



Child Abuse Prevention Month Activities

April is National Child Abuse Prevention (CAP) Month. The Office of Child Abuse Prevention (OCAP) CAP Month initiative, Community in Unity, is raising awareness about the lasting effects child abuse and neglect. This issue impacts our children, families, and society as a whole and CAP Month highlights the ways that we can all work together to prevent child maltreatment. The Community In Unity message stresses the importance of our whole community working together to create safe, stable and nurturing relationships and environments that strengthen and provide support for families by promoting child well-being as a shared responsibility and value. OCAP is encouraging others to show support for children and families by wearing blue throughout April, taking photos and posting them to Facebook and Twitter with the hashtags #WearBlue4Kids and #Unite4kids to raise awareness on social media. OCAP will also be displaying a banner and creating a pinwheel garden display at the California State Capitol on April 20, 2017 from 9:00 a.m. to 4:30 p.m. Promotion materials for CAP Month include a toolkit, sample Facebook posts, sample Twitter posts, talking points, website/social media banners, profile image overlay, and posters and brochures individually addressing parents, policy makers and businesses.

Dr. Ken Epstein Speaks About Trauma-Informed Work

In recognition of Child Abuse Prevention Month, the California Departments of Public Health, Health Care Services and Social Services, and multiple community partners welcomed Dr. Kenneth Epstein to speak about his work highlighting trauma and resilience-informed practices. The event was also co-sponsored by the ACEs Connection Network, Kaiser Permanente, and UC Davis Medical Center. Dr. Epstein leads the San Francisco Department of Public Health's (SFDPH) Trauma-Informed Systems Initiative, which is transforming the whole organization's approach to its workforce and the clients they serve through a systematic process called "PREPPED for Change" that consists of seven components: planning, reflection, education, perspective, problem solving, equity, and deliberate strategic decisions. The initiative has the full backing of the SFDPH's leadership, including Director Barbara Garcia. Dr. Epstein described the first steps in moving from a trauma organized institution, towards a more healing organization. SFDPH has made multiple policy and practice changes and has provided Trauma 101 training to over 6,000 of its employees in public health, hospitals, and ambulatory care services.

Dr. Epstein's presentation was followed by a powerful dramatic monologue, a panel discussion, and reception. Alex Cuevas performed a monologue from the play "Trigger," a story about youth trauma. Mr. Cuevas' reenactment told the story of a Latino youth's struggle through the foster care system after the loss of his grandmother. The panel highlighted trauma-informed work that is happening at the community and organizational level. The first speaker, Rebekah Couch, Case Manager at Bishop Gallegos Maternity Home, provided her compelling personal and professional story of overcoming trauma through resilience. Dr. Brigid McCaw, Medical Director of the Family Violence Prevention Program for Kaiser Permanente Northern California Region, described Kaiser's institutional efforts to create a trauma-informed and healing approach to services for clients who had experienced intimate partner violence. Jane Stevens, Founder and Publisher of the ACEs Connection Network, provided a further example of institutional efforts to implement a trauma-informed approach. She reviewed the state of Wisconsin's recent year-long effort to develop a framework for trauma informed statewide efforts. The recording and slide deck will be posted to the California Essentials for Childhood webpage on the California Department of Public Health website.



Essentials Data Workgroup Hosts Several Webinars

The Essentials for Childhood Shared Data and Outcomes Workgroup has been working diligently to promote the new Childhood Adversity and Resilience data topic on Kidsdata.org. As a part of its outreach strategy, Essentials for Childhood partnered with the Lucile Packard Foundation for Children's Health to host a webinar on March 29, 2017, that discussed how to translate child adversity data into local community action. The webinar highlighted how to engage communities to address the root causes and effects of child adversity, and how to frame messaging effectively. The Essentials team hosted a similar webinar on April 19, 2017, for Strategies 2.0, training and technical assistance provider for the Office of Child Abuse Prevention.

The new Child Adversity and Resilience data topic was also selected as a semi-finalist project in the Let's Get Healthy California Innovation Challenge 2.0, and was presented at their conference on February 27, 2017.

Community Corner: Butte County Works to Address ACEs and Become Trauma-Informed

This community corner features the great work that is happening in Butte County to create baseline awareness about ACEs, in order to implement trauma-informed programs and policies. Butte County leaders became interested in addressing Adverse Childhood Experiences (ACEs) after learning about the high burden of ACEs in their community through the Center for Youth Wellness' Hidden Crisis report. The Hidden Crisis document uses the same data from the Behavioral Risk Factor Surveillance System that is now available on the [Child Adversity and Resilience](#) data topic.

The work in Butte began by identifying champions to rally around the issue of child adversity. These champions came together to form a collaborative that sought to educate county folks about ACEs by leveraging existing relationships. The ACEs data provided the frame to talk about trauma not only as a family issue but also as a social determinant, cross-sector, and county-level issue. Furthermore, the ACEs data made it easier to talk to various community members about why adversity matters and how everyone shares in the responsibility for improving the lives of children and families. When talking with various individuals, Butte leaders and champions presented their message about the burden of ACEs and then used it as a platform upon which to strengthen the argument and to ensure community buy-in. The idea was to first create awareness about ACEs in the community, and then to use this basic understanding of ACEs to identify and promote trauma-informed and resilience-based solutions.

The dedication of this collaborative has led to several ACEs and trauma-informed solutions:

- Several schools have adopted ACEs awareness resolutions;
- The First 5 Commission has also put ACEs into their strategic plan;
- Butte County Public Health Community Improvement Plan includes ACEs; and
- Butte County has created a trauma 101 training with a champion model.

Working to address child adversity is not an easy task, however the Butte County collaborative has been able to break down silos and begin the conversations needed to implement positive change in their community. For more information, please contact Anna Bauer, Program Manager at First 5 Butte County, at abauer@buttecounty.net.

Essentials Contacts:

Steve Wirtz

steve.wirtz@cdph.ca.gov

Dorith Hertz

dorith.hertz@cdph.ca.gov

Marissa Abbott

marissa.abbott@cdph.ca.gov

Angela Ponivas

angela.ponivas@dss.ca.gov

Alex Michaud

alexandria.michaud@dss.ca.gov

Maryam Saad

maryam.saad@dss.ca.gov

LaFatima Jones

lafatima.jones@dss.ca.gov

[CA Essentials Webpage](#)



L to R: Kenneth Epstein, Alex Cuevas, Neil Kohatsu, and panel (Connie Mitchell, Rebekah Couch, Brigid McCaw, and Jane Stevens) speak about trauma-informed work at "Prepped to Change: Towards Healing Organizations."