

**ALL  
IN FOR  
KIDS**



**Social Media Toolkit**

# Social Media Guide for All In For Kids: Post-Event

## Action & Awareness to End Childhood Adversity

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### // TWEETS

- Young children don't have a voice on social media or at policy tables, but they face increased trauma during the COVID-19 pandemic. Learn what you can do to support the kids and families in your life. Watch the #AllinForKids virtual summits: [www.allinforkidsca.org](http://www.allinforkidsca.org)
- Calling all healthcare colleagues! Watch @DrAlethaMaybank in the #AllinForKidsCA Summit for on everyday steps we can take to prevent childhood trauma and help kids heal. [https://youtu.be/M\\_iEN\\_dUimI](https://youtu.be/M_iEN_dUimI)
- Educators can deliver the daily doses of healing interactions that truly are the antidote to toxic stress. Learn more about the role of educators in helping kids deal with trauma by watching the #AllinForKidsCA Summit for Educators hosted by @CallMeKi of @MindShiftKQED. <https://youtu.be/C5Y8iHOhZho>
- Watch one of the #AllinForKidsCA virtual summits and learn what you can do to support the kids and families in your life. Just 15 minutes and packed with purpose and inspiration, they offer everyday steps adults can take in partnership with kids & families to advance healing and prevention. [www.allinforkidsca.org](http://www.allinforkidsca.org)
- The #AllinForKidsCA Summit for Educators celebrates the role educators play in addressing and preventing childhood adversity and trauma – and offers everyday steps adults can take in partnership with kids & families to advance healing and prevention. Watch now! <https://youtu.be/C5Y8iHOhZho>

- Watch host @LisaLing & inspiring speakers, including @CA\_OSG @DrBurkeHarris, UNHCR Special Envoy Angelina Jolie, & Youth Poet Laureate @AmandaSCGorman to learn how parents and caregivers can play a role in helping kids heal from trauma. #AllinForKidsCA <https://youtu.be/etXtKVmeDIM>
- Watch @callmeKi, host of @MindShiftKQED & inspiring speakers like @CA\_OSG @DrBurkeHarris and UNHCR Special Envoy Angelina Jolie to learn how Educators can play a role in preventing and healing childhood trauma. #AllinForKidsCA Summit for Educators <https://youtu.be/C5Y8iHOhZho>
- Watch @DrAlethaMaybank of the @AmerMedicalAssn, @DrBurkeHarris, UNHCR Special Envoy Angelina Jolie, and @UCSF's @DaynaLong3 to learn how healthcare providers can play a role in helping kids with trauma. The #AllinForKidsCA Summit for Healthcare Providers [https://youtu.be/M\\_iEN\\_dUiml](https://youtu.be/M_iEN_dUiml)
- Cardiovascular disease, diabetes, and cancer all have one powerful predictor: childhood trauma. Whether you work in healthcare or are a family member, educator, neighbor or racial justice advocate, I hope you'll watch an #AllinForKidsCA virtual summit. <https://bit.ly/36KABTc>
- Here's one thing you can do to help advance racial justice: Join me in watching the #AllinForKidsCA Summit for Parents and Caregivers. Childhood trauma disproportionately affects BIPOC kids, but we can help end it. <https://bit.ly/36KABTc>
- COVID-19's devastating health, social & economic impacts have increased risk for trauma in early childhood that threatens to cause long-term harm--unless we act today. Watch one or all of the three #AllinForKidsCA virtual summits for everyday steps we can take to help. <https://bit.ly/36KABTc>
- Nearly half of children have experienced at least 1 of 9 types of adverse experiences (ACES), including physical or emotional abuse or neglect. But there's hope. Learn how to help kids and communities heal at #AllinForKidsCA <https://bit.ly/36KABTc>

