

Live Beyond

Overview of the Office of the California Surgeon General's
ACEs and Toxic Stress Campaign

live
beyond



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SURGEON
GENERAL

May 22, 2024

HEALING ISN'T
LINEAR

Webinar agenda

1. Welcoming remarks
2. Campaign background, goals, and audiences
3. Campaign advisory
4. Insights and learnings from youth
5. Campaign creative
6. Youth co-creation
7. Campaign launch
8. Campaign resources
9. Q&A

Campaign team presenting

**Diana E. Ramos,
MD, MPH, MBA,
FACOG**

California Surgeon General



**Camellia
Mortezazadeh,
MPH**

Director, Strategy and Insights
Civilian Agency



**Setareh
Harsamizadeh
Tehrani**

Campaign Youth Advisor,
ACEs Aware



Cara O'Shea

Account Supervisor
Civilian Agency



Additional campaign partners include:



Campaign background

The *Live Beyond* healing-centered campaign is a key component of Children and Youth Behavioral Health Initiative (CYBHI), California's groundbreaking, multibillion-dollar effort to transform how the state supports children, youth, and families.

The *Live Beyond* campaign was created to increase public understanding of Adverse Childhood Experiences (ACEs) and toxic stress to give youth and young adults across California the resources and strategies they need to manage toxic stress, heal from adversity, and end cycles of trauma.



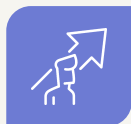
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Campaign goals

Through our campaign, we will:



Drive an increase in public awareness of ACEs and toxic stress



Support prevention and mitigation of ACEs, toxic stress, and their effects

We will do this by:



Increasing knowledge



Influencing attitudes and beliefs



Building skills



Inspiring action

ACEs prevalence among Californians



Exposure to ACEs or other adversity, without buffering and nurturing care, can lead to a **toxic stress response**, which, if left unaddressed, can cause major short-term and long-term health problems for both children and adults. **The more ACEs, the greater the chances of toxic stress.**

60%

of youth and caregivers have experienced at least 1 ACE

23%

of youth and young adults have experienced 4 or more ACEs

30%

of caregivers experienced 4 or more ACEs

10%

of youth and caregivers are aware of ACEs

Campaign audiences



Primary:
Youth and young adults
(emphasis on ages 16-25)

Focus on:

- Economically disadvantaged communities
- BIPOC youth
- Tribal/Indigenous communities
- Immigrant and refugee communities
- 2SLGBTQIA+ youth
- And more!



Secondary:
Parents and caregivers
(emphasis on those
with youth ages 8-16)

Focus on:

- English & Spanish speaking communities
- Economically disadvantaged communities
- BIPOC communities
- Tribal/Indigenous communities
- And more!



Tertiary:
Health care providers,
educators, and early
care providers

Focus outreach to:

- FQHC providers and networks
- Pediatricians and primary care providers
- California community college networks
- And more!

Campaign advisory informing development

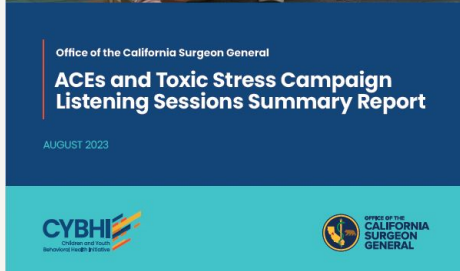
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ONE DAY
AT A TIME

Listening sessions to inform development



7

Listening sessions from July to September 2023 with diverse participants across the state (English and Spanish)

86

Participants across the state engaged

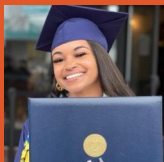


Listening session report available at osg.ca.gov/theacescampaign.

