### The Need

 Nearly half of American children under age 18 have had at least one out of nine types of ACEs.\*

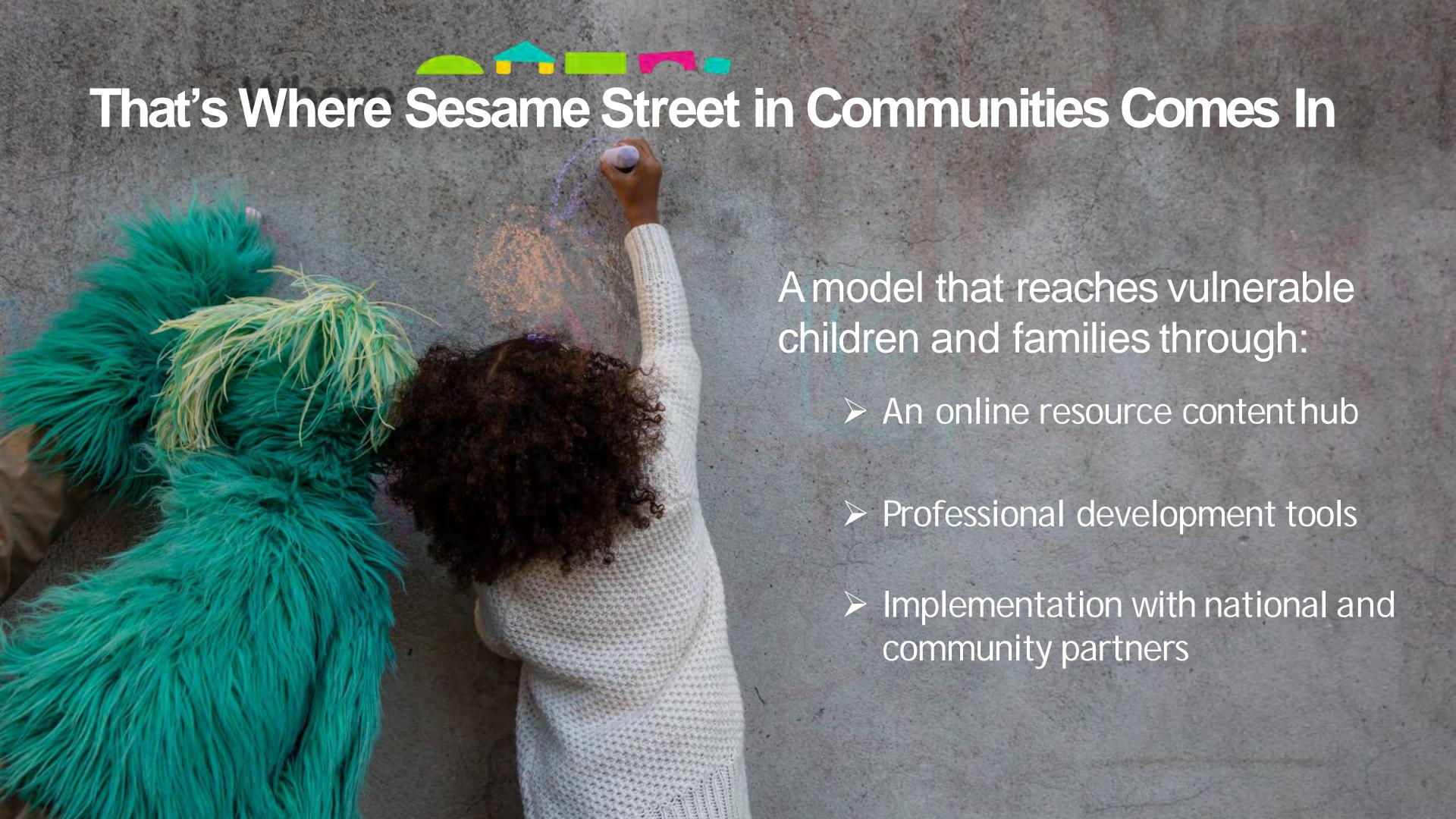
 5.7 million children in the U.S. under the age of 11live in a household with a parent who struggles with addiction

 It impacts children's ability to learn, creating obstacles to becoming smarter.

 It affects their physical and mental health, so they are less likely to grow up stronger.

• It changes the way they interact with the world, making it difficult to be kinder.





## Goals

#### **Brand**

 Raise public awareness of the most challenging issues impacting children and families

#### Content

 Encourage nurturing connections with key adults in children's lives to foster hope, resilience, and readiness for school

#### **Capacity Building**

• Empower community influencers to form a circle of care to consistently support child and family well-being



# We use a research-based process to create content, ensuring our projects deliver impact

