



Childhood trauma Changing minds.™

DEFENDING CHILDHOOD Ad Council FUTURES WITHOUT VIOLENCE

ChangingMindsNOW.org

Email Outreach Language

NOTE TO PARTNER:

Thank you for partnering with us to spread the word about Changing Minds. The language below provides a brief description of the Changing Minds campaign and how your constituencies can play a role in helping to heal children exposed to trauma.

Feel free to insert excerpts of this language into an email communication or other communications platform to help us to raise awareness of the campaign and website where more information, resources, and tools can be found.

Dear _____,

In our work, we've seen that early trauma and violence in the home, school or community can affect children throughout their entire lives. Research reveals that a child's positive and negative experiences can literally shape, and reshape, the brain. The more a child is exposed to traumatic events, the more neural connections are created in regions of the brain that involve fear, anxiety, and impulsiveness. Chronic stress can be linked to cognitive impairment, chronic health problems and behavior issues.

The Changing Minds campaign has an empowering message: **Witnessing violence can change a kid's mind, but your everyday gestures can help them heal.** The new campaign aims 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.

This multi-year campaign wants to engage YOU in utilizing five everyday gestures to help children heal from the damage of childhood trauma:

- **Celebrate** them with a compliment or by applauding their efforts.
- **Comfort** them by staying calm and patient.
- **Listen** to them and show an interest in their passions.
- **Collaborate** with them by asking their opinions.
- **Inspire** them with new ideas that will help them see a brighter future.

To learn more about the science of childhood trauma and ways you can practice everyday gestures to help a child in **your** life, visit: www.ChangingMindsNow.org.

In this campaign, Futures Without Violence, the U.S. Department of Justice and the Ad Council have released two original videos, which were inspired by true stories and reveal just how big of an impact mentors can have. Please share [these](#) videos that show how everyday gestures can change lives.

Sincerely,
