

Sacramento County Community Survey Final
Report – November 2024

ASSESSMENT OF ACE RESOURCE NETWORK'S NUMBER STORY CAMPAIGNS AND ACTIVITIES



ACE Resource Network

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EXECUTIVE SUMMARY

Adverse childhood experiences (ACEs) are highly stressful or traumatic events that occur prior to age 18. Early conceptualizations of ACEs included abuse, neglect, and household challenges but more recent conceptualizations have considered other childhood adversities such as experiences of racism, discrimination, and having adult responsibilities as a child.¹ Empirical research shows ACEs and childhood trauma are critical public health concerns.² Approximately two-thirds of the U.S. population has experienced at least one ACE³ and increased exposure to ACEs is associated with various negative health outcomes, from poor mental health⁴⁻⁸ to increased chronic health conditions in adulthood.^{5,9}

The extant literature suggests adverse experiences are socially patterned. In addition to physical health outcomes, ACEs are associated with adverse socioeconomic outcomes, such as lack of housing, increased healthcare cost¹⁰, and food insecurity.¹¹ Research shows there are increasing health disparities related to ACEs amongst populations who have been marginalized. These groups include those who identify as Latine,^{12,13} people who experience economic instability,¹⁰ and those who are part of the LGBTQ+ communities.¹⁴ To address the public health concerns of ACEs and to reduce health inequities amongst such groups, more research is needed to understand the impact of implementing strategies to prevent ACEs through community-driven interventions.

The ACE Resource Network (ARN) partnered with an interdisciplinary team at Northeastern University (NU) to evaluate the impact of the Number Story (NS) campaign and activities on community awareness, knowledge, and values related to ACEs in Sacramento County. Within the survey, we defined ACEs for participants to include abuse, neglect, witnessing domestic violence, or living with a parent with substance use challenges before the age of 18. This report describes the rationale, methods, analysis, and results from a baseline (Time 1) and post-campaign series (Time 2) community survey developed by ARN and NU research team. Probolsky Research distributed the survey and collected data through an online survey and some live telephone interviews among Sacramento County residents. A total of 3,535 residents were surveyed with a specific focus on three over sampled populations (hereinafter “over samples”): young adults who are experiencing extreme poverty, those who identify as Latine, and those who identify as LGBTQ+.

Analyses focused on describing trends at each time point based on the over samples and survey respondent’s perceptions of childhood trauma or ACEs in Sacramento County, awareness of ACEs, ACEs knowledge, help-seeking behaviors, and attitudes on spending and resources. Additionally, the analyses examined the impact of exposure to ARN’s NS communications campaigns through traditional and non-traditional media engagements, NumberStory.org, and engagements with community events and organizations, beliefs about stigma toward people who have experienced ACEs, willingness to seek help from various formal and informal resources, and attitudes toward increasing spending on ACEs-related services, education, and research.

Key Findings:

- Participants across all the over samples agreed that experiences of childhood abuse and neglect, as well as children witnessing violence, are issues that require significant attention in the Sacramento community (Range of average ratings: $3.28 < Means < 3.46$). Additionally, participants across the over samples and before and after the NS campaign agreed the problems of childhood trauma and ACEs are being addressed in Sacramento County (Range of average ratings: $2.63 < Means < 3.43$).

The NS Campaigns and evaluation survey recruitment targeted four groups we refer to as the “over samples” throughout this report:
1. Sacramento County residents, 2. LGBTQIA+ residents, 3. Latine residents, and 4. economically insecure residents.

- Approximately 20% of Sacramento County residents engaged with the Number Story content through NumberStory.org, community events and organizations, and social media after the NS campaigns, compared to 6% before the campaigns. After the NS campaign, 27% of the Sacramento County over sample (compared to 14% in Time 1), 19% of the Latine sample (compared to 10% in Time 1), 16% of the economically insecure sample (compared to 12% in Time 1) and 26% of the LGBTQ+ sample (compared to 12% in Time 1) had seen some media content about ACEs.
- One third of people in all over samples and before and after the NS campaign reported they had heard the term “adverse childhood experiences,” with small increases after the NS campaigns.
- Engaging with Number Story content, particularly community events and organizations, was associated with being two to four times more likely to correctly answer knowledge questions, particularly for Latine, economically insecure, and LGBTQ+ over samples. The NS campaign was particularly beneficial for increasing knowledge about the possible health consequences but not increasing knowledge about the usefulness of external resources to help people with ACEs for everyone in Sacramento County.
- Exposure to Number Story content, particularly community events and organizations, was associated with a small- to medium-sized increase in greater comfort supporting others and awareness about stigma toward people with ACEs. Overall Sacramento County residents were comfortable supporting others with ACEs and believed that people with ACEs experience stigma, although our participants did not report holding stigmatizing beliefs themselves.
- Any exposure to Number Story content, particularly community events and Number Story social media, was associated with a medium-sized increase in willingness to seek help from medical providers, mental health professionals, community-based organizations, friends, and family. Further, for the Latine and LGBTQ+ residents, exposure to the NS campaigns was associated with a medium-sized increase in willingness to seek help from police and religious leaders. NS campaign activities, particularly community events, were associated with increased willingness to seek help. These events were particularly helpful for economically insecure and LGBTQ+ people being willing to seek out formal resources.
- Overall Sacramento County residents across the over samples support allocating additional spending to ACEs-related services and treatment. But each over sample has unique preferences

about how to address ACEs in Sacramento County and suggests that the NS campaign was particularly effective at increasing support for allocating funding and resources among people in the Latine, LGBTQ+, and economically insecure over samples who attended NS sponsored or engaged community events and organizations.

- Our results consistently demonstrate that being exposed to the Number Story communications campaigns impacted knowledge about ACEs, stigmatizing beliefs about people who experienced ACEs, willingness to seek help from various sources, and attitudes toward allocating more spending and resources to address and understand ACEs, but that the impacts were most prominent for people who attended NS-hosted and sponsored community events and organizations.

INTRODUCTION

Adverse childhood experiences (ACEs) are highly stressful or potentially traumatic events that occur prior to age 18.¹ The original categories of ACEs include abuse, neglect, and household challenges but more recent conceptualizations have considered other childhood adversities such as experiences of racism, discrimination, and having adult responsibilities as a child.¹ ACEs and childhood trauma are critical public health concerns; since the first ACEs study was published,² extensive research has shown an association between ACEs exposure and negative health and mental health outcomes across the life-course.⁴⁻⁵ Adverse and chronic health outcomes associated with ACEs include heart disease, stroke,⁵ diabetes,⁹ anxiety,⁶ depression, and substance use disorders.⁷⁻⁸ Finally, there is a growing literature on the moderating influence protective factors such as family resilience and connections,¹⁵ secure and protective caregiving relationships,¹⁸ and feelings of hope¹⁹ have on the relationship between childhood adversity and health and well-being.

While 64% of the United States population will experience at least one ACE,³ there is ample evidence to suggest that adverse experiences are socially patterned and that health inequities exist among groups who have been marginalized. Certain populations, including those who identify as Latine, people experiencing economic instability, and those who are part of the LGBTQ+ communities, have increased likelihood of ACEs exposure and subsequent health adversities in adulthood. Exposure to four or more ACEs is associated with increased doctor and ER visits for chronic health conditions, such as heart disease and diabetes for low-income groups¹⁰; LGBTQ+ individuals have higher rates of ACEs compared to their heterosexual peers,¹⁴ which is associated with poor mental health outcomes^{6,17}; and ACEs and toxic stress disproportionately harm Latine communities¹²⁻¹³ which puts Latine individuals at greater risk for

mental health and substance use problems,⁷⁻⁸ developmental delays, and other adverse health conditions.¹³

Significant research has examined the relationship between ACEs and adult health outcomes, but less work has been done to implement preventative strategies and community-based interventions. Given the prevalence of ACEs and evidence linking them to increased healthcare costs, adverse health outcomes,¹⁰ and other social and economic challenges,^{11,18} efforts are needed to reduce exposure to ACEs and mitigate their impact on a range of negative outcomes. Such efforts are critical for improving public health and achieving health equity.

To address this public health need, the **Number Story** communications campaign, developed by ACE Resource Network, was designed to raise awareness about the impacts of ACEs and toxic stress on physical and mental health as well as promote healing, strength, resilience, and prevention through a variety of educational efforts and resources.¹ In addition, in Fall 2022, ACE Resource Network began an effort to address ACEs, childhood adversity and trauma, through a place-based initiative in Sacramento County, CA. To assess these efforts, ACE Resource Network partnered with an interdisciplinary research team at Northeastern University to develop a culturally responsive evaluation plan for a series of Sacramento County **Number Story** campaigns and activities.

ACE Resource Network's Sacramento County initiative included a series of public awareness and education campaigns beginning in late 2022. Some of these campaigns were designed to spread broad awareness among Sacramento County adults. Others focused on reaching people who identify as members of groups who report experiencing significant ACEs, along with ongoing adversity and barriers to accessing resources. The campaigns used impact storytelling and celebrated diverse approaches to resilience and healing, with goals of increasing

knowledge about ACEs and toxic stress, building empathy, reducing shame and stigma, and helping instill hope.

Under the Number Story brand, messages were amplified on a variety of platforms in both English and Spanish, including digital advertising, social media, billboards, public transportation signage, radio PSAs, earned media, and more. Using NumberStory.org and HistoriaDeTuNumero.org as primary hubs, custom landing pages were designed for each campaign. Sites provided curated resources for preventing and addressing the impacts of childhood adversity and toxic stress, along with ongoing adversities and barriers to accessing care, support, and healing. Resources ranged from supports specific to the campaign theme or key demographic, to crisis lines and national resources, to Sacramento services for those seeking local help and solutions. Recognizing that healing takes place in community, events were integrated into campaigns as opportunities for creative and cultural celebration, sharing resources, and promoting strategies for stress reduction and well-being.

Below is a list of Sacramento County Number Story communications campaigns, engaged community organizations, and other events and activities from late 2022 through mid-2024. See Appendix A for full descriptions of each campaign and activity.

Holidays Are Hard 2022

Number Story Tree | November 29, 2022 - January 27, 2023 | Host

Found Family Fest | December 18, 2022 | Host

Find Pride 2023

Sacramento Pride Festival and March | June 10-11, 2023 | Sponsor/Participant

Holidays Can Be Hard 2023

Together In Healing / Unidos en la Sanación 2024

Coffee con Conchas | May 2, 2024 | Host

Engaged Community Organization

Consumnes River College/Los Rios Community College District

Sacramento LGBT Community Center

Sacramento Regional Community Foundation

Neighborhood Wellness Foundation

Elk Grove Unified School District

Other Events and Activities

Sam Now Screening | April 20, 2023 | Post-Film Discussion Host

We've Been Sentenced Screening and Community Event | May 18, 2024 | Sponsor

This report outlines the results of two community surveys, a baseline survey conducted in November 2022, before the launch of campaign events and a post-campaign survey conducted in July 2024. These surveys were used to assess the impact of the Sacramento County **Number Story** campaigns on awareness, knowledge, and perceptions of ACEs and childhood trauma among adult residents of Sacramento County, CA and three sub-populations identified due to higher prevalence of ACEs and other childhood adversities as well as barriers to resources: Latine young adults, LGBTQ+ young adults, and young adults experiencing economic instability. We examined changes in awareness, knowledge, and attitudes that Sacramento County residents hold toward ACEs as well as exposure to Number Story campaigns through traditional and digital media and community events and organizations.

Prior to this work in Sacramento, ACE Resource Network had not utilized a place-based strategy to raise awareness, prevent, and intervene on the associations between ACE exposure and negative health and social outcomes. To help ACE Resource Network understand the impact

of their strategies, the development and analyses of the surveys were designed around four key research questions about five domains of interest: perceptions of, knowledge about, help-seeking for, and attitude towards childhood trauma and ACEs. These questions were:

Key Study Questions:

1. How do people in Sacramento County think about and understand childhood trauma and adverse childhood experiences (ACEs)?
2. What, if any, are the differences between the baseline and post-campaign samples in the five domains of interest?
3. Were there differences between participants in the over samples, including Sacramento County, Latine, economically insecure, and LGBTQ+, in terms of the differences between the baseline and post-campaign in the domains of interest?
4. Is exposure to Number Story through traditional and digital media or community events and organizations associated with changes in the domains of interest?

METHODS

Data and study population

Probolsky Research conducted two online and live-interviewer telephone surveys among Sacramento County residents. The first survey was conducted between November 29 and December 15, 2022 (*Time 1*) and the second survey was conducted between June 26 and July 13, 2024 (*Time 2*). A total of 3,535 (*Full sample*; Time 1: $n = 1,649$; Time 2: $n = 1,886$) residents were surveyed. See Table 1 for the distribution of participants. Among those surveyed, over samples were conducted among residents aged 18-39 who identified as Latine/Hispanic (*Latine*;

Time 1: $n = 385$; Time 2: $n = 401$), whose household income was below the 200% poverty line (*economically insecure*; Time 1: $n = 404$; Time 2: $n = 399$), and individuals who identified as LGBTQ+ (*LGBTQ+*; Time 1: $n = 415$; Time 2: $n = 420$). Additionally, an over sample was conducted that matched the Sacramento County census population on age, ethnicity, and gender (*Sacramento County*; Time 1: $n = 400$; Time 2: $n = 398$). Most participants were recruited through online participant panels (97%) and completed the survey online. Some participants in Time 2 completed phone interviews (2%).

	Time 1	Time 2
Full sample	1,649	1,886
Sacramento County	400	398
Latine	385	401
Economically insecure	404	399
LGBTQ+	415	420

Eligibility criteria

Individuals were allocated to the Sacramento County sample, and those who identified as Latine, who were economically insecure, or who identified as LGBTQ+ to the over samples if they met the following criteria:

Sacramento County. Individuals were included in the Sacramento County sample if they self-reported living in Sacramento County and were ≥ 18 years old. We validated their residence in Sacramento County via their self-reported zip code and the city to which they lived closest or in which they lived (i.e., Sacramento, Rancho Cordova, Isleton, Galt, Folsom, Elk Grove, Citrus Heights).

Latine. Individuals were included in the Latine oversample if they self-reported Hispanic/Latin American origin and were between 18 and 39 years old. They were allowed to select other races/ethnicities in addition to Hispanic/Latino (e.g., White and Hispanic/Latino) and still be included.

Economically Insecure. Individuals were included in the low-income oversample if they were determined to be living at or below the 200% poverty line and were between 18 and 39 years old. Whether an individual was living at or below the 200% poverty line was determined by (1) how many people, including themselves, lived in their household, and (2) their annual household income. For example, according to the 2021 US Federal Poverty Guidelines²³, a family/household of 4 with an annual income \leq \$26,500 would be considered living at or below the 200% poverty line.

LGBTQ+. Individuals were included in the LGBTQ+ oversample if they were between 18 and 39 years old, described their sexual identity or orientation as asexual, homosexual, bisexual, pansexual, queer, questioning, or a sexual identity or orientation that was not listed (only included in Time 1), and/or identified as any of the following genders: agender, non-binary, gender neutral, transgender, two-spirit, third gender, pangender, a gender that was not listed (only included in Time 1), or declined to answer (only included in Time 1).

