



## Campaign Fact Sheet

The *Live Beyond* Adverse Childhood Experiences (ACEs) and toxic stress healing-centered campaign is a key component of the groundbreaking, multibillion-dollar, five-year effort to transform how California supports children, youth, and families. This is a campaign of the [Children and Youth Behavioral Health Initiative \(CYBHI\)](#) — a historic investment by the State of California. Centering the needs of young people and uniting the efforts of the agencies and organizations that serve them, CYBHI is dedicated to ensuring young people and families can find support for their emotional, mental, and behavioral health needs.

The *Live Beyond* campaign was developed by the Office of the California Surgeon General with a focus on raising awareness and understanding of Adverse Childhood Experiences (ACEs), toxic stress, and their potential negative impacts, while promoting healing strategies and help-seeking behavior. The media and outreach campaign encourages healing through resilience-building, evidence-based coping skills and buffering interventions in collaboration with young people, parents and caregivers, and community partners throughout the state.

### *The campaign aims to:*

- ♦ **Increase knowledge** about ACEs, toxic stress, and the science behind their potential impacts on people’s everyday lives — including physical and mental health, interpersonal relationships, and more
- ♦ **Influence attitudes** about help-seeking by sharing stories of healing
- ♦ **Build skills** with accessible tools and resources by providing scientifically proven, culturally relatable, and actionable steps to heal and manage stress
- ♦ **Inspire action** to overcome the impacts of ACEs and toxic stress, and prevent them from cycling into future generations

### *Why this campaign matters*

Our past experiences don’t define us, but they can have a lasting impact. ACEs are stressful or potentially traumatic experiences that happen before the age of 18, like having a caregiver who struggled with mental health or substance use, witnessing domestic violence, or experiencing abuse or neglect.

ACEs are common. In California, as shown by a 2023 RAND survey, 61% of youth and young adults ages 16 to 25 have experienced at least one ACE. Also, 23% have experienced four or more ACEs. The good news is that healing is possible and it’s never too late to get support. Healing ourselves is the first step to healing our communities and ending cycles of trauma. Evidence-based stress-busting activities can help: like being mindful, getting enough sleep, moving our bodies, eating well, getting outside, and finding supportive relationships.

And we don’t have to do it all on our own. Help from trained peer supporters, mental health therapists, and medical providers is also available.



3 out of 5 people in California have experienced at least one ACE.



1 out of 5 youth and young adults in California have experienced four or more ACEs.

## *A campaign for California youth and young adults*

The campaign is primarily for youth and young adults ages 16 to 25 who have experienced one or more ACEs, as well as parents and caregivers of children ages 8 to 16. In addition, the campaign provides opportunities for the larger community (adults, mental health and physical health care providers, and community-based organizations) to learn how to support Californians impacted by ACEs in their healing journeys.

## *Centering diverse youth voices in our campaign*

The *Live Beyond* campaign was created with and for youth and young adults who have lived experience with ACEs and toxic stress. The campaign involved an extensive youth and young adult advisory process — through the ACEs Aware initiative, along with listening sessions and robust testing with diverse youth and young adults, caregivers, and community partners across the state. The campaign is also guided by subject matter experts, including the former California Surgeon General Dr. Nadine Burke Harris.



### *How to get involved*

Healing from the impacts of ACEs and toxic stress can only be effective when everyone is part of the solution. Here are some ways to get involved:

- ♦ **Download free resources** to learn about ACEs and toxic stress. The first step to healing is understanding how the impacts of ACEs and toxic stress might be impacting our mental and physical health, and showing up in our lives and relationships. Download videos, stress-busting tips, Spotify playlists, and more.
- ♦ **Share your own story.** While healing isn't linear, there are things we can do to heal and grow from the effects of ACEs and toxic stress, for ourselves and the next generation. Share your story and inspire others!
- ♦ **Be "that someone" a young person can turn to when life gets difficult.** Yes, our bodies and brains can experience wear and tear from trauma. But nurturing relationships can help restore them. All Californians can provide that needed support to young people or caregivers in their communities by listening, caring, and offering a safe place to process tough experiences and complex feelings.
- ♦ **Share the campaign.** Follow us on social media, link to our website, download toolkits, and share information with your networks — both online and offline!

Please also follow our campaign social channels for updates, educational content, stories from youth, and more.

 Website: [livebeyondCA.org](https://livebeyondCA.org)

 TikTok: [@LiveBeyondCA](https://www.tiktok.com/@LiveBeyondCA)

 Instagram: [@LiveBeyondCA](https://www.instagram.com/LiveBeyondCA)

 Facebook: [Live Beyond Campaign](https://www.facebook.com/LiveBeyondCampaign)