About Us

The Center for Youth Wellness (CYW) is transforming the way society responds to children and families exposed to Adverse Childhood Experiences (ACEs), trauma, and toxic stress. We envision a generation of resilient children and families whose skills to adapt to stress in healthy ways enable them to reach their full potential. We improve children’s lives and transform communities in three ways:

- **Advance science and research** on ACEs and toxic stress
- **Increase early intervention and treatment of ACEs** across sectors
- **Sustain the movement** to address early adversity and toxic stress

As public awareness about ACEs increases and the connections between early adversity and many health and social problems are better understood, our efforts to stop this public health crisis and cultivate resilience are more important than ever.

JOIN US ON OUR JOURNEY.
Our Work

Informing Policy

Activating Pediatricians

Training Providers

Engaging Parents and Caregivers

Building Community Capacity

Treating ACEs & Toxic Stress

Advancing Research
Every day when we watch or read the news we see the deep need to address trauma as a society, starting with our very youngest citizens. From our treatment of children at the border to growing violence in our schools and communities, the time for trauma-informed policy and practice has never been more urgent. At CYW we are on the threshold of changing lives through changing health care. In this report we share our past wins and look forward to a future where every child and family has the resources they need to be healthy and resilient.

Your partnership has supported a year of remarkable and inspiring wins on behalf of children and the ACEs movement.

CYW continues to be a critical presence and authority on childhood adversity in California. Our founder Dr. Nadine Burke Harris was appointed by Governor Gavin Newsom as California’s first Surgeon General. This pioneering role ensures that the ACEs movement is at the forefront of California’s policy agenda. Dr. Burke Harris remains one of the biggest champions for our work as we carry out her vision for a world where screening for ACEs is a routine part of pediatric visits.

CYW and our partners played a critical advocacy role in new legislation that promotes screening for toxic stress and devotes increased resources to California’s families. This enormous policy victory for California is a beacon for other states to follow suit.

The designation of our tool for trauma screening in California distinguishes CYW as a pioneer in the field and ensures we will play a role in how this tool is deployed across the medical provider community.

After reflecting upon our work this summer, we now have a new vision for impact. We embrace the excitement of what the future of CYW — or CYW 2.0, as we’ve unofficially named it — will hold. On page 6 of this report, you will find our stakeholder engagement ecosystem, and we invite you to meet with us to learn more. While the challenges we face on this new frontier are many, we remain committed to Dr. Burke Harris’s bold vision. We look forward to continuing the conversation with you soon.

Be well,

James H. Hickman,
Chief Executive Office

Mary Kelly Persyn,
Board Chair
When Dr. Nadine Burke Harris founded the Center for Youth Wellness in California in 2012, her mission was clear: universal screening and treatment for trauma and toxic stress caused by ACEs, which are linked to lifelong mental and physical illnesses.

In 2019, California took a giant step toward making this a reality. Dr Burke Harris was appointed by Governor Gavin Newsom to become California’s first Surgeon General and continue her campaign for a brighter future for all children, while CYW continued to work on all fronts toward trauma screening and treatment. After trauma screening bills that CYW helped write and sponsor passed the legislature, Governor Newsom signed a budget allotting $40.8 million to screen children and adults on Medi-Cal for trauma and another $120 million for provider training over the next 3 years — a victory CYW was thrilled to celebrate.

NEW LEADERSHIP FOR CYW

In August 2019, CYW’s board appointed former healthcare executive James (Jim) Hickman as CYW’s CEO. Jim is a senior executive with more than twenty-five years of health care experience, and past leadership roles include CEO of Sutter Health’s Better Health East Bay and Bay Area Regional Director of Blue Cross of California’s (now Anthem) State Sponsored Programs. Hickman is a member of the Advisory Committee of the Camden Coalition of Healthcare Provider’s National Center for Complex Health and Social Needs.

The board membership, led by child advocate and attorney Mary Kelly Persyn of New Teacher Center (Board Chair), includes Maryam Muduroglu, Patricia Duffy, Shoba Farrell, and Natalie Walrond. CYW also works closely with our Community Advisory Council of former patients, parents and caregivers, Bayview community leaders, and neighborhood advocates who advise on CYW’s clinical model. CYW relies on the support of private philanthropy to provide all products and services free of charge to pediatricians and clinic patients.

