



PTICC

Pottstown Trauma Informed Community Connection

CONNECTION MATTERS

Led by the Pottstown School District and PEAK

The PTICC Story

For over 11 years, the Pottstown Early Action for Kindergarten Readiness (PEAK) program has been working with children and families to provide high quality early childhood education. In 2014, they sought to understand the underlying conditions which brought about problem behaviors teachers saw in the classroom. Upon learning about trauma and its impact, the Pottstown School District decided to act - bringing together a group of community leaders to build a movement to make Pottstown a Trauma Informed Community.

The PTICC Steering
Committee:

25 total members

organizations
represented **15**

8 different
sectors



Pottstown is a small, urban
community roughly 40
miles Northwest of
Philadelphia



POPULATION: **22,377**

33% of children live below the
Federal Poverty Line

3,300 students in the Pottstown
School District

100% receive free or reduced
lunch

ACCOMPLISHMENTS



Social Emotional Learning

Piloted a Social Emotional
Learning Curriculum with 64
teachers with plans for full
implementation in the 2017-
2018 School Year



Training

Trained over 200
professionals and
community members in
ACEs and trauma



Community Partners

Convened almost 200
community partners at
four quarterly meetings



Communications

Developed a robust
communications strategy,
including a website, social
media, and branded
materials

Funded by:



W.K.
KELLOGG
FOUNDATION



pennsylvania
OFFICE OF CHILD DEVELOPMENT
AND EARLY LEARNING



POTTSTOWN AREA
Health & Wellness
FOUNDATION



pennsylvania
PRE-K COUNTS



Foundation for
**POTTSTOWN
EDUCATION**
PROMOTING OPPORTUNITIES FOR CHILDREN



United Way
of Greater Philadelphia
and Southern New Jersey

July 2017

SEL

Social Emotional Learning

Social and Emotional learning (SEL) is the process through which we learn to recognize and manage emotions, care about others, make good decisions, behave ethically and responsibly, develop positive relationships and avoid negative behaviors.

-Collaborative for Social and Emotional Learning. CASEL, 2017

The Pottstown School District has adopted the Second Step and School Connect SEL curriculum, which consists of explicit instruction in, and a whole community approach to:

SELF-AWARENESS:
knowing your strengths and limitations

SELF-MANAGEMENT:
staying in control and persevering

SOCIAL AWARENESS:
understanding and empathy

RESPONSIBLE DECISION- MAKING:
making ethical and safe choices



RELATIONSHIP SKILLS:
working in teams and resolving conflicts

Collaborative for Social and Emotional Learning, CASEL, 2017

Studies show that SEL can have a tremendous impact on a child's success in school. Evidence shows that SEL can...

Increase:



Academic Achievement
Social and Emotional Skills
Attitude Toward Self and Others
Positive Social Behaviors

Decrease:



Conduct Problems and Emotional Distress
Suspension Rates
Engagement in Risky Behaviors

We need to ensure SEL is a core aspect of every child's education. By doing so, we can support teachers in their critical work that helps children thrive not just as students, but also as leaders, dreamers, entrepreneurs, and citizens.

-Collaborative for Social and Emotional Learning. CASEL, 2017

GETTING TO FULL IMPLEMENTATION

2016-2017 Pilot

59 teachers piloted SEL in their classrooms

1 of the 4 elementary schools had full implementation of SEL

3 district wide implementation meetings

Coaching was provided by a team from The Consultation Center at Yale University:

10 coaching sessions

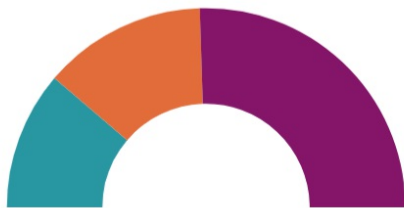
4 Let's Talk Conversations with parents/caregivers

253 teachers and staff participated in In-Service Training

25 classroom observations

SEL In-Service Training

I feel prepared to teach SEL



SEL is useful for promoting academic engagement



SEL is useful for developing my students' social & emotional skills



SEL Helping Pottstown build strong, healthy relationships



July 2017
The Pottstown Trauma Informed Community Connection is an initiative of the Pottstown School District which brings together a diverse group of partners to build a trauma informed, resilient community in Pottstown.

