



Campaign activity tip sheet

The Office of the California Surgeon General's *Live Beyond* campaign is designed to help young people and caregivers across the state increase their understanding of Adverse Childhood Experiences (ACEs), toxic stress, and science-based strategies for healing from their impacts.

Here are some ways to bring *Live Beyond* to life in your community.

Before you get started...

Keep in mind that people are at different stages in their healing journeys, and they're doing the best they can. Messaging should always be paired with the reassurance that it's never too late to begin healing ourselves and/or supporting youth in our care.

Download and distribute our helpful *Live Beyond* campaign resources!

- Campaign fact sheet
- Stress Busters pocketcards
- Healing journal
- "Understanding ACEs and Toxic Stress" palm card
- Campaign stickers
- And more!
- Bookmark and reading list

Download at livebeyondCA.org/campaign-resources.

Quick tip: Share these free, confidential mental health apps. [Soluna](#) lets youth ages 13 to 25 chat one-on-one with professional coaches and offers journals, de-stressing tools, and forums. [Brightlife](#) offers coaching and mental health support for caregivers in English and Spanish.



Activity tip 1: Host an educational workshop or event

Invite your community to learn about ACEs, toxic stress, and how to heal.

- Share our educational video, palm cards, and evidence-based stress-busting activities — available at the link above.
- The *Live Beyond* journal offers space for self-reflection, exploration, and personal growth. Distribute the journal to young people in your community and host a lunch-and-learn. Make it a series, and dedicate each session to tackling a different prompt in the journal. Consider offering a quiet self-reflection space if you're able.
- Share local mental health and physical health care resources.
- Host discussions on relevant topics, like generational cycles of trauma and healing strategies through the lens of cultural practices and traditions.

Activity tip 2: Create a "Book Nook"

- Partner with a local library if you can, or dedicate a space to books about ACEs, toxic stress, mental health, and healing from trauma. Download our reading list at livebeyondCA.org/booklist for recommendations across age groups.
- Distribute the campaign bookmark and encourage people to make their own book recommendations.

Activity tip 3: Encourage community connections

- ♦ **Share stress-busting strategies from our *Live Beyond* campaign.** Getting a good night's sleep, moving our bodies, practicing mindfulness, and spending time in nature are just a few practices that can help us heal from the impacts of ACEs, toxic stress, and other traumas. Encourage young people to share their own tips — in real life, or on your social media channels.
- ♦ **Partner with local business, organizations, and community centers to promote wellness.** Plan these events with youth and focus on techniques that can be done in any setting and on any budget. E.g. “how to” sessions on deep breathing, mindfulness, sleep, and more.
 - ♦ Explain positive vs. toxic stress, and how to manage them.
 - ♦ Host a nature walk with mindfulness techniques.
 - ♦ Host healthy cooking classes or a community garden workshop.
- ♦ **Encourage people to help youth in your community!** ACEs are common. That means there are many families in your community who need support and healing so they can provide a nurturing environment for children in their care. Almost anyone can help — by listening, caring, and offering a safe place to process difficult experiences and complex feelings. Explore ways your organization can get involved. For example, you can participate in mentorship or youth enrichment programs, or host listening sessions or workshops to better understand and meet the needs of families.



Live Beyond campaign social media

Follow our campaign on social! Discover personal stories from youth, the science behind ACEs and toxic stress, and, importantly, ways to heal. Spread the word to colleagues and loved ones!

And if you happen to share about your own healing journey, or how this campaign has helped, please use our hashtag **#LiveBeyondACEs**.

 Facebook: Live Beyond Campaign

 TikTok: @LiveBeyondCA

 Instagram: @LiveBeyondCA

 YouTube: youtube.com/@livebeyondca