Under this new and exciting leadership, CYW remains committed to removing barriers to care, accelerating screening, and improving the health outcomes for children and their families exposed to ACEs and toxic stress.
Screening implementation needs to be about more than just a clipboard and a questionnaire: we need an integrated, comprehensive approach.

Looking forward, CYW’s expanding scope of work to create healthier lives for children and families who have experienced trauma occurs at speed and scale through varied public and private networks and sectors including:

- Advancing community-based clinical work
- Educating providers about the scientific foundation of ACEs screening and interventions
- Providing parents and caregivers with knowledge, tools, and resources
- Building local capacity with community-based organizations who work regularly with pediatric healthcare providers
- Partnering with community healthcare champions to advance ACEs screening and treatment policy
- Raising local, state, and national public awareness of the long-term health effects of ACEs and toxic stress

The diagram below illustrates this new ecosystem of care, which involves clinics and providers, patients and caregivers, and local partners to advance our evidence-based screening and care model in a holistic, community-informed way.
CYW educates and mobilizes policymakers and thought leaders to advance policy through the California Campaign to Counter Childhood Adversity (4CA). Because all participating California Medi-Cal providers will be reimbursed for integrating ACEs screening as a part of the pediatric well exam starting January 1, 2020, our aim is to raise awareness of ACEs and toxic stress by educating parents, providers, and policymakers on the risks of toxic stress and the benefits of early identification and intervention.

4CA hosted its 3rd annual Policymaker Education Day in Sacramento this year on May 1. In just a few hours, 4CA members made 73 visits to legislative offices and were welcomed by key advisors to Governor Gavin Newsom.

As the state’s leading coalition to address child adversity, 4CA and its members have been the impetus for major progress in tackling childhood trauma in California, through bills such as AB340 and AB741 — the state’s first ACEs screening and provider training bills.

Right: 4CA members, including CYW staffers on the left, with State Sen. Tom Umberg

Below Right: 4CA members speak to a legislative staffer about AB340 at 2018 Policymaker Education Day

Below Left: CYW team and colleagues at the Capitol in Sacramento

4CA’s Steering Committee:
The Prevention Institute
The Children’s Defense Fund
Public Health Advocates
Futures Without Violence
California Department of Public Health
First 5 Association of California
New Teacher Center
Zero to Three
Our Children Our Families
Council of San Francisco
ACEs Connection
Children Now
First 5 LA
The Children’s Clinic
First 5 Butte County
Kidsdata.org / Lucile Packard Foundation
...and other organizations working on behalf of children and families
OUR WORK: Activating Pediatricians

Without early detection and treatment, ACEs can affect children for the rest of their lives, greatly increasing their risk of poor health and early death. But there’s plenty of research showing that screening and intervention can mitigate the effects of ACEs and prevent toxic stress.

Despite this knowledge, only an estimated 4% of U.S. pediatricians today are screening their patients for ACEs. The lack of screening is due in large part to the fact that few providers have received any training in how to screen. In 2017, CYW developed and launched the National Pediatric Practice Community on ACEs (NPPC) to engage pediatric providers in a learning community and provide them with resources and training for early intervention with their patients.

Membership in the NPPC’s virtual learning community is rapidly growing and currently includes 1,160 pediatric practitioners advancing ACE screening and intervention at 658 institutions, exceeding the program’s original goals. CYW’s NPPC member website provides the tools clinicians need to implement screening, offers a robust knowledge center, and provides operational and training resources.

We’ve set some ambitious goals:

By 2023, we will have a membership of at least 7,500 pediatricians and family physicians in our practice community and committed to implementing ACEs screening and trauma-informed care.

We will facilitate screening for 2.25+ million children, helping to protect and safeguard their future.
OUR WORK: 
Training Providers

The NPPC pilot program was created in 2017 to better understand the experience and process of integrating ACEs screening into pediatric clinical settings by working closely with a small group of practices.

In 2018, NPPC supported six pilot sites of various sizes, five in California and one in New York City. Sites included a variety of types of service delivery settings — four federally qualified health centers (FQHC), one integrated health system, and one community hospital/academic medical center.

