



FREDERICK COUNTY GOVERNMENT

DIVISION OF CITIZENS SERVICES
Office for Children & Families

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News Release

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FOR IMMEDIATE RELEASE:

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Local Workgroup Launches New Public Education Campaign Supporting Families and Children

Frederick, Md – On March 28 Strong Families, a new video premiere at C. Burr Arts Library. The campaign Office for Children and Families and The Frederick (ACEs) Workgroup to support families and children to can be found at frederickcountymd.gov/strongfamilies.

The premiere was co-hosted by Frederick County Health Care Coalition, showcased videos in English and called “serve and return,” or “servir y devolver.” The families and will be promoted on social media and at of the Young Child. County Executive Jessica Fitzwater April as the Month of the Young Child.



Parents and caregivers naturally engage in “serve and return,” but are unaware of its importance. “Brain building isn’t something that children do on their own. They need the adults in their lives to build it with them,” said Shelly Toms, Director of the Frederick County Office for Children and Families. “We want to offer families a resource to support ‘serve and return’.”

Strong Families has developed an infographic explaining the early positive experiences on brain architecture, the impact of toxic stress on brain architecture, and how communities can support families. “Early investments for children and their families help children develop strong brain architecture, so our community is getting ahead of problems,” said Pilar Olivo, ACEs Liaison, Frederick County Office for Children and Families, and lead of the Frederick County ACEs Workgroup.

For information about the Frederick County ACEs Workgroup, visit [Local Health Improvement Process | Frederick County Health Department, MD \(frederickcountymd.gov\)](#).

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