



MARCC




Brown Bag
Webinar Series

Mindful Messaging: Strategic
Communications for the ACE and
Resilience Movement

Mark Dessauer/Spitfire Strategies





Is that a public health or city planning assessment?

Why am I representing my organization here?

Are we talking about toxic stress or adverse childhood experiences?

But why would parents want to be a part of this? It seems so hopeless.

Coalition Communications

Mindful Messaging for ACEs

What are the overall goals of your work?

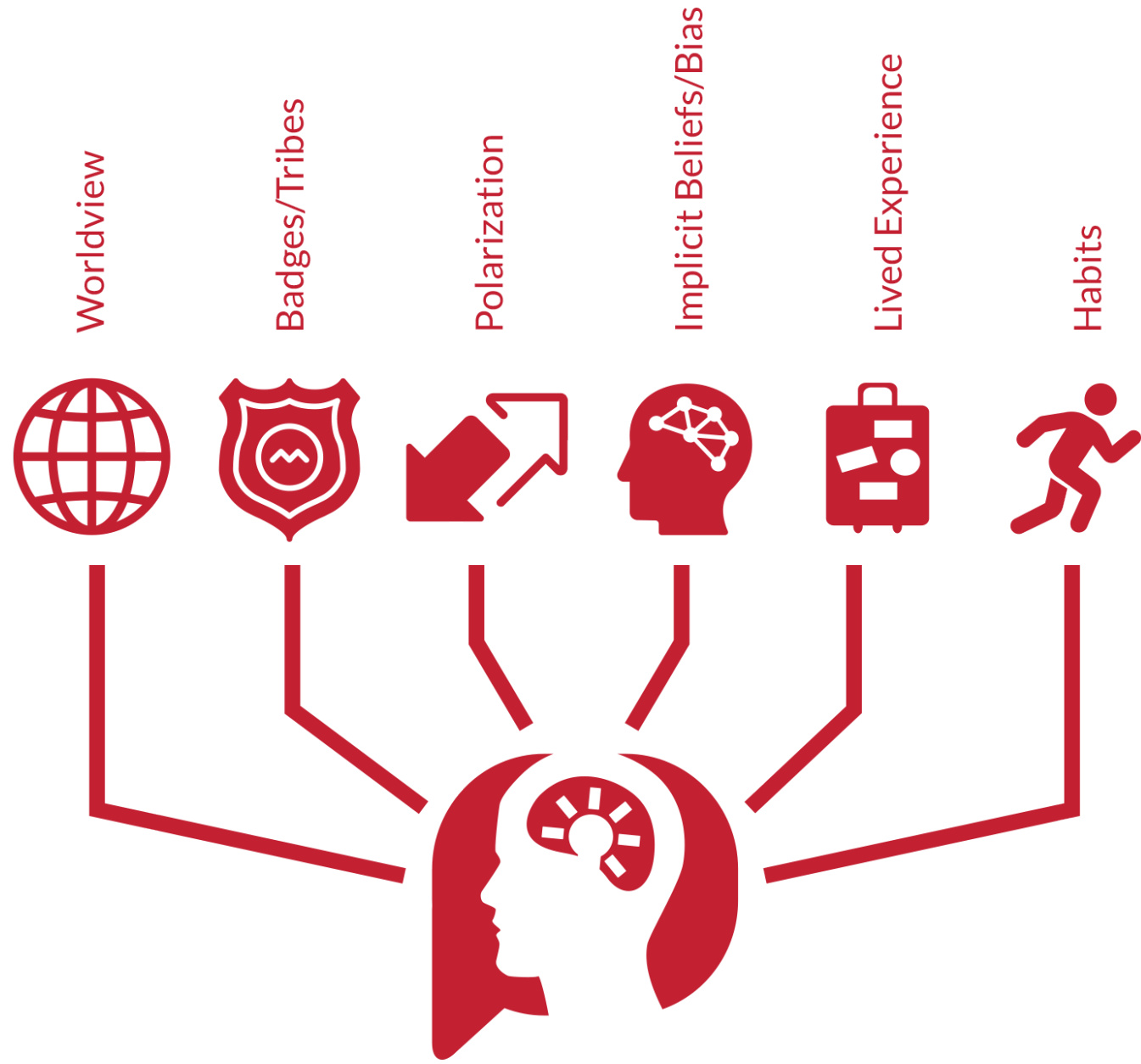
What are the short-term goals?