These practices were able to customize the details of their implementation to accommodate diverse community contexts, be responsive to current practice, and capture learning about how ACEs screening can be successfully implemented in different types of pediatric practices.

The NPPC pilot program provides a real-time feedback loop to CYW about on-the-ground needs and challenges pediatricians face in integrating ACEs screening and interventions into their practices.

CYW is scaling our training and technical assistance program to accommodate increased demand for our ACEs and screening implementation expertise. To that end, we have created a robust training package that incorporates a trauma-informed approach and practical realities of the current healthcare system, which will be available online through our learning hub and eligible for CME credits in early 2020.

FIRST PILOT SITE COHORT

All six sites implemented ACEs screening during their six-month pilot period

1,948 children were screened across the cohort

71% of eligible patients were screened

26% screened received a positive score

53% of patients with a positive score were referred to services

“Putting forward this philosophy that we care about these issues is important. Some patients...commented: ‘No one asks me about this anywhere else.’”

— Pilot Site Participant
Engaging Parents and Caregivers

If parents experienced severe hardship as children, are they more likely to have children with behavior or mental health problems? The short answer is yes.

Their children are four times as likely to have mental health problems such as depression and anxiety and twice as likely to develop attention deficit hyperactivity disorder (ADHD).

We know that parents can play a powerful role in preventing and reversing the impact of toxic stress on their children, but they can't prevent ACEs if they haven't heard of them. That’s why we started the Stress Health initiative.

Since its launch in 2018, CYW’s Stress Health public education initiative has reached over 32.6 million people, raising awareness of ACEs and toxic stress across the country focusing specifically on parent and caregiver populations. CYW’s social communities grew by 18.3% over the past year. We saw mentions of “ACEs” and “toxic stress” nearly double on Twitter, as compared to the previous year, as well as rise significantly on Facebook. Earned media reach similarly doubled over the past year, far exceeding our goals. For the year ending June 2019, we reached 387 million readers, including mentions in 550 publications.

Our impactful messages resonate with target audiences and help parents and caregivers understand how to take action to support children exposed to ACEs.

Our goal is to continue to lead the way as a trusted resource for providers, parents and caregivers, and community-based organizations facing a challenging health issue.
OUR WORK:
Building Community Capacity

CYW’s approach to community readiness to address toxic stress is reflected in our feasibility study in Detroit and our community design sessions in Fresno and Bayview-Hunters Point.

Our goal: To build capacity for ACEs screening and treatment and remove barriers to care.

How does this happen? CYW begins by doing research to deeply understand a community — its needs, demographics, key influencers, and potential barriers to trauma screening and treatment. In the most important part of our process, we then partner with the community’s key stakeholders in three ecosystems (providers, parents/caregivers, and community-based organizations). Detailed interviews and surveys with local providers, policymakers, and community-based groups help us develop our theory of action for the campaign, including its main challenges, focus, strategy, tactics, and desired outcomes. The theory of action is shared with the community’s key stakeholders, who review it and make suggestions.

“Taking the learned ‘best practices’ that CYW already had and ingraining them in the existing process we have within the Fresno County Trauma and Resilience Network helped build our capacity to launch our own campaign here. This type of cross-city collaborative partnership is a great example of leveraging both human and intellectual capital for the health of both communities.”
— Artie Padilla, Executive Director of the Every Neighborhood Partnership

The key to our capacity-building work is our bottom-up approach. We work hand in hand with community members to remove obstacles and tailor a solution that works for them.
OUR WORK: Treating ACEs & Toxic Stress

Since 2012 CYW has operated a clinic in Bayview-Hunters Point, one of San Francisco’s most underserved neighborhoods, where mental health clinicians deliver direct services through a co-located, community-based clinical partnership with Bayview Child Health Clinic (BCHC). Services include family-focused care coordination, psychotherapy, psychiatry, biofeedback, wellness therapies, and referrals to local supportive services — all provided at no cost to patient families.

Our Community Advisory Council was formed during Center for Youth Wellness’ founding, serving as a thought partner and making recommendations to CYW staff and leadership to incorporate community voices and experiences into programs and processes.