Measures

In addition to a demographic questionnaire, participants were asked a variety of questions regarding childhood trauma and ACEs that spanned the following domains:

Perceptions of childhood trauma and ACEs in Sacramento County. Time 1 participants indicated the extent to which they agreed with three statements that experiences of

childhood abuse, childhood neglect, and children witnessing violence are issues requiring significant attention in the Sacramento community. Both Time 1 and Time 2 were also asked to indicate the extent to which problems of childhood trauma or ACEs are being addressed in Sacramento County. Responses were on a four-point Likert-type scale (1 = *Strongly Disagree*; 4 = *Strongly Agree*).

Awareness of childhood trauma and ACEs. Participants were asked to respond ‘yes’ or ‘no’ to whether they had heard the term Adverse Childhood Experiences. If ‘yes’, participants were then asked to indicate all sources from which they had heard or learned about ACEs (e.g., commercials on TV, friends and family, school, etc.).

Knowledge about childhood trauma and ACEs. Knowledge about childhood trauma and ACEs was measured by a series of six and eleven true or false questions, on Time 1 and Time 2 respectively. Response options included “True,” “False,” and “I don’t know.” Sample items include “The more ACEs a child experiences the more likely they are to experience heart disease or diabetes as an adult” (true) and “Once you experience ACEs you can’t really be helped” (false). Responses were scored as correct (1) and not correct (0). Participants received a total percent correct score ranging from 0 to 1, with higher scores reflecting greater ACEs knowledge. Participants were presented with the following definition of ACEs before they responded to these questions “Adverse Childhood Experiences (ACEs) include experiences of abuse (physical, sexual, or emotional), neglect (physical or emotional), witnessing domestic violence, or living with a parent with substance use challenges before the age of 18.”

Stigmatizing beliefs and ACEs. Six items measured participants' beliefs about stigma toward people who experienced ACEs and stigmatizing beliefs about people who experienced ACEs. Participants were asked to indicate if they feel comfortable providing support to others

who have experienced childhood trauma or ACEs (*Comfortable* = 1 or *Not comfortable* = 0), the extent to which they think people negatively judge people's behaviors or actions due to their childhood trauma or ACEs (1=*Not at all* to 4=*A lot*), and the degree to which they think childhood adversity and abuse are stigmatized (1 = *Not at all*, 5 = *Neither stigmatized nor not stigmatized*, 10 = *Highly stigmatized*). Additionally, participants rated their agreement with three items on a 5-point Likert-type scale (1 = *Strongly Disagree*, 5 = *Strongly Agree*) to measure the extent to which they hold stigmatizing beliefs. For example, "I would be willing to have a person who had a lot of ACEs marry into my family."

Help-seeking for childhood trauma and ACEs. Participants were then asked to indicate how likely they would be to seek help for themselves based on knowing about childhood trauma or ACEs from each of the following entities: medical professionals, community-based organizations, mental health professionals/counselors, police, friends, family, and religious leaders (1=*Very unlikely* to 4=*Very likely*). Participants who selected "I have not experienced childhood trauma or ACEs" were excluded from Time 1 analyses.

Attitudes towards spending and resources for childhood trauma and ACEs.

Attitudes towards spending were assessed using a series of questions adapted by previous studies that have analyzed trends in public opinions regarding spending for resources pertaining to post-traumatic stress disorder (PTSD)²⁰ and homelessness.²¹ Drawing on previous studies, a four-point Likert-type scale (1 = *Strongly disagree*, 4 = *Strongly agree*) was used to assess the extent to which participants agree that there should be more spending or resources for the following: services or treatment for people who have experienced childhood trauma or ACEs; educating people about childhood trauma or ACEs; research on the impacts of childhood trauma or ACEs;

research on interventions to prevent or lessen the harms of ACEs, training for teachers on childhood trauma and ACEs, and training for healthcare professionals.

Awareness of ACEs media and NumberStory.org. Participants were also asked several ‘yes or no’ questions about whether they had heard of or been to NumberStory.org, seen advertising about ACEs, and if they knew their own ACEs score. If participants responded ‘yes’ they had been to NumberStory.org, they were asked to indicate whether it was useful (*Yes* or *No*).

Next, we asked if participants had attended any of three community events hosted or sponsored by NS, including Found Family Fest December 2022, Number Story Tree in Midtown, and Sacramento Pride 2023. For each event participants reported they attended, we also asked them whether they heard about ACEs or childhood adversity at the event and if they had heard of NumberStory.org at the event (*Yes* or *No*).

We next asked whether they attended or engaged with any of five community organizations with which ARN collaborated, including Consumnes River College/Los Rios Community College District, Sacramento LGBT Community Center, Sacramento Region Community Foundation/Culture is Mental Health Project, Neighborhood Wellness Foundation, and the Elk Grove Unified School District. We also included the Stronger Starts Campaign by First 5 California as a control. For each organization with which participants reported they engaged, we asked whether they heard about ACEs or childhood adversity through the organization and if they had heard of NumberStory.org through the organization (*Yes* or *No*).

Finally, we asked participants where else they had heard of NumberStory.org and ACEs, including but not limited to social media, digital advertisements, influencers, radio, email, bus shelters, coffee sleeves, etc.

Three variables were created from these items. Any engagement or contact with Number Story campaigns or collaborating organizations was coded 1 for *general Number Story (NS) exposure*. Participants who reported they attended any of the community events or engaged with any of the community organizations were coded as 1 for *community events*. And participants who reported that they followed NS on at least one of four social media platforms (Facebook, Instagram, Twitter, or YouTube) were coded as 1 for *social media*.

Statistical analysis

Demographic characteristics, perceptions of childhood trauma or ACEs in Sacramento County, awareness of ACEs, ACEs knowledge, help-seeking behaviors, and attitudes on spending and resources were described by timepoint both overall and by specified groups. T-tests were used to test for significant differences between the full sample and each oversample and between Time 1 and Time 2 within each sample. We then conducted a series of regression analyses to examine the extent to which exposure to the NS campaigns (including NumberStory.org, community engagements, and social media) predicts our domains of interest (including ACEs knowledge, stigmatizing beliefs, attitudes toward spending, and help-seeking), utilizing linear regression for fifteen continuous outcomes and logistic regression for our six binary outcomes. Drawing from literature review and expert opinion, we adjusted all models for age, race/ethnicity, gender, sexuality, number of people living in household, income, educational attainment, and whether an individual has children. Data were analyzed using R Statistical Software.

RESULTS/FINDINGS

Participants

Based on recent 2022 US Census data,²² the Sacramento County samples in 2022 (Time 1) and 2024 (Time 2) are representative of the population of Sacramento County in race, sex, income, and education level. Specifically, the census data and the study's Sacramento County sample are similar in representation for the five most identified race categories: Asian/Asian American 17.8% (population) vs 14% (Time 1) and 17.1% (Time 2), Black/African American 10.9% (population) vs 13.5% (Time 1) and 9.6% (Time 2), Hispanic/Latino 24.4% (population) vs 23.5% (Time 1) and 23.9% (Time 2), Multiracial/Two or More Races 7.0% (population) vs 5.0% (Time 1) and 5.8% (Time 2), and White/Caucasian (not Hispanic/Latino) 42.1% (population) vs 47.3% (Time 1) and 40% (Time 2). The census data is limited to binary sex category, showing 50.8% of the population identified as female in comparison to the study county sample of 49.5% (Time 1) and 49.8% (Time 2), our survey also allowed for more gender identity categories to choose from. The census data reported a median household income of Sacramento County population from 2017-2021 was \$76,422. The Sacramento County study sample showed 57.3% (Time 1) and 34% (Time 2) of the sample had an annual income ranging from \$25,000 - \$75,999, with the next largest income group of 24.3% (Time 1) and 34% (Time 2) earning between \$76,000 - \$121,999. For education there was a slightly higher representation of high school graduates or higher in the Sacramento County sample totaling 93.3% (Time 1) and 96.5% (Time 2) versus 88.1% from the census data.

There are a few differences between the Sacramento County survey populations in Time 1 and Time 2 to note. The Time 2 survey had a larger proportion of respondents who identified as heterosexual (85.9%) compared to Time 1 (78%). A larger proportion of the sample in Time 2

reported receiving Medi-Cal (51.2%) compared to Time 1 (32.8%). See Appendix Table 1 for information on basic demographic characteristics of the overall sample and the four over sample groups.

Number Story campaign exposure

Significant increases in respondent exposure to media content about ACEs were seen across samples in Time 2 compared to Time 1. **In Time 2, 27% of the Sacramento County representative sample (compared to 14% in Time 1), 19% of the Latine sample (compared to 10% in Time 1), 16% of the economically insecure sample (compared to 12% in Time 1) and 26% of the LGBTQ+ sample (compared to 12% in Time 1) had seen some media content about ACEs. Similarly, more respondents had heard of NumberStory.org in Time 2 (18%) compared to Time 1 (6%).** Differences among over sample groups found in Time 1 remained in Time 2, with the economically insecure sample reporting significantly less awareness of NumberStory.org (3% in Time 1 and 9% in Time 2) compared to the full sample (6% in Time 1 and 18% in Time 2). The Time 2 survey included an additional question about whether the respondent had visited NumberStory.org, with 12% of the full sample indicating that they had visited the website. Among the sample of people who had heard of NumberStory.org or visited the website, the majority found it helpful in both Time 1 and Time 2 surveys. See Table 2 for frequencies of exposure to ACEs and NumberStory.org.

Knew ACEs Score

Finally, the proportion of the sample that knew their ACEs score went up significantly for the full sample between Time 1 and Time 2 (from 11% in Time 1 to 16% in Time 2) and statistically significant differences emerged in Time 2 between the full sample and people in the

	Full Sample M (SD) ¹		Sacramento County M (SD)		Latine M (SD)		Economically insecure M (SD)		LGBTQ+ M (SD)	
	Time 1 (n = 1648)	Time 2 (n = 1886)	Time 1 (n = 400)	Time 2 (n = 398)	Time 1 (n = 385)	Time 2 (n = 401)	Time 1 (n = 404)	Time 2 (n = 399)	Time 1 (n = 415)	Time 2 (n = 420)
Have you seen any advertising about ACEs?	0.12 (0.33) ^c	0.25 (0.43) ^c	0.14 (0.35) ^c	0.27 (0.44) ^c	0.10 (0.30) ^c	0.19 (0.39) ^c	0.12 (0.33)	0.16 (0.36) [*]	0.12 (0.33) ^c	0.26 (0.44) ^c
Have you heard of NumberStory.org?	0.06 (0.24) ^c	0.18 (0.39) ^c	0.08 (0.27) ^c	0.20 (0.40) ^c	0.05 (0.22) ^c	0.15 (0.36) ^c	0.03 (0.16) ^{c,***}	0.09 (0.28) ^{c,***}	0.06 (0.24) ^c	0.18 (0.39) ^c
Have you visited NumberStory.org?	-	0.12 (0.33)	-	0.14 (0.35)	-	0.09 (0.29)	-	0.07 (0.26) ^{***}	-	0.12 (0.33)
If yes, was NumberStory.org useful?	0.76 (0.43)	0.79 (0.39)	0.63 (0.49)	0.80 (0.40)	0.84 (0.36)	0.68 (0.47)	0.91 (0.30)	0.83 (0.38)	0.78 (0.42)	0.71 (0.48)
Do you know your own ACEs score?	0.11 (0.31) ^c	0.16 (0.36) ^c	0.10 (0.31) ^a	0.16 (0.36) ^a	0.07 (0.26) ^{***}	0.12 (0.32) [*]	0.08 (0.27)	0.09 (0.29) ^{***}	0.14 (0.34)	0.15 (0.36)

1. M = mean, SD = Standard Deviation
For all other questions, possible responses ranged from 0 (No) to 1 (Yes).
T-Test comparing each over sample to “Full” Sample: *p<0.05, **p<0.01, *p<0.001**
T-tests comparing Time 1 and Time 2: a p < .05, b p < .01, c p < .001

Latine over sample (7% in Time 1 and 12% in Time 2) regarding whether they reported knowing their ACEs scores. Additionally, some descriptive differences among the over sample groups exist. For example, descriptively fewer respondents in the Latine sample knew their ACEs score (7% in Time 1 and 12% in Time 2) compared to the LGBTQ+ over sample (14% in Time 1 and 15% in Time 2). See Table 2 for frequencies of exposure to ACEs and NumberStory.org.

Engagement with ARN events

In the 2024 (Time 2) survey, questions were added to gauge respondent engagement with ARN events and activities that occurred between the original baseline survey (Time 1) and the second survey (Time 2). Table 3 provides descriptive information about the proportion of the sample that attended specific NS campaign events. Engagement with the NS campaign was relatively robust across all nine events included in the survey, particularly for a community-based sample. See Table 2 for frequencies of engagement with NS campaign hosted and sponsored community events and organizations. For example, 15% of the Sacramento sample attended the Sacramento Pride event in 2023, 14% engaged with the Sacramento Region Community Foundation, and 12% engaged with the Sacramento LGBT Community Center.

While participants may not have specifically engaged with NS campaign or activities through these organizations, a majority of respondents indicated that they heard of NumberStory.org (range from 59% to 85% across events) or ACEs (range from 68%-86% across events) through engagement with or attending a community event or organization.

Although events were aimed at the target populations for the interventions (Latine, economically insecure, and LGBTQ+ communities), these over sampled groups had relatively similar or lower engagement with NS campaign-sponsored events and were similarly or less likely to have heard about NumberStory.org or ACEs at these events than the full Sacramento County sample. This

