



## Award for Media Contributions to the Field of Trauma Psychology

This award recognizes the creators of media presentations for lay audiences that educate the public in a scientifically sound manner about the psychology of trauma. Any kind of work available in any form is eligible (e.g., written word, film, video, web, graphics). Fiction and non-fiction representations are equally welcome. Nominations should include the names of the creator(s) of the work being nominated, as well as either a sample of the work being nominated, or a web address for the nominated work, or both.

The Award goes to Dr. Julia Hoffman for her innovative work leading the development of mobile applications for VA's National Center for PTSD and now all of mental health services at the Dept of Veterans Affairs. She has led this team into not only embracing the new technology but making significant differences in the lives of those who have come to depend upon mobile devices as a way to enhance their mental health or healthcare.

According to Dr. Josef Ruzek at the National Center for PTSD,

Dr. Hoffman “. . . is clinically savvy, scientifically competent, technologically adept, and able to use her excellent interpersonal skills and organizational awareness to create exceptional products that are well- known and respected at the highest levels of the federal agencies in which she has worked.”

This may explain why the Mobile Apps Team remains a leader of app development in service of those who have experienced trauma and the first Federal team to offer apps in public app stores.

Among the 34 apps that Dr. Hoffman has developed for management of trauma and related problems, her team at the National Center for PTSD created VA's most celebrated mobile app: the multi-award winning **PTSD Coach** and its many translations and applications. It provides education, self-assessment, links to support, and cognitive- behaviorally based self-management tools for acute distress. This app has been downloaded nearly 200,000 times in 84 countries since its launch in April 2011. It has been awarded the Chairman's Award for Advancement in Accessibility by the Federal Communications Commission and the President's Award for Innovation in the Advancement of Telemedicine from the American Telemedicine Association. It has been translated into 9 languages so far, in order to aid trauma survivors around the world and has been adapted for specific populations such as cancer survivors.

Congratulations, Dr. Hoffman.

Charles R. Figley, PhD, Chair, 2014 Division 56 Awards Committee  
<http://www.apatraumadivision.org/>