

The News About Childhood Trauma: Findings and Implications

Presenters:

•**Pamela Mejia, MS MPH**, Senior Media Researcher, Berkeley Media Studies Group

Facilitator:

Jennifer Rose, Consultant, Futures Without Violence

Welcome to the Webinar

We will begin at 11:00am (PT) / 2:00pm (ET).

A recording will be available after the webinar.

Your line will be muted to cut down on background interference so please use the chat box to share your name, your organization, your location and any questions you have for our featured speakers.



DEFENDING CHILDHOOD

PROTECT HEAL THRIVE



- **US Department of Justice**
 - Office of the Attorney General
 - Office of Justice Programs
 - Office of Juvenile Justice and Delinquency Prevention
 - Office for Victims of Crime
 - National Institute of Justice
 - Office on Violence Against Women
 - Office of Community Oriented Policing
 - Executive Office of US Attorneys
- **US Department of Health and Human Services**
- **US Department of Education**



- **Prevent children's exposure to violence.**
- **Mitigate the negative effects experienced by children exposed to violence.**
- **Develop knowledge about and spread awareness of this issue.**



- **Research and Evaluation**
- **Direct Action in Communities**
 - Comprehensive Demonstration Project
 - Safe Start Program (www.safestartcenter.org)
 - OVW Children Exposed to Violence grants
- **Training and Technical Assistance**
- **Attorney General's Task Force on Children Exposed to Violence**
(www.justice.gov/defendingchildhood/cev-rpt-full.pdf)
- **Action Partnerships with Professional Organizations**

How to use this technology

- You can choose to connect via computer OR via telephone.
 - Should you choose computer, please mute your computer microphone to avoid feedback.
 - Should you choose to dial in, please follow the audio instructions on the screen or in the audio pop up:
 - Dial: **1-877-647-3411**
 - Enter the Participant Code: **914571#**
 - OR**
 - Dial: **1-719-867-0497**
 - Enter the Participant Code: **914571#**
- There will be time for Q & A at the end of the presentation.
- Please enter any questions you have in the Public Text Chat box.
- A recording and PDF slides will be available after the webinar.

The news about childhood trauma: Findings and implications

Part of the Defending Childhood webinar series hosted by Futures Without Violence
March 16, 2016

berkeley **media** studies group

Pamela Mejia, MPH, MS

**DEFENDING
CHILDHOOD**
PROTECT HEAL THRIVE

Acknowledgments

- Thanks to
 - **The California Endowment** for its support, and especially to **Mary Lou Fulton**.
 - **Kaiser Permanente** Northern California Community Benefits program for its support.
 - **Jane Stevens** and the staff of **ACEsConnection**.
 - The staff of **Prevention Institute**, and especially to **Rachel Davis** and **Annie Lyles**
 - My BMSG colleagues, including Lori Dorfman, Laura Nixon, Alisha Somji, Leeza Arbatman & Alysha Aziz.



Berkeley Media Studies Group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

Use the text chat to tell us

Who here regularly communicates with the media on behalf of your organization?

Who regularly advises those who do work with the media on behalf of your organization?

Key Functions of the News

Setting the Agenda

 What we think *about*

Shaping the Debate

 *How* we think about it

Reaching Opinion Leaders

 What we *do* about it

Please type your answers into the text chat.

What concerns you about news coverage of childhood trauma?

What's worked well for your organization in communicating with the media about childhood trauma or related issues? What hasn't worked?

News frames

Portrait



Landscape



The Need to Reframe



Adverse Childhood Experiences (ACEs) in the news



Overview

- **Research Question 1:** How did adverse childhood experiences appear in news coverage?
- **Research Question 2:** *Where could* childhood trauma appear in news about business, education, and health care?

Research question 1: Methods

Which articles did we read?

