



Media Advocacy to Create Trauma-Informed Programs, Systems and Environments:

Communicating Child Adversity and Resilience Messages Workshop with Berkeley Media Studies Group (BMSG)



Berkeley Media Studies Group is partnering with ACEsConnection, the Essentials for Childhood Initiative from the California Department of Public Health, and the Lucile Packard Foundation for Children’s Health to deliver a daylong training to help local leaders craft and deliver effective messages on the importance of trauma-informed work. Participants will build communications skills to help describe ACEs science and make the case for why it must be incorporated into programs across a variety of sectors. The workshop will also help participants to use childhood adversity and resilience data from Kidsdata.org to communicate the burden of adversity in communities.

**Tuesday, May 16, 2017
9:00 am-3:30 pm**

**Butte County Health Department
Tahoe Conference room
202 Mira Loma Boulevard
Oroville, CA 95965**

We know that that childhood adversity is tied to a host of physical and mental health consequences, but communicating about this fraught issue has proved challenging. By equipping advocates to concisely and effectively describe childhood adversity, this workshop will help ensure this critical issue receives the widespread understanding that is needed to effect change.

The Northern California Region has been invited to participate in this day long pilot workshop. The hope is that each county can bring 2-3 individuals to this workshop so that we are all able to work on trauma-informed and resilience-based messaging from our region specifically.

Lake, Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Plumas, Tehama, Mendocino, Glenn and Butte have been selected to participate. Please RSVP for this FREE event to secure your spot. There are only 30 spaces available.

Please note that this workshop does include lunch. Vegetarian options will be available.

For more information contact, please email or call Menaka Olson at menaka@mendochildren.org or (707) 462-4453