



## Dear Partner,

We're excited to share a new campaign and resource created for — and co-created by — youth and young adults across the state. The Office of the California Surgeon General has launched the [Live Beyond](#) campaign to increase awareness and understanding of Adverse Childhood Experiences (ACEs), toxic stress, and their impacts — coupled with science-based healing strategies to help young people live beyond adversity. This campaign is part of California's unprecedented investment in children, youth, and caregiver mental health and supports, in the form of the [Children and Youth Behavioral Health Initiative \(CYBHI\)](#).

The [Live Beyond](#) campaign is the first of its kind to directly focus messaging towards youth and young adults about the topic of ACEs and toxic stress, and its development was informed by the voices of more than 250 young, diverse Californians who shared their insights, stories, lived experiences, and perspectives. Unique to this campaign is its focus on how the impacts of ACEs and toxic stress can show up for young people in their day-to-day lives — including their mental or physical health, well-being, relationships, and more.

Plus, the [Live Beyond](#) campaign shares real-life examples of how young people across the state are healing from ACEs, and how they integrate science-backed strategies to heal and manage stress in their lives, regardless of their circumstances.

We need your help to spread the word about this exciting and important new campaign for young adults who have experienced ACEs. Please check out the [Live Beyond digital toolkit](#), with resources like campaign posters, palm cards, stickers, commercials, and more that you can share with the youth you serve. You can use these resources to spread the word and engage your community. Hear some of the youth voices informing the campaign [here](#), and please make sure to visit and promote the campaign website [LiveBeyondCA.org](#).

And join the conversation — we'd love to hear from you. Follow and engage with the social channels below, forward this email, and take this opportunity to reflect and share the many ways you live beyond.



Website: [livebeyondCA.org](#)



TikTok: [@LiveBeyondCA](#)



Instagram: [@LiveBeyondCA](#)



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Thank you for your support!