Table 3. Descriptive statistics and frequencies for engagement with community events and exposure to ACEs and NumberStory.org.										
	Full Sample (n = 1886)		Sacramento County (n = 398)		Latina/o/x (n = 401)		Low income (n = 399)		LGBTQ+ (n = 420)	
	Yes (n)	M (SD) ¹	Yes (n)	M (SD)	Yes (n)	M (SD)	Yes (n)	M (SD)	Yes (n)	M (SD)
Found Family Fest December 2022										
Attended	133	0.07 (0.26)	34	0.09 (0.28)	26	0.06 (0.25)	27	0.04 (0.20)*	21	0.05 (0.22)
Heard of NumberStory.org	86	0.84 (0.37)	21	0.78 (0.42)	10	0.63 (0.50)	8	0.80 (0.42)	11	0.73 (0.46)
Heard of ACEs	94	0.87 (0.34)	24	0.86 (0.36)	14	0.74 (0.45)	10	1.00 (0.00)***	10	0.71 (0.47)
Number Story Tree in Midtown										
Attended	127	0.07 (0.25)	33	0.08 (0.28)	13	0.03 (0.18)***	14	0.04 (0.18)***	23	0.05 (0.23)
Heard of NumberStory.org	80	0.84 (0.37)	23	0.85 (0.36)	7	0.88 (0.36)	7	0.88 (0.35)	15	0.75 (0.44)
Heard of ACEs	80	0.78 (0.42)	21	0.81 (0.40)	2	0.25 (0.46)*	4	0.50 (0.53)	7	0.47 (0.52)*
Sac Pride 2023										
Attended	271	0.14 (0.35)	58	0.15 (0.35)	55	0.14 (0.34)	25	0.06 (0.24)***	50	0.12 (0.32)
Heard of NumberStory.org	150	0.82 (0.39)	37	0.86 (0.35)	28	0.80 (0.41)	14	0.93 (0.26)	19	0.61 (0.50)*
Heard of ACEs	176	0.74 (0.44)	42	0.84 (0.37)	29	0.66 (0.48)	15	0.75 (0.44)	20	0.47 (0.50)***
Consumnes River College/Los Rios Community College District										
Attended	277	0.15 (0.35)	50	0.13 (0.33)	65	0.16 (0.37)	51	0.13 (0.33)	64	0.15 (0.36)
Heard of NumberStory.org	116	0.82 (0.38)	27	0.84 (0.37)	21	0.78 (0.42)	10	0.77 (0.44)	23	0.77 (0.43)
Heard of ACEs	144	0.59 (0.49)	27	0.68 (0.47)	32	0.58 (0.50)	23	0.51 (0.51)	29	0.52 (0.50)
Sacramento LGBT Community Center										
Attended	213	0.11 (0.32)	46	0.12 (0.32)	31	0.08 (0.27)*	22	0.06 (0.23)***	59	0.14 (0.35)
Heard of NumberStory.org	114	0.78 (0.42)	28	0.80 (0.41)	15	0.68 (0.48)	7	0.70 (0.48)	28	0.74 (0.45)
Heard of ACEs	135	0.71 (0.46)	33	0.79 (0.42)	15	0.58 (0.50)	12	0.63 (0.50)	25	0.53 (0.50)*
Sacramento Region Community Foundation										
Attended	203	0.10 (0.31)	56	0.14 (0.35)	30	0.07 (0.26)*	21	0.05 (0.22)***	27	0.06 (0.25)***
Heard of NumberStory.org	113	0.78 (0.42)	32	0.78 (0.42)	16	0.73 (0.46)	8	0.67 (0.49)	13	0.72 (0.46)
Heard of ACEs	155	0.88 (0.33)	42	0.86 (0.35)	13	0.63 (0.50)*	16	0.94 (0.24)	13	0.68 (0.48)
Neighborhood Wellness Foundation										
Attended	128	0.07 (0.25)	28	0.07 (0.26)	18	0.04 (0.21)	15	0.04 (0.19)***	23	0.05 (0.23)
Heard of NumberStory.org	55	0.67 (0.47)	13	0.59 (0.50)	5	0.38 (0.51)	6	0.60 (0.52)	9	0.60 (0.51)
Heard of ACEs	85	0.79 (0.41)	19	0.83 (0.39)	8	0.67 (0.49)	7	0.88 (0.35)	7	0.44 (0.51)*
Elk Grove Unified School District										
Attended	136	0.07 (0.26)	27	0.07 (0.25)	31	0.08 (0.27)	22	0.06 (0.23)	31	0.07 (0.26)
Heard of NumberStory.org	52	0.78 (0.42)	13	0.72 (0.46)	9	0.60 (0.51)	8	0.89 (0.33)	12	0.67 (0.49)
Heard of ACEs	78	0.66 (0.48)	15	0.71 (0.46)	19	0.70 (0.47)	14	0.74 (0.45)	17	0.68 (0.48)
Stronger Starts Campaign by First 5 California										
Attended	57	0.03 (0.17)	16	0.04 (0.20)	8	0.02 (0.14)	8	0.02 (0.14)	12	0.03 (0.17)
Heard of NumberStory.org	29	0.76 (0.43)	7	0.64 (0.50)	4	0.67 (0.52)	1	1.00 (NA)	5	0.71 (0.49)
Heard of ACEs	40	0.77 (0.43)	12	0.86 (0.36)	3	0.50 (0.55)	5	0.63 (0.52)	3	0.38 (0.52)

Note. 1. M = mean, SD = standard deviation. Counting the number of people who answered “yes,” they did attend an event. If they attended the event, they were then asked if they had heard of NumberStory.org at the event and heard of ACEs at the event. T-Test comparing each over sample to “Full” Sample: *p<0.05, **p<0.01, *p<0.001**

pattern suggests that while interventions targeted groups at higher risk for ACEs, the events and engagements reached a broader population of the county residents, potentially promoting more empathy and support for ACEs interventions across the wider community.

Respondents were asked whether they have visited or followed Number Story on digital platforms. Table 4 outlines the distributions of those who have visited or followed Number Story on digital platforms across samples. For the Sacramento County sample, 8% of the sample had visited NumberStory.org and 9% followed MyNumberStory on YouTube. Across the board, visiting or following Number Story channels was slightly lower for each of the over samples, including the Latine sample (4%), economically insecure sample (3%), and LGBTQ+ sample (5%). Facebook, Instagram, YouTube, and TikTok were listed more frequently as the sources of NS content (Table 5). Participants in the economically insecure over sample were significantly less likely to have heard about NumberStory.org across nearly all sources compared to the full sample.

Perceptions of addressing childhood trauma or ACEs in Sacramento County

As illustrated in Table 6, average participant responses correspond with “Agree” on the 4-point response scale. Across the full sample, all the over samples, and both time points, participants agreed that childhood trauma and ACEs were being addressed in Sacramento County. T-tests found no significant differences between the groups or survey time points. Time 1 participants also agreed experiences of childhood abuse and neglect, as well as children witnessing violence, are issues that require significant attention in the Sacramento community.

	All Sample (n = 1886)		Sacramento County (n = 398)		Latine (n = 401)		Economically insecure (n = 399)		LGBTQ+ (n = 420)	
	Yes (n)	M (SD) ¹	Yes (n)	M (SD)	Yes (n)	M (SD)	Yes (n)	M (SD)	Yes (n)	M (SD)
NumberStory.org	103	0.05 (0.23)	30	0.08 (0.26)	18	0.04 (0.21)	12	0.03 (0.17)*	23	0.05 (0.23)
HistoriaDeTuNumero.org	55	0.03 (0.17)	16	0.04 (0.20)	7	0.02 (0.13)	2	0.01 (0.07)***	6	0.01 (0.12)*
@mynumberstory - Instagram	103	0.06 (0.23)	26	0.07 (0.25)	18	0.04 (0.21)	9	0.02 (0.15)***	13	0.03 (0.17)*
@mynumberstory - Facebook	116	0.06 (0.24)	29	0.07 (0.26)	17	0.04 (0.20)	11	0.03 (0.16)***	19	0.05 (0.21)
@mynumberstory - Twitter	97	0.05 (0.22)	24	0.06 (0.24)	9	0.02 (0.15)***	6	0.02 (0.12)***	17	0.04 (0.20)
MyNumberStory - YouTube	133	0.07 (0.26)	36	0.09 (0.29)	22	0.05 (0.23)	10	0.03 (0.16)***	27	0.06 (0.25)
ACEResourceNetwork.org	83	0.04 (0.21)	20	0.05 (0.22)	15	0.04 (0.19)	8	0.02 (0.14)***	19	0.05 (0.21)

Note. 1. M = mean, SD = standard deviation. T-Test comparing each over sample to “Full” Sample: *p<0.05, **p<0.01, ***p<0.001

Table 5. Frequency of exposure to NumberStory.org and ACEs through various sources.

	All Sample (n = 1886)		Sacramento County (n = 398)		Latine (n = 401)		Economically insecure (n = 399)		LGBTQ+ (n = 420)	
	n	M (SD) ¹	n	M (SD)	n	M (SD)	n	M (SD)	n	M (SD)
Instagram										
Heard of NumberStory.org	115	0.06 (0.24)	30	0.08 (0.26)	13	0.03 (0.18)***	11	0.02 (0.16)***	22	0.05 (0.22)
Heard of ACEs	102	0.05 (0.23)	31	0.08 (0.27)	19	0.05 (0.21)	12	0.03 (0.17)	14	0.03 (0.18)
Facebook										
Heard of NumberStory.org	131	0.07 (0.25)	37	0.09 (0.29)	21	0.05 (0.22)	9	0.02 (0.15)***	23	0.05 (0.23)
Heard of ACEs	114	0.06 (0.24)	32	0.08 (0.28)	17	0.04 (0.20)	12	0.03 (0.17)	19	0.05 (0.21)
TikTok										
Heard of NumberStory.org	109	0.06 (0.23)	30	0.08 (0.26)	15	0.04 (0.19)	5	0.01 (0.11)***	1	0.05 (0.22)
Heard of ACEs	101	0.06 (0.23)	26	0.07 (0.25)	17	0.04 (0.20)	8	0.02 (0.14)***	18	0.04 (0.20)
Twitter/X										
Heard of NumberStory.org	102	0.05 (0.23)	28	0.07 (0.26)	17	0.04 (0.20)	7	0.02 (0.13)***	14	0.03 (0.18)*
Heard of ACEs	94	0.05 (0.22)	29	0.07 (0.26)	15	0.04 (0.19)	5	0.01 (0.11)***	13	0.03 (0.17)
YouTube										
Heard of NumberStory.org	160	0.08 (0.28)	39	0.10 (0.20)	23	0.08 (0.23)*	14	0.04 (0.18)***	34	0.08 (0.27)
Heard of ACEs	139	0.07 (0.26)	41	0.10 (0.20)	20	0.05 (0.22)	11	0.03 (0.16)***	28	0.07 (0.25)
Digital Advertisements										
Heard of NumberStory.org	53	0.03 (0.17)	12	0.03 (0.17)	6	0.01 (0.012)	1	0.01 (0.10)***	15	0.04 (0.19)
Heard of ACEs	37	0.02 (0.14)	10	0.03 (0.16)	9	0.02 (0.15)	2	0.01 (0.07)***	9	0.02 (0.14)
Influencers										
Heard of NumberStory.org	49	0.03 (0.16)	14	0.04 (0.18)	13	0.03 (0.18)	8	0.02 (0.14)	15	0.04 (0.19)
Heard of ACEs	58	0.03 (0.17)	17	0.04 (0.20)	11	0.03 (0.16)	9	0.02 (0.15)	14	0.03 (0.18)
Radio										
Heard of NumberStory.org	47	0.02 (0.16)	19	0.05 (0.21)*	7	0.02 (0.13)	1	0.002 (0.05)***	10	0.02 (0.16)
Heard of ACEs	47	0.03 (0.16)	15	0.04 (0.19)	7	0.02 (0.13)	7	0.02 (0.13)	11	0.03 (0.16)
Email										
Heard of NumberStory.org	60	0.03 (0.18)	16	0.04 (0.20)	10	0.02 (0.16)	8	0.02 (0.14)	13	0.03 (0.17)
Heard of ACEs	77	0.04 (0.20)	18	0.05 (0.21)	12	0.03 (0.17)	8	0.02 (0.14)*	17	0.04 (0.20)
News Outlets										
Heard of NumberStory.org	42	0.02 (0.15)	9	0.02 (0.15)	7	0.02 (0.13)	2	0.01 (0.07)***	7	0.02 (0.13)
Heard of ACEs	44	0.02 (0.15)	9	0.02 (0.15)	11	0.03 (0.16)	2	0.01 (0.07)***	12	0.03 (0.16)
TV Advertisements										
Heard of NumberStory.org	62	0.03 (0.18)	16	0.04 (0.20)	14	0.03 (0.18)	4	0.01 (0.10)	11	0.03 (0.18)
Heard of ACEs	64	0.03 (0.18)	16	0.04 (0.20)	11	0.03 (0.16)	7	0.02 (0.13)*	13	0.03 (0.17)
Streaming Audio										
Heard of NumberStory.org	36	0.02 (0.14)	9	0.02 (0.15)	5	0.01 (0.11)	2	0.005 (0.07)***	8	0.02 (0.14)
Heard of ACEs	41	0.02 (0.15)	9	0.02 (0.15)	7	0.02 (0.13)	5	0.01 (0.11)	12	0.03 (0.17)
Bus Advertisements										
Heard of NumberStory.org	36	0.02 (0.14)	9	0.02 (0.15)	11	0.03 (0.16)	2	0.01 (0.07)***	12	0.03 (0.17)
Heard of ACEs	32	0.02 (0.13)	10	0.03 (0.16)	9	0.02 (0.15)	3	0.01 (0.09)	5	0.01 (0.11)
Bus Shelters										
Heard of NumberStory.org	21	0.01 (0.10)	4	0.01 (0.10)	8	0.02 (0.14)	2	0.01 (0.07)	8	0.02 (0.14)
Heard of ACEs	28	0.01 (0.12)	8	0.02 (0.14)	7	0.02 (0.13)	2	0.01 (0.07)*	6	0.01 (0.12)
Billboards										
Heard of NumberStory.org	33	0.02 (0.13)	8	0.02 (0.14)	10	0.02 (0.16)	2	0.01 (0.07)***	7	0.02 (0.13)
Heard of ACEs	45	0.02 (0.15)	13	0.03 (0.18)	9	0.02 (0.15)	5	0.01 (0.11)	5	0.01 (0.11)
Lightrail										
Heard of NumberStory.org	35	0.02 (0.13)	6	0.02 (0.12)	10	0.03 (0.16)	5	0.01 (0.11)	10	0.02 (0.15)
Heard of ACEs	40	0.02 (0.14)	9	0.02 (0.15)	16	0.04 (0.20)	9	0.01 (0.09)*	11	0.03 (0.16)
Coffee Sleeves										
Heard of NumberStory.org	23	0.01 (0.11)	7	0.02 (0.13)	7	0.02 (0.13)	1	0.002 (0.05)***	3	0.01 (0.08)

Heard of ACEs	26	0.01 (0.12)	6	0.02 (0.12)	7	0.02 (0.13)	1	0.002 (0.05)***	11	0.03 (0.16)
Training										
Heard of NumberStory.org	28	0.02 (0.12)	7	0.02 (0.13)	4	0.01 (0.10)	4	0.01 (0.10)	6	0.01 (0.12)
Heard of ACEs	32	0.02 (0.13)	9	0.02 (0.15)	7	0.02 (0.13)	2	0.01 (0.07)***	8	0.02 (0.14)

Note. 1. M = mean, SD = standard deviation. T-Test comparing each over sample to “Full” Sample: *p<0.05, **p<0.01, *p<0.001**

Table 6. Differences in Means: Perceptions of Childhood trauma or ACEs in Sacramento County

	Full Sample M (SD) ¹		Sacramento County M (SD)		Latine M (SD)		Economically insecure M (SD)		LGBTQ+ M (SD)	
	Time 1 (n = 1648)	Time 2 (n = 1886)	Time 1 (n = 400)	Time 2 (n = 398)	Time 1 (n = 385)	Time 2 (n = 401)	Time 1 (n = 404)	Time 2 (n = 399)	Time 1 (n = 415)	Time 2 (n = 420)
Problems of childhood trauma or ACEs are being addressed in the Sacramento community.	2.71 (0.98)	2.74 (0.81)	2.77 (0.94)	2.80 (0.94)	2.67 (1.05)	2.67 (0.81)	3.43 (0.76)	2.67 (0.82)	3.41 (0.78)	2.63 (0.83)
Experiences of childhood abuse (physical, sexual, or emotional) are problems that require significant attention in the Sacramento community.	3.35 (0.78)	-	3.34 (0.74)	-	3.30 (0.94)	-	3.46 (0.74)	-	3.46 (0.71)	-
Children witnessing violence, including domestic violence, are problems that require significant attention in the Sacramento community.	3.39 (0.75)	-	3.33 (0.74)	-	3.37 (0.83)	-	3.39 (0.77)	-	3.38 (0.80)	-
Experiences of childhood neglect are problems that require significant attention in the Sacramento community.	3.35 (0.78)	-	3.32 (0.76)	-	3.28 (0.90)	-	3.39 (0.77)	-	3.40 (0.79)	-

Note: 1. M = mean, SD = standard deviation. Possible responses ranged from 1 (Strongly disagree) to 4 (Strongly agree).

T-Test: *p<0.05, **p<0.01, *p<0.001**

T-tests revealed no significant differences between survey time points.

