



Office of the California Surgeon General

ACEs and Toxic Stress Campaign Listening Sessions Summary Report

AUGUST 2023



OFFICE OF THE
CALIFORNIA
SURGEON
GENERAL

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I. Overview

This report brings together the results of several listening sessions with youth and young adults, caregivers, and community partners held from July to August 2023 in partnership with Civilian and Your Social Marketer™, to inform the development of the Adverse Childhood Experiences (ACEs) and Toxic Stress campaign for the California Office of the Surgeon General.

All communities experience ACEs; however, social determinants of health and systemic and structural barriers, such as racism and discrimination lead to a disproportionate risk of ACEs and their effects in communities that have been historically marginalized and underserved. While acknowledging barriers to care and accessing existing supports, this campaign will offer healing solutions and a path towards hope and growth for youth and young adults, caregivers, and their support networks across California.

Insights related to our audience's knowledge and perceptions of ACEs, and inputs on creative direction for this campaign were gathered through the following listening sessions:

- Six virtual English-language listening sessions held with youth and young adults (16–25), parents/caregivers, and individuals representing CBOs across the state
- Several listening sessions held in collaboration with UCLA-UCSF ACEs Aware Family Resilience Network (UCAAN) and the CYBHI's Children, Youth, and Family Network

Participants received an Amazon gift card with an optional survey for additional feedback.

Total Participants: 86

Participant info:

Listening Session 1: CYBHI Children, Youth, and Family Network Meeting

July 26, 2023; with individuals representing 14 organizations

Listening Session 2: UCAAN Youth and Young Adult Council

August 1, 2023; 14 youth and young adults, 7 UCAAN representatives

Listening Session 3: UCAAN Young Adult Leaders

August 2, 2023; 5 youth participants, 2 UCAAN representatives

Listening Session 4: Parents and Caregivers

August 15, 2023; 9 participants

Listening Session 5: Youth and Young Adults

August 17, 2023; 8 participants

Listening Session 6: UCAAN ACEs Aware Community Partners

August 22, 2023; 14 individuals representing CBOs and 3 UCAAN representatives

Campaign Goals

Broad Goals

- Promote a broad understanding of ACEs, toxic stress, their impacts, and inspire action, hope, and healing.
- Provide support to California’s youth and young adults—and their caregivers—to heal from ACEs and toxic stress and, in doing so, improve the trajectory of future generations of Californians.

We will do this by:

- Increasing knowledge
- Influencing attitudes and beliefs
- Building skills

Among these priority audiences:

- Youth and young adults ages 16 to 25
- Parents and caregivers of youth ages 8 to 16

How do our audiences want the campaign to make them feel?

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

II. Key Insights for Campaign Development

Key Insights: Emotional Impact

1 Offer various avenues of engagement, or a “choose your own adventure” approach to engaging with the campaign.

The campaign should offer **different opportunities for young people to engage** with the campaign, including personal stories, scientific facts, tips for healing, coping with activating situations, and dealing with intergenerational trauma. Healing isn't linear and options should also follow a “choose your own adventure” menu.

2 Deliver available and realistic options for healing and support.

When a young person engages with the campaign and visits the website, they should walk away with understanding (the science), options for healing (the “what now”), feeling connected and hopeful (stories from other young people), and with the feeling that they have the power to seek the help they need. The options for healing need to be within reach.

3 Evoke feelings of hope, relief and empowerment.

When asked how the campaign should make someone feel, responses included hopeful, safe, relieved, deserving, supported, understood, empowered, and driven (to take action). The campaign should partner with trusted messengers to create a sense of safety and trust.

Key Insights: Messaging and Resources

4 Honor that people have something to give and need agency in their own healing.

Combine science-based tips from “the experts” with personal stories; practical, real-life experiences; and healing and stress-busting strategies from people who have experienced toxic stress, trauma, and ACEs. Talk to people, not at people.

5 Use ACE acronym in combination with what it means.

Youth believe increasing awareness of ACEs (and using the acronym) will reduce stigma. They are interested in facts to help them understand what happened to them and the path forward. **The campaign should use the term ACEs, what it stands for, and also explain what it means using simple language, examples, and stories** that youth can use to talk about these topics with older generations who might experience barriers.

6 Be future oriented.

Youth and adults responded to statements that were aspirational such as: “I have the power to change future outcomes for me or my child if I have one.” **Whereas messages that focused on toxic stress as a medical condition made individuals feel like there was something wrong with them.**

“Focus on the here and now, but also help youth connect to their future selves in some way that will make them feel like they want to protect that person (their future self).”

7 Provide “what now” options.

Raising awareness is the first step, but the emphasis should be on what happens next. Understanding that ACEs is not the final chapter in the story, but the beginning of the healing journey.

Coping strategies should meet youth (and adults) where they are at and not feel overly general or defeating.

8 Stories combined with science.

People absorb information in different ways. The campaign should combine scientific explanations to promote understanding with **personal stories to foster belonging**. Coping and stress-busting tips should be trauma-informed, achievable, specific, and include tips from real people, peer-to-peer.

9 Messaging about positive childhood experiences (PCEs) needs to be delivered with care and purpose.

The campaign should always speak from a point of view that people are doing the best they can. **Learning about positive childhood experiences that can mitigate the negative consequences of ACEs after the fact was perceived as negative and demoralizing by youth and adults.**

Key Insights: Look and Feel

10 Incorporate youth culture into creative elements of the campaign.

The campaign should use creative elements that are relevant to young people such as ads that tie back to pop culture, trends, and other ways to make them relevant to youth culture. **Show up where youth spend time — online and social media.**

11 Engage with influencers, musicians, sports figures, and others to normalize ACEs, toxic stress, and healing.

By partnering with **authentic spokespeople and influencers who have star power and resonate with young people**, the campaign can create trust and a safe space for individuals to engage and feel connected.

12

Healing happens in relationship and community.

Raise awareness about **the role supportive relationships can play in healing, as well as being role models and mentors** for a young person in their community.

Suggestions for the campaign included community events to foster belonging and provide opportunity for sharing of resources, coping strategies, cultural healing practices, both peer-to-peer and across generations.

Barriers We Heard

- **Feelings of stigma and shame** about past experiences
- **Different stages of willingness/ability** to seek out support for ACEs and their effects
- Pressure on young people that **“it’s up to them”** to change history/cycles of trauma
 - However, many participants noted that they felt compelled to take action when they became aware of how their ACEs affected their behavior/relationships
- **Mistrust of primary care providers;** no resounding endorsement for talking to a PCP about these topics. However, there is willingness to engage with a trusted mental health professional
- **Healing isn’t linear and the journey isn’t always clear.** Campaign cannot provide false promises and hope that people can quickly be “healed;” rather, we need to recognize healing is defined differently among individuals and it could take years for some
- **“Help”** can be hard to find for many
- **Acknowledging root causes/systemic issues** that perpetuate ACEs or impacted parents/caregivers

III. Individual Listening Session Findings

Listening Session #1 – July 26, 2023, CYBHI Children, Youth and Family Network Meeting Participants: Individuals representing 14 organizations

The first listening session was facilitated with organizations in the CYBHI Children, Youth, and Family Network. The campaign team presented an overview of the purpose of the campaign and engagement opportunities for youth and adults served by the network. In addition, individuals were asked several discussion questions about how these topics have shown up in their work.