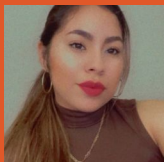
Youth and young adult advisory



Baani Sabharwal



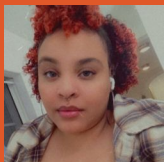
Celeste Walley



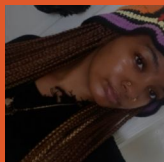
Celina Inzunza



Christian Jeff Yu Menguito



CiCi Williams



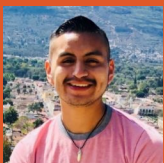
Elita Jasmine Young



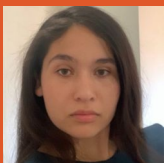
Jose Cruz



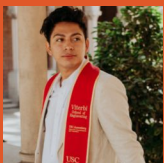
Josue (Swey) Pineda



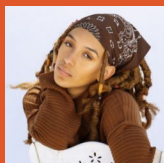
Julio Sagastume



Laura Avila



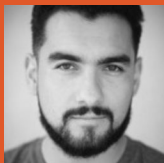
Luis Wualdemar Tun Orozco



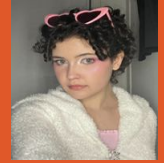
Jada Imani Carter



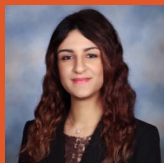
Nancy Martinez Urieta



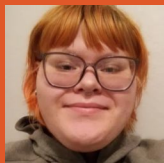
Ronaldo (Ronnie) Villeda



Juniper Brown



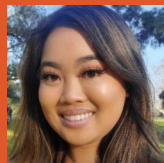
Setareh Harsamizadeh Tehrani



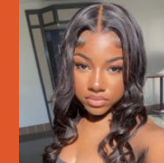
Shae Dellamaggiore



Shamar Knox



Sharon Tang



Zen'Ayah (Zee) Finley

- 19% self-identify as non-binary/gender non-conforming
- 14% AAPI
- 33% Hispanic/Latinx
- 24% Black/African American
- 10% White
- 4% mixed identities, inclusive of Native American/Alaskan Native and Middle Eastern

Representation from:
Alameda, Fresno, Imperial,
Los Angeles, Madera,
Orange, Sacramento, San
Joaquin, San Diego, San
Francisco, Santa Barbara,
Stanislaus, and Ventura
Counties

Campaign subject matter experts



Cecilia Ayón

Professor, School of Public Policy,
UC Riverside



**Nadine Burke Harris,
MD, MPH**

First and Former CA Surgeon General



**Mikah Owen,
MD, MBA, MPH**

Senior Director, UCAAN



**Rachel Gilgoff,
MD, CCTP, FAAP**

Advisor, UCAAN



Eraka Bath, MD

Associate Professor in the
Division of Child and Adolescent
Psychiatry, UCLA



John R. Blosnich, PhD, MPH

Director, Center for LGBTQ+ Health
Equity at the Suzanne Dworak-Peck
School of Social Work (USC)



**Leigh Ann Simmons,
MFT, PhD**

Co-Director, Perinatal Origins of
Disparities (POD) Center, UC Davis



Michèle Evans, MD, MPH

Northern California Regional
Medical Director of the Kaiser
Permanente Child Abuse Services
and Prevention (CASP)

Insights and learnings from youth

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Barriers shared by youth about ACEs, toxic stress, and healing



Feelings of stigma and shame about past experiences



“Help” can be hard to find for many



Different stages of willingness/ability to seek out support for ACEs, toxic stress, and their effects



Healing isn’t linear and the journey isn’t always clear: no false promises that people can quickly be “healed”; rather, we need to recognize healing is defined differently among individuals and can take time



Burden on youth: Pressure on young people that **“it’s up to them”** to change history/cycles of trauma. Yet many participants noted that they felt compelled to take action when they became aware of how their ACEs have affected their behavior or relationships



Acknowledging root causes/systemic issues that perpetuate ACEs or impacted parents/caregivers; taking care not to blame parents/caregivers in any way, shape, or form



Mistrust of support resources, and varied willingness to seek out professional support

Perspectives from youth participants

“I think something very impactful is having someone who has been through the process of healing talk about how hard the struggle can be to bounce back from tough experiences. Give concrete experiences of the struggle they went through and be honest if they still don't feel like they're completely healed. It gives other youth hope that they can get better but also that it's okay to not be perfectly healed.”