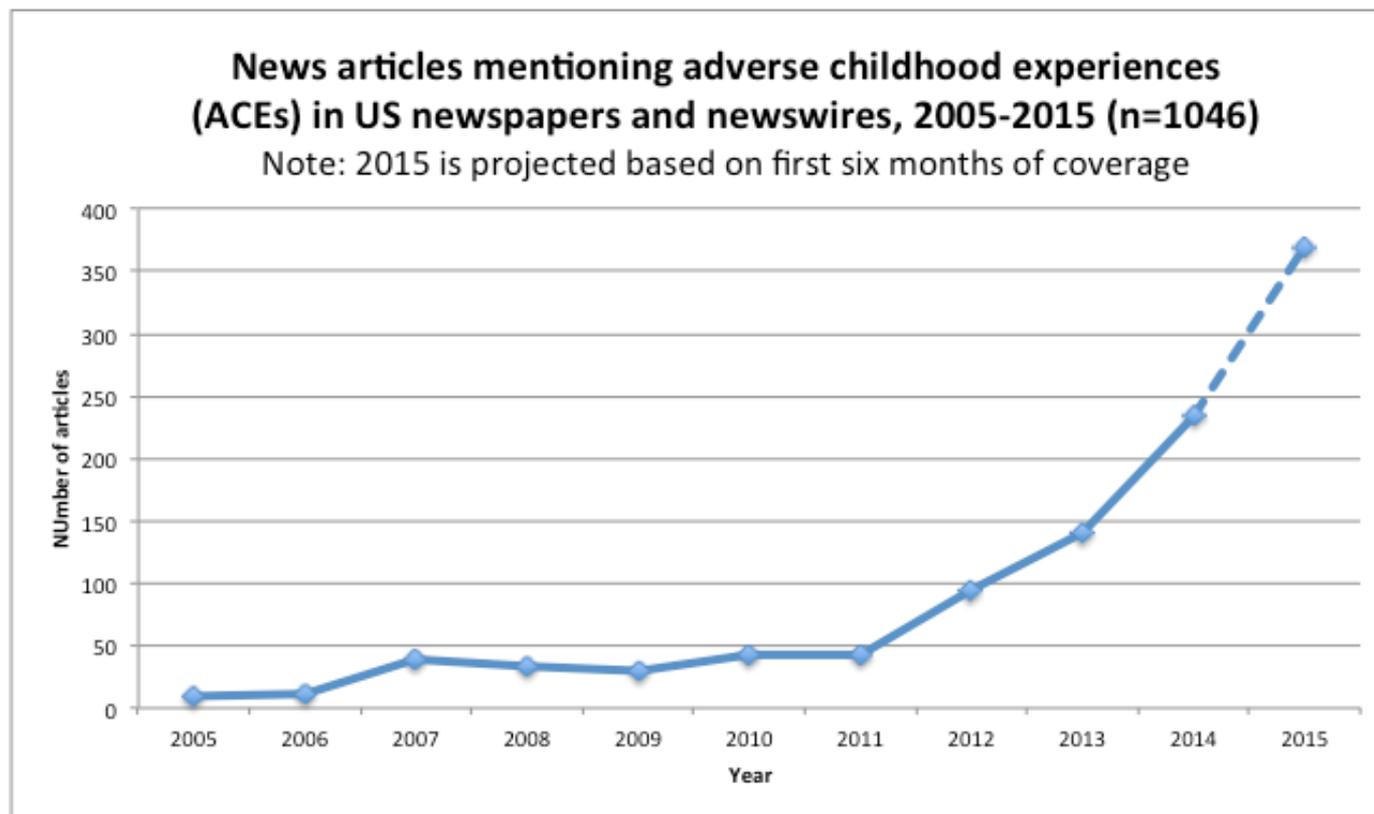
- Sample of routine coverage, 2008-2013
- National, state and online news
- Blogs

How did we evaluate them?

