

# Childhood trauma **Changing minds.**<sup>™</sup>

DEFENDING CHILDHOOD Ad Council FUTURES WITHOUT VIOLENCE

ChangingMindsNOW.org

## Frequently Asked Questions

### **What is the campaign?**

The Changing Minds Campaign is a national public service advertising (PSA) campaign created by Futures Without Violence and the U.S. Department of Justice (DOJ) in partnership with the Ad Council and developed pro bono by ad agency Wunderman. The objective is to raise awareness of childhood exposure to violence and motivate adults who regularly interact with children to take meaningful action in supporting children who may be affected. The Changing Minds campaign was created to equip caring, consistent adults with five everyday gestures that they can practice with children exposed to violence to help them begin to heal and thrive.

### **What is the main message?**

Witnessing violence changes a kid's mind. But your everyday gestures can help them heal.

### **Who is the target audience?**

Adults working directly with children (grades K-8):

- Teachers
- Coaches
- Volunteers
- School Social Workers
- Guidance Counselors
- School Nurses

NOTE: The groups are listed in no particular order.

### **Why not target parents?**

The current effort needed to be clear and direct. While parents certainly play an integral role and materials do exist to support them, a different creative and distribution strategy would be needed to reach them. In reaching those who work with kids in a professional setting, we can begin to make a big difference, and future rounds of work may focus on parents to extend the impact. Parents are encouraged to reference *The Magic of Everyday Gestures: 8 Ways Parents and Caregivers can Support Children Healing From Trauma* brochure.

### **What are the media components of the campaign?**

The campaign is a direct marketing and digital-first campaign with materials intended to drive the target audience to the **ChangingMindsNOW.org** website to learn more about how to help children who've witnessed violence and understand the science behind child traumatic stress. Materials in multiple sizes include the following assets, each available in English where applicable:

- Online Video (Full Length, :60, :30, :15)
- Toolkit



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- Magazine and Newspaper
- Poster
- Direct-Mail
- Web Banners

## **Why a direct marketing campaign?**

Direct marketing and highly targeted media outreach allows us to provide clear communications to the campaign's narrow target audience, those researching and consuming information in their professional roles.

## **How and when was the campaign distributed?**

Futures Without Violence and the U.S. Department of Justice (DOJ) in partnership with the Ad Council released the PSA campaign in October 2016. The direct-marketing materials will be distributed on an ongoing basis by the Ad Council and Futures Without Violence will reach our target directly through partnerships with organizations and associations. The PSAs will also run in time and space donated by media outlets.

## **How will the campaign be evaluated?**

Program evaluation is a critical component of every Ad Council campaign. In order to assess the campaign's effectiveness and impact, the Ad Council will adhere to a rigorous framework of evaluation and established metrics early in the campaign process to ultimately measure exposure, recognition, engagement and impact among the campaign's target audience.

Specific methodologies used to measure each of the evaluative components include: donated media support, self-reporting from partners, press coverage, consumer response, consumer tracking studies and national trend studies. These methods will continue to evolve based on the new media landscape and consumer behavior. Interactive metrics, an important element in campaign evaluation, will include web analytics, website usability testing and social media tracking.

## **How do I get copies and access the public service announcements?**

PSAs to run in donated time and space are available on the Creative Assets tab of this toolkit, which also contains a link to [psacentral.adcouncil.org](http://psacentral.adcouncil.org), the one-stop location for access to digital and print-quality materials.

- Go to [psacentral.adcouncil.org](http://psacentral.adcouncil.org).
- Media can register for a free PSA Central account.
- Locate the campaign by selecting "Childhood Exposure to Violence" under the "Campaign" drop-down menu.
- Please adhere to talent expiration dates noted on PSA Central. Dates will be updated.
- Please note that PSAs on PSA Central cannot be altered in any way, including addition of logos or local statistics.



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### **How can I get involved with the campaign?**

There are many ways to get involved.

- Refer members and networks to the [Changing Minds Website](#), the focus of the campaign that features a video and background on the SCIENCE of childhood trauma, five everyday GESTURES that can help children heal and thrive, two VIDEOS highlighting the impact of mentors on individuals who have experienced childhood trauma and RESOURCES for how to take action.
- Access the [Changing Minds Toolkit](#) with helpful information and thought-starters to engage your community or organization and encourage adults to take action in supporting children affected by childhood trauma. Additionally, you will find ideas on what campaign content to post on social media, to share with your channels, and to lend your support.

### **Who do I contact with questions?**

For requests about the campaign or how you can get involved, please contact:

[changingminds@futureswithoutviolence.org](mailto:changingminds@futureswithoutviolence.org).

If you are a media outlet, please contact the Ad Council media team at:

<https://www.psacentral.org/contactus>.

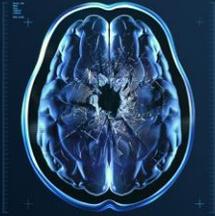
### **About the Ad Council**

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of public service campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns visit [adCouncil.org](http://adCouncil.org), like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

### **About Futures Without Violence**

For more than 35 years, Futures Without Violence (FUTURES) has pioneered groundbreaking programs, policies, and campaigns that empower individuals and organizations working to end violence in our homes, communities, and schools.

Striving to reach new audiences and transform social and cultural norms, we train professionals such as doctors, nurses, teachers, law enforcement personnel, judges, and athletic coaches on improving responses to violence and abuse. The organization also works with advocates, policy makers, and others to build sustainable community leadership and educate the public about preventing childhood exposure to violence and toxic stress. Providing leadership from offices in San Francisco, Washington D.C., and Boston, FUTURES has established a state-of-the-art Center for Leadership and Action in the Presidio of San Francisco to inspire ongoing national dialogue about violence and trauma.



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### **About the U.S. Department of Justice**

In 2010, as part of the Defending Childhood Initiative, the Department of Justice (DOJ) awarded grants to eight demonstration sites, in cities and tribal communities around the country, to develop community-based programs that support children who may have been exposed to violence. In addition to the program grants, the Department of Justice also provides additional funding for research, evaluation, public awareness, and training for professional members and affiliates of national organizations through the Defending Childhood Initiative.