“It is important to show that young people are not alone and that there is a reason for what they are feeling and experiencing, both mentally and physically.”

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**How do
youth want
this
campaign
to make
them feel?**

- Hopeful
- Safe
- Deserving
- Supported
- Understood
- Empowered
- Driven (to take action)

Grounding insight for our campaign

While *healing isn't linear*, there are small things you can do today and big things you can do in the future to heal and grow from the effects of ACEs and toxic stress.

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Campaign testing

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ONE DAY
AT A TIME

**The key
campaign
message
that most
resonated...**



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With the supporting messages:

- You can overcome the hurt
- There's healing ahead
- We're stronger than our trauma

Input on campaign across the state

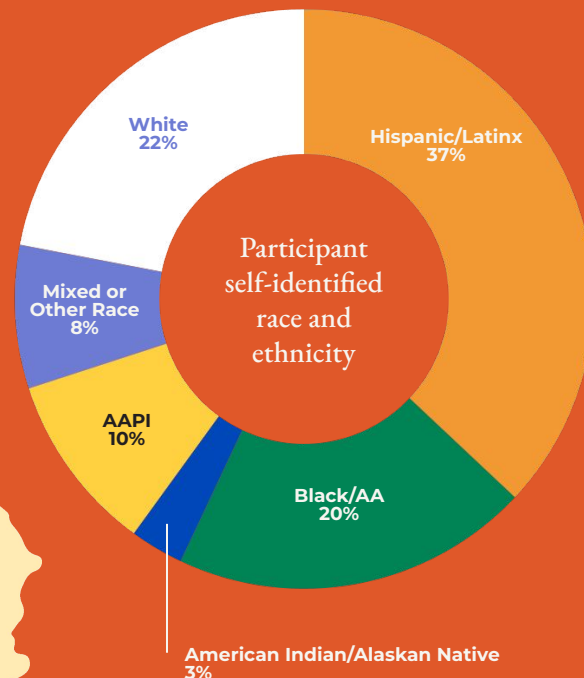
177 youth and young adult, parent and caregiver, and Spanish-speaking participants participated in feedback sessions

Age ranges: 16-25 years for youth and young adults; 30-45 years among parents and caregivers

14% self-identified as 2SLGBTQIA+

12% self-identified with current/former child welfare involvement

29% indicated experience with mental health challenges



Audience feedback

“It’s the sincerest and least corporate sounding.”

“It’s clear, positive, and relays the essential message.”

—Youth and young adult participants

“The concept of live beyond jumps right out at you. This concept also makes mention of trauma and hurt. These are actual things that people are going through or emotions that they are feeling. It also mentioned that there’s help.”

—Parent and caregiver participant

- **Leading concept among all audiences**
- **Emotional and motivational impact:** Feelings of “hope, optimism, positivity, assurance, promise, encouragement, and empowerment.”
- **Most clear and straightforward:** Conveys what the campaign is about and what info to expect with simple and direct messaging.
- **Genuine and future-focused:** Did not come off as pandering to a younger generation, and provided solid messaging on what healing can do and where to start by engaging with our campaign.