Awareness of ACEs

Overall, less than half of participants across all groups had heard the term “Adverse Childhood Experiences.” See Table 7 for descriptive and inferential statistics. Independent sample t-tests revealed statistically significant mean differences between the full sample and the economically insecure over sample in both Time 1 and Time 2 and the Latine over sample in Time 2. Specifically, in Time 1, only 29.1% of economically insecure individuals had heard of ACEs compared to 36.0% of the full sample. In Time 2, 30% of economically insecure individuals and 30% of Latine individuals had heard of ACEs compared to 36% of the full sample. Independent sample t-tests also revealed no significant differences between Time 1 and Time 2 for the full sample, Latine, economically insecure, and LGBTQ+. However, **significantly**

more individuals in the Sacramento County over sample had heard of ACEs in Time 2 (39%) as compared to Time 1 (37%).

Overall, these findings suggest that for the average Sacramento County resident, awareness of ACEs was greater in Time 2, after ARN made significant community investments in the NS campaign. However, those increases were not evident in the specific populations of interest.

Knowledge of ACEs

While it is important for people to be aware of the problem of ACEs and its associated negative outcomes, having accurate knowledge about ACEs is critical in promoting effective community responses. Across all studied groups and survey time points, there was a relatively high level of knowledge about ACEs, with the proportion of correct answers in the full sample being 70.8% in Time 1 and 62.1% in Time 2. See Table 8 and Figures 1 and 2 for average percent correct. Independent sample t-tests revealed, in both Time 1 and Time 2, economically insecure individuals answered significantly fewer questions about ACEs correctly, 45.0% and 58.2%, respectively, than the full sample, 70.8% and 62.1%, respectively. There were no significant differences between the survey time points – ACEs knowledge in the full sample and each over sample did not significantly change between Time 1 and Time 2. However, a few notable patterns emerged for specific populations and questions.

Economically insecure individuals were significantly less likely to answer more than half of the knowledge questions correctly as compared to the full sample. At Time 1, they answered five out of six questions correctly significantly less often than the full sample; and in Time 2,

Table 7. Differences in Means: Awareness of ACEs.

	Full sample M (SD) ¹		Sacramento County M (SD)		Latine M (SD)		Economically insecure M (SD)		LGBTQ+ M (SD)	
	Time 1 (n = 1648)	Time 2 (n = 1886)	Time 1 (n = 400)	Time 2 (n = 398)	Time 1 (n = 385)	Time 2 (n = 401)	Time 1 (n = 404)	Time 2 (n = 399)	Time 1 (n = 415)	Time 2 (n = 420)
Have you heard the term Adverse Childhood Experiences?	0.36 (0.48)	0.36 (0.49)	0.37 (0.47) ^a	0.39 (0.49) ^a	0.32 (0.47)	0.30 (0.46)**	0.29 (0.46)**	0.30 (0.46)**	0.39 (0.49)	0.36(0.48)

1. M = mean, SD = standard deviation. Possible responses ranged from 0 (No) to 1 (Yes).

T-Test comparing each over sample to full sample: *p<0.05, **p<0.01, *p<0.001**

T-tests comparing Time 1 and Time 2 with same letters indicating significantly different: a p < .05, b p < .01, c p < .001

Table 8. Descriptive statistics and inferential statistics for ACEs knowledge across samples and timepoints.

	Full sample M(SD) ¹		Sacramento County M(SD)		Latine M(SD)		Economically insecure M(SD)		LGBTQ+ M(SD)	
	Time 1 (n = 1648)	Time 2 (n = 1886)	Time 1 (n = 400)	Time 2 (n = 398)	Time 1 (n = 385)	Time 2 (n = 401)	Time 1 (n = 404)	Time 2 (n = 399)	Time 1 (n = 415)	Time 2 (n = 420)
The more ACEs a child experiences the more likely they are to experience heart disease or diabetes as an adult.	0.38 (0.49)	0.40 (0.49)	0.37 (0.50)	0.38 (0.49)	0.39 (0.49)	0.38 (0.49)	0.32 (0.47)**	0.34 (0.48)*	0.37 (0.48)	0.41 (0.49)
People who have ACEs can heal.	0.70 (0.46) ^c	0.65 (0.47) ^c	0.69 (0.46)	0.66 (0.47)	0.71 (0.45) ^a	0.64 (0.48) ^a	0.65 (0.48)**	0.60 (0.49)*	0.72 (0.46)	0.67 (0.47)
All stress is bad and should be avoided.	0.69 (0.46)	0.54 (0.50)	0.57 (0.50)	0.54 (0.50)	0.55 (0.50)	0.52 (0.50)	0.48 (0.50)** *	0.49 (0.50)*	0.60 (0.50)	0.61 (0.49)** *
Strong and close relationships can limit the negative effects of ACEs on children.	0.74 (0.44) ^c	0.68 (0.35) ^c	0.75 (0.43)	0.69 (0.46)	0.71 (0.46)	0.67 (0.47)	0.67 (0.47)**	0.63 (0.48)	0.70 (0.46)	0.68 (0.47)

People who have experienced ACEs can flourish and have meaningful lives.	0.80 (0.40) ^c	0.69 (0.45) ^c	0.79 (0.41) ^c	0.70 (0.46) ^c	0.81 (0.39) ^c	0.68 (0.47) ^c	0.75 (0.44) ^{c,*} *	0.65 (0.48) ^c	0.79 (0.41) ^c	0.72 (0.45) ^c
Once you experience ACEs you can't really be helped.	0.93 (0.26) ^c	0.86 (0.35) ^c	0.91 (0.41) ^c	0.83 (0.38) ^c	0.94 (0.39)	0.91 (0.28)	0.94 (0.45)	0.91 (0.28)	0.94 (0.38)	0.91 (0.32)
The harms of ACEs can be greater when people experience racism and community violence.	-	0.64 (0.48)	-	0.66 (0.47)	-	0.60 (0.49)	-	0.54 (0.50)** *	-	0.65 (0.48)
Supporting social and emotional skills in children who have experienced ACEs can be helpful to reduce the likelihood they will engage in or experience violence.	-	0.69 (0.46)	-	0.71 (0.45)	-	0.64 (0.48)*	-	0.65 (0.48)	-	0.70 (0.46)
The more ACEs a child experiences the more likely they are to develop drug or alcohol dependence as an adult.	-	0.61 (0.49)	-	0.61 (0.49)	-	0.59 (0.49)	-	0.54 (0.50)** *	-	0.60 (0.49)
High rates of ACEs in communities contribute to significant problems, including health care costs, community violence, substance use, and housing instability.	-	0.63 (0.48)	-	0.69 (0.46)*	-	0.58 (0.49)*	-	0.55 (0.50)** *	-	0.60 (0.49)
People who experienced ACEs are all impacted in the same way.	-	0.42 (0.49)	-	0.38 (0.49)	-	0.47 (0.49)	-	0.50 (0.50)** *	-	0.42 (0.50)
Average total score	4.25 (1.43)	6.83 (2.43)	3.92 (1.75)	6.85 (2.18)	3.95 (1.77)	6.66 (2.39)	3.60 (1.79)**	6.40 (2.44)** *	3.98 (1.76)	6.97 (2.47)
Average Percent Correct	70.83 (23.83)	62.11 (21.31)	49.00 (21.89)	62.30 (19.78)	49.38 (22.12)	60.55 (21.76)	45.00 (22.38)* *	58.21 (22.21)* **	49.75 (22.00)	63.38 (22.43)
<p>1. M = mean, SD = standard deviation. Possible responses for true or false questions ranged from 0 (<i>Incorrect/Don't know</i>) to 1 (<i>Correct</i>). The average total score is the sum of the correct answers for the true or false questions, with a minimum of 0 (<i>none correct</i>) and a maximum of 6 (<i>all correct</i>) in December 2022 and 11 (<i>all correct</i>) in July 2024.</p> <p>T-Test comparing each over sample to "Full" Sample: *p<0.05, **p<0.01, ***p<0.001</p> <p>T-tests comparing Time 1 and Time 2 with same letters indicating significantly different: a p < .05, b p < .01, c p < .001</p>										

Sacramento County residents are knowledgeable about resiliency and healing from ACEs, but are less knowledgeable about stress and health consequences of ACEs.

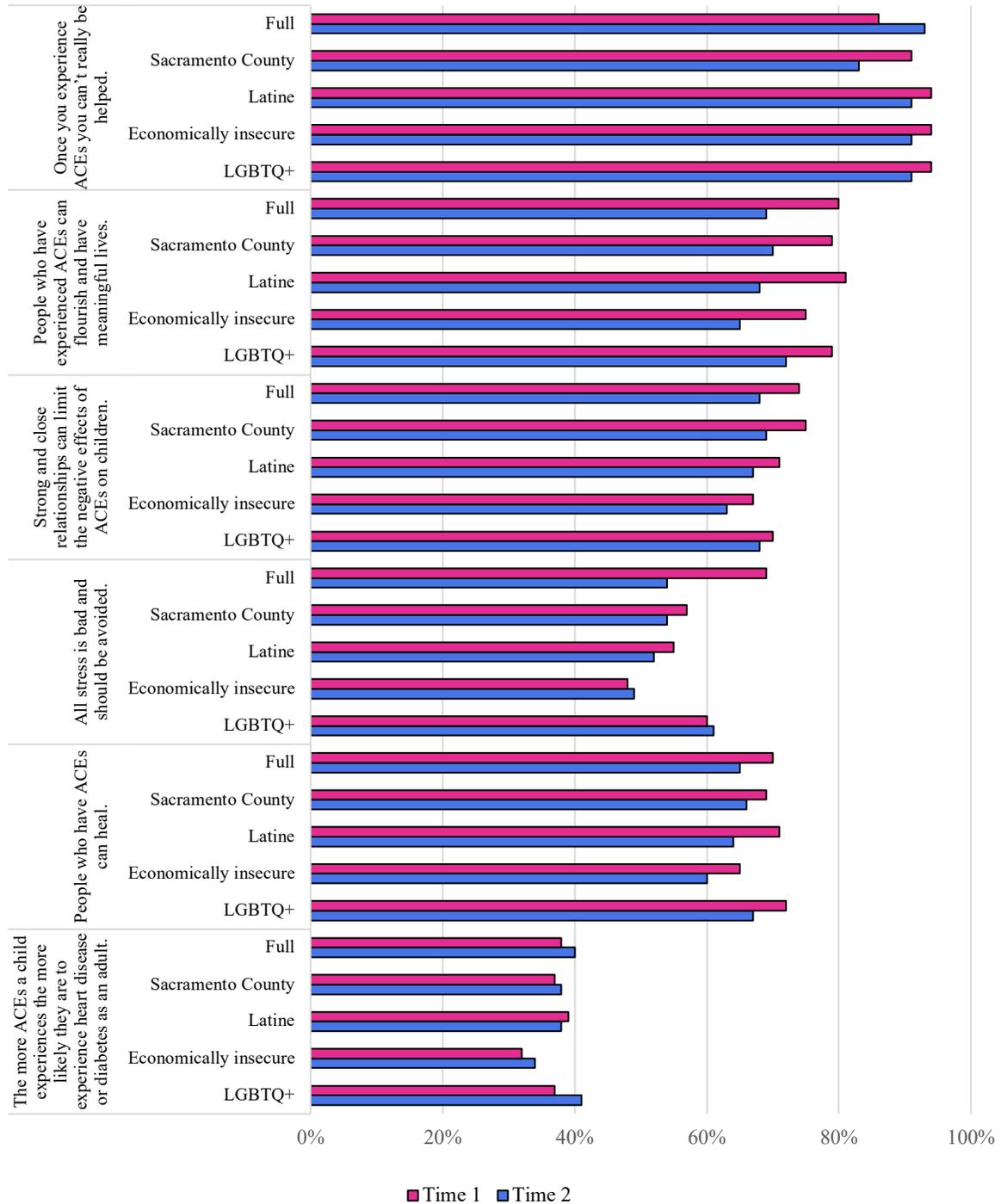


Figure 1. Graphical representation of average percent correct response for each ACEs knowledge question included on both Time 1 and Time 2 surveys across samples.

economically insecure individuals answered six out of eleven questions correctly significantly less often than the full sample. However, in Time 2, economically insecure participants answered one question, that people respond to ACEs differently, correctly significantly more often than the full sample. More often, incorrect questions tended to be about the causes and consequences of ACEs. These findings suggest that economically insecure people may have less content knowledge of ACEs but may also be more open to resiliency.

Overall, the percent correct for each question and group trended downward from Time 1 to Time 2. Although this pattern did not rise to the level of significance for most questions, independent sample t-tests revealed that people answered two questions incorrectly significantly

Sacramento County residents in July 2024 are moderately knowledgeable about the community consequences of ACEs, but not knowledgeable about the various ways people can be impacted.



Figure 2. Graphical representation of average percent correct response for each ACEs knowledge question included on only the Time 2 survey across samples.

more frequently in Time 2 than in Time 1. Across all over-sample groups, significantly fewer people correctly indicated the statement “People who have experienced ACEs can flourish and have meaningful lives” was *true* in Time 2 compared to Time 1. Similarly, significantly fewer people in the full sample and Latine over sample correctly indicated the statement “People who have ACEs can heal” is *true* in Time 2 compared to Time 1.

A consistent pattern of relationships among over samples emerged, such that the full sample and Sacramento County over sample were more likely to correctly respond to items than either the Latine or economically insecure over samples. For example, the pattern can be seen for correctly indicating that “High rates of ACEs in communities contribute to significant problems, including health care costs, community violence, substance use, and housing instability” is *true*. The Sacramento County over sample was significantly more likely to respond correctly as compared to the full sample, while the Latine and economically insecure over samples were significantly less likely than the full sample to respond correctly. The LGBTQ+ over sample was not different than the full sample. A similar pattern emerged for the full sample and Sacramento County over sample correctly responding more often than the Latine and economically insecure over samples for other items as well. **These findings suggest that current ACEs educational efforts in Sacramento County may be missing Latine and economically insecure individuals. These groups, particularly people who are economically insecure, continue to be good intervention points.**

Impact of NS campaign on ACEs knowledge

A series of logistic regressions examined whether exposure to the NS campaign generally and through the website, events, or social media uniquely predicted ACEs knowledge in Time 2

for the full sample and across the over samples, controlling for demographic characteristics. See Table 9 for patterns of positive, negative, or absent regression coefficients by exposure type and sample.

In the full sample, people who were exposed to the NS campaign (inclusive of NumberStory.org, community events, and social media) were 1.4 to 3.5 times more likely to correctly respond to four of the knowledge questions, including the health consequences, protective nature of relationships, ability to heal, and ability to flourish questions. However, people exposed to any of the NS campaign were significantly less likely to correctly respond to one knowledge question – capacity to be helped after ACEs. These effects varied for each over sample. For example, people in the economically insecure and LGBTQ+ over samples who were exposed to the NS campaign were significantly more likely to correctly respond to the capability to heal question, but people in the Latine over sample who were exposed to the NS campaign were significantly less likely to correctly respond to the question. See Table 9 for additional patterns. **These findings suggest that ARN educational efforts were particularly beneficial for increasing knowledge about the possible health consequences but not increasing knowledge about the usefulness of external resources to help people with ACEs for everyone in Sacramento County.**

Closer examination revealed that each type of NS content exposure – NumberStory.org, community events, and social media – had unique effects on ACEs knowledge. People who attended NS sponsored community events in the full sample, Latine, economically insecure, and LGBTQ+ over samples were more likely to correctly respond to questions about health consequences of ACEs, ability to heal from ACEs, the protective nature of relationships, and the capacity of people with ACEs to flourish. However, visiting NumberStory.org and ARN social

media did not predict correctly responding to most questions across all the samples. Further visiting NumberStory.org predicted not responding correctly to the capacity to flourish question in the full sample and the Sacramento County, Latine, and LGBTQ+ over samples. These findings demonstrate that NS sponsored community events were successful at increasing knowledge about ACEs across the most vulnerable populations in Sacramento County.

