

FOR RELEASE ON: April 3, 2023

Kristen DeLong

Preventing Adverse Childhood Experiences Data to Action (PACE D2A) Community Coach

Michigan ACE (ADVERSE CHILDHOOD EXPERIENCES) Initiative Master Trainer

Phone number: <insert number or delete this line>

Kristendelong@gmail.com

Announcing: Be The One Wayne Co; a public education campaign to reduce childhood adversity.

Wayne County, MI - This campaign will focus on telling adults in Wayne County that *just one caring one adult can impact a child's life positively and asking adults to act; to be the neighbor or community member to notice, acknowledge, encourage, support, smile, talk, listen, help.*

Did you know?

- In Wayne County, more than 55% of high school students report having an adverse childhood experience like physical and sexual abuse, violence in their home or community, death of a parent, and others.
- Less than 1 in 4 high school students in Wayne County reported having people in their neighborhood who noticed them when they did a good job and let them know.

Research in resiliency building tells us that preventing the lasting impacts of adverse childhood experiences requires a community response, rather than individual responsibility. This science also supports that just one caring, competent adult can provide a positive impact on that young person's life, buffering and preventing the lifelong impacts of childhood adversity. Connecting youth to caring adults and activities helps to ground them, improve their engagement in school, and establish positive networks and experiences.

#BeTheOne, a public education campaign, will reach Wayne County community members through a combination of public service announcements (PSA), social media posts, interviews, and a webpage. The goal of the campaign is to ensure that everyone knows they have the tools to reduce the impacts of adverse childhood experiences in their communities and neighborhoods. Anyone can be the adult that makes a difference for a young person.

We need your help in spreading this important message!

Please follow our journey on Instagram @betheone_wayneco and share our posts to increase our reach. We will be providing partners with social media toolkits and interactive prompts. It is through partnership we accomplish and grow this work in Wayne County. Wayne County has built sources of hope, created spaces that are safe for learning, provided nourishment for growth, nurtured environments for connection, and empowered visions of opportunity for our children, families, and individuals across the county. Together, we are invigorating systems of change and changing systems; resulting in community impact, individual growth, and generational transformation. Sometimes this big work happens in small moments.

Want to learn more? Visit our webpage: www.miace.org/wayne

This public education campaign is a partnership between #BeTheOneWayneCo and Michigan Public Health Institute. It is funded by the PACE D2A grant, awarded to the Michigan Public Health Institute by the Centers of Disease Control (#6NH28CE002755-01-01).



#BeTheOneWayneCo