Campaign visual and creative

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Landing page - desktop

Landing page - mobile



Billboard

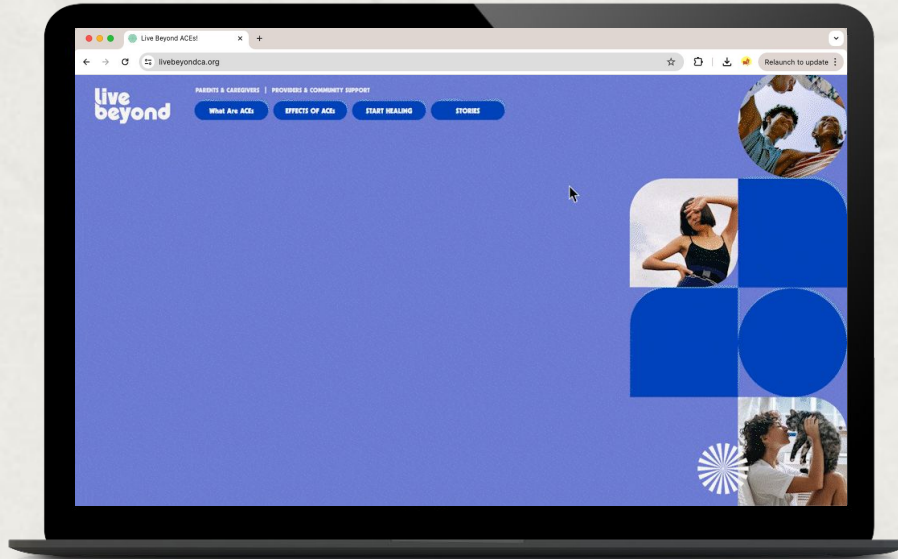


Stickers

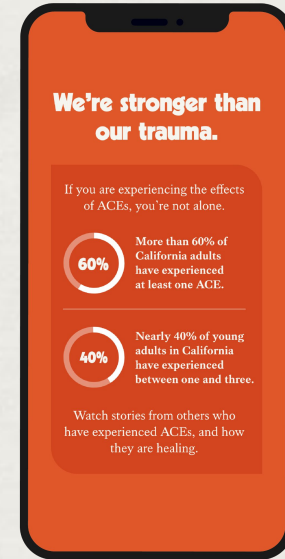


Key Feelings: Optimistic, Encouraging, Real

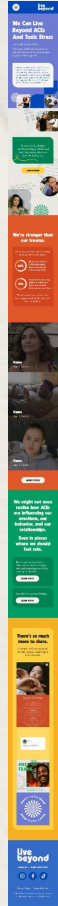
Live Beyond website



Desktop



Mobile



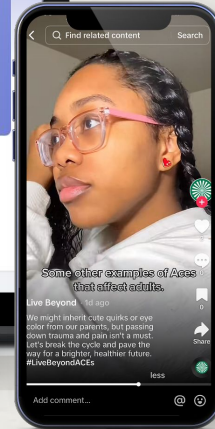
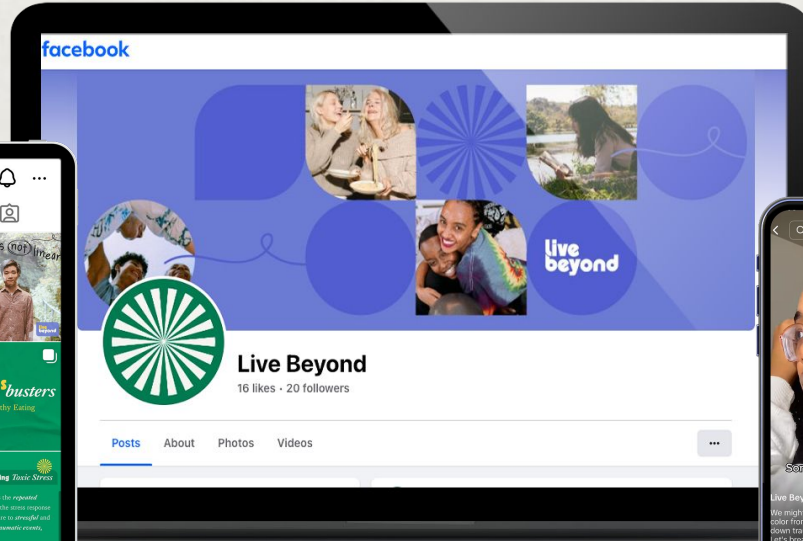
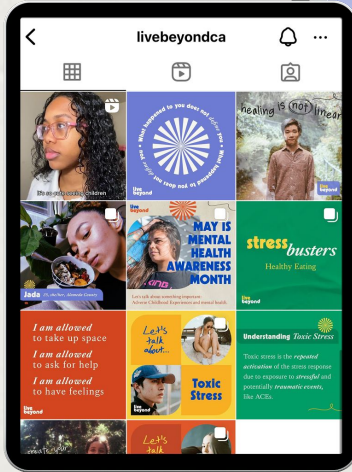
Live Beyond social channels



