

**Creating a Trauma-Informed Care Champion Team
Kalahari, Wisconsin Dells – May 11th and 12th, 2009**

The Division of Mental Health and Substance Abuse Services within the Wisconsin Department of Health Services (DHS) is pleased to announce a 1½ day conference for teams committed to trauma-informed care service transformation. In 2007 a multidisciplinary group came together to outline possibilities for creating a more trauma sensitive human service system (please Google 'Trauma Summit 2007' for access to summary report). May's conference will be Wisconsin's next major step in bringing trauma-informed care to Wisconsin's communities.

We invite teams from the following groups to register and attend May 11th and 12th:

- Advocacy Organizations
- Child Welfare
- Community Support Programs
- Consumers and Family Members: Mental Health and AODA Recovery
- Community Coordinated Response
- Comprehensive Community Services
- Coordinated Services Teams
- County Human Services
- Crisis Response
- Disability Service Providers
- Domestic Violence Services
- Group Homes
- Inpatient and Residential Treatment Facilities
- Law Enforcement and Correction
- Long Term Care Providers
- Mental Health and AODA Providers
- Public Education Professionals
- Public Health
- Sexual Assault Services
- Tribal Services
- Veterans Services

Teams: We are emphasizing team attendance because motivated individuals hoping to transform service communities (e.g., agencies, programs, facilities, etc.) experience much greater success when they have support and assistance. In particular, the successful integration of TIC occurs when executive leadership (e.g., directors, senior management, etc.) supports this mission. When we examine national success stories of service systems that have introduced TIC, another significant team player is consistently identified: consumer leadership. For this reason, we are asking you to bring together a team (3-6 people) with the inclusion of *executive* and *consumer leadership*.

Teams consisting of executive and consumer leadership, direct service staff and other key personnel have a greater chance of sustaining momentum in program/agency change. The type of cultural change required for TIC implementation is ongoing and comprehensive. The team will need to strategize a manageable plan to accomplish short and long term goals leading to TIC implementation. Team leaders will be the point person for conference communication. This person should be a strong communicator with good follow-through.

Individuals: You may want to register for this conference but be unaware of others who are interested in TIC. We believe this work should not be done in isolation. If you are unable to register as part of a team, we will link you to an appropriate group (e.g., similar service area, same or nearby county, etc.). Prior to your arrival at the conference, you will be given information about the team to which you have been assigned.

Trauma-Informed Care Conference Information

May 11th Overview:

- Keynote presentations introduce the concept of simple and complex trauma, review research related to retraumatization within institutional and community settings, and explore curative factors in mental health and addiction recovery.
- Following the keynote presentations, Wisconsin leaders in the area of Trauma-Informed Care will present modules using Power Point, which in the weeks following the conference, will be electronically mailed to Team Leaders. This power point can then be used by Trauma-Informed Care Champion Teams to disseminate the TIC message throughout the state.

May 12th Overview:

- Conference attendees will learn about Trauma-Informed Care tools and implementation strategies.
- Smaller groups will develop team 'Action Plans'. Upon completing the action plan, each team leader will receive a copy of *Using Trauma Theory to Design Service Systems* (Editors, Maxine Harris and Roger Falot) to assist with action plan implementation.
- (Optional) For those attendees interested in participating, we will have a public relations firm lead a focus group that will help in the development of a statewide Trauma-Informed Care Education Campaign.

Conference Agenda

May 11th

8:30-9:30	Registration
9:30-11:00	Keynote: Ann Jennings, PhD will introduce the concepts of simple and complex trauma and discuss research related to retraumatization within institutional and community settings.
11:00-11:15	<i>Break</i>
11:15-12:15	Keynote: Tonier Cain will recount growing up in a community and home where neglect and sexual abuse went unrecognized. Her presentation will focus on the curative factors that led her to be the dynamic and accomplished person she is today.
12:15-1:00	<i>Catered lunch.</i>
1:00-2:00	Trauma-Informed Care (Elizabeth Hudson)
2:00-3:00	Compassionate Communication (Donna Riemer)
3:00-3:15	<i>Break</i>
3:15-3:45	Biopsychosocial Impact of Trauma (Donna Riemer)
3:45-4:45	Leadership in Organizational Change (Panel led by Dianne Greenley and Elizabeth Hudson)
4:45-5:30	Compassion Fatigue (Gary Yeast)