Table 9. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with any exposure to NS campaign, controlling for demographic characteristics.						
	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
Any ARN exposure						
Full sample	+	+	O	+	+	-
Sacramento County	+	-	O	O	O	O
Latine	+	O	O	+	O	-
Economically insecure	+	+	O	+	+	-
LGBTQ+	+	+	O	O	+	-
Visited NumberStory.org						
Full sample	+	-	O	O	-	-
Sacramento County	+	O	O	O	-	O
Latine	O	-	O	O	-	O
Economically insecure	O	O	O	O	O	O
LGBTQ+	O	O	O	O	-	-
Attended community events						
Full sample	+	+	O	+	+	-
Sacramento County	+	O	O	O	O	O
Latine	+	+	O	+	+	-
Economically insecure	+	+	O	+	+	O
LGBTQ+	+	+	O	+	+	O
Visited social media						
Full sample	O	-	O	O	-	-
Sacramento County	O	O	O	O	O	-
Latine	O	O	O	O	O	O
Economically insecure	O	O	O	O	O	-
LGBTQ+	-	-	O	O	-	O
Note. + significant positive regression coefficient; - significant negative regression coefficient, O no significant regression coefficient. Full sample models include dummy coded membership in the Sacramento County representative, Latino/a/e, economically insecure, and LGBTQ+ over samples. All models include racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Full tables can be found in appendix.						

Stigma toward people who experienced ACEs

See Table 10 and Figure 3 for descriptive and inferential statistics about whether people are comfortable supporting others and stigmatizing beliefs about people who experienced ACEs. Across all groups in both Time 1 and Time 2, between 74 and 78% of participants indicated they personally feel comfortable providing support to others who have experienced childhood trauma or ACEs. No significant differences emerged between samples or timepoints.

Participants across all groups believe that people negatively judge people's behaviors or actions due to their childhood trauma or ACEs. Although we did not find significant mean differences between the groups in either survey, participants agreed people negatively judge people's behavior or actions due to childhood trauma or ACEs less strongly in Time 2 ($M = 2.18$, $SD = 0.81$) than in Time 1 ($M = 3.21$, $SD = 0.78$) in the full sample and in each over sample. Further, in Time 2, participants indicated they believed childhood adversity and abuse is slightly stigmatized ($M = 6.54$, $SD = 2.43$). A significant pattern of results revealed that participants in the Latine over sample believed childhood adversity was significantly less stigmatized ($M = 6.25$, $SD = 2.56$, $p < .05$) than the full sample. Although not statistically significant, participants in the LGBTQ+ sample believed that childhood adversity was slightly more stigmatized ($M = 6.69$, $SD = 2.60$) than the full sample or other groups that were not judge people's behavior or actions due to childhood trauma or ACEs less strongly in Time 2 ($M = 2.18$, $SD = 0.81$) than in Time 1 ($M = 3.21$, $SD = 0.78$) in the full sample and in each over sample. Further, in Time 2, participants indicated they believed childhood adversity and abuse is slightly stigmatized ($M = 6.54$, $SD = 2.43$). A significant pattern of results revealed that participants in the Latine over sample believed childhood adversity was significantly less stigmatized ($M = 6.25$, $SD = 2.56$, $p < .05$) than the full sample. Although not statistically significant, participants in the LGBTQ+

Table 10. Differences in Means: ACEs and stigmatizing beliefs.

	All Sample M (SD) ¹		Sacramento County M (SD)		Latine M (SD)		Economically insecure M (SD)		LGBTQ+ M (SD)	
	Time 1 (n = 1648)	Time 2 (n = 1886)	Time 1 (n = 400)	Time 2 (n = 398)	Time 1 (n = 385)	Time 2 (n = 401)	Time 1 (n = 404)	Time 2 (n = 399)	Time 1 (n = 415)	Time 2 (n = 420)
How comfortable do you personally feel providing support to others who have experienced childhood trauma or ACEs?	0.76 (0.43)	0.77 (0.42)	0.74 (0.44)	0.75 (0.43)	0.77 (0.42)	0.79 (0.41)	0.79 (0.41)	0.75 (0.43)	0.78 (0.42)	0.78 (0.41)
To what extent do you think people negatively judge people's behaviors or actions due to their childhood trauma or ACEs?	3.21 (0.78) ^c	2.18 (0.81) ^c	3.21 (0.75) ^c	2.13 (0.75) ^c	3.25 (0.77) ^c	2.19 (0.84) ^c	3.27 (0.85) ^c	2.16 (0.84) ^c	3.25 (0.84) ^c	2.26 (0.81) ^c
I would be willing to have a person who had a lot of ACEs marry into my family.	-	3.06 (0.86)	-	2.90 (0.87) ***	-	3.09 (0.80)	-	3.00 (0.89)	-	3.30 (0.80)** *
I would be willing to have a person who had a lot of ACEs start working closely with me on a job.	-	3.11 (0.83)	-	2.97 (0.83) ***	-	3.14 (0.80)	-	3.03 (0.90)	-	3.29 (0.84)** *
People who have experienced ACEs are to blame for their problems.	-	1.96 (1.06)	-	1.99 (1.07)	-	1.84 (1.01)*	-	1.79 (0.97)**	-	1.86 (1.04)
Please rate to what degree you think childhood adversity and abuse is stigmatized.	-	6.54 (2.43)	-	6.51 (2.28)	-	6.25 (2.56)*	-	6.41 (2.47)	-	6.69 (2.60)

1. M = mean, SD = standard deviation. Possible responses to question regarding comfort providing support to others who have experienced childhood trauma or ACEs ranged from 0 (*Not comfortable*) to 1 (*Comfortable*). The extent to which participants thought that childhood adversity and abuse was stigmatized ranged from 1 (*Not at all*) to 10 (*Highly stigmatized*; 5 = *Neither*). For all other questions, possible responses ranged from 1 (*Strongly disagree*) to 4 (*Strongly agree*), with a score of 1 or 2 constituting disagreement and 3 or 4 constituting agreement.
T-Test comparing each over sample to "Full" Sample: *p<0.05, **p<0.01, ***p<0.001
T-tests comparing Time 1 and Time 2: a p < .05, b p < .01, c p < .001

sample believed that childhood adversity was slightly more stigmatized ($M = 6.69, SD = 2.60$) than the full sample or other groups that were not significantly different from the full sample. These findings suggest that people in Sacramento believed childhood adversity is stigmatized, but that belief was reduced after the NS campaigns.

Further, in Time 2, additional measures of stigma revealed low levels of stigma toward people who have experienced ACEs among our participants. In the full sample, participants agreed that they would be willing to have a person with a lot of ACEs marry into their family ($M = 3.06, SD = 0.86$) and work closely with them ($M = 3.11, SD = 0.83$). However, on both items, the Sacramento County over sample agreed significantly less strongly (Marry: $M = 2.90, SD = 0.87$; Work: $M = 2.97, SD = 0.83$) with each item and the LGBTQ+ over sample agreed significantly more strongly with each statement (Marry: $M = 3.30, SD = 0.80$; Work: $M = 3.29,$

Sacramento County residents agree people who have ACEs experience stigma, but do not hold stigmatizing beliefs themselves.

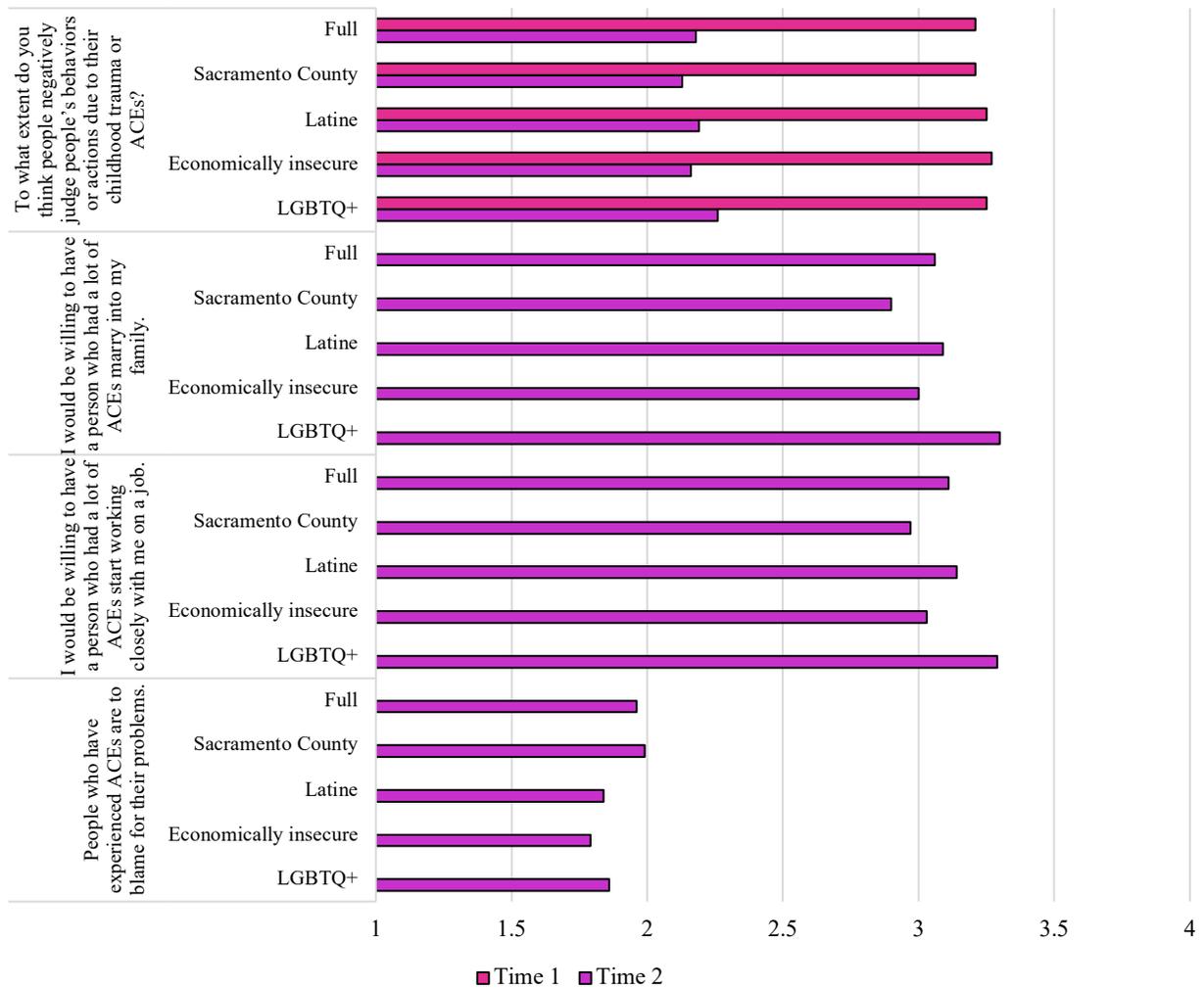


Figure 3. Graphical representation of average agreement with stigma items. Response scale is 4-point Likert-type scale (1= *Strongly disagree*; 4 = *Strongly Agree*).

$SD = 0.84$), revealing that the County sample held more stigmatizing beliefs than the LGBTQ+ sample and at-risk populations that were not different than the full sample, including the Latine and economically insecure over samples. A similar pattern of results emerged for beliefs that people who experienced ACEs are to blame for their problems. Overall, participants disagreed that people who experienced ACEs are to blame for their problems ($M = 1.96, SD = 1.06$). And individuals in the Latine ($M = 1.84, SD = 1.01$) and economically insecure ($M = 1.79, SD = 0.97$) over samples disagreed significantly more than the full sample, providing support for the finding participants in the at-risk over samples held less stigmatizing beliefs about people who have experienced ACEs.

Overall, these findings indicate that participants believed that people with childhood trauma and ACEs are stigmatized but did not hold stigmatizing beliefs themselves and were comfortable providing support to people they know who have experienced childhood adversity or ACEs.

Impact of NS campaign on stigmatizing beliefs

A series of linear regressions examined whether exposure to the NS campaign generally or through the website, community events, or social media uniquely predicted stigmatizing beliefs about ACEs – including comfort supporting others and extent of agreement that people judge others negatively due to their ACEs – in Time 2 for the full sample and across the over samples, controlling for demographic characteristics. See Table 11 for patterns of positive, negative, or absent regression coefficients by exposure type and sample.

In the full sample, people who were exposed to the NS campaign were significantly more likely to be comfortable supporting others with ACEs and to agree significantly more strongly

that people judge others negatively for their ACEs. This pattern was present across the Sacramento County, Latine, and economically insecure over samples. People in the LGBTQ+ over sample who were exposed to the NS campaign were significantly more likely to be comfortable supporting others, but there was no significant relation between NS campaign exposure and agreeing that people judge others negatively for their ACEs.

Further, a consistent pattern emerged across the over sampled populations for unique exposures to NS campaign content. Across all samples, neither visiting NumberStory.org nor NS social media significantly predicted comfort supporting others or agreeing that people negatively judge others for ACEs. However, across all samples, people who attended a NS sponsored community event were significantly more likely to be comfortable supporting others and agreed significantly more strongly that people judge others for ACEs.

These findings suggest that the NS campaign reduced stigma by increasing the proportion of people who were comfortable supporting others and by increasing awareness about stigmatization of ACEs. Specifically, NS sponsored community events were associated with reduced stigma.

Table 11. Linear regression predicting response to two stigma questions in July 2024 with any exposure to the NS campaign, controlling for demographic characteristics.		
	Comfort Supporting Others	Others judge
Any NS exposure		
Full sample	+	+
Sacramento County	+	+
Latine	+	+
Economically insecure	+	+
LGBTQ+	+	O
Visited NumberStory.org		
Full sample	O	O

Sacramento County	O	O
Latine	O	O
Economically insecure	O	O
LGBTQ+	O	O
Attended community events		
Full sample	+	+
Sacramento County	+	+
Latine	+	+
Economically insecure	+	+
LGBTQ+	+	+
Visited social media		
Full sample	O	O
Sacramento County	O	O
Latine	O	O
Economically insecure	O	O
LGBTQ+	O	O
Note. + significant positive regression coefficient; - significant negative regression coefficient, O no significant regression coefficient. Full sample models include dummy coded membership in the Sacramento County representative, Latino/a/e, economically insecure, and LGBTQ+ over samples. All models include racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Full tables can be found in appendix.		

Seeking help for ACEs

The sample average for willingness to seek help from different resources corresponds with being “Likely” to seek help on the 4-point response scale. Therefore, on average, all groups were likely to seek some kind of support from formal and informal sources related to their childhood adversity and ACEs. See Table 12 and Figure 4 for descriptive and inferential statistics about willingness to seek help for ACEs. T-tests revealed significant mean differences between the full sample and some of the over samples in Time 1. People in the Sacramento County over sample were significantly more likely to seek help from police, family, and religious leaders than the full sample. People in the economically insecure over sample were significantly more likely to seek help from friends than the full sample. And people in the

Table 12. Differences in Means: ACEs and Willingness to Seek Help.