- Developed coding instrument
- Achieved .8 ICR on all measures

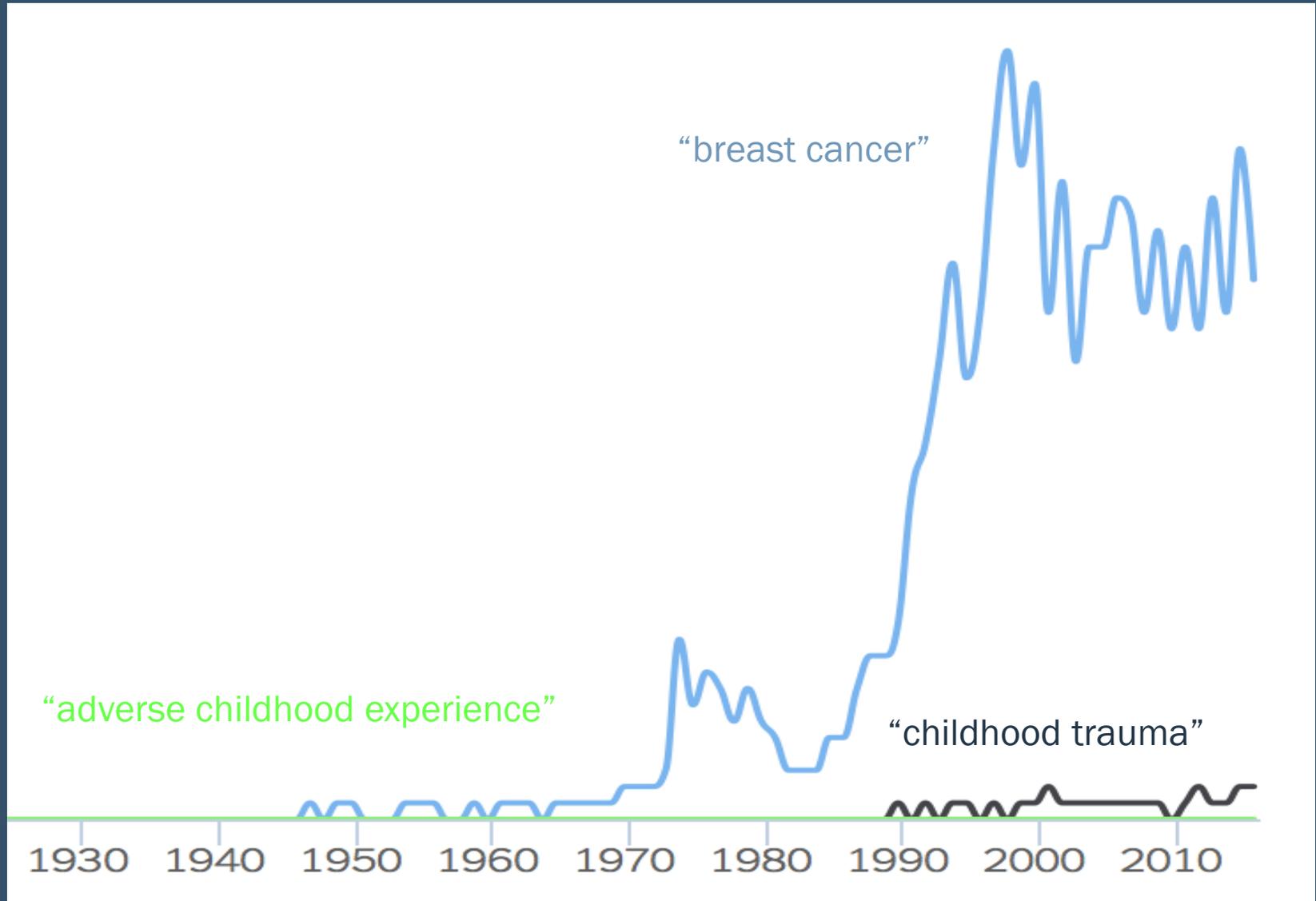


News about ACEs has steadily increased since 2008...



Source: Berkeley Media Studies Group, with support from The California Endowment
For more information, contact Laura Nixon at nixon@bmsg.org

...but it's still minimal.



The news about adverse childhood experiences (ACEs)

- . . . is driven by events and initiatives.
- . . . frequently discusses solutions.
- . . . focuses on treatment, not prevention.