May 12th

8:30-9:30	Trauma-Informed Care Tools and Practical Information
9:30-10:15	Break Out into Meeting Rooms
10:15-Noon	Action Planning in Small Groups
(Optional Attendance)	
1:00– 2:00	Focus Group for statewide trauma-informed care educational campaign (Helga Luest, Witness Justice)

Presenter Information

Keynote Presenter: Ann Jennings, Ph.D., has been involved for over 23 years in raising public awareness and influencing fundamental change in the way public health and behavioral health systems view and treat people with histories of unaddressed sexual and physical abuse trauma. She initiated and for 8 years directed the first state system Office of Trauma Services for Maine's Department of Behavioral and Developmental Services. She consults nationally with SAMHSA (Substance Abuse Mental Health Services Administration) and NASMHPD (National Association of State Mental Health Program Directors), and with numerous state health and mental health systems across the country. She leads a volunteer initiative in Maine to develop a local trauma-informed community (MMTIC: Midcoast Maine Trauma Informed Community) emphasizing prevention and early intervention and empowering non-professionals to recognize and respond to trauma and its impacts. Dr. Jennings is also the founder of The Anna Institute, Inc. www.TheAnnaInstitute.Org

Keynote Presenter: Tonier Cain is a consumer advocate who has spoken nationally on trauma, incarceration, and recovery. She has served as a member of the Protection and Advocacy for Individuals with a Mental Illness (PAIMI) Council, a federally-required advisory body that reviews and guides work funded under the PAIMI grant and, in conjunction with the Board, sets and approves annual program priorities. She has also worked as a case manager and Director of Advocacy Services for a private non-profit in Annapolis, MD. Ms. Cain is featured in the documentary "*Behind Closed Doors: Trauma Survivors and the Psychiatric System*". Ms. Cain is the team leader for the National Center for Trauma Informed Care which provides consultation, technical assistance, and training. Ms. Cain is the subject "Healing Neen", a documentary based on her life as she moved through multiply systems of care.

Wisconsin Trauma-Informed Care Leadership:

Marcie Brost. Marcie Brost works for the Bureau of Long Term Support in the DHS. She has provided technical assistance, training and consultation to persons with developmental or intellectual disabilities who have experienced trauma in their lives. She currently supervises the Policy Initiatives and Relocation Unit within the Bureau.

Kathi Cauley, LCSW, LPC. Kathi Cauley is the Manager of the Behavioral Health Division at Jefferson County Human Services. Kathi has been integral in working towards transforming Jefferson county Human Services in the area of trauma-informed care. Her areas of interest include mental health recovery, person-centered planning and evidence-based practice.

Molly Cisco. Ms. Cisco has been the executive director of Grassroots Empowerment Project (GEP) since 1999. GEP is a consumer run organization with the primary goal of promoting Peer Support (people with mental illness working together and supporting each other to begin a path toward recovery and wellness). For the last 20 years Molly has been an advocate and grassroots organizer working to defend the rights of people with disabilities. For the past 10 years Molly has focused on the rights of people living with mental illness. She has worked on building disability rights' grassroots coalitions with the belief that the authentic voice of the people should be heard and that by working together people can make positive changes in their lives and communities. Molly is a trauma survivor/thriver and is also in recovery from a mental illness.

Francine Feinberg, PhD. Dr. Feinberg is the executive director of Meta House, Inc. in Milwaukee. Meta House is a community-based agency addresses the needs of families headed by women with substance use, trauma and mental and physical health disorders. At the federal level, Francine was a member of the Advisory Committee for Women's Services of the Joint Council of the Substance Abuse and Mental Health Services Administration. Currently, she is a member of the Milwaukee Child Welfare Partnership Council and was recently appointed to the National Advisory Council on Maternal, Infant and Fetal Nutrition by the Secretary of the United States Department of Agriculture and to a national panel of experts to develop the core competencies needed in behavioral health to treat women and girls.

