



*Office of Children's
Mental Health*

State of Wisconsin

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Wisconsin's Children's Mental Health Collective Impact Coalition Poised to Bring "ACEs" Awareness and Mindfulness to the Workplace

Madison –Wisconsin has been chosen as one of fourteen communities from across the country to expand their innovative work in addressing childhood adversity through a new project launched by The Health Federation of Philadelphia, with support from the Robert Wood Johnson Foundation and The California Endowment.

Called "Mobilizing Action for Resilient Communities" (MARC), the project supports communities building the movement to create a just, healthy and resilient world. It will foster solutions to prevent traumatic childhood experiences — like neglect, abuse and abandonment — in families throughout the nation. Known as Adverse Childhood Experiences (ACEs), these events have been proven to have lifelong impacts on children's health and behavior and the communities they live in.

The Office of Children's Mental Health (OCMH) serves as the "backbone" agency supporting the Collective Impact Coalition and will distribute the funding to the MARC project partners. "MARC is the opportunity we've been waiting for," states Elizabeth Hudson, Director of the OCMH. "By bringing this information to the workplace, we are heeding the call to adopt a universal, public health approach to address toxic stress and build resilient communities."

Wisconsin's proposal outlines a two year public-private initiative bringing together multiple partners including Branch2, a technology company. "It's a privilege to be a partner on this project," said Branch2 CEO Reggie Luedtke. "We think the issues at stake here are paramount to building healthy communities and we're excited to work with OCMH, the Center for Investigating Healthy Minds and others, to deploy smartphone-based mindfulness programs at worksites around the state. It's a great opportunity to build awareness around ACEs and measure the impact on community wellbeing."

Other central partners include University of Wisconsin's Center for Investigating Healthy Minds, SaintA, Wisconsin's Children and Families' Collective Impact Coalition, and the Wisconsin Economic Development Corporation. Together, this group will pilot an ACEs and resilience workplace curriculum where, after learning about the impact of adversity and toxic stress, workplace participants will be given the option to participate in a research-based "resilience-building" mindfulness practice. Doing so will promote both an awareness of ACEs and a culture of health which will help reduce risk factors and boost resilience for Wisconsin families.

“These states and cities are living laboratories that can teach all of us what it takes to transform cycles of trauma into a Culture of Health,” said Martha B. Davis, senior program officer for the Robert Wood Johnson Foundation. “Anyone who is interested in strengthening the resilience of their community should pay attention to what these communities are doing.”