@livebeyondca



@livebeyondca



LiveBeyondCampaign



Campaign creative



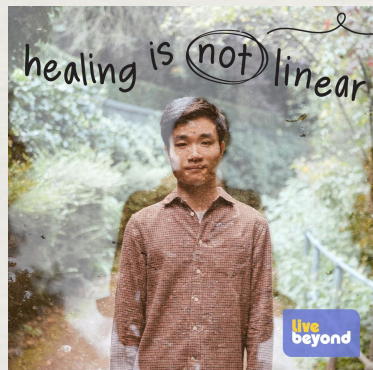
**Live beyond
Adverse Childhood
Experiences (ACEs)**

There's healing ahead at livebeyondCA.org



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healing is (not) linear

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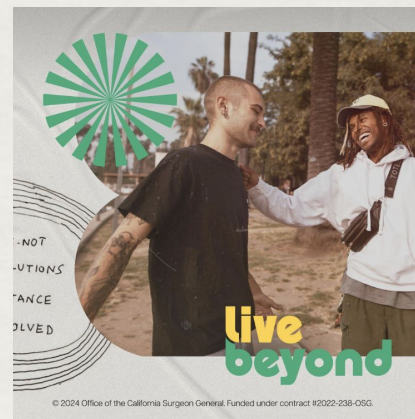


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SOLUTIONS
DANCE
OLVED

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Partnership with Valkyrae



Valkyrae "Rae" @Valkyrae

Award-winning gamer, streamer, and content creator, Valkyrae, bravely shares her story and how she lives beyond her Adverse Childhood Experiences (ACEs). Learn how she has navigated through her challenges with the support of gaming, therapy, fitness, and friendships. Her story serves as a beacon of hope to people everywhere, reminding them that they are not alone, and it is never too late to begin healing. Watch her video to learn more about her journey and how she turned her experiences into stepping stones for a brighter future.

Youth commercial



Youth co-creation

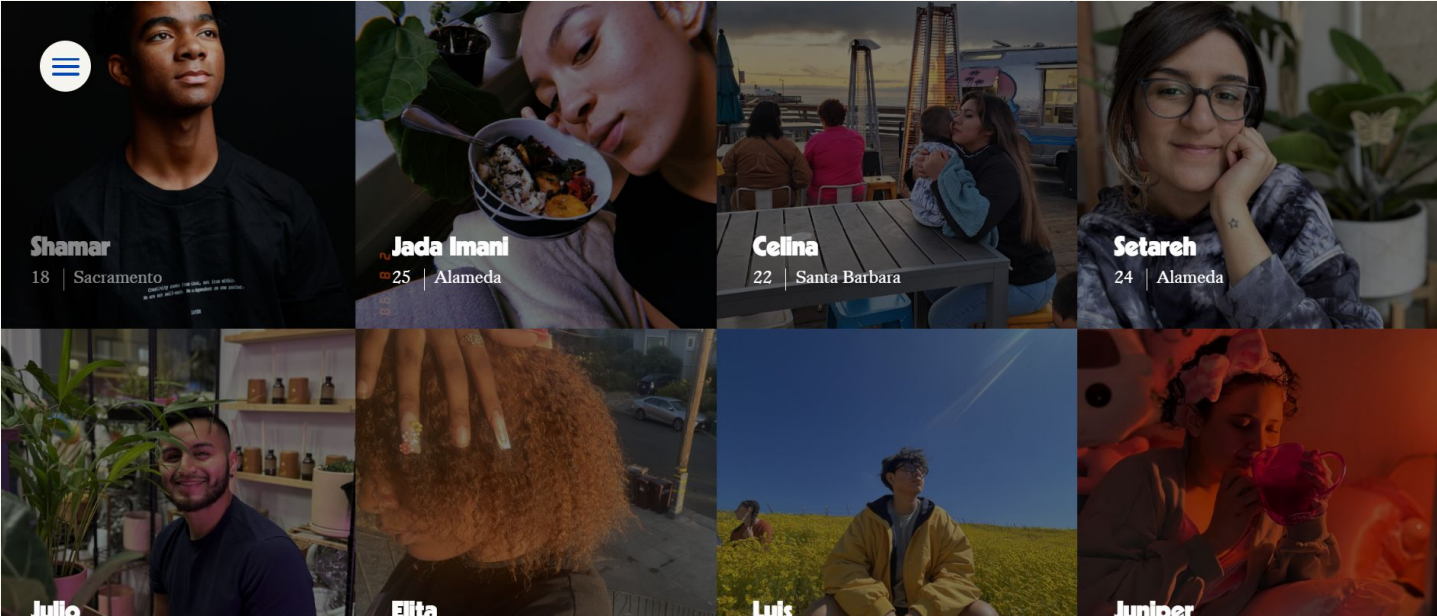
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livebeyondCA.org campaign site featuring youth stories!



