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United Way  
of Pennsylvania

## **Trauma-Informed PA Coalition Framework**

### **WHY DOES TRAUMA-INFORMED MATTER?**

**Adverse Childhood Experiences (ACEs)** are some of the most intense sources of stress that children can be exposed to, including child maltreatment, interparental violence, and parental substance use. Along with immediate health and educational effects, ACEs have been linked to higher risks of health-harming behaviors, including smoking, harmful alcohol consumption, and drug use. **The World Health Organization (WHO) estimates costs of ACEs are over \$700 billion per year in the United States.**

### **WHAT IS OUR PURPOSE?**

Our non-partisan Trauma-Informed PA Coalition strives to foster resilient Pennsylvania youth, families and communities through promoting trauma-informed care and systems across sectors as well as promoting efforts to reduce risk factors and increase protective factors for youth and families to break cycles of family and community trauma.

This coalition exists to raise awareness on the impact of trauma, childhood trauma (ACEs), trauma as experienced by different cultural, racial, and ethnic groups, and benefits of adopting trauma-informed and resiliency building practices and strategies to address critical social challenges at both the community and state level.



This coalition will act as a statewide platform to:

- Connect local communities engaged in or interested in adopting a trauma-informed approach
- Highlight and share local best practices in trauma-informed care, systems and communities
- Provide standardized language and tips on how to engage business leaders and elected officials as champions for trauma-informed care
- Act as a unifying and magnifying vehicle for local communities and trauma-informed care champions to advocate for trauma-informed and resiliency building policies, practices and funding
- **Act as a key communication link with HEAL PA and grassroots level champions and advocates across the state.**

This coalition will be non-partisan and have representatives from both public and private sector and will be driven by the community, creating a sustainable platform and vehicle to promote trauma-informed care and systems that is not tied to a particular elected official or political party.

### **COALITION OBJECTIVES**

- Raise awareness on impact of trauma (especially childhood trauma and racialized trauma) and connection to our most critical social challenges at grassroots and community level across the state
- Equip local **Trauma-Informed Grassroots Champions** to effectively advocate for schools, agencies, systems and sectors to adopt a trauma-informed approach within their own communities

- Develop and disseminate a shared **Communication Plan** to effectively advocate for trauma-informed care, systems, schools and funding (etc. cost benefit for business leaders and legislators, impact statements by sector on benefits of a trauma-informed approach, key advocacy talking points)
- Develop and disseminate a shared **Advocacy Plan**, including recommendations for local county and state level
- Actively recruit and encourage new **Coalition Members**, new communities and agencies to adopt a trauma-informed approach
- Partner with HEAL PA to connect grassroots and community level trauma-informed work and needs with state-level action team efforts through HEAL PA

## WHO CAN JOIN?

We welcome all Pennsylvanians who are interested in trauma-informed and resiliency building work.

**Coalition Members** receive coalition news and updates, commit to promoting/advocating for trauma-informed and resiliency building efforts within their own agencies and communities, and will participate in coalition workshops, conferences, advocacy days on the Hill and other coalition events and opportunities.

We also our looking for **Trauma-Informed Grassroots Champions** to help lead, collaborate, and direct regional initiatives. The Coalition will work with our Champions to strategically leverage local opportunities to educate and recruit more individuals and organizations to the Coalition as well as participate in strategic advocacy with local legislative representatives. Champions will join in the general calls to action and will

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also be asked to take on key Coalition activities, such as: sharing Coalition materials, identifying key community stakeholders regionally, and actively participating in advocacy efforts to support progress aligned with the Coalition objectives. These Champions can be individuals or organizations, and we anticipate the role requires 1-2 hours of volunteer time per month. If you or your organization are interested in being a Champion, please contact [amanda@uwp.org](mailto:amanda@uwp.org).

### **WHO MAKES UP OUR LEADERSHIP TEAM?**

**United Way of Pennsylvania** provides staff-level support including a dedicated part-time employee to facilitate meetings, recruit new members, foster effective communication with members, and draft communications and advocacy materials.

A **Strategic Advisory Team**, a smaller team of trauma-informed champions, that represent geographic, role, and sector diversity provide guidance and strategic direction for the staff. This team was initially recruited by United Way of Pennsylvania and is added to as needed.

## WHAT ARE OUR GOALS FOR 2021?

During the Trauma-Informed Coalition's first year of existence, we will meet the following goals:

1. Recruit ten members of the Strategic Advisory Team to guide the Coalition through its growth and mission
  - a. Members will be recruited with an eye toward representing a breadth of communities and vulnerable populations in Pennsylvania.
2. Recruit 100 Coalition Members and twenty Trauma-Informed Grassroots Champions
3. Develop and distribute educational materials around Trauma-Informed Care to coalition materials and legislators
  - a. The coalition will focus on best practices and fostering an environment of peer networking and collaboration in order to fit seamlessly into the training opportunities offered by Heal PA
4. Create a Virtual Landing Page for Coalition Members to ensure ease of signing up for the Coalition and receiving updates
  - a. The Campaign will be launched publicly by the end of March 2021 and will be fully functional as an advocacy and education vehicle by the end of the year.
5. Host two educational events for Coalition Members
6. Develop an Advocacy Plan for enhancing PA's ability to embrace Trauma-Informed Care
7. Recruit Four Legislative Champions (one in each caucus) to help promote our Advocacy Plan