Sample Discussion Questions

In what ways has the topic of ACEs and/or toxic stress shown up in your work with the youth and caregivers your organization serves? How do you talk about these concepts?

What resources, tools, or messages have you found helpful when talking to the youth, adults and/families you serve about ACEs and toxic stress? What do you encourage them to do?

What resources would you like to see more of when it comes to messaging about ACEs and strategies to buffer toxic stress?

What do you hope to see in an awareness campaign of these topics? How would you want this campaign to make someone feel?

Key Insights:

- The campaign should make individuals who come into contact with it feel relieved, safe, hopeful, and empowered.
- It's important to honor that people have something to give and can contribute to the conversation vs. relying on "the experts." One participant shared that participants show up to their parenting group because sharing their experience makes them feel that they have something to contribute, a sense of purpose: **"We need to honor that people have something to give."**
- It is important that resources or strategies offered are something within reach of the person. In the words of one participant, we can't raise awareness of ACEs and say there are ways to turn things around, but then not offer the resources needed to begin that journey. **"I have identified an itch, I want to do something about it, but where is the cream?"**
- Participants recommended avoiding the use of jargon or when using terms such as ACES, use the term in the context of an explanation that someone can relate to and has strength-based perspective.

- The campaign needs to focus on healing, offer practical (and doable) strategies for coping with stress, and provide hope. It is important that resources or strategies offered are within reach.
- The campaign should amplify what people and organizations are already doing to heal themselves or support others in their community; it should build on the good that is happening.
- By delivering authentic stories and potentially partnering with authentic spokespeople and influencers who have “star power” and resonate with young people, we create trust and ways for individuals to feel connected.
- While it’s important to emphasize healing and the path forward, the fact that there are systems that have and continue to contribute to ACEs should not be ignored and need to be part of the conversation. Deep-rooted disparities need to be addressed. “It will help to normalize ACEs if we talk about the systems in place that create the circumstances for ACEs.”
- Resources recommended included the Mind Matters curriculum from the Dibble Institute and using music and playlists as part of the campaign. One participant shared that they use songs like “Shed So Many Tears” by Tupac in their work with youth to create a safe space and have found it helpful in getting young boys of color to feel safe to be vulnerable.

Be strength-based

Validate

Normalize

Couple awareness with “what now” options

Honor that people have something to give

Amplify the good that is already happening

Acknowledge the systems that contributed to what happened

Be mindful of how activating this topic and the words we use can be for individuals; especially those with deep-rooted trauma and disparities

The campaign should not hold up a deficit-based mirror. There is a lot of shame about these issues and people already feel bad. So why would they want to engage with a campaign that just makes them feel bad about themselves and reinforces all the things that are wrong. Instead, validate that people have faced adversity and gone through tough times, then focus on the now and what people can do to turn things around, heal, and find a path forward. [Paraphrased]

-Participant, CYBHI Children and Family Network Listening Session

Listening Session #2 – August 1, 2023, UCAAN ACEs Aware Youth and Young Adult Council 21 participants (14 youth and young adults/7 adults representing UCAAN)

This listening session was facilitated with youth from the UCAAN Youth and Young Adult Council. The discussion included questions about what type of ads participants pay attention to, what they would like the public awareness campaign to be about, and the type of resources and information they would like to see in the campaign advertisements and on the website.

Sample Discussion Questions

In the last few weeks, have you seen any advertisements that stood out to you?

If you were creating a public awareness campaign about toxic stress and ACEs, what would you make the campaign about?

How would you want this campaign to make someone feel?

When you think or hear the term ACEs, what comes to mind, how does this term make you feel? There is some promising research showing that having one or more positive childhood experiences can buffer the impacts of ACEs and toxic stress. How does this list make you feel?

Key Insights:

- The campaign should make individuals who come into contact with it feel hopeful, supported, empowered, interested, understood, calm, thoughtful, and driven.
- When asked how the campaign could achieve feelings of hopefulness and empowerment, participants suggested to offer facts that educate them on the topic and how it relates to themselves, as well as what they can do about it. As shared by a participant: ***“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.”*** Young people need to know that they can work through these things even if they don’t have a family or their family doesn’t care about working on those things.
- A theme that emerged is that healing isn’t linear and the options provided by the campaign should reflect this and connect with people where they are at.

Make it a ‘choose your own adventure’ experience. Healing can be a category, stories can be a category and academic stuff can be a category as well.”

–Participant, UCAAN ACEs Aware Youth and Young Adult Council Listening Session

- Participants emphasized that young people should walk away from the campaign feeling hopeful and empowered, and that this feeling needs to be backed up with realistic options for help that are within their reach. There was a sentiment shared that youth have experienced enough disappointment.

I initially chatted 'hopeful' when you asked us what we would like to feel after the ad. However, I'm just now realizing that perhaps 'hopeful' isn't a good word or feeling to feel. What if someone feels hopeful, tries to seek the help that is needed but is strongly disappointed. I'd like to walk away feeling like I have options and I have the power to seek the help I need.

-Participant, UCAAN ACEs Aware Youth and Young Adult Council Listening Session

- Youth further shared that increasing understanding isn't enough. To walk away hopeful and empowered the campaign needs to include "now that youth know, here is what you can do about it" information for youth who don't have access to a doctor, supportive relationships, or other resources. In the words of a participant:

I want people to know that just because they have experienced ACEs doesn't mean they are screwed for life. Just learning about ACEs and the consequences doesn't make me feel hopeful at all; it makes me feel the opposite. [Many young people] wouldn't go to doctors because they can be dismissive and they don't want to get their family involved. [I want to] know that there are ways you can overcome the negative, things you can do on your own.

-Participant, UCAAN ACEs Aware Youth and Young Adult Council Listening Session

- Participants had mixed opinions about including healthcare providers as an option for help-seeking. Reasons for this included that many young people don't have access to quality (or any) healthcare and that many providers are not (yet) prepared to support a young person who has experienced trauma. One suggestion was to include options for alternative, healing practices and religious institutions.
- Youth welcome facts and scientific information that provides an explanation for how what happened to them contributed to what they are feeling and who they are as a person today. The information does not need to be dumbed-down or sugar-coated, but should be strength-based and without judgment, with a focus on the journey forward. **"Serious things can be scary, but it's also important to take them seriously."** Youth shared that they have read books, like Oprah's book *What Happened to You* and found it helpful.

- The campaign should avoid blame and scare tactics. Instead focus on education and healing as a way to break the cycle of trauma. ACEs are likely the result of ACEs that happened in their parents' own childhood. However, the campaign also needs to acknowledge that this isn't easy and many things (structural/systems) are out of our control, so focus on what is within our control.
- Youth suggested use of the acronym ACEs in combination with what it stands for and means (and how it isn't someone's fault) can be helpful to reduce stigma. The language needs to be clear and strength-based. Youth shared that there are educational and cultural barriers to explaining these concepts to their parents who are immigrants and/or have lower education levels.
- One of the Positive Childhood Experiences (PCEs) shared was the ability to talk with family about feelings. Youth shared that people first needed to help themselves, including understanding their feelings and having a good coping system in place, before they could talk with their family about feelings. Tips about how to talk about feelings, how their childhood experiences contributed to these, what they need for themselves, and how they hope to help their family would be helpful.

