



Shift Your Perspective – Apply Trauma-Informed Care

Psychological trauma is a pivotal force that shapes people’s mental, emotional, spiritual and physical well-being. Because trauma stems from many events (e.g., violence, abuse, neglect, disaster, war, etc.) nearly every family is impacted in some way.

Trauma-informed care provides a new perspective; one in which those providing support and services **shift from asking “what is wrong with you?” to “what has happened to you?”** This change reduces the blame and shame that some people experience when being labeled with symptoms and diagnoses. It also builds an understanding of how the past impacts the present, which effectively makes the connections that progress toward healing and recovery.

To promote empowering, engaging and effective trauma-informed care and infuse it in human services throughout the state, the Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services is promoting “*Shift Your Perspective*,” an educational campaign. This campaign promotes the use of trauma-informed approaches and care in human services throughout the state. While the educational campaign is focused on educating providers, the information is meaningful to anyone who knows a trauma survivor... because *shifting your perspective* also means promoting healing relationships.

Ten Values of Trauma-Informed Care

- Understand the prevalence and impact of trauma
- Pursue the person’s strength, choice and autonomy
- Earn consumer’s trust
- Recognize that healing happens in relationships
- Provide holistic care
- Share power
- Communicate with compassion
- Promote safety
- Respect human rights

Wisconsin providers and consumers believe trauma-informed care is...

- Exciting
- Respectful
- Compassionate
- Hopeful
- Effective
- Helpful
- Energizing/Reviving
- Making a difference

Frequently Asked Questions

Q: Why did Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services decide to develop the “*Shift Your Perspective*” educational campaign?

A: The state is committed to integrating trauma-informed care in all human services. Data illustrates how prevalent trauma is in Wisconsin. Trauma-informed care enables us to collectively work toward developing healing environments and relationships, which means wellness for survivors and healthier communities across the state.

Q: Why is the educational campaign called “*Shift Your Perspective*?”

A: Trauma-informed care requires a cultural shift. Implementing trauma-informed care means making a fundamental change in systems. Traditional human services are designed from a hierarchical model; trauma-informed care accentuates the importance of treating all people within the human service setting (i.e., providers and consumers, administrators and others) as equal. Trauma-informed care presumes that people seeking mental health services most probably have trauma histories; this should lead providers to shift their approach from “*what is wrong with you?*” to “*what happened to you?*” As the state of Wisconsin prepared for this educational campaign, it conducted focus groups and discussions – all of this lead to the selection of “*Shift Your Perspective*” as the educational campaign theme.

Q: How can my organization get involved in the educational campaign?

A: Getting involved is simple. When you have decided to “*shift your perspective*” and are ready to apply trauma-informed care, you can be a part of the statewide educational campaign. You will want to learn more about implementing trauma-informed care and how that will look in your organization. The educational campaign logo, poster, Web banner, sample media outreach materials and other resources will soon be available on Wisconsin’s DHS/DMHSAS website page at dhs.wisconsin.gov.

Q: If I have questions about the campaign, who should I contact?

A: Elizabeth Hudson, consultant to the Bureau of Prevention Treatment and Recovery, DHS is managing the “*Shift Your Perspective*” educational campaign. She can be reached at p: (608) 266-2771 and Elizabeth.Hudson@dhs.wisconsin.gov.