

**Essentials for Childhood  
Public Awareness and Social Norms Working Group  
Meeting Notes  
10/10/2016**

Attendees:

Sharon Hirsch, PCANC (phone)  
Suzanne Metcalf, PCANC (phone)  
Catherine Joyner, DPH, DHHS  
Tracy Zimmerman, NC Early Childhood Foundation  
Elizabeth Hudgins, NC Pediatric Society  
Deborah Day (DSS)  
Trishana Jones, NC Coalition of Domestic Violence  
Michelle Ries, NCIOM  
Berkeley Yorkery, NCIOM  
Mari Moss, NCIOM

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

Group members introduced themselves with names and organizations (see attendee list above).

**UPDATES AND TRANSITION**

TRACY ZIMMERMAN AND CATHERINE JOYNER

The meeting began by outlining the work that the group has been focusing on up to this point. The July meeting (July 21) centered around Social Norms Survey data from CDC (themes including poverty, early childhood education, economic impacts on families,

parental support, spanking, etc.) and what are the wedge issues, what else do we need to learn, what are the synergies and potential bipartisan crossover. Since that meeting, no specific action steps have been taken by the working group, but NCIOM has started work as the backbone organization for Essentials for Childhood as of Sept. 1, 2016.

The working group remained unsure about what exactly to do with the social norms survey data as well as the potentials for data use.

Question: If we focus on specific stakeholder groups when determining how to use the social norms survey data, how do we strategically use these pieces of data? And how do we want to align smaller pieces with an overarching message or shared narrative?

In past meetings, there was less consensus on shared messaging. Today's conversation moved away from launching a single campaign and more into developing a shared narrative, including a common conclusion about the data and similar language that can be used by other groups who are working on projects related to this data. The goal is for the working group to develop a common perspective about the data, and offer individual, more specific sub-points that other groups can choose to focus on. The working group discussed the goal of using Essentials for Childhood core messaging, and identifying how to apply and the social norms survey data to this messaging – we want key “bullet point” messages with different resonance for different stakeholders.

Additional questions:

- what is the data piece focusing on;
- what resources are needed to move the needle;
- and how is this data essential for influencing policy?

The group discussed the role of the working group in actually changing social norms (or perceptions of social norms). Who are we influencing (service providers, policymakers, general public, families/children?) The group decided to move toward disseminating the one page narrative and data to provider organizations and groups working on these issues. It was also decided that discussion and decisions about who else should be at the table needs to hold off until the working group determines what its shared narrative is.

Follow up: Michelle to look at PCANC slide presentations and resources, CDC Essentials for Childhood materials and slides from the NC Pediatric Society. Schedule follow up meeting with Tracy Zimmerman, Catherine Joyner, Michelle Ries, Anne Foglia to discuss the creation of a one-page document that provides a general framework for the data. Group goal will be to create a one page narrative that provides a general framework for the data; compose a list of individual pieces/components of the data that various groups could use in forming their own goals; and inform/invite other groups who are not part of the working group, but who could benefit from the work being done. Michelle also will follow up with Heidi at UNC re: how the social norms survey data will inform graduate work. Meghan re: article in NCMJ?

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

MICHELLE RIES

Also discussed in the meeting was the role of the working group in developing/implementing messaging around trauma informed practices and communities; is this group the right place for this work?

Discussion on stakeholder work on trauma;  
Juvenile Justice's initiative (shared screening, trying to instill assumption of trauma)  
Project Broadcast (DSS – trauma-informed system in child welfare)  
Project Lighthouse (DSS)  
Fostering Health (DSS)  
Triple P  
State Board of Education Inter-Agency Committee (whole child, whole school, whole community)

After discussing other stakeholder groups doing work around trauma, the conclusion of this discussion was no - the role of this group should be to support organizations already working towards implementing trauma informed practices, not to develop messaging, etc., at this time.

Follow up: Michelle will follow up with Jean Steinberg, Tricia Willoughby, Tracy to put Michelle in touch with Martis Hill – to discuss details of trauma-informed work and how the Essentials for Childhood work can support them.

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

CATHERINE JOYNER

Catherine Joyner gave an update on options for leadership/decisionmaking:  
Children's Cabinet  
ECAC  
State Board of Education Inter-Agency Committee

Working group will prioritize action and next steps to bring to leadership entity – we will have an update at next WG meeting re: developments.