



Expert Advisory Committee Launch Toolkit

May 23, 2022

This toolkit provides information you can use to help spread the word about *Pathways to Resilience*. It includes:

1. [Content to share with your network \(e.g., emails, newsletters\)](#)
2. [Information to follow us on social media](#)
3. [Talking points](#)

If you have questions or would like additional information, please contact Tanya@aurrerahealth.com.

1. Content to Share with Your Network about Pathways to Resilience (e.g., emails, newsletters)

The following content can be tailored to share with your networks and/or in membership and stakeholder communications:

I am proud to serve on the Expert Advisory Committee for the *Pathways to Resilience* initiative – a new, national forum to help states and communities advance trauma-responsive policies and programs across sectors. *Pathways* raises awareness of the mental and physical impacts of adversity and trauma on all of us – through an equitable and evidence-informed lens.

Pathways to Resilience is bringing together state and community leaders from across sectors – along with experts, practitioners, and researchers – to identify and discuss practical strategies to support healing and resilience.

Learn more and join the movement at www.Pathways-US.org.

IF YOU ARE SHARING WITH STATE OFFICIALS, PLEASE ADD THIS INFORMATION

A signature offering from *Pathways to Resilience* is the national [Pathways Learning Network](#). The Pathways Learning Network will provide state leaders and staff with a forum for information sharing, highlighting best practices, and exploring different approaches to preventing and addressing trauma. The virtual monthly sessions will feature state leaders and other national experts sharing concrete, evidence-informed, and actionable approaches to promoting healing and resilience. The first Pathways Learning Network session for state leaders and staff is scheduled for June 7.

Pathways Learning Network Session: Trauma-Responsive Approaches to Promoting Resilience Across Sectors

Date/Time: June 7 at 12 p.m. PT / 3 p.m. ET

Register [HERE](#)



Topic: Learn about the *Pathways to Resilience* initiative and hear from state and national experts on the importance of developing trauma-responsive policies and programs across sectors.

Audience: State leaders and staff across sectors

Speakers:

Dave Ellis – Executive Director, New Jersey Office of Resilience

Melissa Merrick, PhD – President and CEO, Prevent Child Abuse America

Ricky Robertson, M.A., M.Ed. – Educator, Author, and Consultant





2. Information to Follow Us on Social Media

Stay up to date on the initiative by following the social media channels linked below, and please share our social media posts with your network. Our coordinated launch will commence on Monday, May 23, and continue through the entire week, and we would love for you to participate in our “social media storm.”

- **Channels:** [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#), and [YouTube](#)
- **Handles:**
 - @PathwaysUS (Twitter, LinkedIn, Facebook, YouTube)
 - @Pathways_US (Instagram)
- **Hashtags:**
 - #PathwaysToResilience
 - #ChartingThePath

Create Your Own Posts

If you would like to create your own posts, consider using the content below. Please feel free to customize the posts to your state and/or audience using language from our [talking points](#) about the initiative and your involvement.

Platform	Post Language
	<p>I am proud to be part of an exciting new initiative, Pathways to Resilience – a national forum to help states and communities advance trauma-responsive policies and programs across sectors. Pathways will bring together experts, practitioners, and researchers to identify and discuss practical strategies to support healing and resilience.</p> <p>Learn more and join the movement at www.Pathways-US.org.</p> <p>#PathwaystoResilience #ChartingthePath #TraumaAwarenessMonth</p>
	<p>I am proud to be part of Pathways to Resilience (@pathwaysUS), a new, national forum to help states and communities advance trauma-responsive policies and programs across sectors. Learn more and join the movement at www.Pathways-US.org.</p>
	<p>I am proud to be part of an exciting new initiative, Pathways to Resilience – a national forum to help states and communities advance trauma-responsive policies and programs across sectors.</p> <p>Learn more and join the movement at www.Pathways-US.org.</p> <p>#PathwaystoResilience #ChartingthePath #TraumaAwarenessMonth</p> <p>(Tag @Pathways_US in the post)</p>
	<p>I am proud to be part of an exciting new initiative, Pathways to Resilience – a national forum to help states and communities advance trauma-responsive policies and programs across sectors. Pathways will bring together experts, practitioners, and researchers to identify and discuss practical strategies to support healing and resilience.</p> <p>Learn more and join the movement at www.Pathways-US.org.</p> <p>#PathwaystoResilience #ChartingthePath</p>

3. Talking Points

- I am excited to talk about a new initiative that is going to change the way we talk about the effects of adversity and trauma on our health and well-being.
- *Pathways to Resilience* is a national initiative dedicated to advancing trauma-responsive policies and programs in states and communities across the country.
- While states and communities have been working on these issues for some time, this is something different.



- *Pathways* is the first initiative of its kind. Its goal is to provide a forum to convene state and community leaders – together with national and local experts, clinicians, practitioners, and people with lived experience – to identify and discuss practical strategies for supporting resilience and healing.
- *Pathways* will harness the power and potential of collaboration across the health, education, early childhood, social services, and justice sectors to achieve common goals.
- We believe states and communities are in the best position to establish a culture of healing and resilience for our children and families and *Pathways to Resilience* was created to support these efforts.

Why now?

- Our collective experience with COVID-19 has helped normalize conversations about mental health that have historically been stigmatized, downplayed, and even denied in our families, schools, communities, and workplaces.
- This shared adversity has created an opportunity for more candid conversations and for broader collaboration – a chance to listen to each other and to work together to foster the conditions that allow children, families, and communities to thrive.
- Now is the time for charting *Pathways to Resilience*!

What is launching?

- Today we are announcing the initiative and sharing the website – www.Pathways-US.org.
- We are also launching the [Pathways to Resilience Learning Network](#), which provides a monthly forum for state leaders to discuss and debate cross-sector, evidence-informed, and promising practices for states and communities to respond to trauma and support resilience.
- The first session – [Trauma-Responsive Approaches to Promoting Resilience Across Sectors](#) – will take place on June 7 at 12:00 p.m. PT /3:00 p.m. ET. It will be an opportunity to learn more about the initiative and will feature three national leaders in the area of trauma prevention and healing:
 - **Melissa Merrick**, the President of Prevent Child Abuse America
 - **Dave Ellis**, the Executive Director of New Jersey’s Office of Resilience; and
 - **Ricky Robertson**, an accomplished leader in the education world who provides trainings to help teachers and school administrators understand how trauma and adversity can affect children inside and outside the classroom.



- The initiative is guided by an Expert Advisory Committee, a Steering Committee of seven Governors' spouses, and national partners (e.g., the National Governors Association Center for Best Practices, the National Academy for State Health Policy).
- I am excited to be a part of this important initiative and I look forward to sharing updates as the work continues.

How do I get involved?

- Sign up to receive *Pathways to Resilience* updates and information at www.Pathways-US.org.
- Are you a state leader or policymaker? Join the [Pathways Learning Network](#) to connect with other states and to learn about and share promising practices at www.Pathways-US.org.
- Are you ready to help spread the word about *Pathways to Resilience*? Follow the initiative on social media at [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#), and [YouTube](#). Contact info@Pathways-US.org if you would like to share information with your network.
- Is your organization interested in becoming a partner or funder? Contact Tanya@aurrerahealth.com to discuss how you can get involved.
- You can also reach out to *Pathways* staff directly by emailing Tanya Schwartz at Tanya@aurrerahealth.com.