

**ESSENTIALS FOR CHILDHOOD  
PUBLIC AWARENESS AND SOCIAL NORMS WORKING GROUP**

**OCTOBER 10, 2016  
9 am to 11 am**

Call in number: 877-951-6965  
Leader/host passcode: 96953731  
Participant passcode : 77582088

Purpose of today's meeting:

To report on progress of Public Awareness working group to date; evaluate successes and challenges of process; and to determine next steps and appropriate role for working group going forward.

By the end of the meeting, we will have:

- A shared understanding of the role of the working group, so that we can inform the Steering Committee and decision-makers about implementation of the Essentials for Childhood recommendations
- A decision on single social marketing campaign
- A list of current statewide or local work around trauma-informed practices (NCIOM staff to follow up with research and contacts)
- A list of potential leadership action team structures and action steps for role of public awareness working group

**INTRODUCTIONS**

MICHELLE RIES AND TRACY ZIMMERMAN

**UPDATES AND TRANSITION**

TRACY ZIMMERMAN AND CATHERINE JOYNER

What has happened in this group so far?

What has been successful?

What has been least successful?

What are we seeing as next steps?

Members: do we have everyone at the table?

Are we coalescing around a single campaign? How do we move this forward?

New goals and desired outcomes

**TRAUMA-INFORMED PRACTICES AND COMMUNITIES: ROLE OF PUBLIC AWARENESS AND  
COMMUNITY STRATEGIES**

MICHELLE RIES

**CHILDREN'S CABINET: WHAT IS OUR ROLE?**

CATHERINE JOYNER

**OTHER/OPEN DISCUSSION**

**NEXT STEPS**

Reporting to Steering Committee