Whoever we are directing people to talk to needs to be informed and prepared to have these conversations, and then either help people work through those things, give them resources, or refer them to someone who can help them.

-Participant, UCAAN Youth and Young Adult Council Listening Session

- The campaign should use creative elements that are relevant to young people; information should come from a place of trust, not try to sell youth on an idea. For example, one participant noted: ***“I really like ads tied back to pop culture, targeted to my demographic and relevant to ongoing trends. Whether it’s meme-based or uses humor. But making them culturally relevant to the target demo, with some sort of clickbait element.”***
- The campaign should combine facts with stories (from people who have actually gone through it). Youth felt that stories in particular encourage conversations and sharing.

- Additional ideas included offering facts about how many people are impacted by ACEs, but also show stories and statistics about how many people heal and overcome ACEs. For example, to share a story about a family and how this can be passed down from generation to generation, but also how to stop the cycle of intergenerational trauma.
- One participant suggested using astrology as a way to make the topic more approachable: **“Astrology is very big in this generation and can provide a framework for your experience.”** It should be used as an explanation, but with the idea that you are not stuck with a score, label, or number. You can change your story.
- Ideas included weaving in relatable, cultural humor to make the topic more approachable. Youth shared that TikToks have been effective in starting conversations or starting trends for other health topics and might be a valuable to spread understanding about ACEs.

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.

-Participant, UCAAN Youth and Young Adult Council Listening Session

Incorporate youth culture into creative

Approachable healing is not linear

Avoid creating false hope; provide achievable options for help and healing

Choose your own adventure – healing, stories, science

Take away feelings of blame, provide relief and understanding

Resources Shared

Sample graphic and several TikToks shared by a youth participant. [View here](#)



Listening Session #3 – August 2, 2023, UCAAN ACEs Aware Young Adult Leaders and Patient Advisors

7 participants (5 youth and young adults and 2 UCAAN staff)

The discussion included questions about ACEs, how it's talked about in their communities, types of ways to personally manage ACEs, and information they would like to see in the campaign advertisements and on the website.

Sample Discussion Questions

How would you talk about ACEs in your own words?

How have you thought/talked about of ACEs happening in community?

What are the things to do for ACEs?

What can we say to those who can't find time to do stress busters?

With the concept of resilience, how do you feel about the word?

What are the other ways to talk about resilience?

Key Insights:

- When talking in communities heavily impacted by ACEs, keep in mind that ACEs are an everyday occurrence for many. ACEs are normalized and messaging should not be further stigmatizing. However, “dealing with it” or seeking help is not normalized, and things like therapy are very stigmatizing.
- PCEs with this group were met with feelings of disappointment, sadness, as many youth shared they did not experience these or have these in their lives, and discussion about them was very off-putting.
- Young people valued sense of individual agency as well as boundaries and the notion of prioritizing themselves. The idea that “family comes first” is harmful, particularly provided that ACEs occurred in family contexts. Youth noted “I am allowed to love my family from a distance.”
- Stress-busting strategies were perceived as useful, but youth want to see the “how” or the science behind why each strategy matters so they make it a priority in their lives. E.g. “when I take deep breaths, my brain does XX and my stress levels are reduced.”
- Supportive relationships and “safe spaces” were strategies within the stress busters that resonated with participants.
- The term resilience was discussed, youth noted it has positive intentions but could have the potential to leave individuals feeling lacking.

- Shared ideas for campaign messaging among youth include:
 - “You are more than your worst mistake, and you are far more than the worst thing that has happened to you”
 - “You are more than the thing that happened to you”
 - “Honor your truth”
- Youth want the campaign to have lots of diversity represented and with bright colors and positive messaging, and want to see stories and quotes of people with lived experience and how they have grown.

Resources Shared



Triumph over grief.
Instagram image of happy mother hugging and greeting her adult child released from incarceration shared by participants.

I feel like when you talk about [ACEs] in a way like how it affects your outcomes in life...the nuances get really big for people, but...if I can point to the very specific things that happen every day in my community...that's an example of ACEs playing out real time.

-Participant, UCAAN ACEs Aware Youth and Young Adult Council Listening Session

Listening Session #4 – August 15, 2023, Adults and Caregivers

9 participants

Participants for this listening session were recruited by organizations in the CYBHI Children, Youth, and Family Network. All participants had at least one child under the age of 12 in the household or whom they cared for; the vast majority cared for multiple children ranging from infants to young adults. Different from other listening sessions, participants in this group did not have prior knowledge about the terms ACEs and toxic stress. As a result much of the discussion focused on approaches to increase understanding, as well as a review of existing ACEs and toxic stress awareness campaigns.



Participant Demographics

Are you a parent or caregiver of children ages 12 and younger? (n: 9)

Yes: 100%

How would you describe your gender identity? (n: 9)

Woman: 89%

Man: 11%

Do you identify as LGTB+? (n: 9)

No: 100%

What county do you live in? (n: 9)

Los Angeles County: 56%

San Bernardino County: 33%

Unknown: 11%

What is your self-identified race or ethnicity? (n: 9)

Hispanic/Latino/a/x: 67%

White/Caucasian: 33%

Key Insights:

- Participants would like the campaign to be welcoming, relatable, and helpful. After coming into contact with the campaign, someone should feel supported, relieved to have resources, hopeful, and relieved to have learned new information that removed stigma/negative knowledge.
- The use of plain language was recommended, but participants also recommended introducing the terms and acronyms so that parents could be educated about these.
- Participants responded to simple messages with straightforward calls to action and images and colors that were welcoming and relatable.

- Campaign materials should provide information about what parents can do to heal themselves and support their children. Or if they don't have children, what they can do to support young people in their community. There should be education as well as personal stories.
- Additional suggestions for the campaign included hosting of community events to provide strategies for sharing emotions, relieving stress, supporting families, and mental health. These events could include meditation, mindfulness, journaling, deep breathing, stretching, reflection, and more.
- To be received well by the community, participants recommended incorporating stories and images from different cultures and backgrounds, infusing elements such as mantras or proverbs; for example: "One that takes action recuperates oneself" (but in Spanish).
- I'm kind of relating that [ACEs term] to what those wounds and experiences someone had as a child and how this [impacted] how they developed into the person they are now. That something that happened to you when you were a child affects you now as you grow up.
- Parents need the support from their community, especially if they are raising children as a single parent and if they and their children have experienced trauma. They are doing the best they can, but need help and support. Not judgment.
- Participants were asked how several statements made them feel:
 - **I have the power to change future outcomes for myself and my child.** Participants preferred this statement over the other two choices. Feelings associated with this statement included confidence, positive affirmation, empowered.
 - **Adverse Childhood Experiences or ACEs are not just something that happened to us, but something we can do something about.** Participants felt this statement felt important and was positive and affirming, but less inspirational and motivating than the first option.
 - **Just like other medical conditions, there are treatment options and recovery and healing is possible.** Participants did not like this statement. They felt it was clinical and one participant shared that it "makes it seem like something is wrong with me."

"I would rather listen to real life stories that me and my kids can relate to versus a doctor telling us how we are supposed to relate or react [or do things differently] in real-life."