	All Sample M (SD) ¹		Sacramento County M (SD)		Latine M (SD)		Economically insecure M (SD)		LGBTQ+ M (SD)	
	Time 1 (n = 1648)	Time 2 (n = 1886)	Time 1 (n = 400)	Time 2 (n=398)	Time 1 (n = 385)	Time 2 (n = 401)	Time 1 (n = 404)	Time 2 (n = 399)	Time 1 (n = 415)	Time 2 (n = 420)
How likely are you to seek help for yourself based on knowing about childhood trauma or ACEs from...	-		-		-		-		-	
Medical professionals	2.81 (0.95)	2.86 (0.93)	2.90 (0.95)	2.92 (0.90)	2.86 (0.91)	2.72 (0.96)**	2.83 (0.92)	2.81 (0.96)	2.81 (0.93)	2.86 (0.92)
Community-based organizations	2.45 (0.93) ^c	2.56 (0.93) ^c	2.48 (0.90)	2.60 (0.89)	2.46 (0.91)	2.49 (0.95)	2.54 (0.96)	2.56 (0.94)	2.50 (0.93)	2.49 (0.95)
Mental health professionals	3.09 (0.92)	3.07 (0.92)	3.07 (0.95)	3.11 (0.87)	3.12 (0.89) ^c	2.92 (0.96) ^{c, *}	3.11 (0.91)	3.01 (0.97)	3.18 (0.87)*	3.06 (0.94)
Police	1.95 (0.99) ^c	2.27 (1.04) ^c	2.09 (1.00) ^{c, **}	2.39 (1.00) ^c	1.86 (0.94) ^c	2.20 (1.01) ^c	1.88 (0.99) ^c	2.17 (1.01) ^c	1.75 (0.94) ^{c, **} *	2.08 (1.07) ^{c, **}
Friends	2.95 (0.88)	2.95 (0.89)	2.90 (0.86)	2.82 (0.88)*	2.96 (0.88)	2.95 (0.90)	3.06 (0.87)*	2.94 (0.89)	3.08 (0.86)**	2.98 (0.93)
Family	2.76 (0.98) ^a	2.84 (0.96) ^a	2.91 (0.94) ^{d, **}	2.82 (0.93) ^d	2.74 (1.00)	2.84 (0.96)	2.74 (1.01)	2.77 (1.00)	2.64 (1.01) ^{d, *}	2.74 (1.01) ^{d, *}
Religious leaders	1.96 (1.03) ^c	2.31 (1.08) ^c	2.15 (1.10) ^{c, ***}	2.46 (1.05) ^{c, *}	1.89 (0.99) ^c	2.26 (1.04) ^c	1.90 (0.99) ^c	2.32 (1.08) ^c	1.71 (1.01) ^{c, ***}	1.99 (1.08) ^{c, ***}

1. M = mean, SD = standard deviation. Likelihood of seeking help responses range from 1 (Very unlikely) to 4 (Very likely).

T-Test comparing each over sample to “Full” Sample: *p<0.05, **p<0.01, *p<0.001**

T-tests comparing Time 1 and Time 2: a p < .05, b p < .01, c p < .001

LGBTQ+ over sample were significantly more likely to seek help from mental health professionals and friends but significantly less likely to seek help from police, family, or religious leaders than the full sample.

T-tests revealed similar mean differences between the full sample and the over samples in Time 2. People in the Sacramento County over sample were significantly less likely to seek help from friends but significantly more likely to seek help from religious leaders compared to the full sample. People in the Latine over sample were significantly less likely to seek help from medical professionals or mental health professionals than the full sample. And people in the LGBTQ+ over sample were significantly less likely to seek help from police, family, or religious leaders compared to the full sample. These findings suggest people who identify as Latine or LGBTQ+ are less likely to seek help for their childhood trauma or ACEs from some of the traditional sources of support from whom economically insecure or other folks in Sacramento County will seek help. This means that some at-risk populations may need to be accessed or supported with different messaging and approaches and by different institutions.

Further, analyses revealed some mean differences between Time 1 and Time 2 in the full sample and in the over samples. Independent sample t-tests revealed people in the full sample were significantly more likely to seek help from community-based organizations, police, family, and religious leaders in Time 2 as compared to Time 1. Across all the over samples, people were significantly more likely to seek help from police and religious leaders in Time 2 compared to Time 1. Further, people in the Latine over sample were significantly less likely to seek help from mental health professionals in Time 2 compared to Time 1. And finally, although people in the LGBTQ+ over sample were significantly more likely to seek help from family in Time 2

Sacramento County residents are most likely to seek help about ACEs from mental health professionals and least likely to seek help from police or religious leaders.

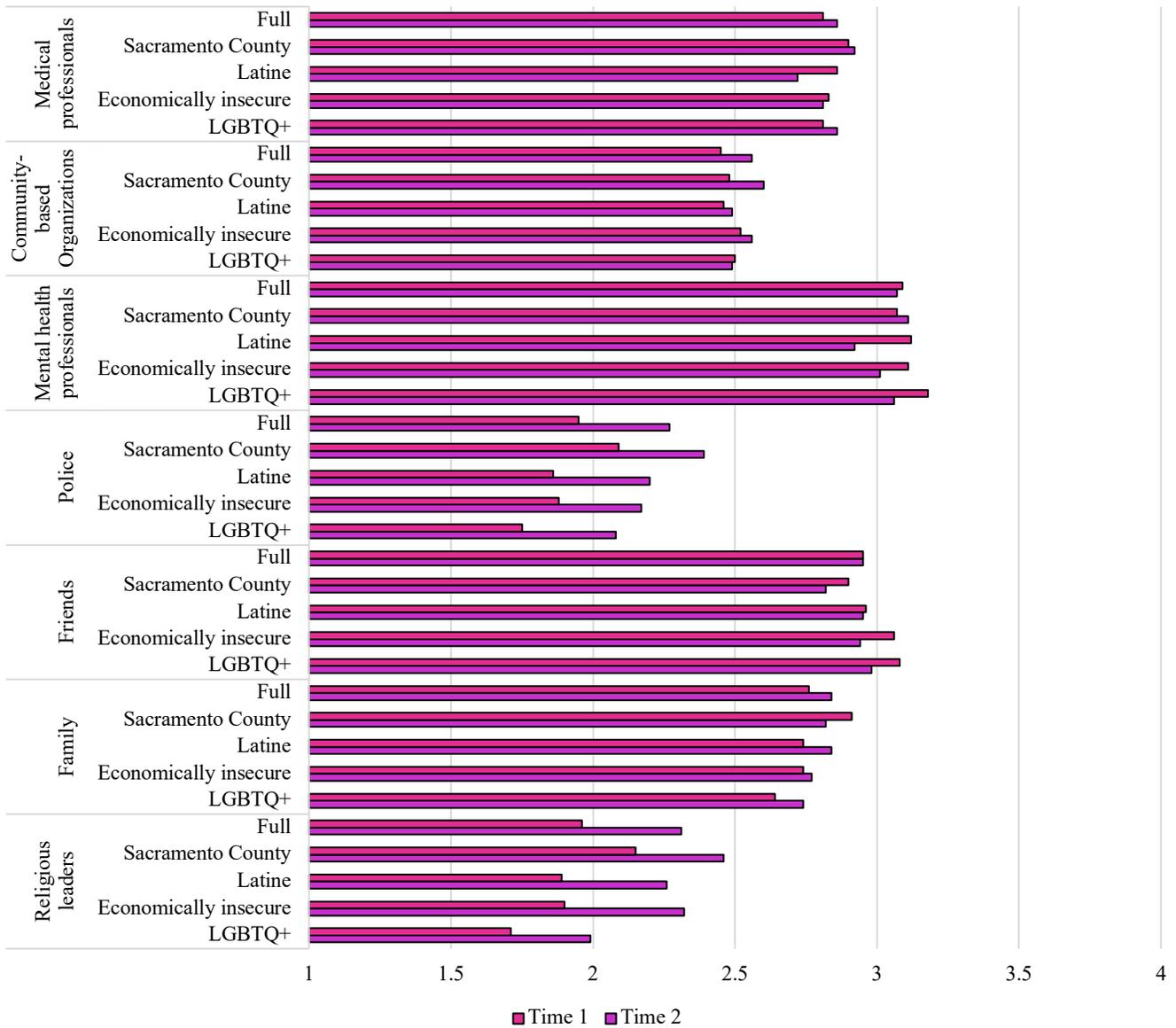


Figure 4. Graphical representation of average willingness to seek help from various formal and informal sources. Response scale is 4-point scale (1= *Very unlikely*; 4 = *Very likely*).

compared to Time 1, people in the Sacramento over sample were significantly less likely to seek help from family in Time 2 than Time 1.

Finally, single-sample t-tests examined which sources of support people were more likely to seek help from in Time 2. Analyses revealed significant within subjects mean differences in

the full sample and all the over samples. In the full sample and each over sample, respondents were significantly more likely to seek help from mental health professionals than any other sources and significantly less likely to seek help from police or religious leaders than any other sources. Additionally, they were significantly more likely to seek help from community organizations than police or religious leaders but significantly less likely than to seek help from family, friends, or medical professionals. Patterns of results revealed that all the over samples would seek help from friends, family, and medical professionals significantly less than mental health professionals and significantly more than community organizations, police, or religious leaders. People in the Sacramento County over sample were equally likely to seek help from friends, family, and medical professionals. The LGBTQ+ and Latine over samples were just as likely to seek help from friends and medical professionals but significantly less likely to seek help from family. Economically insecure people were significantly more likely to seek help from medical professionals than friends or family.

Overall, these findings suggest that people in Sacramento County are likely to seek help for their experiences with childhood adversity and trauma from mental health professionals and to a lesser extent from medical professionals or community organizations. They are less likely to seek help from police or religious leaders, particularly if they identify as Latine or LGBTQ+. However, Sacramento County residents are also likely to seek help from their friends and family. These findings support ongoing efforts to increase access to mental health professionals across Sacramento County and ensure that all people are prepared for and comfortable with supporting their friends and family members who may turn to them for help.

Impact of NS campaign on help seeking

A series of linear regressions examined whether exposure to the NS campaign content generally and through the website, community events, and social media uniquely predicted willingness to seek help from medical professionals, community organizations, mental health professionals, police, friends, religious leaders, and family in Time 2 for the full sample and each over sample, controlling for demographic characteristics. See Table 13 for the patterns of positive, negative, and absent regression coefficients by exposure type and sample.

In the full sample and for the Sacramento County over sample, exposure to any NS content significantly increased the likelihood of seeking help from all seven resources.

Further, for all samples, being exposed to any NS content significantly increased willingness to seek help from religious leaders. Except for the LGBTQ+ over sample, NA content was also associated with a significantly greater willingness to seek help from police. Except for people in the economically insecure over sample, NS content was also associated with a significantly greater willingness to seek help from community organizations.

Community events seem to be driving the overall increased willingness to seek help. Although visiting NumberStory.org and NS social media were associated with significant increases and decreases in willingness to seek from some resources by some samples, **full sample and Sacramento County over sample participants who attended community events were significantly more likely to seek help from all resources except for police and religious leaders for the full sample and family for the County sample.** The pattern was less consistent for people in the Latine, economically insecure, and LGBTQ+ over samples. However, visiting NumberStory.org and NS social media was associated with a significant increase in willingness

to seek help from police and religious leaders – the two least sought-after resources – particularly for people in the LGBTQ+ over sample. Notably, people in the economically insecure over sample were significantly more willing to seek help from medical and mental health professionals after attending a NS-sponsored community event.

These results suggest that NS campaign activities, particularly community events, were associated with increased willingness to seek help. These events were particularly helpful for economically insecure and LGBTQ+ people being willing to seek out formal resources.

Table 13. Linear regression predicting willingness to seek help from seven resources in July 2024 with any exposure to NS content, controlling for demographic characteristics.

	Medical Professional	Community Organization	Mental Health Professional	Police	Friends	Religious leaders	Family
Any NS campaign exposure							
Full sample	+	+	+	+	+	+	+
Sacramento County	+	+	+	+	+	+	+
Latine	O	+	O	+	+	+	+
Economically insecure	+	O	+	+	O	+	O
LGBTQ+	O	+	O	O	O	+	O
Visited NumberStory.org							
Full sample	O	+	O	+	O	+	O
Sacramento County	O	O	O	O	O	O	O
Latine	O	O	O	O	O	+	O
Economically insecure	O	O	O	O	O	+	O
LGBTQ+	O	O	-	+	O	+	O
Attended NS sponsored community events							
Full sample	+	+	+	O	+	O	+
Sacramento County	+	+	+	+	+	+	O
Latine	O	+	O	O	+	+	+
Economically insecure	+	O	+	O	O	+	O
LGBTQ+	O	O	+	O	O	O	O
Visited NS social media							
Full sample	O	+	O	+	+	+	+
Sacramento County	O	O	O	+	+	+	+

Latine	O	O	O	O	O	O	-
Economically insecure	O	O	O	O	O	O	O
LGBTQ+	O	O	-	O	O	+	O

Note. + significant positive regression coefficient; - significant negative regression coefficient, O no significant regression coefficient. Full sample models include dummy coded membership in the Sacramento County representative, Latino/a/e, economically insecure, and LGBTQ+ over samples. All models include racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Full tables can be found in appendix.

Attitudes on Spending and Resources for ACEs

The sample average across all groups and survey time points corresponds with “Agree” on the 4-point response scale. Therefore, on average participants agreed that there should be more spending or resources for childhood trauma and ACEs-related services or treatment, research on interventions and impacts, education, and training for healthcare professionals and teachers. Moreover, analyses revealed patterns of mean differences between time points and between samples. See Table 14 and Figure 5 for descriptive and inferential statistics of support for spending and resources for ACEs related services, research, and education.

While the only significant pattern of results that emerged for people in the Sacramento County over sample was significantly less support for additional resources for research on interventions than the full sample in Time 1, various patterns of results emerged for people in the Latine, economically insecure, and LGBTQ+ over samples. Independent sample t-tests revealed that individuals in the Latine, economically insecure, and LGBTQ+ over samples were significantly more in support of different types of funding and resources for ACEs compared to the full sample in both Time 1 and Time 2.

The Latine over sample supported resources for ACEs-related services and treatment, education, research on interventions, and training teachers significantly more than the full sample

Table 14. Differences in Means: Attitudes on Spending and Resources for ACEs.

