



When

Month of July 2021

Hashtags and Channels

@AcesAware #StateOfCare #AcesAware

What is the State of CARE campaign?

State of CARE is a health care provider engagement campaign to expand the reach and impact of the ACES Aware initiative. The campaign uses digital and print media to raise awareness about Adverse Childhood Experiences (ACEs) and the long-term health effects they can have on children and adults if not addressed.

The ask:

The core component of the State of CARE campaign is to drive all eligible clinicians and clinical teams to a free, two-hour "[Becoming ACEs Aware in California](#)" online training and certification that teaches providers to screen patients for ACEs and respond to the symptoms of toxic stress. We need your help informing providers across California about this free training and enhancing the public's understanding of the benefits of addressing toxic stress.

How to get involved:

During the month of July 2021, post the following social media posts below to your Facebook, Twitter, Instagram, or LinkedIn accounts. Draft captions can be customized to reflect your organization's priorities or voice, and corresponding graphics are linked.

When posting about the campaign, tag **@ACEsAware** on Twitter, Instagram, and LinkedIn and **@ACEsAwareInitiative** on Facebook and use the hashtags **#StateOfCare** and **#ACEsAware**.

Share the graphic on the right that corresponds with the platform; channels are indicated in the filenames, which can be found [here](#).

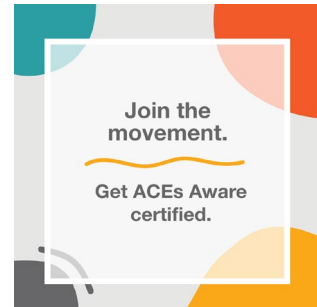
Please also consider reposting or sharing campaign social content from the @ACEsAware social media channels as indicated below. Follow the initiative on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#), and [YouTube](#).

Option 1

Sample Copy: Screening for ACEs reduces toxic stress and benefits children, adults, and families alike.

Let's make our State of Care #ACEsAware. Register for the free @ACEsAware training:

[Click here to access these assets](#)



Option 2

Sample Copy: Let's make screening for Adverse Childhood Experiences (ACEs) routine and universal across California. Visit ACEsAware.org to learn how you can join the movement. @ACEsAware #StateOfCare

[Click here to access these assets](#)



Option 3

Sample Copy: Without intervention, Adverse Childhood Experiences (ACEs) can create long-term physical, mental, and behavioral risks. Screening for ACEs can save lives.

Join the movement. Visit ACEsAware.org to sign up for the free training today. @ACEsAware #StateOfCare

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Repost on Facebook

[Our State of Care is ACEs Aware](#)
[Let's Make Screening Routine and Universal](#)
[ACEs Aware PSA](#)
[State of Care PSA](#)

Retweet on Twitter

[Our State of Care is ACEs aware](#)
[Let's Make Screening Routine and Universal](#)
[ACEs Aware PSA](#)
[State of CAre PSA](#)

Share to your Stories on Instagram

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Repost on LinkedIn

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