Created in 2018, The Family Advisory Council is comprised of current and/or former patient families, helping to facilitate and provide patient feedback to our clinical team.

With the development of the PEARLS screening tool behind us, CYW is launching a new initiative to expand local clinical service delivery by creating a primary care behavioral health clinic at our site in 2020.

OVER THE PAST TWO YEARS

918 children were screened at BCHC for exposure to ACEs

134 children were referred to CYW’s mental health clinical program,

92 children received free multidisciplinary treatment delivered by CYW in close partnership with their caregivers.
**ADDITIONAL CLINICAL AND RESEARCH HIGHLIGHTS**

**Courses on ACEs and trauma screening**

Now that tens of thousands of California health care providers will be gearing up for ACEs screening, there is a pressing need for high-quality instructional guides on ACEs and trauma screening. Representatives from our data, operations, NPPC, marketing, and policy teams are working together to develop a cutting-edge curriculum that providers can take for continuing education credit.

**Asthma and toxic stress**

As part of our ongoing research on asthma and adversity, CYW researchers conducted a scoping literature review and developed a draft position paper for the management of asthma in the setting of toxic stress. We plan to convene an expert panel to review and disseminate our findings in partnership with Stanford University in early 2020.

**Prenatal to 5**

In a workgroup made up of Bayview Child Health Center (BCHC) providers, the research and clinical teams developed recommendations on how to improve and better inform ACEs screening in the 0–5 group. The goal is to develop a simple, feasible toolkit for pediatric practices to better identify maternal depression and childhood adversity; the teams also plan to partner with NPPC and a pilot site to test it out.

**The Listen for Good Campaign**

In an effort to continually improve services, the team collected feedback data from child patients and their families in the Bayview clinic using the Client Satisfaction Questionnaire scale. Overall, the data showed a high level of patient and caregiver satisfaction across the board.

94% patients were satisfied (compared with an average of 75% from 31 other organizations)

Among the comments shared:
“**They hold us. Our feelings, history, culture differences. They hold it, while helping us work through the many things that have us bound.**”

**Other research work**

The clinical and research teams are investigating the impact of neurofeedback on executive functioning — that is, the impact on working memory, mental flexibility, self-control, and self-regulation. So far, preliminary results have shown that neurofeedback was associated with improved functioning in all areas tested.

“**CYW is great at bringing families together and working on skill solutions to help and support children and their individual, yet real, matters. The method of involving the whole family allows the individual to feel safe and open to learning alternative methods of acting and thinking that will help them be more successful when dealing with stress or depression throughout their lives. The family is also taught methods to cope with situations that are otherwise difficult without assistance.**”

— CYW Family Member
Bay Area Research Consortium (BARC)

In 2015, CYW began a clinical research partnership known as the Bay Area Research Consortium on Toxic Stress and Health (BARC). In collaboration with UCSF Benioff Children’s Oakland and the Adversity Biocare Bank at the UCSF School of Medicine and Pharmacy, the team set out to develop a new screening tool that would take into account the impact of hunger, homelessness, and other social inequities on trauma and toxic stress.

The result of the BARC partnership is a screening tool called PEARLS (PEdiatric ACEs Screening and ResiLiency Study). Validated in a randomized controlled trial, the PEARLS tool set the stage for a wave of insights into the biology of toxic stress and how pediatricians and family doctors can intervene to help children heal.

BARC went on to create a Scientific Advisory Council that included experts on trauma from UCSF and Stanford to MIT, Columbia and other organizations. Equally exciting, the state of California chose the PEARLS as the screening tool it plans to use and reimburse for trauma screening in 2020.

“We are over the moon,” CYW’s senior clinical research manager Kadiatou (Kadi) Koita, MD-GHS, says about the state’s choice of the PEARLS for the trauma screening rollout.

“We’re thinking, ‘We did this and it is being validated’... This is wonderful news.”
Publications

CYW scholars and their research partners continue to make groundbreaking contributions to the science of ACEs and toxic stress. An abstract on asthma and ACEs was published in the American Journal of Respiratory and Critical Care Medicine and concluded that “ACEs are an independent predictor of diagnosed childhood asthma, even after accounting for important social and environmental factors.” The team also published the story of the BARC ACEs questionnaire in PLOS One, along with other trauma articles in the Journal of Pediatric Health Care and Child Abuse & Neglect that appeared at the end of 2018.

