



State of Wisconsin

Scott Walker, Governor
Elizabeth Hudson, Director

Date

Name of Business

Contact

Address

Address

Dear _____,

Thank you for your interest in the Mobilizing Action for Resilient Communities Project (MARC).



As you consider the possibility of joining our initiative, here are a few points of interest:

- **Funding:** The Mobilizing Action for Resilient Communities program is a two year competitive grant coordinated by the Health Federation of Philadelphia with support from the Robert Wood Johnson Foundation and The California Endowment. There is no cost to your agency for participating in this pilot project.
- **Partners:** Branch2, The Center for Investigating Healthy Minds, SaintA, Wisconsin's Children's Mental Health Collective Impact, and the Wisconsin Office of Children's Mental Health have partnered to develop a training that introduces audiences to the science of Adverse Childhood Experiences¹² (ACEs), research on how to cultivate well-being, and a mobile app that focuses on specific ways to support healthy habits.
- **Project:**
Stage 1) Introduce workplace leadership to ACEs research and the MARC/Enliven app for mobile devices.

¹ Please visit the CDC website for more information about ACEs: <https://www.cdc.gov/violenceprevention/acestudy/>

² Please visit the CANPB website for Wisconsin specific ACE information:

<https://preventionboard.wi.gov/Pages/OurWork/ACE.aspx>

Stage 2) Schedule and present free informational sessions related to ACEs, resilience and the MARC/Enliven mobile app. Offer free mobile app download to interested employees and administer pre-surveys (ACEs, resilience and well-being) to people choosing to use the mobile app.

- Presentation: We recommend at least 90 minutes per presentation with an audience of 40 employees or less.
- MARC/Enliven Mobile App: The mobile app offers daily introductions to mindfulness practices such as working with breath and meditation to improve focus and attention; using guided meditations to calm the mind and strengthen resilience; expressing gratitude for the good things in life; and performing simple, daily acts of kindness.

Stage 3) Re-administer surveys at ten weeks and six months to employees who downloaded the mobile app. Provide aggregate data to employer regarding the ACE survey scores, employee well-being, and mobile app usage.

Should you chose to introduce your employees to mindfulness practices, you will be in good company. Other businesses including Aetna, General Mills, Google, Intel, eBay, Twitter, Goldman Sachs, Target, Seattle Seahawks, Reebok have embedded mindfulness into their business model.

By bridging the science of ACEs with mindfulness practice, we are heeding the call to adopt a universal, public health approach to address toxic stress and build resilient communities. We are very pleased that you are interested in joining us in this potentially paradigm-shifting process.

Please feel free to contact me if you have any questions.

Best,

Elizabeth Hudson

Elizabeth Hudson, Director