

Message from the CEO

Change your thinking, change your life!



Laura Rossman
Chief Executive Officer

“Even though ACEs can have devastating impacts, we know that one caring adult can make a difference.”

Dear Friends:

In 2018 Pro Action staff spent many hours working on creating a paradigm shift, from asking “what is wrong with you?”, to “what happened to you?”. As an organization we have learned that Adverse Childhood Experiences (ACEs) are a significant predictor of our future physical and mental health, academic and work success, and behaviors. I truly believe that the information surrounding ACEs is the key to unlock CHANGE!

To share this information with the community, Pro Action staff held multiple viewings of the film *RESILIENCE: THE BIOLOGY OF STRESS & THE SCIENCE OF HOPE*. This opened dialogue in multiple school districts, colleges, organizations and communities on the importance of understanding ACEs and what, as individuals, we can do to help build resilience in our schools, organizations and communities. Even though ACEs can have devastating impacts, we know that one caring adult can make a difference. That is why Pro Action staff utilize and teach the Protective Factors Framework to families in our communities. The Protective Factors include parental resilience, social connections, knowledge of parenting and child development, concrete support in times of need, and social emotional competence of children. As an organization we firmly believe that the two-generation approach is essential in building resilient families and individuals. By working with and empowering the entire family we are addressing basic needs and setting and achieving goals based on strengths of the family. This approach recognizes that no two families are the same, and what is needed can often vary.

The knowledge that our organization has gained around ACEs and trauma led us to the decision to create an organizational change to become a trauma informed organization. Being a trauma informed organization is a commitment to create an intentional organizational mindset and service framework that understands, recognizes and responds to the various effects and manifestations of trauma. To begin this work, we developed a vision for the shift, “Pro Action acknowledges, in all aspects of our work, the prevalence and impact of trauma”. The journey to become a trauma informed organization is one that is ongoing and will continue for many years to come.

I am excited to share this message and our 2018 Annual report. Both validate that Pro Action continues to demonstrate strong outcomes that have a positive impact on our communities and families and that we are continually looking to the future to ensure we are doing our work in the most impactful, effective and meaningful ways.

For more information:

[Adverse Childhood Experiences \(ACEs\)](#)

[Protective Factors Framework](#)

Sincerely,

A handwritten signature in black ink that reads "Laura Rossman".

Laura Rossman
CEO