Dianne Greenley, JD, MSW. Ms. Greenley is both an attorney and social worker and currently works at Disability Rights Wisconsin as a Supervising Attorney. She has been involved in advocacy for persons with mental illness for over 30 years focusing on access to appropriate services, consumer empowerment and rights, confidentiality, voluntary and involuntary treatment, discrimination and stigma. From 1999 - 2001 Dianne was co-director of the Women and Mental Health Study Site of Dane County, a federally funded project examining services for women with histories of trauma and mental health and substance abuse disorders. She has taught at the University of Wisconsin - School of Social Work and the Law School.

Elizabeth Hudson, LCSW. Ms. Hudson works as the Trauma Services Coordinator at DHS in the Bureau of Prevention Treatment and Recovery. Her position was created in partnership with the University of Wisconsin-Madison's Department of Psychiatry. Elizabeth has worked in the field of trauma prevention and treatment for 20 years, both as a clinician and an administrator. Special areas of interest include young children impacted by trauma and the intersection between personality disorders and trauma.

Jim Maro, LCSW. Mr. Maro began his social work career at Jewish Vocational Services and St. Aemelian-Lakeside, Inc. He joined St. Rose Youth and Family Center staff 25 years ago and, in 2006, became the President/CEO. Jim and the other St. Rose staff are in the process of transforming St. Rose into a trauma-informed Youth and Family Center.

Donna Riemer, RN, PMHN-BC, Certified Traumatologist, LNC. Ms. Riemer has more than 20 years clinical nursing experience in working with both perpetrators of violence and trauma survivors. Voted as Wisconsin Nurse of the Year in 2000, and a published author, she currently serves on the Trauma-Informed Care Advisory Committee for the State of Wisconsin. Donna has been practicing and teaching Nonviolent Communication (NVC), based on the model of Marshall Rosenberg, PhD, for over four years. Donna's team at Mendota Mental Health Institute has shown how utilizing NVC results in protecting sanctuary and has led to a significant reduction in violence and further risk of trauma in forensic psychiatrics settings.

Paula Verrett. Ms. Verrett is a Consumer/Survivor/Thrifer and advocate. She earned her BSE from the University of Wisconsin Oshkosh prior to being diagnosed with depression and Dissociative Identity Disorder. She has worked for 12 years as a volunteer support group facilitator, In Our Own Voice presenter, and Peer to Peer Mentor for NAMI Fox Valley. Currently, Paula is employed at the University of Wisconsin-Oshkosh as a Student Mentor in the Adult Nontraditional Student Resource Office. She has recently been accepted into the UW Green Bay/Oshkosh Collaborative MSW program and will begin her graduate studies in the fall of 2009.

Gary Yeast Gary Yeast, MS, MS, LMFT. Mr. Yeast is a trauma and disaster mental health specialist who has worked with emergency personnel, trauma and disaster victims, and medical staff. He is a certified instructor with the Critical Incident Stress Services of the American Red Cross and an active member of the Crisis Care Network, Ministry Health Care. Gary has a private practice in Wausau and teaches trauma-specific graduate courses with the UW System and Concordia University.

DDNetwork, Inc. The Developmental Disabilities (DD) Network, Inc. is coordinating the Trauma-Informed Care Conference. The DD Network brings together disability advocates from around the state who share a common vision, energy and commitment to the values of self-determination and community membership for people with disabilities. The DD Network is a 501c3 Corporation.

Educational Campaign Focus Group

Focus Group Facilitator: Helga Luest (West), M.A., President and CEO of Witness Justice. Helga has more than 15 years of communications and marketing experience, garnering numerous awards for her work and starting up [Mission Works Communications](#), a public relations firm serving public interest organizations. Helga has worked with numerous public relations firms, serving national nonprofit organizations as a strategic management and communications expert. Helga holds an M.A. in international business from the University of Maryland and a B.S. in marketing from American University. She is also a certified private investigator and has earned certification in women's self defense.