- Build a larger coalition
- Get monetary support
- Train partners
- Sign up parents
- Change policies in organizations or systems



MINDFUL MESSAGING


SPITFIRE 



A background image showing a large group of women at a political rally. Many of the women are holding up red signs with the text 'WOMEN FOR TRUMP' in white capital letters. The women are dressed in a variety of styles, and some are shouting or cheering. The overall atmosphere is one of a large-scale public demonstration.

Issues of class
and culture are
more important
than gender,
religion,
education...

Discovering the Activation Point



Smart Strategies to
Make People Act

Where are they?

Sharing
knowledge



Building will



Reinforcing
action





**Important
Information**

Do They Know?

Do They Care?

Do They Believe?

Be Mindful: 3 Ways



Really get to know audiences



Get a handle on what's at play: challenges and opportunities



Assess and evolve

Mindful Messaging for ACEs

What are the overall goals of your work?

What are the short-term goals?

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Mindful Messaging for ACEs

Who is your audience and specifically the decision makers?



Health Care
Systems



Parents



Local Funders



Justice
System



Education



Faith-Based
Organization
s

Mindful Messaging for ACEs

- Instead of education, **try the elementary school principal, the middle school counselor, the day care director, the school board member that is concerned with behavioral issues and brain development. How does their work outcomes and values align with ACEs?** What aspect of ACEs would they best connect with? Alternatives to suspension? Brain development? Learning capabilities? How might ACEs help them do their work or serve the students more effectively? What is your ask for them – join the coalition? Have their school or daycare become trauma-informed or have staff trained on ACEs? Advocate the school board for policy changes or additional resources?

Mindful Messaging for ACEs

- Instead of faith-based groups, **try your local pastor, imam, youth minister, or faith-based homeless shelter director. How does their work and values align with ACEs? Would they connect with the children aspect of ACEs, parents or further down the lifespan?** How might ACEs help them serve their congregation and connect with a larger network of trauma-informed support? What is your ask for them – join the coalition? Become trauma-informed or trained on ACEs in your community? Advocate city council for policy changes?

Stray Dogs BCR Message: City Council

Value + Partner

Safer community for
all residents in Dallas

BCR partners know city
council and their concerns.
BCR medical partner
presents

Barrier + Data

Current regulations not working.
While we have all the right rules to
deal with the stray dogs, we do not
have the ability to enforce them

- BCR community data points:
- 8,700 loose dogs in south Dallas
 - 17 animal control officers
 - 1,500 bites so far this year
 - 1.5 % of emergency room visits
 - 40 % of severe bite victims are children under 11
 - \$102.4 million in emergency room services annually (Texas)

Vision + Story

Community comes together to
address this problem and
create a healthier and livable
South Dallas. I will not have to
do this again.

BCR messenger tells story of
treating neighbor's child with
facial damage. Behavior
treats fear of dogs and parks.

Ask + Research

New leadership and role of
Dallas Animal Services

BCR used policy tool and partners
to determine the most effective and
achievable ask

Mindful Messaging for ACEs

1. Come Together For Prosperity

[STATE/CITY/TOWN] prospers when our children succeed because they are our future workforce, leaders and community members. We cannot treat our way out of ACEs. (Frameworks Prevention Frame) No matter where they live in our state/city/town, children need high-quality early education, emotional and supportive environments for development. We need a broad base of participation to create healthy environments that foster social and economic well-being in [STATE/CITY/TOWN].

2. Empowered Parents Works

Families are at the center of this work and we need services and policies that help strengthen families, prevent abuse and neglect, and aid caregivers struggling with adversity. (Frameworks Prevention Frame) These policies should promote positive interactions within families and caregivers help children develop their potential.

