



Marketing Toolkit Guide for Presenters

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Marketing Toolkit Overview

Welcome to the *Lift Up Virginia (LUV) Marketing Toolkit*, a How-To Guide for promoting our initiative. We are so grateful that you are a part of our movement of *Raising Resilience* in the Commonwealth. We've put a lot of *LUV* into building these marketing materials, and we hope you can bring that *LUV* to life!

Throughout this guide, you'll find tips, tricks, and best practices for using the promotional materials, including flyers, advertisements, social posts, and more. We begin with a sample schedule, which can help you stay on track as you prepare to lead a presentation. Because we want our message to reach as many people as possible, getting the word out across many channels is key.



Also included in the toolkit is our standard messaging, definitions, and key statistics. It is important that we all speak about Lift Up Virginia in the same way, both for consistency *and* because these can be sensitive topics. For more guidance on how to communicate *LUV*, please refer to the *Style Guide*, where we walk you through the *LUV* brand in detail.

Thanks for spreading *LUV*!

How to use the Social Media Posts

Social media posts can be used to promote specific presentations or generally raise awareness of Lift Up Virginia and its mission. Whether you have a presentation coming up or not, the social posts are a great resource for bringing attention to the initiative.

The images of the social posts are fixed, but please feel free to adjust the captions when specific information is needed. Given that we want Lift Up Virginia to be accessible for all, please consider adding alt text to your posts—here's how to do so for each platform: [Instagram](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

Here are the captions for each social post:

- Thinking of resilience as “ordinary magic” shows us that it is possible for any person at any time. Learn more about how we can ALL help one another build our ordinary magic at a Lift Up Virginia: Raising Resilience workshop. Learn more about the program at [\[link or “link in bio” for Instagram\]](#)
 - Learn more about how we can ALL help one another build our “ordinary magic” at a Lift Up Virginia: Raising Resilience workshop. Learn more about the program at [\[link\]](#)



Standard Messaging and Key Definitions

LUV: Lift Up Virginia

For a community to thrive, we must collectively believe in the value of empathy. We must see one another for who we are and what we've been through so that we can work together to promote an environment of healing and comfort. **Lift Up Virginia is the call that unites us** as we seek to build resilience among people of all ages through stronger relationships, wider understanding, and bigger hearts.

Lift Up Virginia: Raising Resilience recognizes that education is the first step toward positive change and prevention of adverse childhood experiences (ACEs). These traumatic events can have lasting neurological and physical effects on mental health and well-being, even causing chronic diseases and some cancers. While studies show that 26% of adults have at least one ACE—and 1 in 8 adults have four or more ACEs—this program builds self-healing communities by raising awareness through education and connecting people with helpful resources to reduce ACEs.

Key Definitions:

Positive and Adverse Childhood Experiences (PACEs): Defining events (either positive or traumatic) that occur during childhood (ages 0-17).

Resilience: The ability to recover from or adjust easily to misfortune or change.

Empathy: Understanding, being aware of, and being sensitive to another person's thoughts and feelings without explicitly going through the same experience.

Trauma: An upsetting physical or emotional event.

Neuroplasticity: The brain's ability to modify, change, and adapt both structure and function throughout life and in response to experience.

Epigenetics: The study of how your behaviors and environment can cause changes that affect the way your genes work and how past trauma can be passed down from generation to generation.

Self-Healing Community: A community or environment that promotes education to understand how people are affected by positive and negative experiences, then uses that understanding to prevent future trauma and bolster ongoing wellness.

Key Statistics about PACEs

1. 61% of **Virginia** adults experienced at least once adverse childhood experience (ACE) before the age of 18.
 - 61% = ~6 in 10 / ~3 in 5
2. In the average **Virginia** classroom, 12 out of 20 children have experienced at least one ACE. 3 of these students have experienced 4 or more ACEs.
 - 12 / 20 = 60%
 - 3 / 12 = 25%
 - 3 / 20 = 15%
3. In **Virginia**, over 10,000 people have been trained through more than 360 community ACE trainings over the past two years.
4. Studies show that 26% of adults experienced at least one ACE. 1 in 8 adults experienced 4 or more ACEs.
 - 26% = ~1 in 4
 - 1 in 8 = 12.5% (or ~13%)
 - This trauma reliably predicts risks for mental, physical and behavioral health needs in the population; the likelihood of developing chronic diseases and other ailments increases.
5. Preventing ACEs could reduce the number of US adults who...
 - Have Depression by 44%
 - Currently Smoke by 33%
 - Have COPD by 27% (Chronic Obstructive Pulmonary Diseases)
 - Have Asthma by 24%
 - Engage in Heavy Drinking by 24%
6. ACEs often occur together. If a child has one ACE, there is an 87% chance that they will experience another ACE.
 - Among those who experienced physical abuse, 79% also experienced verbal abuse.
7. The most common ACEs **Virginia** adults experienced as youth are verbal abuse (33%), divorce (27%), and household substance misuse (25%)
8. The single most common factor for children who develop **resilience** is at least one stable and committed relationship with a supportive parent, caregiver, or other adult.