



CALIFORNIA CHAPTER 1  
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American Academy of Pediatrics

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AAP-CA1 has been hard at work developing a comprehensive communications strategy for the ACEs initiative. Our communications team consists of six pediatricians, providing expertise on their experience screening for ACEs alongside our project manager and project coordinator overseeing the process. The group has shared their experiences and perspectives on ACEs screening in practice and outlined both the barriers and facilitators to adopting trauma-informed care practices. Our communications are intended to reach a varied audience of pediatricians and try to motivate pediatricians in various stages of change to adopt new practices and workflows.

To date, we have sent out two eblasts: [AAPCA1 and ACEs](#) and [Promoting Resiliency](#) providing specific ACEs resources, videos, book reviews, and interactive websites on how to provide trauma-informed care. We have also sent out ACEs resources in our [September](#) and [October](#) newsletters with ACEs webinars and general events that other regional grantees in Northern and Central California organize. Our communications presently reach approximately 3000 pediatricians and advocates and will soon expand to a larger population of pediatricians in Northern and Central California. We are developing a social media strategy that utilizes our Twitter, Instagram, and Facebook pages to re-direct viewers to our website resources and promote our eblasts. We look forward to seeing more engagement in our ACEs initiative as we continue to partner with other regional grantees to inform our providers how to implement ACEs screenings, promote resilience, provide trauma-informed care, and connect patients with necessary external resources.

Isra Uz-Zaman, MS

Executive Director | American Academy of Pediatrics, CA Chapter 1