Relatable

Infuse culture

Short and practical tips combined with welcoming graphics

Not overwhelming

Easy-to-find resources and what to do and how to do it

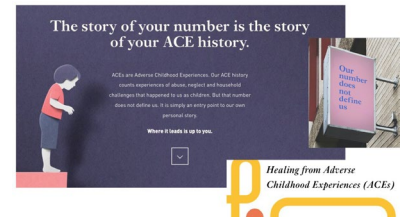
Focus on the role other adults in the community can play to support youth and families

Normalize talking about feelings is good

Existing Campaigns

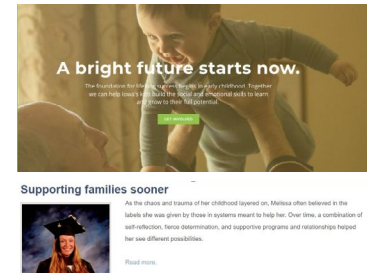
1. My Number Story

Participants felt this example was confusing both visually and from the message, especially the title. They felt there was a lot of jargon and it wasn't clear what they should take away or expect to find on the website. It would not entice them to learn more.



2. IOWA ACEs 360

Participants were drawn to the action-oriented icons. The icons would draw them in and clearly directed them to where they could learn what actions to take. The combination of visuals and short text was important. They appreciated the personal story element and idea of a brighter future, but overall didn't feel a strong connection to the visuals in this example.



3. Tri-City ACEs Aware Initiative

Participants liked and saw themselves in these images. Very warm and welcoming. They also like the tone of the words and how they emphasized that healing often can't happen in isolation, but in families and communities. One participant shared that this campaign (Tri-City Health) did not deliver what it promised in the flyer and this caused distrust for the community.



4. First 5 California

Participants appreciated the engaging visual with the short and practical tip. Although some felt including a trusted source as shown in the example could be important, others felt it was equally important to share tips from 'real' people, who learn from life, not studies. Some participants appreciated showing a father figure, while others had a negative reaction, feeling that men are often absent. Participants agreed that showing a range of images and family compositions will be helpful.



Participants had seen this campaign and overall thought it was effective and informative.

5. Actions4ACEs.com

This was the favorite creative example. Participants appreciated the combination of a statistic with straightforward information about the action someone can take. They felt an ad like this included everything essential: a compelling image, a clear call to action,

a compelling statistic that both normalized the experience of adverse childhood experiences and supported the call to action. It defined the term ACEs in a simple sentence and presented it in the context of what can make a difference. Many of the participants commented:

“This is the best one I’ve seen. The focus [of the message] is there and we don’t need anything else because after this conversation the young person will be ready to connect with resources and start the healing process. It is helping the young man, but it is also helping the adults with the trauma they carry from their youth.”



The campaign should encourage adults to share their emotions and feelings with their kids. Show that it is okay to feel sad or cry and show that sharing your emotions is the first step to feeling better. Stories are a great way to show evidence of what has worked for other families.

-Participant, Parent and Caregiver Listening Session

Listening Session #5 – August 17, 2023, Youth and Young Adults (between ages 16 and 25) 8 participants

Participants for this listening session were recruited by organizations in the CYBHI Children, Youth, and Family Network. All participants were between the ages of 16 and 25. Different from other listening sessions, participants in this group did not have prior knowledge about the terms ACEs and toxic stress. As a result much of the discussion focused on approaches to increase understanding and ideas for a public awareness campaign about these topics.



Participant Demographics

Are you between the ages 16 to 25? (n: 8)

Yes: 100%

What county do you live in? (n: 8)

San Bernardino County: 38%

Los Angeles County: 25%

Unknown: 38%

Do you identify as LGBTQ+? (n: 8)

Yes: 50%

No: 38%

Prefer not to answer: 13%

How would you describe your gender identity? (n: 8)

Woman: 38%

Man: 25%

Gender non-conforming: 13%

Genderqueer/non-binary: 13%

Transgender man: 13%

What is your self-identified race or ethnicity? (n:8)

White/Caucasian: 50%

Asian: 25%

Hispanic/Latino/a/x: 25%

Key Insights:

- Participants would like the campaign to be hopeful and optimistic.
- Youth suggested a combination of personal stories and scientific explanations are a good way to bring light to these problems. Scientific explanations offer “aha” moments of understandings themselves and their feelings and behaviors. Personal stories help them feel connected. For example: **“Hearing struggles from the LGBTQ+ community also helps tons of people who are in the community and don’t have support at home.”**

- Youth were asked about the types of resources they hope to see as part of the campaign and on the campaign website. Suggestions included information on how to find connection with friends and family by opening conversations about your experiences and ways to build stronger bonds: **“Hearing other people’s experiences and coping skills are important. Also learning about your body’s reactions and the science behind it.”**
- Messaging about coping and stress reducing activities should be framed in a way that highlights the benefits, provides examples of how to take small steps that are within a person’s reach. Youth shared that someone struggling with trauma, stress, or depression, or really anyone, can feel overwhelmed when they hear they should be getting sleep, eating well, and exercising. This is something people know they should do, and would be doing it if they could.
- Participants responded to simple messages with straight forward calls to action and images and colors that were welcoming and relatable.
 - “I think the sleep and exercise ones almost make me feel guilty! You see them everywhere, and it makes it feel like I’m personally responsible for everything affecting me because I am not doing those things.”
 - “Instead of saying 'exercise' so bluntly, it can have tips of at home tiny workouts that can help people that can’t go to the gym or really go anywhere.”
 - “I personally kind of feel brushed off when therapists just recommend exercise and sleeping more as first ways to help me cope.”

Hopeful

Optimistic

Forgiving

Focus on understanding (science) with personal stories

Feel seen, heard and understood

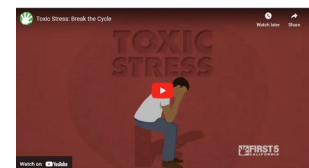
Meet people where they are at

Resources Shared

Toxic Stress: Break the Cycle (First 5 California) [View here](#)

Participants were asked to share feedback on a short video about toxic stress created by First 5.

- Overall, participants like the video and felt it was engaging and appropriate for a youth audience. **“I like it. I feel that it would get attention from people our age. A lot of people our age would understand and relate to it and then be able to take something from it. Something that I took away from it, was that there were a lot of different things that a person can go through, beginning at a young age, that can get worse over time [if not addressed].”**
- “I think it would capture my attention because the video and music show that this is a serious topic. The explanation made me understand some of the stress responses that people in my life have due to their childhood experiences.”
- The content promoted understanding and self-awareness. **“It made sense to me. I felt like I have a better understanding of my own body and how I react to certain situations.”**



- Other content that resonated with youth included the information about passing ACEs on to one's children and the importance of breaking intergenerational cycles of trauma.
- Suggestions for improvements included incorporating a personal story to have an emotional impact in addition to being educational.
- When asked about the term resilience, participants shared that it makes them think about emotional endurance, survival, "even when I mess up or fail, I can always come back." Youth also shared that the term can make someone feel defeated, if they don't feel they are resilient or in a dark place. Hearing you're expected to be resilient adds more pressure than hope. **"Being resilient doesn't mean that you don't have emotions. Being resilient means you're strong and have gotten through some of the worst patches of your life."**

"It can carry a burden and then cause that person to be less resilient themselves. And I agree the idea is good, but people don't need to be resilient. Maybe explain that being resilient doesn't mean that you have to bounce back right away or quickly. It is possible, but can take different amounts of time for everyone."

