



For Every Face, A Future:
CCA and Content With Purpose announce new digital series
celebrating progress and possibility across the craniofacial community

CCA and [Content With Purpose \(CWP\)](#) have announced a new partnership to create **For Every Face, A Future**, an ambitious digital film series celebrating the people, progress, and possibilities transforming craniofacial care, improving lives, and shaping a more inclusive future.

Craniofacial conditions - such as cleft lip and palate, Treacher Collins syndrome, and other facial differences - affect thousands of children and families each year in the U.S. and around the world. For many, the impact can extend far beyond treatment, with individuals facing social stigma, misunderstanding, and barriers to confidence, inclusion, and belonging.

At the same time, there is real cause for optimism. Advances in surgery, multidisciplinary care, clinical research, and support are improving outcomes and creating new possibilities. Growing awareness of the importance of holistic, patient-centered care is also broadening the focus beyond treatment alone. Across healthcare, advocacy, and education, greater emphasis is being placed on supporting the whole person and ensuring children and families have access to the resources and networks they need to thrive - from high-quality clinical care and financial assistance to social and emotional support, education, and outreach.

This progress reflects a more connected, whole-system approach - bringing together the wider craniofacial ecosystem around a shared goal of improving experiences and outcomes throughout life.

Through cinematic storytelling, personal stories, and expert perspectives, **For Every Face, A Future** will spotlight the experiences of children, families, and adults living with craniofacial conditions, alongside the people and organizations shaping craniofacial care, support, and inclusion.

The series will feature stories and insights from across the field, including hospitals and specialist craniofacial teams, healthcare and surgical innovators, universities and research institutions, patient and family support organizations, educational organizations, insurers and healthcare providers, foundations, technology companies, policymakers and public agencies, and others working to improve care, access, confidence, and quality of life.

Together, these perspectives will bring to life how the field is evolving - from advances in surgery, treatment, research, and technology to new approaches to psychosocial support, education, family services, accessibility, and inclusion - demonstrating what can be achieved through collaboration across the craniofacial community.

For Every Face, A Future will explore the craniofacial journey across a lifetime - from early diagnosis and care, including surgeries in the first weeks or months of life, through childhood and starting school, to adolescence, independence, and adulthood. It will highlight the importance of long-term support, communication, and strong partnerships between families and professionals at every stage, reflecting not only individual experiences but also those of parents, caregivers, and families navigating the milestones and challenges that shape lives over time.

At its heart, the series will be about representation and belonging. By sharing authentic and diverse stories, it will challenge misconceptions, foster empathy, and shift the focus from difference to individuality - helping create greater awareness and acceptance of facial differences.

Grounded in lived experience, the series will take a global perspective, reflecting how approaches to care, access to support, and cultural attitudes vary across regions, while highlighting the shared importance of connection, dignity, and inclusion.

Erica Klauber, Executive Director of CCA, said: “Every craniofacial journey is different, but no child, adult, or family should have to navigate that journey alone. **For Every Face, A Future** gives us an opportunity to share the extraordinary breadth of experiences within our community - the challenges, the milestones, the relationships, and the moments of joy - while also celebrating the dedicated people and organizations working alongside families throughout their lives. We hope these stories will challenge misconceptions and help create a world where facial differences are better understood, individuality is celebrated, and everyone has the opportunity to feel confident, connected, and included.”

Max Smith, Founder and Managing Director of CWP, said: “**For Every Face, A Future** is an opportunity to tell deeply human stories while showcasing the extraordinary science, care, and support shaping lives around the world. By bringing lived experience together with expert insight, we want to create a platform that celebrates individuality, challenges perceptions, and shows what’s possible when care, research, advocacy, and inclusion come together to help every person look to the future with confidence.”

The series will preview at the CCA Annual Family Retreat & Educational Symposium in June 2027, followed by a global digital launch. A dedicated campaign will extend its reach across international networks and beyond, engaging families, healthcare professionals, researchers, educators, advocates, policymakers, industry partners, and wider public audiences - inspiring a brighter future for people with craniofacial conditions and their families.

About Content With Purpose

Content With Purpose (CWP) is a B Corp certified strategic content creator that works in partnership with leading member bodies and associations, engaging professionals in their industries’ role in building a better tomorrow.

Get Involved

Organizations interested in contributing to the series are encouraged to contact Millie Gallagher, Partnership Development Manager at CWP, to learn more: millie@contentwithpurpose.co.uk