	Full Sample M (SD) ¹		Sacramento County M (SD)		Latine M (SD)		Economically insecure M (SD)		LGBTQ+ M (SD)	
	Time 1 (n = 1648)	Time 2 (n = 1886)	Time 1 (n = 400)	Time 2 (n = 398)	Time 1 (n = 385)	Time 2 (n = 401)	Time 1 (n = 404)	Time 2 (n = 399)	Time 1 (n = 415)	Time 2 (n = 420)
To what extent do you agree that there should be more spending or resources for...										
Services or treatment	3.31 (0.75)	3.36 (0.80)	3.25 (0.73)	3.29 (0.72)	3.44 (0.73)** *	3.36 (0.82)	3.42 (0.74) ^c ***	3.26 (0.87) ^{c,*}	3.39 (0.76)**	3.45 (0.80)*
Education	3.36 (0.72)	3.35 (0.80)	3.32 (0.70)	3.33 (0.75)	3.48 (0.66) ^a ***	3.36 (0.82) ^a	3.42 (0.75) ^a	3.30 (0.87) ^a	3.41 (0.75)	3.45 (0.80)*
Research on Impacts	-	3.37 (0.80)	-	3.35 (0.75)	-	3.39 (0.79)	-	3.33 (0.87)	-	3.42 (0.83)
Research on Interventions	3.33 (0.73)	3.36 (0.81)	3.25 (0.74)*	3.33 (0.76)	3.42 (0.69)**	3.35 (0.84)	3.42 (0.73)**	3.31 (0.90)	3.43 (0.70)** *	3.46 (0.81)*
Training healthcare professionals	3.44 (0.71)	3.41 (0.80)	3.39 (0.72)	3.40 (0.74)	3.48 (0.67)	3.40 (0.82)	3.52 (0.70) ^c **	3.31 (0.88) ^{c,*}	3.54 (0.66)** *	3.47 (0.80)
Training teachers	3.44 (0.74) ^c	3.37 (0.81) ^c	3.39 (0.73)	3.35 (0.77)	3.54 (0.65) ^c **	3.33 (0.87) ^c	3.50 (0.72) ^c *	3.35 (0.86) ^c	3.50 (0.71)*	3.46 (0.82)*

Notes. 1. M = mean, SD = standard deviation. Possible responses to questions about spending and resources ranged from 1 (*Strongly disagree*) to 4 (*Strongly agree*), with a score of 1 or 2 constituting disagreement and 3 or 4 constituting agreement.

T-Test comparing each over sample to “Full” Sample: *p<0.05, **p<0.01, ***p<0.001

T-tests comparing Time 1 and Time 2: a p < .05, b p < .01, c p < .001

Sacramento County residents support allocating additional resources toward ACEs-related services, training, and research.

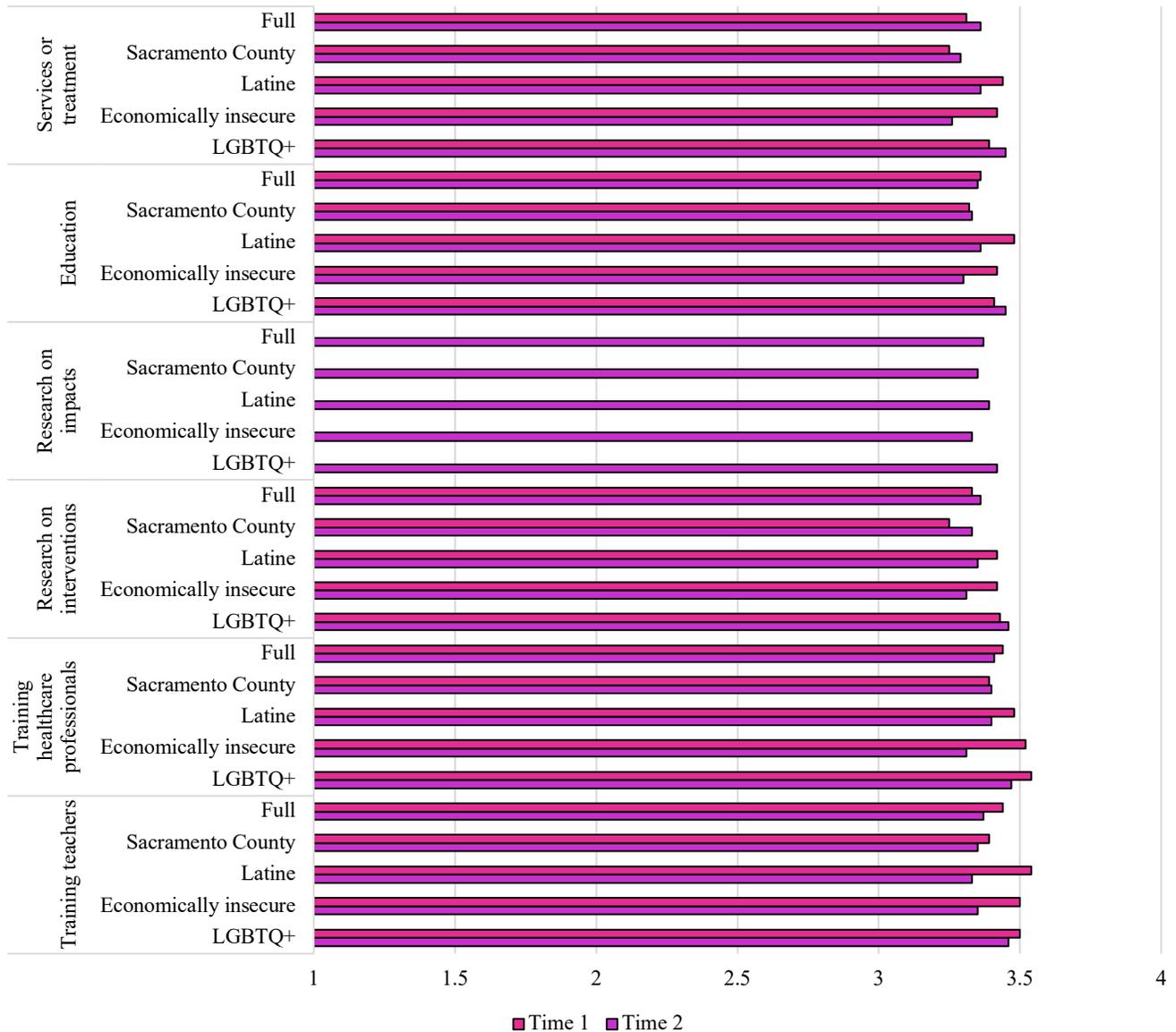


Figure 5. Graphical representation of average agreement that additional resources should be allocated to ACEs-related services, education, research, and training. Response scale is 4-point scale (1= *Strongly Disagree*; 4 = *Strongly Agree*).

in Time 1 but not differently than the full sample in Time 2. Further, support for resources for education and training teachers among the Latine over sample was significantly less in Time 2 (education: $M = 3.36$, $SD = 0.82$; training teachers: $M = 3.33$, $SD = 0.87$) compared to Time 1 (education: $M = 3.48$, $SD = 0.66$; training teachers: $M = 3.54$, $SD = 0.65$).

The economically insecure over sample was significantly more in support of resources for ACEs-related services and treatment and training for healthcare professionals than the full sample in both Time 1 and Time 2. They were also significantly more in support of resources for ACEs-related research on interventions and training for teachers compared to the full sample in Time 1. Further, support for more spending or resources for ACEs-related services or treatment, education, and training for healthcare professionals and teachers among people in the economically insecure over sample significantly decreased from Time 1 to Time 2.

The LGBTQ+ over sample was significantly more in support of spending and resources for ACEs-related services or treatment, research on interventions, and training for teachers compared to the full sample in Time 1 and Time 2, and training for healthcare professionals in Time 1, and for education in Time 2. There were not significant differences between Time 1 and Time 2 for the LGBTQ+ over sample.

Impact of NS campaign on attitudes toward spending

A series of linear regressions examined whether exposure to NS campaign generally and through the website, community events, or social media uniquely predicted how strongly people agreed that more spending and resources should be allocated to ACE-related services and treatment, education, research on impacts and interventions, and training for healthcare and education professionals in Time 2 for the full sample and each over sample, controlling for demographic characteristics. See Table 16 for patterns of positive, negative, and absent regression coefficients by exposure type and sample.

In the full sample, people exposed to the NS campaign agreed significantly more strongly that additional spending and resources should be allocated to ACEs-related services and

treatment, research on impacts, research on interventions, and training for healthcare professionals. In the Latine and LGBTQ+ over samples, exposure to the NS campaign did not significantly predict attitudes toward spending. **People in the economically insecure over sample who were exposed to the NS campaign agreed significantly more strongly that more spending and resources should be allocated to ACEs-related research on impacts and interventions and training for healthcare professionals. However, people in the Sacramento County over sample who were exposed to the NS campaign agreed significantly less strongly that more spending and resources should be allocated to training for educators. These findings suggest that the NS campaign effectively changed attitudes among the most marginalized and at-risk populations, but not the average Sacramento County resident.**

While people who attended community events agreed more strongly that more spending and resources should be allocated to ACEs-related services, research, and training, those who visited NumberStory.org agreed significantly less strongly that more spending should be allocated to ACEs-related services, research, and training. Overall, visiting NS social media did not significantly predict attitudes toward allocating spending and resources to ACEs-related services, research, and training. Attending NS sponsored community events significantly predicted attitudes in support of allocating ACEs-related services and treatment, research on impacts, and training for healthcare professionals among people in Latine, economically insecure, and LGBTQ+ over samples. Additionally, people in the economically insecure and LGBTQ+ over samples also agreed significantly more strongly that additional spending and resources should be allocated to ACEs-related research on interventions. People in the full sample and each over sample who the visited NumberStory.org agreed significantly less that spending and resources should be allocated to ACEs-related training for educators. People in the

Latine and LGBTQ+ over samples who visited NumberStory.org agreed significantly less strongly that spending and resources should be allocated to ACEs-related education, research on impacts, and training for healthcare professionals. **These findings suggest that NS sponsored community events increased support for additional spending and resources, particularly for people in the LGBTQ+, economically insecure, and Latine over samples.**

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for Educators
Any NS campaign exposure						
Full sample	+	O	+	+	+	O
Sacramento County	O	O	O	O	O	-
Latine	O	O	O	O	O	O
Economically insecure	O	O	+	+	+	O
LGBTQ+	O	O	O	O	O	O
Visited NumberStory.org						
Full sample	O	-	-	-	-	-
Sacramento County	O	O	O	O	-	-
Latine	-	-	-	O	-	-
Economically insecure	O	O	O	O	O	-
LGBTQ+	O	-	-	-	-	-
Attended community events						
Full sample	+	+	+	+	+	+
Sacramento County	+	O	O	O	O	-
Latine	+	O	+	O	+	O
Economically insecure	+	O	+	+	+	O
LGBTQ+	+	O	+	+	+	+
Visited social media						
Full sample	O	O	O	O	O	O
Sacramento County	O	O	O	O	O	O
Latine	O	O	-	O	-	O
Economically insecure	O	O	O	O	O	O
LGBTQ+	O	O	-	-	-	O
Note. + significant positive regression coefficient; - significant negative regression coefficient, O no significant regression coefficient. Full sample models include dummy coded membership in the Sacramento County representative, Latino/a/e, economically insecure, and LGBTQ+ over samples. All models include racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Full tables can be found in appendix.						

SUMMARY AND DISCUSSION

Despite increased attention to ACEs and childhood trauma, little work has examined community awareness, knowledge, and attitudes related to ACEs and childhood trauma. Such knowledge is needed to inform the development and successful implementation of strategies to address such adverse experiences. This report describes the development and administration of two population-based surveys, which assessed awareness, knowledge, attitudes towards help-seeking and stigma, and beliefs about the impact of ACEs and childhood trauma in Sacramento County, CA before and after a series of **Number Story campaigns**. Such knowledge is needed to develop efforts to decrease childhood exposure to ACEs and trauma as well as strategies and interventions to best meet the needs of people who have experienced ACEs and childhood trauma. Additionally, this report examines trends across populations targeted by the ACE Resource Network's Number Story communications campaigns between December 2022 (Time 1) and July 2024 (Time 2). As such efforts are best implemented through strong collaboration with community partners, the results of this survey have been shared with the Community Advisory Board and will continue to be disseminated in the Sacramento community through sharing with community partners.

Strikingly, our results demonstrate that almost twice as many people in Sacramento County were exposed to media and events about ACEs after ARN's Number Story campaigns and community engagements, demonstrating substantial exposure and reach. This trend was consistent across the targeted populations and across campaign efforts. Further, our findings demonstrate the NS campaign efforts and sponsored community events were successful at driving people to NumberStory.org and increasing awareness about ACEs and childhood trauma. Although our findings suggest that targeted at-risk groups were just as likely to or less likely to

attend community events or engage with participating community organization, Number Story successfully reached a broader sample of the county, potentially promoting knowledge, empathy, and support for ACEs resources and interventions across the community.

Perceptions of ACEs in Sacramento County

Importantly, approximately a third of people in Sacramento County report being aware of ACEs and childhood trauma and agree addressing such adverse experiences in their communities requires significant attention. They believe that ACEs and childhood trauma are important and, in 2024, are being adequately addressed in their communities.

Knowledge about ACEs and impact of Number Story communications campaigns

ACEs knowledge is consistently quite high. However, less is known about the long-term impacts of ACEs and childhood trauma on physical health (ex. diabetes), the variability in how people respond to ACEs (ex. whether everyone responds the same), the impacts of stress (ex. whether all stress is bad), and ACEs contributions to community problems (ex. health care costs, community violence, substance use, and housing instability). Overall Sacramento County and the over samples all had low knowledge of the physical health and community-level consequences of ACEs. Conversely, there is a high level of knowledge that people with ACEs can heal and that strong supportive relationships help people overcome the harmful effects of ACEs. Across content areas, people in the economically insecure over sample were the least knowledgeable about ACEs.

Exposure to the NS campaigns was found to be associated with more ACEs knowledge, particularly in the opportunity areas we identified - the physical and mental health consequences of ACEs. However, exposure to the NS campaigns was not associated with increased knowledge about the capabilities of people with ACEs to heal or be helped.

Promisingly, people in the Latine, economically insecure, and LGBTQ+ over samples who engaged with the NS campaigns have more knowledge about ACEs-related resiliency, particularly through strong relationships. **Further, these knowledge gains were uniquely associated with attending NS sponsored community events and engaging with community organizations, but not with visiting NumberStory.org or NS social media.** In fact, visiting NumberStory.org was associated with less knowledge about ACEs and ACEs-related resiliency across all groups.

Stigmatizing beliefs about ACEs

Most participants report feeling comfortable providing support for people who have experienced ACEs or childhood trauma and believing people with ACEs experience stigma. However, participants do not themselves hold stigmatizing beliefs about people with ACEs. We did not find any differences between the targeted populations. At the end of the media campaigns, participants reported their own willingness to work with people and welcome new family members who had ACEs, demonstrating the participants themselves did not stigmatize ACEs. **Further, we found exposure to the NS campaigns, but specifically NS sponsored community events and engaged organizations, was associated with being more comfortable supporting other people who have experienced ACEs and believing that ACEs and childhood trauma are stigmatized.** These findings demonstrate that ARN activities successfully increased people's comfort supporting their friends and families as well as educated Sacramento County residents about stigma toward people with ACEs and, at least at Time 2, residents did not themselves hold stigmatizing beliefs.

ACEs-related help seeking from formal and informal resources

Participants identified a range of community members and professionals to whom they would feel comfortable reaching out for help or support related to their ACEs. People in all groups were most likely to reach out to mental health professionals and least likely to reach out to police or religious leaders. Different groups were more or less likely to be willing to reach out to medical professionals, family, and friends. However, exposure to the NS campaigns was associated with greater willingness to seek help from various formal and informal resources across the groups. Notably, exposure to the NS campaigns predicted greater willingness to seek help from police and religious leaders - particularly among the Latine, economically insecure, and LGBTQ+ samples. Consistently with our other findings, these increases were most associated with attending NS sponsored community events. These findings suggest that NS campaign activities, particularly attending community events and engaging with community organizations, led Sacramento County residents to be more willing to seek help from various support outlets; specifically for economically insecure and LGBTQ+ populations. **Those support outlets, including family and friends, were also more likely to have the knowledge and confidence needed to provide that support after engaging with the NS campaigns.**

Attitudes toward ACEs-related spending and resources.