Promoting Awareness of ACEs and Trauma in Pottstown

Led by the Pottstown School District and PEAK

The Pottstown Trauma Informed Community Connection sponsored introductory trainings about Adverse Childhood Experiences (ACEs) and trauma for over 200 community members.

Training Community Members

164

General Trauma 101 Trainees

Training Law Enforcement

41

Police Trauma 101 Trainees

Of the total 205 trainees...



42.4% identified schools/education as their primary sector



19.2% identified law enforcement/legal as their primary sector



18.2% identified social service as their primary sector

61.7% of trainees had no prior training in ACEs and trauma

Training Results

Trainees had statistically significant changes in knowledge about and attitudes toward trauma-informed practice as a result of these two-hour introductory trainings.

4% increase in knowledge about ACEs and trauma

increase in their attitudes toward trauma-informed practice **7%**

Training Satisfaction

As a result of this training, I better understand trauma, ACEs, and related issues



Strongly Disagree or Disagree (10.8%)
Neither Agree or Disagree (26.3%)
Agree or Strongly Agree (62.9%)

I can use the material presented in my job or relationships



Strongly Disagree or Disagree (7.2%)
Neither Agree or Disagree (12.9%)
Agree or Strongly Agree (79.9%)



PTICC Pottstown Trauma Informed
Community Connection
CONNECTION MATTERS



July 2017
The Pottstown Trauma Informed Community Connection is an initiative of the Pottstown School District which brings together a diverse group of partners to build a trauma informed, resilient community in Pottstown.

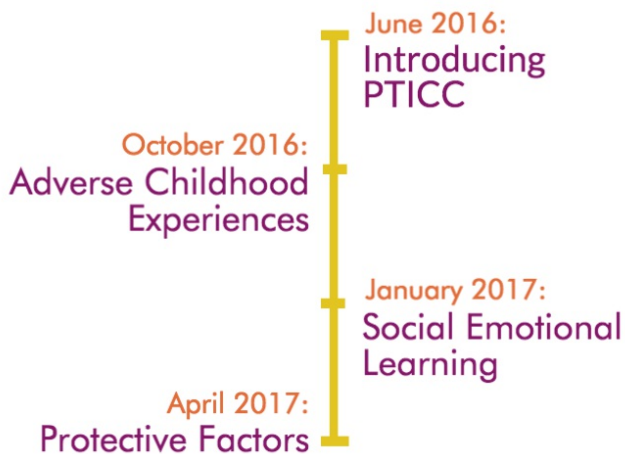
PTICC Community Partners



Led by the Pottstown School District and PEAK

2016-2017

The Pottstown Trauma Informed Community Connection held four total meetings of PTICC Community Partners:



Meetings of PTICC Community Partners, led by the PTICC Steering Committee, bring area organizations together to develop the community response to childhood trauma and adversity.

176 Unique Attendees

Organizations Represented 84

14 Different Community Sectors

"Keep up the great work! I say this after every meeting but I truly learn something new at each community partner meeting. There is always something to be taken away. Thank you for all you do to help our community become trauma-informed."

Top Sectors Represented:



Social Services

Education



Health Care



76%

say they'd like to attend another meeting



Nearly one quarter said they had 2-3 hours per week to give to this effort

Nearly all community partners received recent training in ACEs and trauma



PTICC Pottstown Trauma Informed
CONNECTION MATTERS Community Connection



July 2017

The Pottstown Trauma Informed Community Connection is an initiative of the Pottstown School District which brings together a diverse group of partners to build a trauma informed, resilient community in Pottstown.