## // INSTAGRAM/FACEBOOK

### [Download Graphics Here](#)

- COVID-19's devastating health, social & economic impacts have increased risks for trauma in early childhood --unless we act today. Join me in watching the #AllinForKidsCA Summit for solutions and steps we can take to help. [www.AllinForKidsCA.org](http://www.AllinForKidsCA.org)
- Watch Lisa Ling, host of CNN's This is Life, and other inspiring speakers, including CA Surgeon General Dr. Nadine Burke Harris, UNHCR Special Envoy Angelina Jolie, and Youth Poet Laureate Amanda Gorman, to learn how parents and caregivers can play a role in helping kids heal from trauma. #AllinForKidsCA [www.allinforkidsca.org](http://www.allinforkidsca.org)
- Watch the #AllinForKidsCA Summit for Healthcare Providers! Dr. Aletha Maybank, Chief Health Equity Officer of the American Medical Association, and other inspiring speakers, including CA Surgeon General Dr. Nadine Burke Harris, UNHCR Special Envoy Angelina Jolie, and UCSF's Dr. Dayna Long, discuss how healthcare providers can help address and prevent childhood trauma. [https://youtu.be/M\\_iEN\\_dUimI](https://youtu.be/M_iEN_dUimI)
- Cardiovascular disease, diabetes, and cancer all have one powerful predictor: childhood trauma. Whether you work in healthcare or are a family member, educator, neighbor or racial justice advocate, I hope you will watch an #AllinForKidsCA virtual summit. <https://bit.ly/36KABTc>  
[www.AllinForKidsCA.org](http://www.AllinForKidsCA.org)
- I am passionate about fighting for racial justice and I know many of you are, too. Childhood trauma is disproportionately affecting BIPOC kids, but we can take action by watching an #AllinForKidsCA Summit! <https://bit.ly/36KABTc>
- Nearly half of children have experienced at least 1 of 9 types of adverse experiences including physical or emotional abuse or neglect. But there's hope. Learn how to help kids and communities heal by watching an #AllinForKidCA virtual summit. [www.AllinForKidsCA.org](http://www.AllinForKidsCA.org)

- Watch Dr. AlethaMaybank at the #AllinForKidsCA Summit for Healthcare Providers as she helps raise awareness about the increased trauma that's affecting too many children and families during #COVID19, with impacts that threaten to last a lifetime if we don't act now. [https://youtu.be/M\\_iEN\\_dUiml](https://youtu.be/M_iEN_dUiml) [www.AllinForKidsCA.org](http://www.AllinForKidsCA.org)
- Take some time today to watch one or all of the three #AllinForKidsCA virtual Summits for Parents and Caregivers, Healthcare Providers, and Educators! These 15-minute virtual events are packed with purpose and inspiration, and celebrate the role parents and caregivers play in [www.allinforkidsca.org](http://www.allinforkidsca.org) #AllinForKidsCA
- Kids who face trauma in early childhood are 2x more likely to fail a grade and to drop out of school. But there are solutions! Watch the 15 minute-long #AllinForKidsCA Summit for Educators host Ki Sung of KQED's Mindshift for everyday steps we can all take to end childhood trauma and help kids heal. <https://youtu.be/C5Y8iHOhZho>

### **Captions for Infographics:**

#### Copy to be used with Infographics:

- Childhood Trauma/Adversity and COVID-19: The Hidden COVID-19 Crisis

Young children don't have a voice on social media or at policy tables, but at a time when many face increased trauma, their voices and experiences matter more than ever. Whether you are a parent or caregiver, healthcare provider, educator, advocate or neighbor, we all play a role in helping to end childhood adversity and trauma. Take action by watching an #AllinForKidsCA Summit. [www.AllinForKidsCA.org](http://www.AllinForKidsCA.org)

- All In For Solutions: Childhood Trauma Can Be Prevented

During #Covid19, many kids have lost the safety and stability of child care and schools, as well as access to food and housing. This creates conditions that cause and increase toxic stress. But the effects of childhood trauma are not inevitable or irreversible! Solutions exist, and connections are key. Watch the #AllinForKidsCA Summits to learn how you can help. [www.AllinForKidsCA.org](http://www.AllinForKidsCA.org)

- Racial Justice Matters for Ending Childhood Adversity & Trauma

To understand and end childhood adversity/trauma, we must start with racial justice. Evidence shows that exposure to racism can have a significant negative impact on kids' developing brains and bodies, with effects that can be passed down across generations. Join me in watching the #AllinForKidsCA Summits to learn what you can do to help. [www.AllinForKidsCA.org](http://www.AllinForKidsCA.org)