Juniper's story



Juniper

“No pride for some of us without liberation for all of us.” – Marsha P Johnson

Age: 18

Pronouns: He/They

Gender Identity: Transgender Man

Ethnic Background: White

County: Santa Cruz

Shamar on healing and college transitions



Shamar

“There’s no elevator to success you have to take the stairs”

Age: 18

Pronouns: He/Him

Gender Identity: Male

Ethnic Background: African American

County: Sacramento

Celina's message for others



Celina

“No pain is forever, never stop lighting”

Age: 22

Pronouns: She/Her

Gender Identity: Straight

Ethnic Background: Hispanic

County: Santa Barbara

Campaign launch

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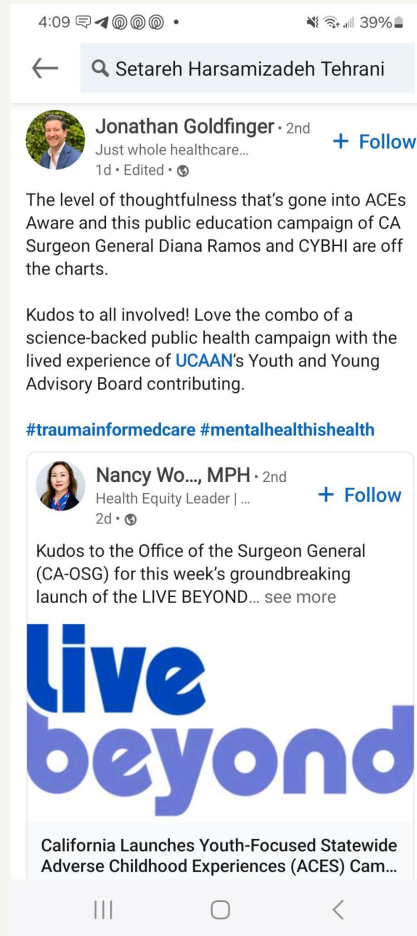
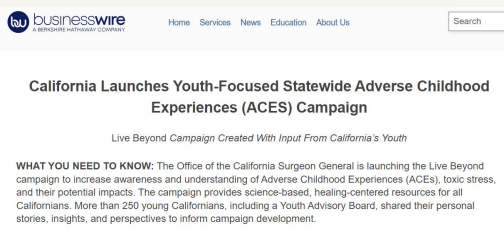


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ONE DAY
AT A TIME

Campaign launch

- Live Beyond campaign officially launched on Wednesday, May 1
- Press release distributed in English & Spanish
- 291 online postings
- 144M potential viewers
- 2,112 link clicks



Live Beyond at Youth Creating Change Event in Los Angeles



Young people sharing how they heal and live beyond their ACEs

Campaign resources for youth, CBOs, and more

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Campaign Resources

Download our Live Beyond campaign resources, available in English and Spanish, to share with family, friends, and community. Contact the campaign team at info@livebeyondca.org for questions or support.