Our “Toxic Stress in Children and Adolescents” article leads the field as one of the top cited articles in 2018, according to Research Gate.

Presentations at scientific conferences

CYW’s research team showcased our latest research at key conferences this year. Among other highlights, clinical innovations and research senior manager Dr. Kadiatou Koita’s poster session on ACEs screening drew enthusiasm among physicians from many countries at the 2019 International Pediatric Association Congress. In addition, Dr. Neeta Thakur led a poster session presenting findings from the BARC study on ACEs and pediatric asthma at the 2019 American Thoracic Society’s international conference in Dallas, Texas.
We know that early investment in a child’s wellness affords us healthier individuals, families, and communities. As a 100% philanthropically funded organization, your support is helping to mitigate the impact of ACEs and toxic stress, building a healthier future for kids and communities.

### 2018 FINANCIALS

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<th>2018 Operating Revenue &amp; Support</th>
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<tr>
<td>Foundations</td>
<td>8,011,105 83%</td>
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<tr>
<td>Corporate</td>
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<td>Individual Donors</td>
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<tr>
<td>In-Kind</td>
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<tr>
<td>Other Revenue</td>
<td>639,039 7%</td>
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<td>TOTAL</td>
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<table>
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<th>2018 Operating Expenses</th>
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<tr>
<td>Clinical Program</td>
<td>1,314,637 14%</td>
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<tr>
<td>Movement Building</td>
<td>3,758,306 39%</td>
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<tr>
<td>Research and Evaluation</td>
<td>1,639,069 17%</td>
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<tr>
<td>Management and General</td>
<td>2,030,678 21%</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>639,039 7%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>9,584,543</td>
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CYW’s revenues slightly exceeded our expenses in 2018, and our general operating reserves remain strong. Our audited financial statements received an unqualified opinion with no deficiencies or material weaknesses in our internal controls.
SUPPORTERS AND FUNDERS

With the help of our incredibly supportive community of donors, we were able to not only meet but exceed our goals for the #JPBMatchChallenge. Since the challenge began in March 2018, 449 supporters contributed over $2 million to build a healthier future for children exposed to adversity — with every new and increased gift being matched, for a total of $4 million. We are so grateful for your inspiring dedication to children and families. The work of the Center for Youth Wellness does not just live in our clinic or our work around the country, but with you, through your advocacy, giving, and belief in healing trauma and building resilience in our families and communities.

$500,000+

THE JB FOUNDATION  Google.org  TARA HEALTH FOUNDATION  Genentech

$100,000 – $499,999


Mimi and Peter Haas Fund  Nadine Burke Harris and Arno Harris†  Elizabeth and Russell Siegelman  JaMel and Tom Perkins

“We’re so excited about this relationship and honored to be on this journey together with an incredibly successful, bold, and determined organization.” — Silicon Valley Social Venture Fund (SV2)
THANK YOU, DONORS!

CYW depends on the extraordinary generosity of the following individuals, foundations, government agencies, and businesses. We acknowledge their financial support received from January 1, 2018–June 20, 2019.