- **Participants were asked how several statements made them feel:**
 - **I have the power to change future outcomes for myself.** Participants felt empowered and inspired by this statement.
 - **Adverse Childhood Experiences or ACEs is not just something that happened to us, but something we can do something about.** Participants felt this statement was confusing and didn't resonate with them right away. Feedback included that it assumes the reader already knows what ACEs is.
 - **Just like other medical conditions, there are treatment options and recovery and healing is possible.** Some youth liked this statement, but others had a negative reaction, feeling it made them feel that something is wrong with them.
 - **Two out of three of us have experienced ACEs. The ways our body and brain adapted to protect us as kids can impact how we function today. The good news is that we can heal.** The majority of participants felt this was the most impactful statement, normalizing the issues by stating how common it is, and also bringing up the possibility for healing. They felt it was reassuring by sharing the statistic that demonstrates you are never alone and that you can change things.

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.

-Participant Youth and Young Adult Listening Session

Listening Session #6 – August 22, 2023, UCAAN ACEs Aware Community Partners Meeting

14 participants representing CBOs and 3 UCAAN staff

This listening session was facilitated with CBO representatives from the UCLA_UCSF ACEs Aware Family Resilience Network (UCAAN) Community Partners meeting. Similar to the first listening session, the campaign team presented an overview of the purpose of the campaign, followed by several discussion questions about how these topics have shown up in their work with the youth and families they serve and the types of resources they hope to see as part of the awareness campaign.

Sample Discussion Questions

In what ways has the topic of ACEs and/or toxic stress shown up in your work with the youth and caregivers your organization serves? How do you talk about these concepts?

What resources, tools, or messages have you found helpful when talking to the youth, adults and/families you serve about ACEs and toxic stress? What do you encourage them to do?

What resources would you like to see more of when it comes to messaging about ACEs and strategies to buffer toxic stress?

What do you hope to see in an awareness campaign of these topics? How would you want this campaign to make someone feel?

Key Insights:

- The campaign should make individuals who come into contact with it feel hopeful, empowered and like they have choices, feel that it will get better. **“I would like it to effect the way youth show up in the world.”**
- Participants shared different approaches to talking about ACEs and toxic stress in their work with youth and families, as well as resources and activities they have found helpful. Examples included hand-out activities that support understanding of how the brain processes both adverse and positive childhood experiences and how this impacts how young people feel and behave. **“It is about reframing ACEs from ‘something is wrong with me’ to ‘something that happened to me.’”**
- The campaign should create “aha” moments. Letting young people know it is not their fault and that they are stronger as a result of what happened to them.
- People who come into contact with the campaign are likely at different stages of coming to terms with what happened to them and different stages of readiness to take some action towards healing. Different people will have different preferences and ways to cope with stress or access help, so the campaign should offer resources to meet people where they are at.

- When talking about what language to use for the concepts of ACEs and toxic stress, participants had mixed opinions, but overall felt that it was important to use the acronym, but also explain what it is and what you can do about it. They felt the idea of an ACEs score could be perceived as negative, as if something is wrong with someone. When communicating about ACEs and ACEs scores they recommended focusing on the score as the beginning or middle of the story, not the end.
- Participants shared the importance of messaging and resources for youth, parents, and the broader community: **“Generally, if a teen has experienced ACEs and stress, the entire family has and so in a lot of cases the teen feels they have to be strong for mom, or for their siblings. I would absolutely push the point that you can’t be there for anyone else if you are not there for yourself first.”** They felt that young people are often more open to learn, make changes, and get help. Aside from helping themselves they may then be able to bring it back to their family and help them understand how this can help them too.
- Healing happens in community and in alignment with the positive childhood experiences, raising awareness about how adults in the community can show up as role models, mentors, and trusted adults is important.
- Trust was another issue brought up by this group, including trust (and distrust) in institutions and resources, distrust related to historic trauma, trust in themselves and others.

Choices

Heal yourself first

Healing happens in community

Build trust

Supportive relationships

Cultural strengths and barriers

Resources Shared

The Things We Carry (Center for Youth Wellness). [View here.](#)



I work for a tribal entity and so I work strictly with Native families. Almost everyone I come in contact with has some form of trauma, but it’s not talked about and they are mostly unaware of the ACEs scale and the long-term effects. The hardest part is getting them to talk about it initially so you can help them find the resources they may need.

-Participant, UCAAN Community Partner Listening Session

- A portion of the discussion focused on how participants share information about coping strategies, stress busting strategies or other things that can promote mental health mitigate toxic stress. Participants shared that youth and families experience many barriers that prevent them from taking care of themselves. These include not having time, not making time, and losing themselves in the day-to-day and not being able to form new habits. In the words of one of the participants: **“A barrier might be cultural or the way someone was raised. The sort of situation where you de-prioritize social relationships, food, sleep, things of that nature, because work (or other things) are more important.”**
- Culture can present barriers to healing (stigma, shame), as well as offer pathways to healing and community: **“I used to resent my culture a little until I made peace with it. We can celebrate the parts of culture that are happy and [promote healing and belonging].”**
- Participants also shared that youth struggle with forming or relying on supportive relationships because they don’t trust people because of the way they grew up.
- Other ideas included creating a manual or how-to guide for a peer-based ACEs/ stress support group that could be replicated in schools and community. In addition, many individuals in this listening session filled out the survey and provided additional thoughts and ideas.

[Understanding that it is] not just about what happened but that there are long term effects and if they reach out for help now and that help is available, they may be able to save themselves from living with repercussions of things they had no control over initially and be better for future generations.

-Participant, UCAAN Community Partner Listening Session

IV. Survey Findings

Survey Respondent Demographics

How old are you? (n: 19)

- 16-25: 41%
- 26-35: 20%
- 36-45: 26%
- 46-55: 11%

What is your self-identified race or ethnicity? Please select all that apply. (n:20)

- Hispanic/Latino/a/x: 50%
- White/Caucasian: 25%
- Black/African American: 20%
- Native American or Indigenous/Alaskan Native: 10%
- Other: 5% (Please write in how you identify: "Middle Eastern.")

