

# Trauma-Informed



## Why ParentPowered Trauma-Informed?

Nearly half of the children in the United States have experienced **at least one adverse childhood experience (ACE)**. When unaddressed, these potentially traumatic experiences can result in both immediate and lifelong negative impacts. ACEs can include such things as witnessing or being a victim of violence, incarceration of a loved one, homelessness, divorce, or a parent's addiction.

Luckily, the **negative effects of trauma can be mitigated**. Research indicates that having supportive and responsive relationships with caring adults as early in life as possible can prevent or reverse the damaging effects of trauma.

ParentPowered Trauma-Informed is designed to give parents, caregivers, and programs the tools and insights they need to buffer the effects of trauma and navigate challenge and adversity, as a component of a comprehensive trauma-informed strategy or a stand-alone approach.

## What makes this a Trauma-Informed curriculum?

Developed over the course of multiple years, ParentPowered Trauma-Informed leverages insights from our close work with community partners and on the front lines of supporting families experiencing trauma. The curriculum also integrates the guidance of mental health experts, community health workers, parents, and providers.

Specifically designed to help families buffer the effects of trauma, ParentPowered Trauma-Informed builds on the evidence-based Ready4K model which is the foundation of all ParentPowered curricula. Parents and caregivers receive fun facts and easy tips on how to promote their children's development by building on existing family routines.

The Trauma-Informed curriculum is designed to strengthen the protective factors, which are five characteristics or strengths that act to mitigate risks and buffer the effects of trauma:

1. Parental Resilience
2. Social Connections
3. Knowledge of Parenting and Child Development (including literacy, math, and more)
4. Concrete Support in Times of Need
5. Social and Emotional Competency of Children

In addition, ParentPowered experts guide partners through a community asset mapping process to create a supplemental set of messages that link families to community resources, such as substance misuse recovery, violence treatment, food, housing, and economic services, job training, and mental health services. Parents and caregivers then receive these messages and links through a dedicated texting number with a local area code.

## Applying a Trauma-Informed Lens

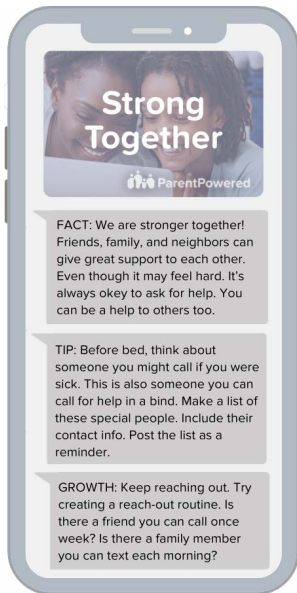
ParentPowered applied a trauma-informed approach to the content development process, mindful of the **4Rs**: Realize, Recognize, Respond, and Resist.

The content has been vetted by mental health experts and families to help ensure activities:

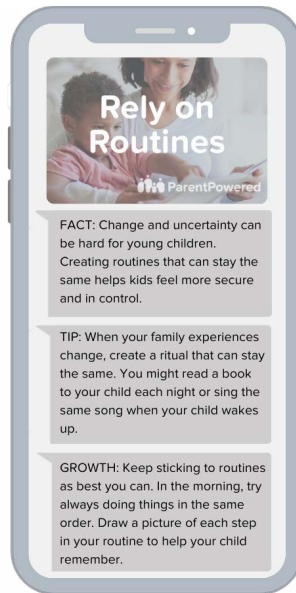
- Avoid potential triggers
- Map onto different lived experiences
- Are doable even during challenging times

Every ParentPowered program is designed for access, equity, and empowerment to leverage family strengths and set all families up for success.

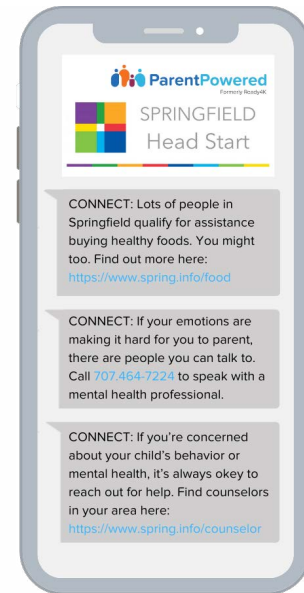
## Sample Trauma-Informed Messages



*Social Connections*



*Social and Emotional Competence of Children*



*Concrete Support in Times of Need*

## How does the Trauma-Informed program support partners?

### Easy Enrollment

The ParentPowered Dashboard enables partners to enroll all families with one click, guaranteeing an efficient and equitable implementation of the program. ParentPowered Trauma-Informed supports families of children from birth through 12th grade, in English and Spanish.

### Local Messaging

Partners receive a dedicated texting number to share resources and build relationships with families during the school year and over the summer. Schedule and send messages in multiple languages, including links, images, and PDFs, amplifying your trauma-informed strategy and supports.

### Actionable Data

ParentPowered Trauma-Informed provides robust data for program review, stakeholder engagement, and reporting requirements. In addition to standard enrollment, persistence, and usage data, this program includes:

- Quarterly family engagement surveys that focus on the protective factors and offer partners insights into families' experiences and needs
- Click-through data to identify which community services and resources are most needed
- Data on when phone numbers move from working to nonworking, which can be a signal of distress

### Covid-19 Responsive

The ParentPowered Trauma-Informed curriculum has been fully updated to reflect the impacts of Covid-19. In addition, the program crosses the digital divide because it **does not require internet access**. ParentPowered always uses text messaging to reach families, because:

- 98% of US adults have cell phones
- 98% of US adults send and receive text messages
- 96% of text messages are opened, compared to 26% of email messages