Press Kit For Media [Download](#)

Press Release [View](#)

Campaign Fact Sheet [Download](#)

Palm Card: What are ACEs and Toxic Stress? [Download](#)

Campaign Posters [Download](#)

Live Beyond Stickers [Download](#)

Campaign Healing Journal [Download](#)

Campaign Bookmark [Download](#)

Book List [View](#)

Campaign Social Media Posts and Graphics [Download](#)

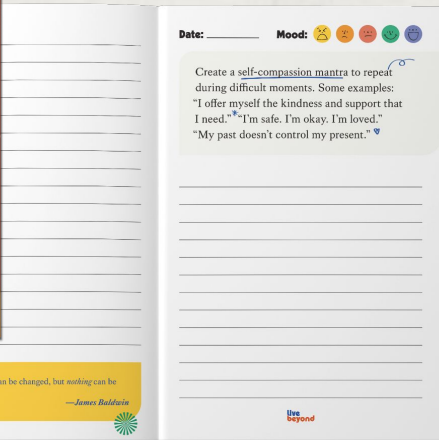
Campaign Activity Tips [Download](#)

Campaign Commercials [Watch](#)

Email Blast to Share [Download](#)



Healing journal



Not everything that is faced can be changed, but nothing can be changed until it is faced.

—James Baldwin



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What are ACEs?

Our past experiences don't define us, but they can have a lasting impact on our mental and physical health, our relationships, and how we show up at work and school.

Adverse Childhood Experiences (ACEs) are stressful or potentially traumatic experiences that happen to us growing up, before we turn 18. Examples include having a caregiver who struggled with mental health or substance use, witnessing domestic violence, or experiencing abuse or neglect. ACEs are common — in California, three out of five people have experienced at least one ACE.

The three types of ACEs are:

Abuse
Physical, Emotional, Sexual

Neglect
Physical, Emotional

Household Challenges
Mental Illness, Intimate Partner Violence, Parental Separation or Divorce, Incarceration, Substance Misuse or Dependence



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Palm card

There's healing ahead

The good news is that it's never too late to get support and begin healing. Stress-busting activities like getting a good night's sleep, moving our bodies, and caring for our mental health can help us heal. And we don't have to do it by ourselves. Help from trained peer supporters, mental health therapists, and medical providers is also available. To learn more and find additional resources, visit livebeyondca.org.



Here are some ways to put Stress Busters into action:

Spotlight your senses

If you're able to do so, go for a walk. Pay extra attention to the sights, smells, and feelings you experience. Check out apps like AllTrails for options near you — no matter where you live.

Move

Take three or more five-minute breaks throughout the day to get your body moving. Try taking the stairs, doing 25 jumping jacks, yoga, jumping rope, or just dancing around!

Write it down

Journaling can help us check in with ourselves, express our emotions, and find a sense of calm. Answer these prompts: How am I really feeling today? What do I need at this moment?

Breathe...

...deeply. Put your hand on your belly and take a big long breath in, so that your belly goes up, and then exhale slowly through your mouth and feel your belly go back down.

We don't heal in isolation,
but in community.

—S. Kelley Harrell

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Find a curated list of books to help you *live beyond* your ACEs at livebeyondca.org/booklist.



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Bookmark with reading list



<https://livebeyondca.org/campaign-resources/>

Available in English, Spanish, and additional languages to come

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 traumas.

Before you get started...
Keep in mind that people are at different stages in their healing journey, and that's not the best they can do. Managing details 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 Buster pocketcards
 - Healing journal
 - Understanding ACEs and Toxic Stress Infographic
 - Campaign stickers
 - Bookend and reading list

Download at livebeyondCA.org/campaign-resources

Read up! Share these free, confidential mental health apps. Soluna lets youth ages 13 to 25 chat one-on-one with professional coaches and offers journaling, stress-management, and more. Brightline 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.