**Contact:**

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Genentech: Heather Gloe ([gloe.heather@gene.com](mailto:gloe.heather@gene.com))

**Hashtag: #AllinForKidsCA**

## // FOLLOW US

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Facebook: [www.facebook.com/Genentech/](https://www.facebook.com/Genentech/)

Website:

<https://www.gene.com/good/local-initiatives/childhood-adversity/the-resilience-effect>

**FUTURES WITHOUT VIOLENCE:**

Twitter: [@WithoutViolence](https://twitter.com/WithoutViolence)

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Facebook: [www.facebook.com/FuturesWithoutViolence/](https://www.facebook.com/FuturesWithoutViolence/)

Website: [www.futureswithoutviolence.org](http://www.futureswithoutviolence.org)

Twitter handles to follow and interact with	Instagram handles to follow and interact with
<ul style="list-style-type: none"> <li>● @LisaLing</li> <li>● @MindShiftKQED</li> <li>● @CallMeKi (Ki Sung)</li> <li>● @DrAlethaMaybank</li> <li>● @DrBurkeHarris</li> <li>● @JenSiebelNewsom</li> <li>● @UCSFChildrens</li> <li>● @UCSFMedicine</li> <li>● @Genentech</li> <li>● @BlueShieldFound</li> </ul>	<ul style="list-style-type: none"> <li>● @LisaLingstagram</li> <li>● @JenniferSiebelNewsom</li> <li>● @UCSFChildrens</li> <li>● @KQED</li> <li>● @Genentech</li> <li>● @BlueshieldCAFoundation</li> </ul>

## // WHAT IS ALL IN FOR KIDS

Young children don't have a voice on social media or at policy tables, but at a time when many face increased trauma, their voices and experiences matter more than ever.

All In For Kids is a Bay Area initiative dedicated to preventing traumatic childhood experiences and supporting kids, families and communities that are disproportionately affected by adversity and trauma brought on or made worse by the COVID-19 pandemic.

The week of December 7th, 2020, All In For Kids invites caring adults to help spread the word on social media about simple steps adults can take to protect kids from adversity and help them heal from trauma.

Whether you are a family member, a neighbor, an educator, or a healthcare professional, you can play a role in helping kids thrive.

## // ABOUT CHILDHOOD TRAUMA & ADVERSITY

We all experience stress growing up — and some level of adversity can help a child learn to navigate the world — but repeated exposure to traumatic stress (domestic violence, abuse, neglect or other significant life stressors like poverty and discrimination), can harm children's developing brains and bodies in the long-term, resulting in higher rates of life-threatening diseases, such as heart disease, diabetes, asthma, and Alzeimers, over time. Trauma in childhood can also negatively affect life opportunities, like completing high school or economic well-being later in life. In California, one in seven children experience trauma by the age of five, with disproportionately higher rates among Black, Indigenous and families of color.

But there is hope.

Children and families can heal if support systems are in place, working together and listening to families – at home, in the community, at school, and in the doctor’s office – and the underlying conditions causing adversity are addressed.

Learn more at: [www.AllinforKidsCA.org](http://www.AllinforKidsCA.org)

## // About Our Sponsors

All In For Kids is brought to you by Genentech, a leading biotechnology company and member of the Bay Area community for over 40 years. Learn more about Genentech’s commitment to supporting children and families impacted by adversity in the Bay Area: [The Resilience Effect](#)

All In For Kids recognizes and shares our heartfelt thanks with contributing donors: Blue Shield of California Foundation, Lisa Stone Pritzker Family Foundation, The Susie Sarlo Family Fund and Zellerbach Family Foundation.

## // About Futures Without Violence

For nearly 40 years, Futures Without Violence has been at the forefront of major social and political change in the pursuit to end family violence and childhood adversity. We believe in starting early, and investing in prevention strategies that promote healthy adult-child, family and community relationships. Learn more at [FuturesWithoutViolence.org](http://FuturesWithoutViolence.org)