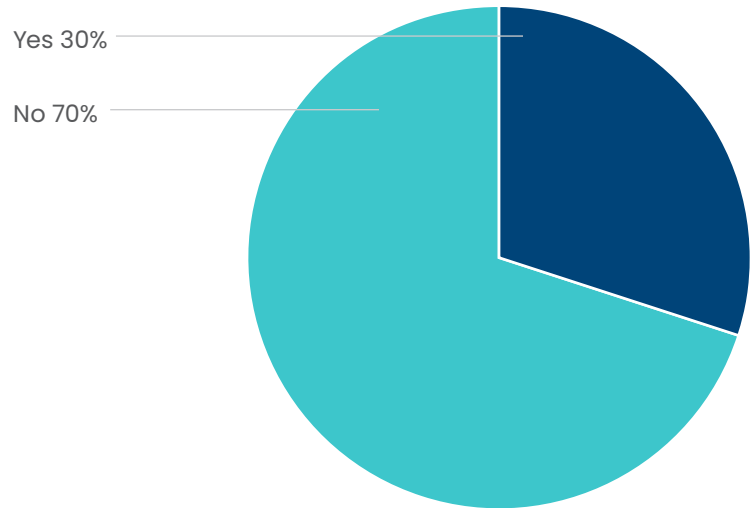
Do you identify as Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Two-Spirit, or any other LGBTQ+ identities? (n: 20)

- No: 70%
- Yes: 25%
- Prefer not to answer: 5%

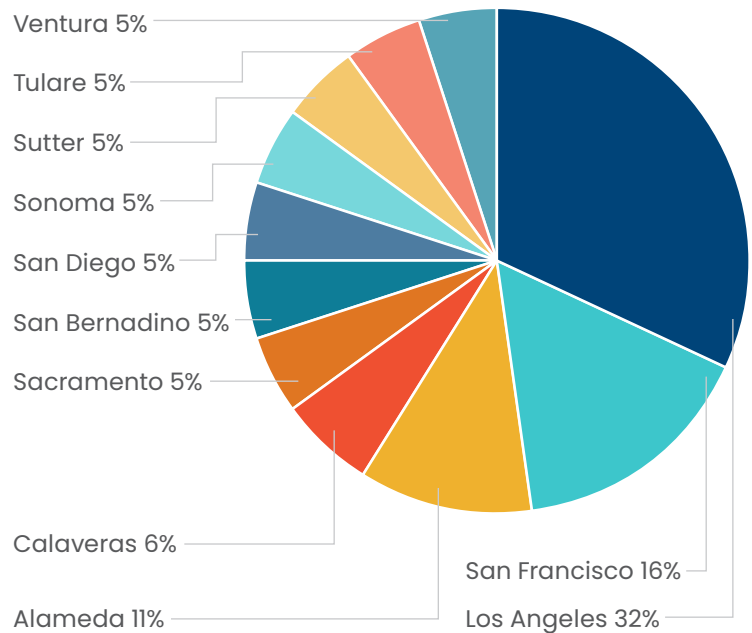
How would you describe your gender identity? (n: 20)

- Woman: 70%
- Man: 25%
- Genderfluid: 5%

Are you a parent or caregiver of a child under the age of 12? (n: 20)



What county do you live in? (n: 20)



Values may not add up to 100% due to rounding

Thank you again for participating in one of our listening sessions. Please share any additional thoughts and ideas for the toxic stress and ACEs awareness campaign. What would you like the campaign to be about? What messages would you like to see? What messages can help foster healing and hope in adults and youth who have faced adversities?

Native American children often face a disproportionate burden of toxic stress, stemming from adverse childhood experiences (ACEs) such as poverty, discrimination, historical trauma, and family disruption. These experiences can have profound and lasting effects on their physical, emotional, and cognitive development. In order to help these children, it is crucial to adopt a multi-faceted approach that addresses their unique needs. Supporting culturally sensitive interventions and programs that focus on building resilience, promoting mental health awareness, and strengthening family and community connections can be highly effective. Collaborating with tribal communities and organizations, advocating for equitable access to quality education, healthcare, and social services, and raising awareness about the importance of addressing ACEs can all contribute to creating a safer and more nurturing environment for Native American children. By acknowledging their heritage, respecting their cultural identities, and actively working to mitigate the impacts of toxic stress, we can contribute to a brighter future for these children and empower them to overcome the challenges they face.

“Focus on the resiliency part of trauma. Messages: they can be the change for someone else who has experienced trauma by taking care of themselves.”

“A multilingual campaign with images that look like our diverse communities. It's ok to ask for help – you are not alone. If I ask for help, help will be available. Peer-to-peer options.”

“I would like to see part of this campaign focus on informing parents to ask/encourage their pediatric providers to screen for ACEs.”

Focus on the here and now, but also the future selves. Help the youth connect to their future selves in some way that will make them feel like they want to protect that person (their future self).

“Keep it on their level. Their language, not clinical language. Kids don't listen to clinical.”

“Messages about resiliency, hope, healing for youth, and ways that adults in their social circle can support their healing journey.”

“Emphasize messages from people w/ lived experience and messages of overcoming. Emphasize how adults can actively buffer ACEs in their community for others.”

“I'd like to see affirming messages and resources. Keeping it positive with lots of hope messaging.”

“Preventing of generational trauma and providing various resources and outlets for healing.”

“Focusing on resiliency and positive experiences should be included in addition to how negative experiences and trauma impact us and our wellness as adults.”

“There should be heavy emphasis on the healing journey and how it is unique for every person. Also, the benefits. People should know why a healing journey is worth their time in the first place. They should know that healing isn't linear and that negative emotions (anger, resentment, sadness, etc.) doesn't mean that it's not working, and that working through those emotions to better understand themselves can help them in the long run.”

I think it's really important for people to feel understood. I have a lot of experience with feeling misunderstood and it contributes to me not asking for help and having trust issues even with people that I should be able to rely on for help. Also, for me, there should be a heavy emphasis on the fact that the ACEs that they experienced were not their fault, without putting blame on other people [...]

“Hearing other people's experiences and coping skills are important. Also learning about your body's reactions and the science behind it. We shouldn't compare mental illnesses, and everybody can receive help.”

“I would like to see a push for more opportunities for therapy for our youth and their families.”

“I would like the future ACEs awareness campaign to be more interactive and inclusive. I'd also want to hear more about racial inequality, this will help by bringing awareness to the underserved youth.”

“Strength-based harm-reduction approaches in partnership with existing community organizations.”

“Something meaningful that does not degrade anyone. Let them know they matter.”

“I’d love the campaign to be strongly informative. Perhaps list options for mental services and normalize asking for help. After the ad, I’d like to feel like I have options and I have the power to seek the help that I need.”

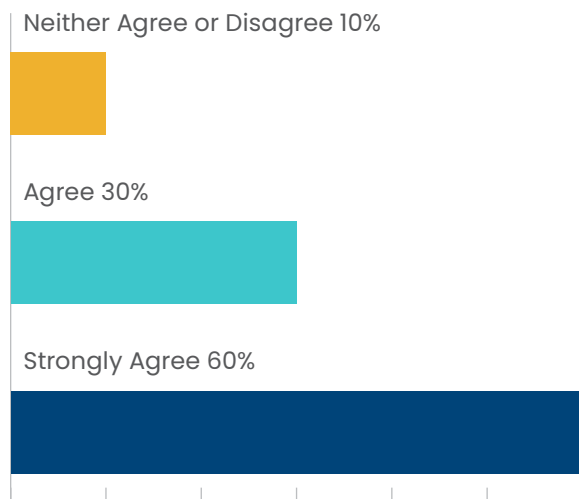
“Focus on resiliency and healing, progress and real-life situations. Use easy to read/digestible formatting that’s quick and easy to look at. Not too much wording and definitely a picture, some sort of decoration. Making it for all youth so creating different kinds of flyers or posts catered to specific populations like juvenile-justice youth.”

I want the campaign to be about that ACEs are not a destiny and it is not what is wrong with you, but it is more about what happened to you [...] Something that can help in fostering healing is focusing on steps that I can do as an individual to move forward and overcome my challenges.

