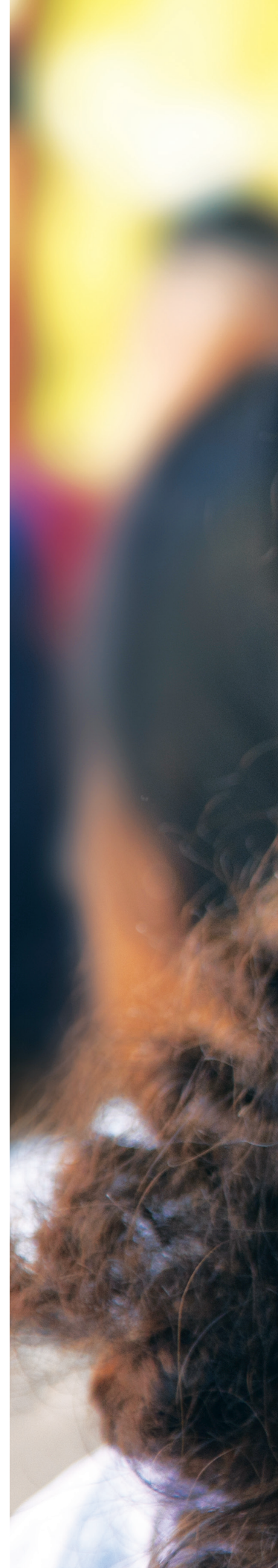
# MOMENTS OF CHANGE...

**This is one of them. With your help, we can end the cycle of dysfunction, mental illness and criminality in children affected by behavioural problems. We can improve the well-being of children and help them grow into healthy, happy, intelligent, contributing members of society. We can draw families closer; we can make our communities stronger and safer.**

## **WE CAN CHANGE EVERYTHING.**

Over 30 years of research and experience have proven that what we do works. We see the passion that helping children and their families inspires in our staff, clinicians and volunteers. We see the joy on the faces of children and parents. Now, we need you to do your part.

We believe that everyone has the power to change. **SNAP** ignites positive change. We inspire people to think differently about the potential that lies within everyday choices. Because the choices we make today have the power to shape our world tomorrow. The strongest investment you can make is in Canada's most vulnerable children, their families and their communities.







**WE CAN CHANGE  
EVERYTHING**



# AWARDS & ACHIEVEMENTS

2004

SNAP is awarded the inaugural Outstanding Achievement Research and Evaluation Award from the **Child Welfare League of Canada**, recognizing a Canadian individual, group or organization that performs and produces outstanding research and/or evaluation reports that contribute to improved outcomes for children and families.



2006

SNAP receives the highest rating for evidence-based programs by the **U.S. Office of Juvenile Justice and Delinquency Prevention** and the highest possible designation (Level 1) from the **U.S. White House's Helping America's Youth Initiative**.



2007

SNAP is highlighted in the **Roots of Violence Report** as a crime prevention and intervention model for children under age 12 in conflict with the law.



2008

SNAP is selected by **Public Safety Canada's** National Crime Prevention Centre as a model crime prevention program to be replicated across Canada.





**2011**

**Public Health Agency of Canada** selects **SNAP** as a Canadian Violence Prevention Best Practice.



**2012**

**SNAP** Under 12 Outreach Project (SNAP Boys) is endorsed by the U.S. Office of Justice Programs (OJP) and added to their **Crime Solutions** effort as an Effective Program.

**SNAP** is awarded the **Prime Minister's Volunteer Award for Social Innovation** for its work in the children's mental health field.

CDI's Director of Scientific & Program Development, Dr. Leena Augimeri, is awarded the **Elizabeth Manson Award for Community Service in Children's Mental Health** in recognition of her exemplary contribution to the promotion of children's mental health.



**2013**

**SNAP** is selected by **LEAP: The Centre for Social Impact (incubated by The Pecaut Centre)** as its inaugural social innovation to scale up across Canada as part of a venture philanthropy partnership that includes **Boston Consulting Group, Cossette, Ernst & Young, McCarthy Tetrault** and **Offord Group**.



**2014**

The largest **SNAP** third party external randomized controlled trial (the gold standard in research design) is published in **Society for Prevention Research** (Burke & Loeber, 2014).



**2015**

**SNAP** is the proud recipient of the **Ruth Atkinson Hindmarsh Award** for excellence in children and youth services.

The Ontario Ministry of Children and Youth Services (MCYS) endorses **SNAP** as a key component (Middle Years Strategy) of the enhanced **Youth Action Plan**.

The **SNAP** Benefit Cost Analysis (BCA) is published in **Journal of Quantitative Criminology** (Farrington & Koegl, 2015).



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