$50,000–$99,999
Anonymous
Anonymous Charitable Fund
Hearst Foundations
Help for Children
Maryam and Oran Muduroglu†
Sean N. Parker Center for Allergy and Asthma Research at Stanford University
Shipley and Tony Salewski
$25,000–$49,999
The Avielle Foundation
The California Wellness Foundation
EACH Foundation
Fund for Shared Insight
Heinz Family Foundation
Bradley Singer
$10,000–$24,999
Anonymous
Anthem Foundation
David and Natasha Dolby Fund
First S LA
The Kerry Landreth Reed and Creighton Reed Foundation
Lone Pine Foundation
The Lewy Family Foundation
Montgomery Family Foundation
Montgomery Woods and Annie Robinson Woods
Deborah and Frans Op den Kamp
Mary Pang†
Susie Sarlo Fund
UCLA Prevention Training Center of Excellence
$5,000–$9,999
Anonymous
Richard Berle Center for Care Innovation
Fred and Maxine Rumack Family Foundation
Kathleen and Ted Janus
Jenny and Andrew Mason
Mary Kelly Persyn and Ian Eslick†
Alison Pincus†
Natalie Wairond†
Westside Community Services
$1,000–$4,999
Anonymous (2)
Doug Abrams
Katie Albright and Jake Schatz Blaisdells
Mikhil Bouganim
Terry Bushfield
Raymond Doty
Crystal Moore
Patricia Duffy and Les Sherman†
Robert English
and Anna Zara Gail Glasser
Patricia C. Goodrich
Chrysanthe Gussis
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Holly Hirshfield
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Lycia McRae Carmody
Charitable Fund
Eric Mann
Anu Menon
Gina Pelucca*
Perocchi Family
Katie Rivers**
Elizabeth Ross
Dana Schmidt
Garrett and Katrina Smallwood
Alexandra Tosi
Daniel and Wilhelmina Turkovich
Nancy Vitale
Vocal Minority
Jabeen Yusuf*
$500–$999
Anonymous
Marjorie and Jim Bohn
Lenny Evans
Lucy Fary-Jones*
Shoba Farrell†
Marilyn Hayward
Layla Houshmard
Emerson Knowles
Benjie Lassau
Michelle Lawton
Sarah Lund
Tina McNulty†
Mary Menninger
Andrew Myers
and Clare Gupta
John Patmor
Jorge Alejandro Quintana
John Sanger
Christen Soares
Stuart Foundation
Lesley Tannahill
Greg Wieting
$100–$499
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Alana Babbage
Alicia Abell
Alfredo Alvarado
Anne Storer Fund,
Charing Cross Medical Charitable Foundation
Holly Hirshfield
Ching-Yee Hu
Teresa R. Luchsinger
Lycia McRae Carmody
Charitable Fund
Eric Mann
Anu Menon
Gina Pelucca*
Perocchi Family
Katie Rivers**
Elizabeth Ross
Dana Schmidt
Garrett and Katrina Smallwood
Alexandra Tosi
Daniel and Wilhelmina Turkovich
Nancy Vitale
Vocal Minority
Jabeen Yusuf*
$500–$999
Anonymous
Marjorie and Jim Bohn
Lenny Evans
Lucy Fary-Jones*
Shoba Farrell†
Marilyn Hayward
Layla Houshmard
Emerson Knowles
Benjie Lassau
Michelle Lawton
Sarah Lund
Tina McNulty†
Mary Menninger
Andrew Myers
and Clare Gupta
John Patmor
Jorge Alejandro Quintana
John Sanger
Christen Soares
Stuart Foundation
Lesley Tannahill
Greg Wieting
Up to $99
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Michelle Adkins
Dana Ainsworth
Amazon Smile Foundation
Sally H Anderson
Suzanne Andrade
Coreen Arioto
Laurie Arjomand
Maziar Arjomand
Amy Armstrong
Janet and Dennis Austin
Janice Baker
Samantha Becker
Rebecca Bessa
Judy Biondolillo
Britney Blythe
Ginger Bohnen
Michelle Brechelsen
Johanna Brinckman
Helynna Brooke
Donovan Brown
David Cane
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Emily Talley
Alisa Tantrapaph*"\nLynn Tastle
Susanna Torke
Ted Tran
Sophia Ty
Mark Ulrich
Ruth Vogt
Kevin Walsh
Laurel Walsh
TJ Warfield
Michael Willingham
Michael Yang

*Participated in the Center for Youth Wellness’s Volunteer Program
**Participated in the Center for Youth Wellness’s Annual Volunteer Program
†Passed away
As a pediatrician and child advocate, I am constantly confronted with the issues that arise from untreated ACEs and am thrilled and honored to partner with Center for Youth Wellness in support of their groundbreaking approaches to research and treatment of this incredible public health crisis in our country.

— Dr. Katy Carlsen, FAAP CYW Supporter & Co Chair Foster Care Committee, California Chapter American Academy of Pediatrics
BUILDING A HEALTHIER FUTURE FOR CHILDREN

Join us.