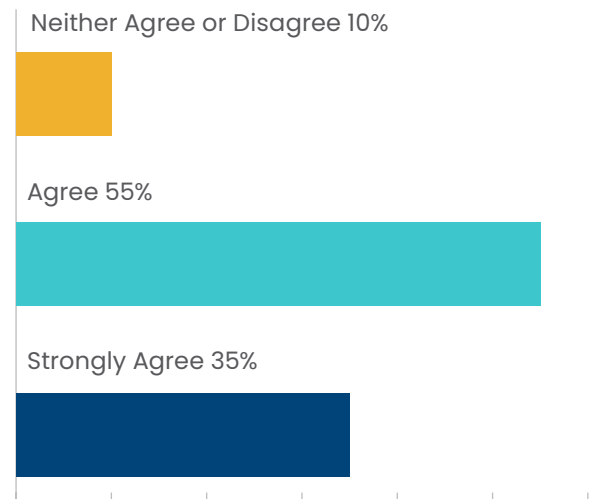
The majority of participants agreed with the statements “I have the power to change future outcomes for me or my child,” and “ACEs are not just something that happens to someone, but something we can do something about later in life.”

How strongly do you agree with these statements...

I have the power to change future outcomes for me or my child if I have one, despite our past. (n: 20)



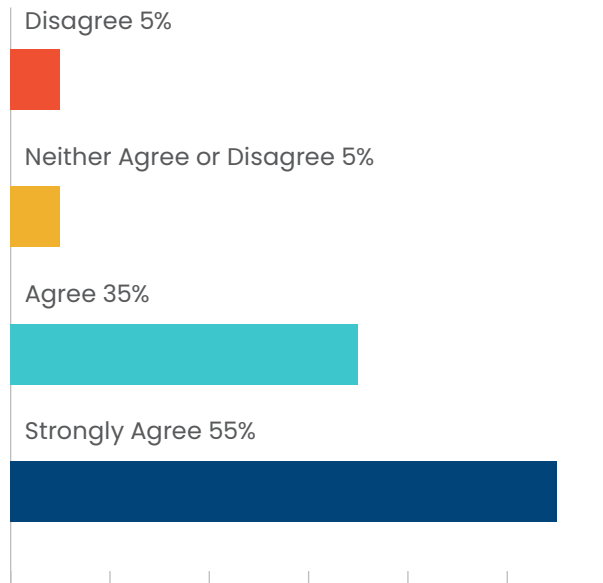
Adverse Childhood Experiences or ACEs is not just something that happens to someone, but something we can do something about later in life. Just like other medical conditions, there are treatment options and recovery and healing is possible. (n: 20)



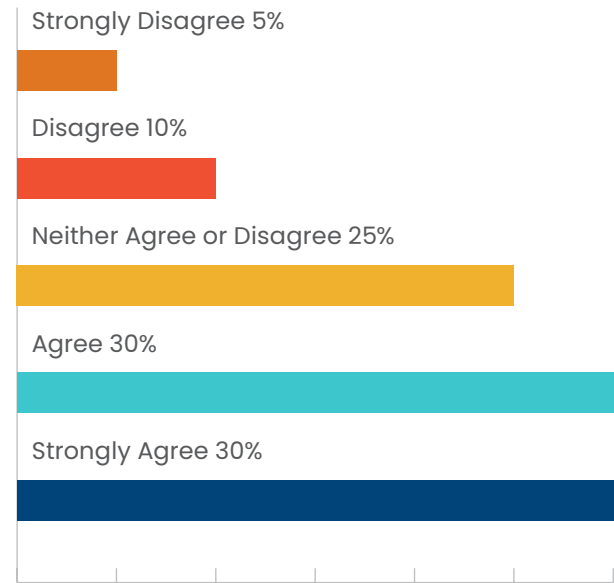
The majority of participants agreed with the statement, “My future isn’t written yet.” Slightly more than half of participants agreed with the statement, “I feel comfortable asking a doctor or healthcare providers about ACEs and toxic stress.”

How strongly do you agree with these statements...

My future isn't written yet. (n: 20)



I feel comfortable asking a doctor or healthcare provider about ACEs and toxic stress. (n: 20)



In your opinion, who would be a good California spokesperson for this campaign?

“A Native American.”

“A young person or team of young adults that other youth can relate to.”

“Dr. Nadine Burke Harris or First 5's of California.”

“We need TAY role models. Becky G, Karol G and other age-related individuals as well as some examples of individuals that have overcome high ACEs scores.”

“Youth with lived experience with ACEs.”

“Celebrities who are popular and have high ACEs scores. I think a mix of famous people in sports, sciences, the arts etc.”

“I think a group would be better. Representing all types of kids.”

“RuPaul.”

“Parents who have had these experiences.”

“A youth for sure! I had a youth panel for a conference I led last year and two of the youth are now serving on countywide mental health advisory boards!”

“Youth who have gone through experience and how they worked through it.”

I think it would be great to put out a call for young adults to share their personal story and become spokespersons for the campaign (like a mini-contest, nomination process by providers/agencies who work with young adults, or casting call). It could be one spokesperson for each region of California (e.g., northern, central, southern).

“I myself believe I am a good fit to speak on these topics.”

“I think having a few youth influencers would be a good idea, but I also think it is important to include real stories and real people.”

“Should focus on the variety of voices that make up CA: the multitudes of minorities.”

“Someone who has been through many challenges and dealt with the foster system.”

“My family and friends love Dr. Juan from Univision. Or perhaps a community leader like Maria Elena Durazo.”

People who have been there. I have experienced homelessness for the past 4 years. The people who have made me feel most empowered or inspired or hopeful that I could survive it are my peers. I trust them because I know that they know what it's like. They're relatable because they've experienced similar things, and I don't have to explain everything to them — they just get it. I don't want someone who has never had to sleep in the streets or their car or in the shelters trying to tell me that I'll make it, or that it'll be okay, or that I can heal because how the [...] would they know? I want to see people I relate to overcoming their adversities and sharing their stories, because if they can do it, maybe so can I. I think people would have similar feelings about the people who speak about the ACEs. Important to add that it is super important to pay these people really well for their time, expertise, and vulnerability. It's really hard to work on or be the face of an issue that you experienced personally.

-Survey Response

Participants were presented with information about Positive Childhood Experiences. How do you think learning this information will make someone feel? In your own words, how would you share this information with someone you thought would be interested?

“I feel that without statements about 'how' to achieve these things, it may feel overwhelming and disheartening. For example, if I am a youth and already feel a lack of belonging in high school, just telling me it's important won't be enough...I need more details as to 'how,' such as how to join a club, start a hobby group, make a 'lunchroom' date with your friends every week. National suicide hotline.”

“We need positive healing resources that help us understand how much control we have in our healing journey.”

“Might disappoint or make it worse if they haven't experienced any of these.”

“Like they have hope. I would talk about it in a regular conversation. Possibly in a small group so there is less pressure, and no one feels targeted.”

“I would talk to them in a nonjudgmental, supportive way and encourage expression of any kind.”

“Makes them feel seen and more comfortable.”

“I also immediately feel isolated in terms of not having some of these experiences. Some of these feel out of our control. I was bullied in school and struggle to think of how I could change that experience myself...This is where I'd emphasize to adults how they can create these PCEs.”

