



Childhood trauma Changing minds.™



ChangingMindsNOW.org

Changing Minds Campaign Fact Sheet

Campaign Sponsor: Futures Without Violence, U.S. Department of Justice (DOJ)

Agency Partner: Wunderman

BACKGROUND

The Department of Justice reported in a 2015 study that nearly 60 percent of children surveyed were exposed to violence, crime, or abuse within that year, either directly (as victims) or indirectly (as witnesses) — many in their own homes.¹ These traumatic events harm the development of a child’s brain and body. Over time, repeated childhood exposure to violence is significantly correlated with negative outcomes such as psychological issues, adverse behavior, and serious illnesses.²

One of the biggest predictors of a child’s resilience in the face of trauma is interacting with a caring, consistent adult.³ Through the Changing Minds 5 everyday gestures, any adult can vastly increase a child’s opportunity for success.



CAMPAIGN OBJECTIVE

The campaign 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.

CAMPAIGN CONTENTS

Media Components: The campaign is a direct marketing and digital-first campaign with materials including print, web banners, direct mail, and email, driving the target audience to **ChangingMindsNOW.org** to learn more about how to help children who’ve witnessed violence.

Changing Minds Website and Videos: The website teaches about the science of childhood trauma and five everyday gestures to help kids heal and thrive. The videos highlight the impact of a caring, consistent adult on individuals who have experienced childhood trauma, and provide resources on how to take action.

Changing Minds Toolkit: Provides background materials on the Changing Minds PSA Campaign with resources to spread the word.

TARGET AUDIENCE

Adults who primarily interact with children (grades K-8) including teachers, coaches, volunteers, school social workers, guidance counselors and school nurses (listed in no particular order).

REFERENCES

¹ Finkelhor, D., Turner, H., Shattuck, A., Hamby, S., & Kracke, K. (2015). Children’s Exposure to Violence, Crime, and Abuse: An Update. Washington, D.C.: U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention.

² McEwan BS, (2008). Central effects of stress hormones in health and disease: Understanding the protective and damaging effects of stress and stress mediators. 583(2-3), 174-85. doi: 10.1016/j.ejphar.2007.11.071. Retrieved from: <http://www.ncbi.nlm.nih.gov/pubmed/18282566>.

³ National Scientific Council on the Developing Child (2015). Supportive Relationships and Active Skill-Building Strengthen the Foundations of Resilience, Working Paper No. 13, Center on the Developing Child, Harvard University <http://developingchild.harvard.edu/>.

⁴ Listenbee, R., Torre, J., Boyle, G., Cooper, S., Deer, S., Durfee, D., Taguba, A. (2012). Report of the Attorney General’s national task force on children exposed to violence. Retrieved from <https://www.justice.gov/defendingchildhood/cev-rpt-full.pdf>.