3. Resilience Is an Attribute at the Individual and Community Level

Supportive environments, relationships and community interventions can help children exposed to childhood adversity and trauma counterbalance the negative effects and become engaged and empowered citizens in their community. Investing in intervention and supportive programs to promote resilience helps children and families realize their full potential. (Frameworks Restoration Frame)

4. ACEs are an American Problem

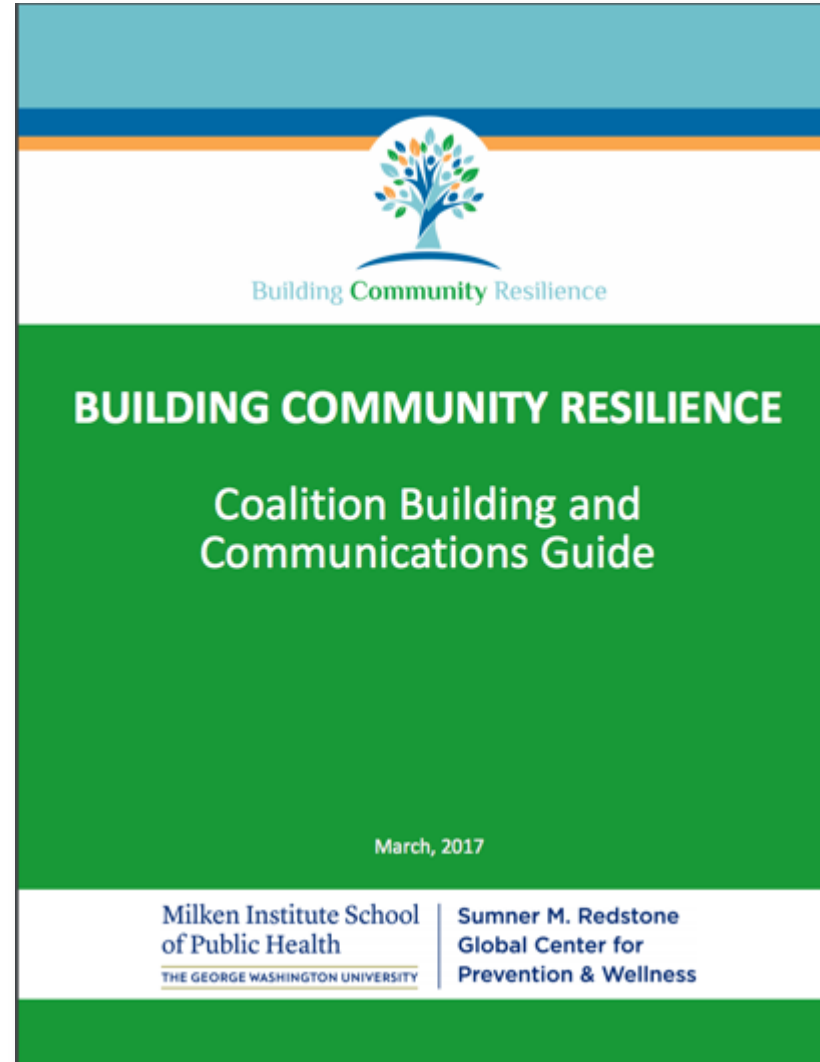
We have to recognize that ACEs impact everyone and it is something that comes from the environment and is done to the individual (not something you do to yourself). (BCR Frameworks Restoration Frame)

Resources



Building **Community** Resilience

<https://publichealth.gwu.edu/departments/redstone-center/resilient-communities>



BCR Tools & Resources

We have a number of tools and resources to help communities develop their own BCR coalitions. They have been instrumental to the work of our BCR test sites in Cincinnati, Dallas, Portland, Wilmington and Washington, DC. Click the links below to download.