There is some promising research that having one or more of these positive childhood experiences can buffer the impacts of adverse childhood experiences and toxic stress. These are:

The ability to talk with family about feelings

The sense that family is supportive during difficult times

The enjoyment of participation in community traditions

Feeling a sense of belonging in high school

Feeling supported by friends

Having at least two non-parent adults who genuinely cared

Feeling safe and protected by an adult in the home

How do you think learning this information will make someone feel? In your own words, how would you share this information with someone you thought would be interested?

“This can be very useful for some people. I personally like hearing other people’s perspectives and how they’ve overcome difficult times.”

“I see them feeling more comfortable and supported.”

“I feel it will help them to learn and be more open towards topics and agendas like this.”

“Calmly, supportively, and with lots of love.”

“It will have help them learn they are not alone, and people are there and will not judge them.”

“Probably scary. It’s scary to learn about adverse experiences. It is important to have a discourse.”

“Escaping the clutches of depression is possible, and a path to rediscovering joy lies in embracing the vibrant tapestry of community traditions. Engaging in these time-honored practices can provide a sense of belonging and purpose that uplifts the spirit. Whether it’s joining in cultural celebrations, volunteering for local events, or simply connecting with neighbors, these activities offer a chance to forge meaningful connections and cultivate a sense of accomplishment. The rhythm of communal gatherings and the shared moments of laughter and camaraderie can act as a powerful counterforce to the isolating grip of depression. By immersing yourself in these traditions, you can find solace, strength, and the courage to navigate your journey towards healing and happiness.”

I think sharing this information is a good idea, but we need to be careful about how we frame it. What if someone sees this list and realizes that they have none of this. It is important to have a message that it is not the end if you did not have these positive childhood experiences.

How do you think learning this information will make someone feel? In your own words, how would you share this information with someone you thought would be interested?

“I think this info can be helpful, but for the right audience in the right way. For example, as a young adult who experienced ACEs, I wouldn’t want to see this. I’m not a child anymore, so I can’t do any positive childhood experiences to help buffer the ACEs. Also, it’s annoying how this stuff isn’t even that difficult to achieve, yet the adults in my life still couldn’t get it together to do a couple of these to make sure I had a fighting chance. I think it would make me feel resentful and defeated. I think a good way to use this info is for campaigns targeting parents/caregivers/important adults that are caring for children, as things they can do to try to lessen the impact of ACEs the child is facing. Places these could be useful could be parenting classes, especially the ones mandated through the courts, family shelters (including homelessness and ones for dv), foster parent and kidnap training, mentor program training, CASA (advocates for foster kids) training, trainings for community center and after school program staff, teachers and daycare staff trainings, etc. Pretty much anywhere where adults are getting trained to work with kids, especially

kids in not-optimal situations. This info could give important adults that don't have the power to change a child's situation the tools and hope to help buffer some of the negative effects of the child's life circumstances. For parents and other primary caregivers, this could give them the hope that they haven't permanently ruined their child, and to give them some of the tools and language to try to turn things around. I think knowing that there are still things that they can do to help lower the effects on their kids can also help break the cycle of shame. That shame a lot of times keeps parents feeling guilty, helpless, and unable to change things around for their kids."

Learning this information could have two possible impacts – it could make someone feel happy about having experienced positive things in childhood, but it could also cause some to feel bitter (e.g., 'I don't have any of those.') I think one important thing to consider is to share a message along the lines of how to find these positive experiences now to mitigate the impact of ACEs (to address those who may feel like they don't have any positive childhood experiences). I would share information about the protective factors and also share how there are protective measures (e.g., eating healthy, practicing deep breathing, etc.) they can take now to mitigate the effects even if they don't feel they have any from childhood.

Final thoughts, how would you want this campaign to make you, and people like you, feel when they see it?

"Recognizing and addressing toxic stress and adverse childhood experiences (ACEs) is of paramount importance for Native Americans as it paves the way for healing, resilience, and the possibility of a fulfilling life. Acknowledging these challenges is not about accepting them as inevitable, but rather about breaking the cycle of intergenerational trauma and creating pathways towards better mental, emotional, and physical well-being. By acknowledging the impact of historical injustices, discrimination, and socioeconomic disparities, Native communities can embark on a journey of collective healing and empowerment. Through culturally appropriate interventions, counseling, and community support, individuals can learn to navigate and cope with the effects of toxic stress. This not only helps in breaking negative patterns but also promotes a sense of agency, self-awareness, and identity. By embracing their strengths and heritage, Native Americans can cultivate resilience and adaptability, which are vital tools for constructing a positive and fulfilling life despite the challenges they may face."

"Hopeful and empowered. Let my guard down and not feel stigmatized if I come forward."

"I want to feel like I know where to go. Don't just tell me to get screened. That is not useful. I need to know where to ask for help. 'Reach out to your...healthcare provider, therapist, family resource center, local First 5, etc. for more resources.'"

“I would want young adults to feel that they are not alone, they can take control of their life, and there is support to help them. I would also like them to feel that their mental and physical health are equally as important, particularly given stigma around mental health/trauma.”

“People like me? I don't know but maybe not using language like 'people like you.'”

“Inspired, hopeful, empowered.”

We need to be mindful not to have awareness campaign for the sake of raising awareness. What are people supposed to do, once awareness is raised. Individuals who have experienced trauma may need support after being targeted/prioritized by an 'awareness' campaign. Awareness campaigns make the funders and industries feel good about telling people what they need to know and forget about how the individuals will process the information.

“Bring in more personal stories and/or make people feel seen and have them understand that this is something many go through.”

“I would like to feel seen and understood. Knowing that I'm not the only one that deals with similar issues.”

“Mental health is very important to have a happy life.”

“I want people to feel seen, understood, empowered, and deserving.”

“I want this campaign to make people like me to feel more heard and appreciated.”

“Empowered and guilt-free.”

“I want them to feel hopeful and driven to follow through with something and have some encouragement.”

“I'd love to feel like I have options and I have the power to seek the help I need.”

“I want them to feel encouraged and hopeful. I want them to feel driven to go forward with something and follow through.”

I want this campaign to make me feel empowered so that I know I can take actionable steps to improve my health outcomes. I also want to feel heard and know that I am not alone in this journey. Learning that many people who are successful now but have a high ACE score gives me hope.

“I want this campaign to be one that truly connects to young people in terms that they understand, in ways that they receive communication, that is relevant and addresses their needs.”

“Inspired, positive, and hopeful!”

“I would like to feel like I have resources to share with young adults, and professionals who serve young adults, to educate them on the issue and incremental, practical steps they can take to address ACEs (almost like a little mini roadmap – for example, how healthcare providers can address patient's non-compliance to appointments/meds/etc. through trauma-informed care, rather than a blank policy with financial penalties.)”

Recognizing and addressing toxic stress and adverse childhood experiences (ACEs) is of paramount importance for Native Americans as it paves the way for healing, resilience, and the possibility of a fulfilling life. Acknowledging these challenges is not about accepting them as inevitable, but rather about breaking the cycle of intergenerational trauma and creating pathways towards better mental, emotional, and physical well-being.

-Survey Response

This report was commissioned by the California Health & Human Services Agency's Office of the California Surgeon General (OSG) and prepared by Civilian Agency, in partnership with Your Social Marketer™.