



*Report to the First 5 Commission: SPONSORSHIP for screening of the documentary film "RESILIENCE"*

Each April, the Santa Barbara County Child Abuse Prevention Council (CAPC) promotes Child Abuse Prevention Month to raise awareness of child abuse and neglect, and the actions that community members can take to prevent and mitigate it. This year's campaign, supported by funding from First 5 Santa Barbara County, may be the most successful and important one yet.

CAPC's efforts for 2017 centered on free **screenings** of the one-hour documentary film "RESILIENCE: The Biology of Stress and the Science of Hope." RESILIENCE chronicles the birth of a new movement among pediatricians, therapists, educators and communities, who are using cutting-edge brain science to help parents and children disrupt the cycle of violence, addiction and disease. Each screening was followed by an expert panel discussion or a facilitated community dialogue. Resource tables and a CAPC photo booth supplied local flavor and promoted "Community in Unity," the statewide theme for this year's April Campaign.

First 5 Funds helped to cover the costs associated with the four planned screenings, which included purchase of the DVD, rental fees for two of the venues, marketing materials, programs, refreshments, and signage. First 5's contribution amounted to 27% of the total budget and allowed us to host a quality event in each region of our county.

Four initial screenings were coordinated by CAPC members and held in Santa Ynez, Santa Maria, Lompoc and Santa Barbara. These were promoted largely to professionals who work with children and families (such as social services agencies, schools, health care and mental health clinics, churches and law enforcement). Families and community members also turned out at each location and Spanish translation was provided for the Santa Barbara screening. Two additional screenings took place as a result of CAPC outreach and promotion of the film. Both of these screenings reached audiences with a particular interest in children ages 0-5. The first was for the Annual Child Development Conference hosted by the Child Care Planning Council and the second was the Santa Barbara Unified School District Cradle to K Summit.

Each of the screenings enjoyed strong turnout. About 70 people saw the film in Santa Ynez (**photos**), 125 in Santa Maria (**photos**), 300 in Santa Barbara (**photos**), and 85 in Lompoc (**photos**). The film reached 53 people at the Child Development Conference on April 8 in Santa Maria, and another 52 at the Santa Barbara Unified School District's Cradle to K Summit on April 27 in Santa Barbara.

The cross-sector panels and discussions that followed each screening contributed greatly to the success of each event. Panelists and facilitators were able to highlight key messages from the film and relate them to the local communities where the film was shown. The planning team in Santa Maria chose to host a community dialogue rather than a panel, and participants engaged in lively small-group conversations about the meaning of resilience, changing the ways we work with children and families, preventing the intergenerational transmission of toxic stress, and building critical collaborations. In Santa Ynez, panelists represented the faith community, First 5, elementary and secondary education and health care. They talked about increasing awareness about the presence of trauma and toxic stress in

their small community, which may not recognize that these problems exist. In Lompoc, panelists included the police chief and representatives from the local community health care organization, elementary education, pediatric health care and behavioral health. They talked about the need for compassionate approaches and concerns about the community's capacity to address ACEs with appropriate services and supports. Santa Barbara's panelists included a parent leader, a leader in child abuse and neglect prevention and treatment, a representative from the Sheriff's Department and two professionals who work with youth – one in the educational setting and the other in a community-based non-profit. They talked about the need to serve a diverse population; to meet basic needs and address poverty and discrimination, to be responsive rather than reactive and to use new approaches to school discipline and social-emotional learning.

Individuals who benefitted from the event came from all service sectors and many different organizations, including family resource centers, community-based organizations, social services, faith community, early care and education, K-12 education, higher education, health care, behavioral health, government, law enforcement, funders and the business community. (List attached)

Postcards were distributed at each event, and those in attendance were invited to share their reaction to the film and their ideas for action. Many were interested in taking the ACEs survey themselves; others wanted to share the information with family members and friends. Some described the ways they would shift their work practices and/or their attitude towards others, incorporating a trauma-informed approach into classrooms, church groups, mental health programs, home visits, public assistance programs and youth-serving programs. Some expressed the intention to incorporate the ideas into their work with parents, and many expressed a desire to share it with co-workers, supervisors and management teams.

Each screening prompted additional requests to show the film. Santa Barbara Neighborhood Clinics hosted a screening for their entire staff on May 10<sup>th</sup> and 146 people attended. Other requests have been received from Public Health, the District Attorney's Office, Child Welfare Services, Vandenberg Air Force Base, Special Education Local Plan Area (SELPA) and representatives of the faith community. A community screening is being planned for Carpinteria.

The promotional campaign for Child Abuse Prevention Month and the RESILIENCE film included print and broadcast media, social media, and targeted email marketing. The Santa Barbara News Press ran a feature article on March 13<sup>th</sup> that made the front page of the paper. The Santa Maria Times, Lompoc Record and Edhat also ran pieces about Child Abuse Prevention Month, and CAPC Director Barbara Finch was interviewed on AM radio's Andy Caldwell Show. Momentum from the film will inform the second annual "Bridges to Resilience" conference, sponsored by KIDS Network, SELPA and the Behavioral Wellness Children's System of Care, to be held in the fall of 2017. Discussions are also taking place among community stakeholders about a county-wide initiative and a presence on ACEs Connection <http://www.acesconnection.com/>.

In addition to financial sponsorship, the support of First 5 Staff was instrumental in the success of this year's April Campaign. Teresa Rodriguez-Johnes, a CAPC member, attended every event, took wonderful photographs and posted on social media; Dr. Pedro Paz served as a panelist in Santa Ynez Valley, and Katie Torres provided ideas for marketing and outreach. Thank you First 5! We are grateful for your partnership in this important work.

*Respectfully Submitted, Barbara Finch, CAPC Director, June 7, 2017*