- [BCR Coalition Building & Communications Guide](#)
- [Pair of ACEs Tree](#)
- [Pair of ACEs Tree with Description](#)
- [Smart Chart and Message Box](#)
- [Partner Build Grow Action Guide Tools Description](#)
 - [Mapping Assets](#)
 - [Identifying Potential Partners](#)
 - [Policy Conversation](#)
 - [Policy Barriers and Opportunities](#)
- [BCR Glossary](#)
- [ACEs Data Sheets by The Child and Adolescent Health Measurement Initiative \(CAHMI\)](#)
- [Communications and Advocacy Tools Webinar Recording](#)
- [Communications and Advocacy Tools Webinar Slides](#)

Resources



COMMUNITIES

ADVISORS

SHARED LEARNINGS

ABOUT ▾



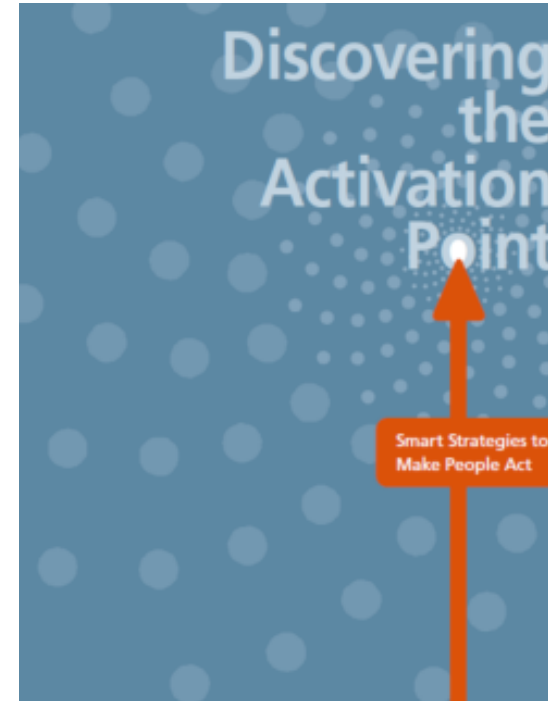
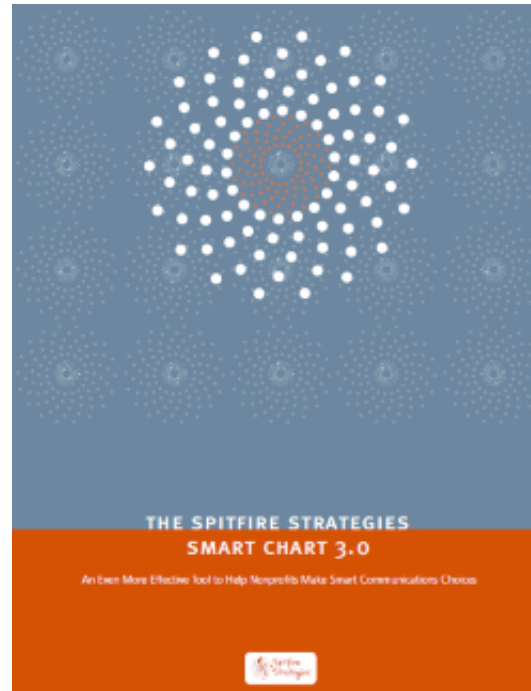
Shared Learnings

Taking ACEs to School: Trauma-Informed Approaches in Higher Education

📅 Jul 11, 2017 By: Anndee Hochman

"What happened to you?" isn't just a question for therapists to ask their troubled clients. It's a question that should inform the work of physicians, nurses, lawyers, educators, social workers and public health advocates from the time they are learning their professions to each real-world encounter.

Resources



www.spitfirestrategies.com

Tap into
THEIR Values



**Overcome barriers.
Don't polarize.**



Share
knowledge.
Build will.

“EVERYONE YOU
WILL EVER MEET
KNOWS SOMETHING
YOU DON'T.”

-BILL NYE-

Ask to be a part
of a new vision.

Create it
together!





Introducing Mindful Messaging



Who are you messaging for?



What's At Play?



Create a Game Plan



Seeing This in Action



Learn More



MINDFUL MESSAGING

SPITFIRE 

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