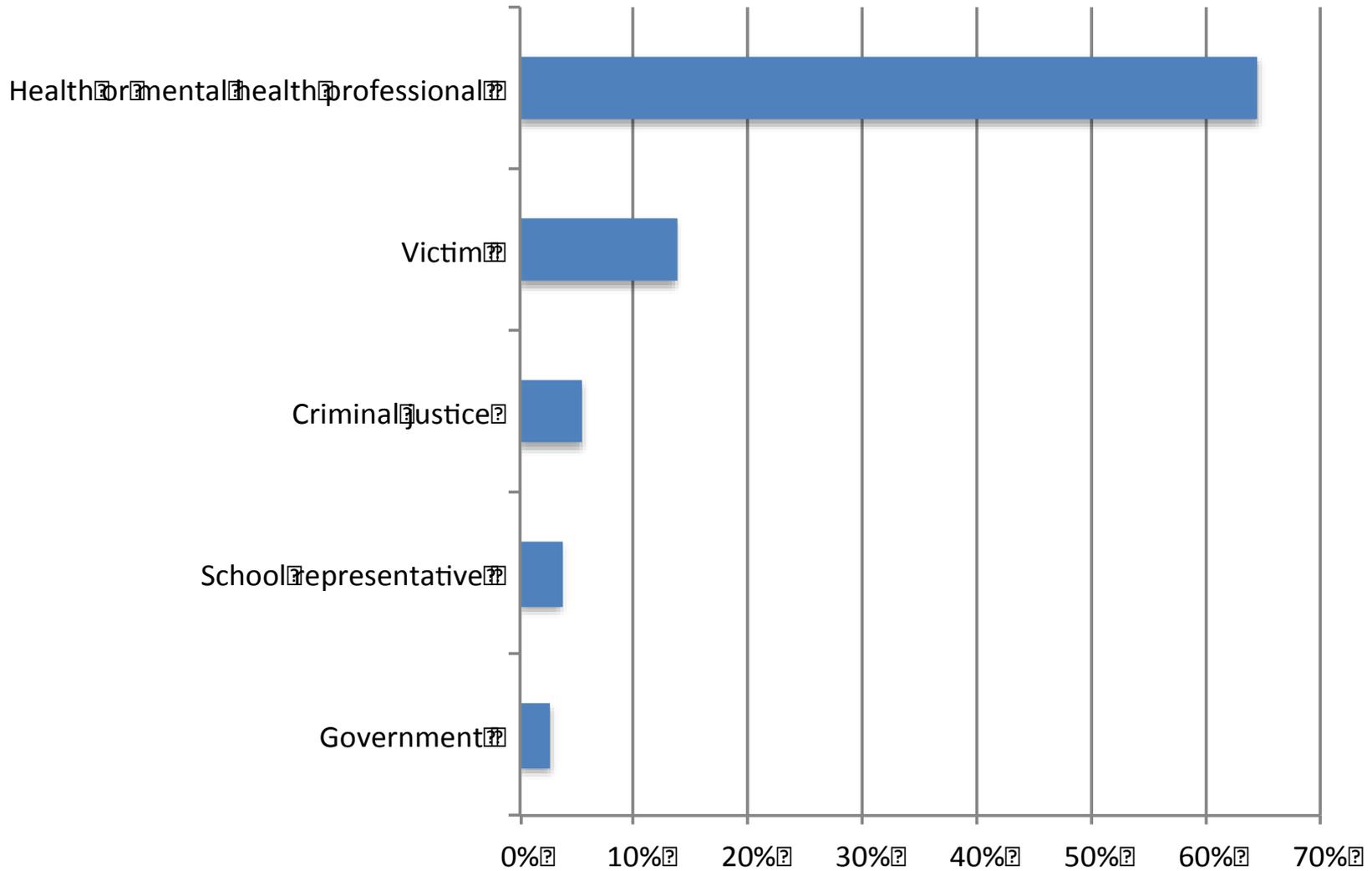
Please type your answers into the text chat.

Is talking about preventing trauma challenging? Why or why not?

The news about adverse childhood experiences (ACEs)

- . . . is driven by events and initiatives.
- . . . frequently discusses solutions.
- . . . focuses on treatment, not prevention.
- . . . rarely addresses resilience.
- . . . is dominated by health and mental health professionals.

Who speaks in the news about adverse childhood experiences?



Please type your answers into the text chat.

What surprised you about our findings?

What would you like to learn more about?

Research Question 2: Where *could* childhood trauma (or resiliency) appear in news about business, education, and healthcare?



Please type your answers into the text chat.