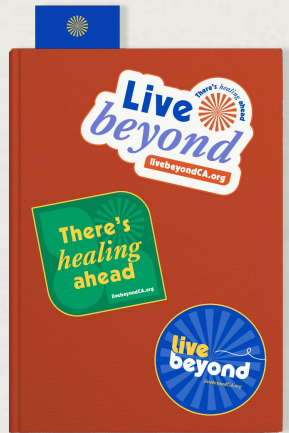
- Share your educational video, pain paths, and evidence-based stress-heating activities — available at the link above.
- The Live Beyond journal offers space for self-reflection, exploration, and personal growth. Distribute the journal to young people in your community and host a launch and forum. Make it a series, and dedicate each session to tackling a different piece of the journal. Consider offering a quiet self-reflection space if you're able.
- Share local news of health and physical health care resources.
- Host discussions on relevant topics, the generational cycle of trauma and healing strategies through the lens of cultural practices and traditions.

Activity tip 2: Create a "Book End"

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

Campaign Activation Ideas

Stickers



Fact sheet

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Campaign Fact Sheet

The Live Beyond Adverse Childhood Experiences (ACEs) and toxic stress healing-centered campaign is a key component of the groundbreaking, multi-billion-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-relevant, 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 pain experiences don't define us, but they can have a lasting impact. ACEs are normal or personally traumatic experiences that happen before the age of 18, like having a caregiver who struggles with mental health or substance use, witnessing domestic violence, or experiencing abuse or neglect.

ACEs are common. In California, as shown by a 2022 RAND survey, 61% of youth and young adults ages 16 to 25 have experienced at least one ACE. Also, 21% have experienced four or more ACEs. The good news is that healing is possible and it never too late to get support. Healing ourselves is the first step to healing our communities and ending cycles of trauma. Resilience-building, stress-heating 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.

May 2024

STOP technique

When facing a challenging situation, try the STOP technique.

1. Stop
Ask yourself: What am I feeling right now?

2. Take a breath
Ask yourself: Am I breathing too fast or holding my breath? Can I take a deep breath?

3. Observe
Ask yourself: What else am I feeling in my body? What are my thoughts?

4. Proceed
Ask yourself: Am I OK with what's happening? I decide to respond in a way that works best for you.

Supportive relationships

If you've experienced harmful or traumatic relationships, it's important to bring out the best in you. Being part of supportive relationships can help our minds and bodies heal from trauma. Make a list of people in your life who make you feel good and take steps to connect with them soon.

Handwritten notes: "I'm not alone", "I have people who care", "I'm not alone", "I have people who care", "I'm not alone", "I have people who care".

Mental health support

There are many ways to access recovery, overcoming mental health challenges, and seeking support to make time to heal. And surround yourself with people who respect and bring out the best in you. Being part of supportive relationships can help our minds and bodies heal from trauma. Make a list of people in your life who make you feel good and take steps to connect with them soon.

Text: "Soluna is an app designed for California youth and young adults, offering free, confidential support with live coaching and online communication tools to start." Includes Soluna logo and QR code.

Healing in Action

Tools and tips to help you live beyond trauma and manage stress every day.

Box breathing

Mindfulness is about focusing on the present without judgments from the past or worries about the future. It helps us calm our minds and bodies when stressful things happen in our lives.

Box breathing is a special way of breathing that helps your body relax when you're feeling stressed or anxious. By doing it, you can slow down your heart, loosen up your muscles, and feel more calm overall!

Handwritten notes: "Breathe in for 4 seconds", "Hold for 4 seconds", "Breathe out for 4 seconds", "Repeat 4-8 times".

Music meditation

Check out our Live Beyond playlist on Spotify. Pick a song. Relax and sit or stand. How does my body feel? How does this song make me feel emotionally? How to do it?

Includes Soluna logo and QR code.

Spotlight your senses

If you're able to do so, go for a walk. Pay extra attention to the sights, sounds, and smells you experience.

Handwritten notes: "Labeling and reflective open spaces might be easier than you think. Scale to feel traces and marks near you — no matter where you are." Includes Alltrails logo and QR code.

Stress Buster accordion pocket card

Questions?

healing
is not
linear

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Thank *you*



The background is a vibrant green with several decorative elements: a large light green circle in the top right, a smaller light green circle in the bottom left, and two sunburst patterns (one in the top right and one in the bottom left) composed of many thin, radiating lines. A white rounded rectangle is centered on the page, containing the text.

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