PTICC Community Partners

Led by:

Pottstown Early Action for Kindergarten
Readiness

Pottstown School District

Steering Committee:

Borough of Pottstown
Creative Health Services, Inc.
Mercury Fit for Life
Montgomery County Public Defender
Montgomery Early Learning Centers

Penn Project for Civic Engagement
Pottstown Area Health and Wellness
Foundation
Pottstown Cluster of Religious
Communities
Pottstown Family Center
Pottstown Police Department

The Consultation Center at Yale
School of Medicine
The Salvation Army
Thomas Scattergood Behavioral Health
Foundation
United Way of Greater Philadelphia
and Southern New Jersey

Community Partners:

Access Services
ACLAMO Family Centers
ArtFusion
Big Brothers Big Sisters Southeastern
PA
Cedarville United Methodist Church
Centro Cultural Latinos Unidos
Chester County Department of Human
Services
Child and Family Focus
Child Care Information Services of
Montgomery County
Christ Episcopal Church
Community Health & Dental Care
Diplomate American Academy of
Chiropractic Pediatrics
Elizabeth B. Barth Elementary School
Family Services of Montgomery
County
First United Methodist Church
Friends of Hopewell Furnace
Green Tree Community Health
Foundation
Harris Family Ministries
Healing Horses Foundation
HIP HOP, Inc.
Home of the Sparrow
House of Restoration
Kellman Car Advertising and Rental

Kingdom Life Church
Lakeside Global Institute
Laurel House
Life After Trauma Organization
Lifeworks Counseling Center, LLC
Coventry Pediatrics
Living Resolutions
Maternity Care Coalition
Mental Health Partnerships
Mission Kids Child Advocating Center
Montgomery County Community
College
Montgomery County District Attorney
Montgomery County Health
Department
Montgomery County Intermediate Unit
Montgomery County Office of Children
and Youth
Montgomery County Office of Drug
and Alcohol
Montgomery County Office of Mental
Health
Mt. Olive Baptist Church
Operation Inspiration
PA Keys
Philadelphia Freedom Valley YMCA
Pottsgrove School District
Pottstown Chapter of the NAACP
Pottstown Cluster of Religious
Communities

Pottstown Downtown Improvement
District Authority
Pottstown Regional Public Library
Pottstown Senior Citizen Board
Professions School
Progressions Behavioral Health
Public Citizens for Children & Youth
Schuylkill River Greenway Association
St. Joseph Medical Center Foundation
The Anderson Group
The Barra Foundation
The Laurel House
The STRIVE Initiative
Transformation Initiative for Building
Healthy Communities Through
Healthy Families
Trauma Informed Education Coalition
TriCounty Area Chamber of
Commerce
TriCounty Community Network
Triskeles Foundation
Ursinus College, Psychology
Department
Victim Services Center of Montgomery
County, Inc.
Wellness Council of Boyertown
Wesleyan Christian Church
Wings of Victory
Women's Center of Montgomery
County

Getting the word out about

PTICC



Led by the Pottstown School District and PEAK

The Pottstown Trauma Informed Community Connection (PTICC) has developed a robust communications strategy to increase awareness about Adverse Childhood Experiences (ACEs) and what the community can do to prevent them and protect against their impact.

Strategies Include:



Web Presence



Presentations



Traditional Media
and Others

PottstownMatters.org

2,102

unique visitors
to the PTICC
website

are visiting the
website for the
first time

72%



Facebook

144

total number of
page likes

Twitter



total number of
followers

92

June 2016 - June 2017

40

roughly the number
of presentations
done by the PTICC
steering committee

Key Stakeholders

Pottstown School District
Family Advisory Committee

Pottstown Chamber of
Commerce

Montgomery County Behavioral
Health/Developmental
Disabilities Department

Montgomery County
Commissioner's Office

Borough of Pottstown



Newspapers

PTICC's work has been
highlighted in:

**THE MERCURY
READING EAGLE**



Television
and Web



State Senator Mensch's,
The Mensch Report

PennState Better Kid Care
Module

Pottstown Area Health and
Wellness Webisodes

Connection Matters

The Pottstown Trauma Informed Community Connection has developed a strong brand, with recognizable, cohesive visual elements and approachable language.