Registration

There will be space for 250 participants. We anticipate a high level of interest in this conference therefore **mail your registrations early**. *Team leaders should submit the registration for their team and will become the conference contact person.* Individuals who do not register as part of a team will be notified regarding their assigned team contact person before the conference and will be responsible for contacting their assigned team leader and arranging to meet at the conference.

- **Confirmation will be emailed to Team Leaders.**
- **No refunds will be issued, but substitutions are acceptable.**
- **Certificate of Attendance will be provided upon completion of training for 5.5 hours.**
- **Check DD Networks Website: www.DDNetworking.org for conference updates.**
- **Do not send money with your registration.**

On the day of the conference, you will be asked to pay the registration fee of \$40. This will cover the cost of food and beverages. **Cash, check or purchase orders only.** On the day of the conference, **checks should be payable to DD Network, Inc.** We will not be able to accept charge cards.

The Registration Form and completed questionnaire must be sent together as a package and received no later than April 20th, 2009. Once we receive your registration packet, we will contact you to let you know the status of your registration.

Send the Registration Form and completed questionnaire by close of business April 20, 2009 to (Do Not Send Money with Your Registration):

**DD Network, Inc.
PO Box 8335
Madison, WI 53708-8355**

- Please contact DD Network registrations@ddnetworkinc.org with any questions about conference registration.
- Please contact Kalahari with any questions about lodging (see box below).
- Please contact Elizabeth Hudson, via e-mail (Elizabeth.hudson@wisconsin.gov) or phone (608-266-2771) with questions about conference content.

Lodging Information – Kalahari, Wisconsin Dells

The Kalahari is holding a block of guest rooms for May 10th and 11th, 2009. The rooms are available at a special rate of \$70/single and \$99/double/triple/quad. For reservations call **877-253-5466** and ask for the **Division of Mental Health and Substance Abuse Room Block**. Reserve your room by **April 23, 2009**.

Confirm reservations and billing arrangements directly with the Kalahari. Visit www.KalahariResort.com for driving directions and hotel information.

Registration Form

*Creating a Trauma-Informed Care Champion Team: May 11th and 12th 2009.
Kalahari, Wisconsin Dells.*

Please identify the name of your Program / Facility / Agency / Organization – If you are a consumer, please indicate the programs/activities with which you are affiliated:

County _____

Primary Service Population (e.g., adults, children) _____

Service Area (e.g., substance abuse, mental health, developmental disability, etc.)

Primary Type of Service (e.g., outpatient, inpatient, residential, community support, etc.)

IDENTIFY TEAM MEMBERS (3 minimum/ 6 maximum) - Complete **Part A** and **C** and the attached **Questionnaire** if you are applying as an Individual.

Part A

Check here to request a
vegetarian meal

1. TEAM LEADER/CONTACT NAME _____

TITLE _____

TELEPHONE _____ E-MAIL _____

MAILING ADDRESS _____

Part B

Check here to request a
vegetarian meal

2. NAME _____ TITLE _____


3. NAME _____ TITLE _____

4. NAME _____ TITLE _____

5. NAME _____ TITLE _____

6. NAME _____ TITLE _____

Part C

 Please identify in writing any accessibility needs. Accessibility requests must be submitted by **April 10, 2009** to allow for proper processing time: _____

Check here to request a Consumer Scholarship

Questionnaire

FACILITY/PROGRAM NAME _____

COUNTY SERVED _____

TEAM LEADER/CONTACT NAME _____

TELEPHONE _____ E-MAIL _____

Have you or anyone on your team had training in Trauma-Informed Care (TIC)? If yes, please describe:

Have you or your team/agency/program/facility taken steps to implement Trauma-Informed Care? If yes, please describe:

What information will you or your team need to further your Trauma-Informed Care implementation? If you or your team is not yet engaged in Trauma-Informed Care implementation, what do you think you will need to begin this effort?

Send the Registration Form and completed Questionnaire by close of business April 20, 2009 to:

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Madison, WI 53708-8355**