Every time there's a story about _____, it should mention childhood trauma (or resiliency).

Research question 2: Methods

Developed possible story ideas based on:

- Coverage from
 - Los Angeles Times*
 - San Francisco Chronicle*
 - Contra Costa Times*
 - San Jose Mercury News*
 - Sacramento Bee*
- Interviews with experts
- Literature review



How did trauma appear in education news?

District officials have warned schools to be prepared for students who may be afraid to enroll or who could experience separation anxiety and grief. Some have suffered trauma from witnessing violence.

From "Open arms: LA Unified center helps enroll the influx of young immigrants who have fled Central America," August 14, 2014

Where *could* childhood trauma appear in news from different sectors?

Stories about . . .

how prior childhood trauma affects stakeholders.

how the sector can address the prior trauma experienced by stakeholders.

how the sector could reinforce existing trauma, or traumatize stakeholders.

how the sector can promote stability and resiliency, or prevent future childhood trauma in the next generation.



Opportunities to connect in the education section

“Last December, the 2-year-old brother of one student – and cousin of another – was shot...It makes it harder to know what motivates each child. Many of them have a lot bigger things than math to take care of.”

From “Nine-hour school day is the norm – and a national model – at Oakland middle school” February 16, 2014

Opportunities to connect in the business section

Starbucks is changing its scheduling policies to give baristas more "stability and consistency," following a New York Times report about the havoc created in a young mother's life by having to work unpredictable shifts determined by the company's scheduling software . . . the news also comes in the midst of a growing debate about the quality of the bottom-tier of U.S. jobs and the strain they create among workers.

"Starbucks vows to change unpredictable barista work schedules," *Contra Costa Times*, August 14 2014

Opportunities to connect in the healthcare section

“Some people on the left and right say assisted outpatient treatment...is the last resort. Far from it. The last resort occurred in 2011 when a young man was sentenced to 15 years in prison for a \$65 million arson fire at the Roseville Galleria, after he had refused mental health services at a Placer County shelter. It occurred last September when a young mother drowned her 5-year-old daughter, after her sister failed to convince Davis police that the mother needed help.”

From “Dan Morain: Mentally ill deserve more of our attention” October 5, 2014

Please type your answers into the text chat.

How could you imagine a story about trauma or resilience appearing in other sections, such as Metro, sports, or arts & entertainment?

Preliminary recommendations

- **Monitor the news** to know how trauma is being covered.
- Help shape news coverage by **building relationships** with journalists
- Expand the range of stories about childhood trauma – for example, **pitch newsworthy stories** about prevention
- **Increase the capacity** of ACEs practitioners, researchers, prevention advocates, and others to connect their work with different sectors.

Newsworthiness

- Breakthrough
- Broad Interest
- Local
- Injustice
- Irony
- Conflict
- Anniversary
- Seasonal Link
- Celebrity



Building reporter relationships

- Identify outlets that reach your target.
- Monitor those sources regularly.
- Harvest bylines for a contact database.
- Cultivate relationships with select reporters.
- Anticipate a reporter's needs.
- Pitch newsworthy stories.
- Become a reliable source.

Please type your answers into the text chat.

What's one thing you want to do to change the news about childhood trauma?

With whom would you need to collaborate?

What resources and tools would help you?

To learn more



Visit publications at bmsg.org

Thank you!

Pamela Mejia, MS MPH

mejia@bmsg.org

Leeza Arbatman

arbatman@bmsg.org

Berkeley Media Studies Group

www.bmsg.org

Follow us: [@BMSG](https://twitter.com/BMSG)

Find us on Facebook:

[Berkeley Media Studies Group](https://www.facebook.com/BerkeleyMediaStudiesGroup)



Tasks for reframing

- Make the landscape as vivid as the portrait.
- Illustrate the values.
- Connect values to solutions.
- Use communications to support action.

The News About Childhood Trauma: Findings and Implications



Please take a moment to take a short survey regarding today's webinar and future webinars.

<https://www.surveymonkey.com/r/3PRQX3N>



This project was supported by Grant No. 2011-MU-MU-K011 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. Points of view in this document are those of the authors and do not necessarily reflect the official positions or policies of the U.S. Department of Justice.