

## Campaign to Prevent and Address Childhood Trauma and Build Resilience

<http://ctipp.org/nationaltraumacampaign>

### Campaign Basics

The National Trauma Campaign (Campaign), an initiative of the Campaign for Trauma-Informed Policy and Practice (CTIPP), is a grassroots effort to educate and engage congressional offices and other federal leaders in supporting policies, programs, legislation, and appropriations that prevent and address childhood trauma and build resilience. Learn more in the [Campaign Overview](#).

### How the Campaign Works

This grassroots campaign depends on individuals, organizations and coalitions taking collective, coordinated action. There are three key mechanisms for energizing this Campaign. Please join in so we can achieve success together!

#### ***How to Join the Campaign***

There are two ways to be a part of this Campaign: **become an individual and/or organizational Campaign Member** or **become a Local Liaison**.

#### **1. Campaign Members**

*Anyone who wants to participate in the Campaign can join in the nationwide engagement and in any of the calls to action at any time (and hopefully often!). The Campaign will provide action opportunities, tools, advice, support and encouragement.*

*[Individuals](#) and [organizations](#) can sign up for the Campaign to receive the calls to action. Join in demonstrating the groundswell of support for Congress and other federal leaders to make decisions that will prevent and address childhood trauma and build resilience. The Campaign will likely issue calls to action an average of once per month in 2020.*

*Look up the members of your congressional delegation and keep the information handy. Your congressional delegation has one U.S. Representative and two U.S. Senators. You can find their names, party affiliation, general email inbox addresses, and a link to their websites. Use these congressional lookup tools: [find your U.S. Representative](#); [find your U.S. Senators](#).*

*Share the Campaign via social media. Follow the Campaign on [Twitter](#) and on [Facebook](#), then like, comment and share the Campaign messages and calls to action.*

*Consider options to engage further with the Campaign. You can become a volunteer Local Liaison, get your workplace to sign up for the Campaign, and/or get involved locally. Through the sign-up form, you can let us know if you're willing to share your first name and email with the Campaign's Local Liaison(s) to become more involved in locally organized efforts, such as meetings or events with members of your congressional delegation.*

## 2. Local Liaisons

*Anyone can apply to become a volunteer Local Liaison.* The Campaign's goal is to recruit a Local Liaison for every U.S. House and Senate office. Each Local Liaison will serve as the point of contact to their congressional office and for the Campaign. It is estimated that the volunteer role will require about 1-2 hours per month on average. The Campaign will provide action opportunities, tools, advice, support and encouragement.

[Apply to become a Local Liaison.](#) Complete a brief application form to let the National Campaign Core Team know you are interested. Applications are accepted on a rolling basis.

*Take action as the Local Liaison.* The Campaign Core Team will work with Local Liaisons to strategically leverage opportunities. Local Liaisons will join in the general calls to action and will also be asked to take on key Campaign activities, such as: sharing Campaign materials with the congressional office(s); identifying the staff member in the congressional office(s) who works on trauma and related issues and sharing that information with the National Campaign Core Team; meeting in person with staff in the local congressional office and developing a working relationship; developing a working relationship with the appropriate staff member in the DC congressional office; participating in making sure an in-person meeting is held with the congressperson, or appropriate staff member, in the DC office congressional office (when the Local Liaison cannot attend in person, the National Campaign Core Team can visit the office); possibly, hosting a local site visit, group meeting with the congressperson, etc.; in the future (2021), sharing the Campaign's policy vision paper and participating in advocacy efforts to support progress aligned with the vision.

*When a Local Liaison takes action,* they will complete a Campaign's Liaison [Progress Report form](#).

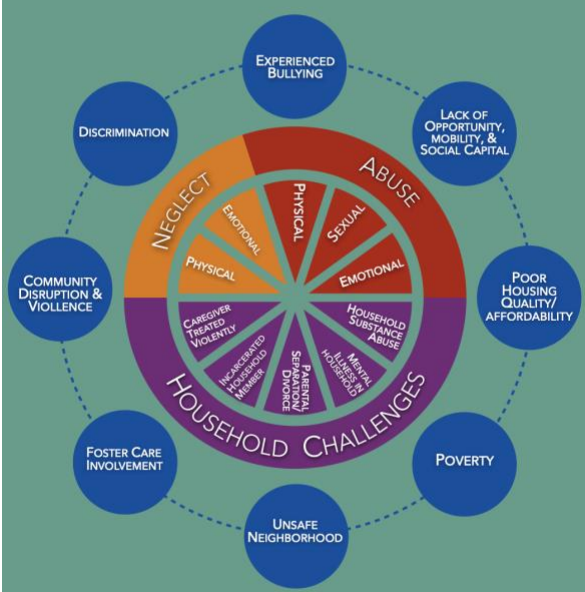
*Organizations are encouraged to support Local Liaisons.* Whether or not the Local Liaison works there, the organization can commit to being responsive to the Local Liaison's requests to engage in support of campaign action and goals, including engaging all of the organization's employees, board members, supporters, etc. This will amplify the show of support coming from the congressional district.

The Campaign Core Team has created tools to assist you in your advocacy efforts. For example, click the image thumbnails **on the following page** to access the full version of several infographics that you can either email to staffers or print and leave behind following in-person meetings. These clear, evocative breakdowns of key Campaign information will ensure that legislators and stakeholders with whom you meet will stand a better chance of remembering your message throughout their extremely busy days.

See the bottom of our website to access more useful resources and tools to guide you as make trauma-informed change!

# ACES HIGH: THE COST OF AMERICA'S TRAUMA EPIDEMIC

**ACES AT-A-GLANCE**  
ADVERSE CHILDHOOD & COMMUNITY EXPERIENCES<sup>1,2,3,4</sup>



ANNUAL HEALTH CARE COSTS  
ATTRIBUTABLE TO ACES:  
**\$748 BILLION**<sup>5</sup>

# Getting to the Root of America's Grand Challenges

Adverse Childhood Experiences (ACEs) comprise a major underlying cause of many of our most costly problems.

**61%** of U.S. adults report at least 1 ACE  
**16%** of U.S. adults report 4 or more ACEs

Those with ACEs can be nearly **twice as likely** to be diagnosed with heart disease—the **#1 cause of death in America.**

Exposure to ACEs is also associated with increased risks for:

 <b>stroke:</b> 2.1x as likely	 <b>depression:</b> 5.3x as likely	 <b>obesity:</b> 1.2x as likely
		

# TRAUMA IS COMMON, PERVASIVE, AND EXPENSIVE... AND THERE IS **HOPE.**

## TRAUMA-INFORMED SYSTEMS<sup>1,2</sup>

- REALIZE** THE WIDESPREAD IMPACT OF TRAUMA + POSSIBLE PLANS FOR RECOVERY
- RECOGNIZE** THE SIGNS AND SYMPTOMS OF TRAUMA
- RESPOND** BY INTEGRATING TRAUMA SCIENCE + KNOWLEDGE INTO POLICIES + PRACTICES
- RESIST** RE-TRAUMATIZATION BY PROTECTING AGAINST DYNAMICS THAT MAY REPLICATE TRAUMA

## TRAUMA-INFORMED POLICIES AND PRACTICES WORK.

BEHAVIOR REFERRALS: **↓ 31%**  
EXCLUSIONS: **↓ 40%**

