



California Essentials for Childhood Initiative Newsletter

Vision: All California children, youth, and their families thrive in safe, stable, nurturing relationships and environments

January 2016

Vol 2, #1

Raising of America Upcoming Broadcasts and Screening Events

Public Television Broadcasts

- KQED – San Francisco Bay Area
 - Monday, January 18th, 11:00 pm (9)
 - Saturday, January 23rd, 2:00 pm (World)
- KVIE HD 6.1 - Sacramento
 - Sunday, January 17th, 7:00 pm
 - Tuesday, January 19th, 11:00 pm
 - Wednesday, January 20th, 3:00 am
- KRCB 22 North Bay Public Media
 - Monday, January 25th, 9:00 pm

Screening Events

- January 13th– SF Showing of "Are We Crazy About Our Kids?"

Federal Reserve Bank of San Francisco, San Francisco, CA

5:30 – 7:00 pm

*Screening followed by panel and reception

[RSVP](#)

- January 20th – Trinity County Office of Education – The Raising of America Signature Hour

Weaverville Elementary School 31020 CA-3, Weaverville, CA

5 :00-6 :30 pm

[Contact](#)



San Luis Obispo Showings of "Are We Crazy About Our Kids ?"

In October and November of 2015, the Center for Family Strengthening, First 5 San Luis Obispo County, and San Luis Obispo County Libraries co-hosted 5 screenings of the Raising of America episode "Are We Crazy About Our Kids". The audience consisted of 112 community members and diverse professionals, representing Nipomo, Los Osos, Atascadero, Paso Robles and San Luis Obispo communities. San Luis Obispo is proud to report that 4 out of the 5 Board of Supervisors and County Office of Education Superintendent actively participated. San Luis Obispo found that the first round of screenings with the library system was very successful. The libraries were thrilled to be seen as a community partner and resource for this conversation.

Examples of actions taken by the attendees of the screenings:

1. San Luis Coastal USD Adult School Director wrote an email to the Superintendent, District Staff, Principals and Board of Education and advocated that they view the free online screening.
2. Center for Family Strengthening Executive Director responded to an article about the Central Coast Economic Forecast Conference and advocated that children and family policies be a community priority along with water, affordable housing and road maintenance.
3. On December 8, 2015, First 5 SLO County was on the Board of Supervisors agenda to give a brief update on the community's work in early childhood investments. This was a timely opportunity to share the overall importance of community support for our youngest children and their families. The Raising of America attendees were encouraged to come and engage the Board of Supervisors Chamber in united support for the message of investment in early childhood.
4. The First 5 San Luis Obispo County Executive Director organized a 2016 Funders Round Table around early childhood investments and family-focused policies.
5. Meeting with 35th District Katcho Achadjian regarding The Raising of America message on Friday January 8, 2016.

Raising of America Upcoming Broadcasts and Screening Events

- January 28th – UCSF Benioff Children's Hospital Oakland – "Once Upon a Time"

747 52nd St. Outpatient Conference Center Auditorium (OPC), Oakland, CA

6 :15 – 8 :30 pm

[Contact](#)

- February 3rd – UCSF Laurel Heights – The Raising of America Signature Hour

UCSF Laurel Heights, 3333 California Street, San Francisco, CA

12 :00 – 1 :30 pm

*RSVP required – send email to contact link below to confirm attendance

[Contact](#)

To visit The Raising of America website, please [click here](#)

How childhood trauma appears in the news

by: Leeza Arbatman and Alysha Aziz, Berkeley Media Studies Group (<http://bmsg.org/>)

As has been well documented, adverse childhood experiences (ACEs) contribute to many of our biggest health and social challenges. If we want to build a healthier and safer society, we need the public and policy makers to better understand and address ACEs. To help inform our state and local efforts, the Berkeley Media Studies Group research team is conducting news analyses to understand how ACEs are being talked about in the news. They have found that while coverage of ACEs is growing, it is still minimal. Health care professionals are typically called on to speak about the issue — usually because of an initiative designed to raise awareness about childhood trauma. Otherwise, there is a lack of coverage.

Expanding coverage of ACEs from health stories to other sectors could help the public understand how all sectors can address and prevent trauma. BMSG suggests that by teasing out how education and business sectors influence ACEs, the responsibility of dealing with trauma would shift from the health sector to all members of society. In education, articles abound with overarching themes that directly relate to ACEs, but the connection to trauma is seldom made explicit. Education writers could make the link between ACEs and opportunities for low-income and minority students, academic achievement, community violence, sexual abuse and poverty. In business stories, mention of ACEs is even more rare, but there are plenty of opportunities to change this. For example, reporters could demonstrate how an economically sound society could play a role in preventing ACEs. To improve coverage, journalists need to be equipped to ask the questions that will get them a complete story. Advocates can help journalists do this by connecting them with sources and data that can illuminate how all institutions play a role in childhood trauma prevention.



For a link to the initial research and recommendations by Berkeley Media Studies Group, please click here: <http://www.bmsg.org/resources/publications/talking-about-trauma-findings-and-opportunities-analysis-news-coverage>. More research, including an analysis of social media, will be forthcoming in 2016! For more information about Adverse Childhood Experiences (ACEs), please visit <http://acestoohigh.com/>.

If you are interested in staying abreast of how public health issues such as childhood trauma appear in the news, be sure to sign up for BMSG's daily news monitoring at <http://bit.ly/bmsg-news-digests>.

Contact Information

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**California Essentials for
Childhood webpage**