Finally, people in Sacramento County support greater efforts to address ACEs through increased spending on services, education, research, and to train teachers and health care providers. However, there was substantial variability across the over samples in terms of to which types of resources the spending should be allocated. For example, while Latine, economically insecure, and LGBTQ+ people were in greater support than the full sample of allocating additional resources to ACEs-related services and treatment, they did not agree on

allocating resources to education or professional training. These findings demonstrate that the targeted groups are not monolithic and have nuanced policy preferences for how to address ACEs in Sacramento County.

Promisingly, exposure to the NS campaigns was associated with some increased support for ACEs-related services, treatment, research, and training, particularly for people experiencing economic insecurity. However, people who attended NS sponsored community events were more likely to support increased spending and resources for ACEs-related services and treatment, education, research, and training across all the over samples. And visiting NumberStory.org and NS social media were associated with no change in or decreased support for allocating additional spending or resources to ACEs-related services, education, research, and training. **These findings suggest that NS-hosted community events successfully increased support for allocating public spending and resources to address ACEs in Sacramento County, particularly for Latine, economically insecure, and LGBTQ+ populations.**

Lessons Learned

Our results consistently demonstrate that being exposed to the Number Story communications campaigns impacted knowledge about ACEs, stigmatizing beliefs about people who experienced ACEs, willingness to seek help from various sources, and attitudes toward allocating more spending and resources to address and understand ACEs, but that the impacts were most prominent for people who attended NS-hosted and sponsored community events and organizations. Number Story campaign improved ACEs-related knowledge, attitudes, and willingness to seek help for people in Sacramento County, including the most vulnerable populations. However, these improvements are primarily attributable to NS-hosted community events. In-person and personal communications that enhance feelings of

belonging and connection to the community foster lasting learning and attitude change. When people make personal connections, they have stronger and more positive memories associated with that information – leaving a positive gist – that may be easier to recall. **Investments in community events and organizations was a successful strategy for increasing awareness and knowledge of ACEs as well as decreasing stigmatizing beliefs in Sacramento County.**

More work can be done in Sacramento County to reach marginalized populations to increase knowledge and ensure people have access to the supports and services they need to live full and fulfilling lives for themselves and their children. Specifically, ARN could further tailor outreach to each at-risk population. The Latine population of Sacramento County was not different from the general County population in ACEs knowledge, stigmatizing beliefs, and willingness to seek help. However, Latine participants were more supportive of allocating additional spending to ACE-related programming and interventions. Further, their knowledge, attitudes, and willingness to seek help were influenced by NS-hosted events and, uniquely, their willingness to seek help from police, friends, family, and religious leaders was increased by NS social media. ARN could continue to leverage success with the Latine population on social media and through community events, particularly to increase willingness to ask for help from informal supports but also the effectiveness of these efforts through increased knowledge.

People who are experiencing economic insecurity have less ACEs knowledge and are less likely to support allocating more resources for ACEs-related services, education, research, and training. However, their knowledge and attitudes were also consistently more impacted by exposure to the NS campaigns. ARN can continue to shift the knowledge and attitudes of people experiencing economic insecurity with community events that are accessible. Community events

and organizations that meet economically insecure populations where they are located and at times that work for them could have the greatest impact on people accessing needed supports.

Finally, although LGBTQ+ people had more ACEs knowledge, held fewer stigmatizing beliefs, and were more supportive of allocating resources to ACEs-related initiatives and were likely to be impacted by NS campaigns, LGBTQ+ people were less willing to seek help on both surveys. However, their willingness to seek help was somewhat influenced by the NS campaigns. ARN can continue to foster supportive relationships among the Sacramento LGBTQ+ community through partnerships with community events and organizations, like Sac Pride and the Sacramento LGBT Community Center.

Conclusions

These survey data, combined with the efforts made with the community-partnered evaluations of place-based initiatives in Sacramento, CA demonstrate the important impacts such efforts can have on community knowledge, attitudes, and beliefs related to ACEs and childhood trauma. Such efforts may be critical to improving outcomes for people who have experienced such challenges. These survey data provide us with knowledge needed to successfully develop and implement this community partnered work and can inform future efforts, including identifying areas where awareness and knowledge might continue to be increased through ACE Resource Network efforts, understanding of the public perception of the importance of addressing ACEs and childhood trauma in the community, and attitudes towards help-seeking and supporting others.

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APPENDICES:

Appendix A

Below is a list of Sacramento Number Story communications campaigns, engaged community organizations, and other events and activities from late 2022 through mid-2024:

Holidays Are Hard 2022

In late 2022, this campaign was launched to help validate the complex and often difficult emotions the holidays can evoke for many, especially those whose early years were challenging.

Campaign Activation: Number Story Tree | November 29, 2022 - January 27, 2023 | Host
The Number Story Tree, an interactive experience in Midtown in front of the Sacramento LGBT Community Center, invited visitors via QR code to reflect on a story of their own strength or resilience, then activate a web-based “switch” to illuminate a single light on the tree. An illumination kick-off event featured local performers and community members who shared their stories of early adversity and resilience.

Campaign Event: Found Family Fest | December 18, 2022 | Host

This free community event in Midtown by the Number Story Tree featured local performances, including spoken word artists, musicians, and drag performers, highlighting messages of resilience, healing, and hope. The evening culminated with performances by Jake Wesley Rogers and Betty Who.

Find Pride 2023

This campaign was launched to help address the challenges experienced by Sacramento LGBTQ+ young adults, while centering and amplifying healing concepts like rest, community, and joy.

Campaign Event: Sacramento Pride Festival and March | June 10-11, 2023 | Sponsor/Participant

To maximize reach and help promote youth identity and belonging, the campaign had a strong presence at the region's largest celebration of LGBTQ+ culture, advocacy, and community-building, produced by the Sacramento LGBT Community Center.

Sponsorship included signage throughout the grounds, a resource booth, a free 360° photo booth, participation in the Pride March, and support for *Q-Spot Live!*, an alcohol-free youth-and-families space. Sponsorship also extended to performances by musician G Flip on the Sac Pride mainstage and the *Q-Spot Live!* stage, where they held a Q&A and autograph session with young fans after discussing their own early life experiences.

Holidays Can Be Hard 2023

In late 2023, this campaign was revised and refreshed for digital-only outreach through paid advertising and social media focused on reaching Sacramento County young adults.

Together In Healing / Unidos en la Sanación 2024

This comprehensive campaign was launched in February 2024 and continued through June 2024, with a focus on reaching Hispanic/Latino(a/e) adults, highlighting community connection as a vital source of ongoing support in healing from and breaking cycles of early adversity.

Campaign Event: Coffee con Conchas | May 2, 2024 | Host

Sacramento-area influencers, community leaders, and media representatives gathered to celebrate the role of community in healing. This intimate gathering at Vizcaya in Midtown provided an opportunity for participants to experience a variety of activities that help manage stress and promote resilience.

ACE Resource Network also participated in the following community events during this initiative, unrelated to a campaign.

Other Events and Activities:

Sam Now Screening | April 20, 2023 | Post-Film Discussion Host

ACE Resource Network's Executive Director Sarah Marikos joined the filmmaker of this documentary to host the post-screening audience discussion on generational trauma and related themes following the film's Sacramento premiere at the Tower Theatre in Sacramento.

We've Been Sentenced Screening and Community Event | May 18, 2024 | Sponsor

This community gathering included two screenings at the Guild Theater in Oak Park of the documentary short film *We've Been Sentenced*, a Sacramento premiere featuring a local family impacted by foster care and multigenerational incarceration. Panel discussions addressed the impacts of these systems on families and communities. A celebration of connection, resources, and community took place in nearby Esther's Park.

Appendix Table 1. Demographic characteristics.

	Full Sample		Sacramento County		Latine		Economically insecure		LGBTQ+	
	Time 1 (n=1648)	Time 2 (n=1886)	Time 1 (n = 400)	Time 2 (n=398)	Time 1 (n = 385)	Time 2 (n=401)	Time 1 (n = 404)	Time 2 (n=399)	Time 1 (n = 415)	Time 2 (n=420)
Gender identity (n (%))										
Agender	19 (1.2)	2 (0.1)	2 (0.5)	0 (0.0)	3 (0.8)	0 (0.0)	4 (1.0)	0 (0.0)	9 (2.1)	2 (0.5)
Non-binary	61 (3.7)	23 (1.2)	1 (0.3)	2 (0.5)	18 (4.7)	4 (1.0)	21 (5.2)	3 (0.8)	50 (11.5)	21 (5.0)
Female	965 (58.6)	1010 (53.6)	198 (49.5)	198 (49.8)	218 (56.6)	237 (59.1)	248 (61.4)	239 (59.9)	267 (61.7)	244 (58.1)
Male	590 (35.8)	785 (41.6)	191 (47.8)	194 (48.7)	147 (38.2)	139 (34.7)	127 (31.4)	149 (37.3)	97 (22.4)	103 (24.5)
Gender neutral	13 (0.8)	5 (0.3)	0 (0)	0 (0.0)	4 (1.0)	1 (0.3)	6 (1.5)	0 (0.0)	11 (2.5)	5 (1.2)
Transgender	24 (1.5)	7 (0.4)	1 (0.3)	0 (0.0)	5 (1.3)	4 (1.0)	9 (2.2)	1 (0.3)	21 (4.8)	6 (1.4)
Two-spirit	10 (0.6)	2 (0.1)	3 (0.8)	0 (0.0)	3 (0.8)	0 (0.0)	5 (1.2)	0 (0.0)	7 (1.6)	2 (0.5)
Third gender	2 (0.1)	NA	1 (0.3)	NA	0 (0)	NA	0 (0)	NA	1 (0.2)	NA
Pangender	2 (0.1)	0 (0.0)	0 (0)	0 (0.0)	1 (0.3)	0 (0.0)	1 (0.2)	0 (0.0)	2 (0.5)	0 (0.0)
Not listed	11 (0.7)	1 (0.1)	4 (1.0)	0 (0.0)	3 (0.8)	1 (0.3)	3 (0.7)	0 (0.0)	7 (1.6)	0 (0.0)
Multiple selected	NA	51 (2.7)	NA	4 (1.0)	0 (0.0)	15 (3.7)	NA	7 (1.8)	NA	37 (8.8)
Decline to answer	27 (1.6)	NA	3 (0.8)	NA	4 (1.0)	0 (0.0)	7 (1.7)	NA	18 (4.2)	NA
Sexual identity or orientation (n (%))										
Asexual	47 (4.5)	56 (3.0)	11 (2.8)	5 (1.3)	16 (4.2)	12 (3.0)	26 (6.4)	6 (1.5)	52 (12.0)	44 (10.5)
Homosexual	108 (6.6)	115 (6.1)	27 (6.8)	14 (3.5)	33 (8.6)	27 (6.7)	21 (5.2)	12 (3.0)	78 (18.0)	83 (19.8)
Bisexual	233 (14.1)	188 (10.0)	37 (9.3)	21 (5.3)	55 (14.3)	46 (11.5)	76 (18.8)	25 (6.3)	179 (41.3)	167 (39.8)
Heterosexual	1136 (68.9)	1373 (72.8)	312 (78.0)	342 (85.9)	252 (65.5)	276 (68.8)	240 (59.4)	326 (81.9)	42 (9.7)	17 (4.1)
Pansexual	66 (4.0)	30 (1.6)	7 (1.8)	1 (0.3)	17 (4.4)	8 (2.0)	31 (7.7)	3 (0.8)	58 (13.4)	24 (5.7)
Queer	50 (3.0)	21 (1.11)	5 (1.3)	1 (0.3)	12 (3.1)	2 (0.5)	15 (3.7)	5 (1.3)	42 (9.7)	21 (5.0)
Questioning	34 (2.1)	21 (1.11)	2 (0.5)	1 (0.3)	12 (3.1)	10 (2.5)	14 (3.5)	2 (0.5)	30 (6.9)	20 (4.8)
Not listed	32 (1.9)	26 (1.4)	5 (1.3)	4 (1.0)	10 (2.6)	7 (1.6)	11 (2.7)	10 (2.5)	23 (5.3)	4 (1.0)
Multiple selected	NA	55 (2.9)	NA	9 (2.3)	NA	13 (3.2)	NA	9 (2.3)	NA	40 (9.5)
Race (n (%))										
Asian/Asian American	154 (9.3)	219 (11.6)	56 (14.0)	68 (17.1)	12 (3.1)	0 (0.0)	53 (13.1)	68 (17.0)	51 (11.8)	47 (11.2)

American Indian/Alaskan Native	63 (3.8)	28 (1.5)	6 (1.5)	4 (1.0)	24 (6.2)	0 (0.0)	20 (5.0)	6 (1.5)	21 (4.8)	11 (2.6)
Black/African American	168 (10.2)	243 (12.9)	54 (13.5)	38 (9.6)	25 (6.5)	0 (0.0)	65 (16.1)	102 (25.6)	51 (11.8)	56 (13.3)
Hispanic/Latino origin	468 (28.4)	310 (16.5)	94 (23.5)	95 (23.9)	385 (100)	270 (67.3)	127 (31.4)	2 (0.5)	146 (33.7)	67 (16.0)
Mixed/Multiracial	154 (9.3)	NA	20 (5.0)	NA	44 (11.4)	NA	51 (12.6)	NA	62 (14.3)	NA
Native Hawaiian or Other Pacific Islander	32 (1.9)	22 (1.2)	6 (1.5)	3 (0.8)	10 (2.6)	0 (0.0)	15 (3.7)	9 (2.3)	15 (3.5)	6 (1.4)
White/Caucasian	928 (56.3)	756 (40.1)	189 (47.3)	159 (40.0)	88 (22.9)	0 (0.0)	177 (43.8)	160 (40.1)	219 (50.6)	150 (35.7)
Middle Eastern or Northern African	NA	14 (0.7)	NA	5 (1.3)	NA	0 (0.0)	NA	5 (1.3)	NA	1 (0.2)
Not listed	40 (2.4)	NA	8 (2.0)	NA	1 (0.3)	NA	8 (2.0)	NA	13 (3.0)	NA
Multiple selected	NA	262 (13.9)	NA	23 (5.8)	NA	131 (32.7)	NA	34 (8.5)	NA	76 (18.1)
<hr/>										
Annual household income (n (%))										
Poor (\$0 - \$24,999)	25 (1.5)	371 (20.0)	0 (0)	51 (13)	25 (6.7)	86 (21)	1 (0.2)	184 (46)	8 (1.9)	97 (23)
Working (\$25,000 - \$75,999)	991 (60.6)	756 (40.0)	229 (57.3)	137 (34)	227 (60.9)	196 (49)	391 (96.8)	206 (52)	288 (67.0)	186 (44)
Middle (\$76,000 - \$121,999)	360 (22.0)	509 (27.0)	97 (24.3)	136 (34)	84 (22.5)	95 (24)	2 (0.5)	9 (2)	83 (19.3)	110 (26)
Upper (\$122,000 or greater)	260 (15.8)	250 (13.0)	74 (18.5)	74 (19)	37 (9.9)	27 (6)	0 (0)	0 (0)	51 (11.9)	27 (6)
<hr/>										
Language spoken at home (n (%))										
English language	1561 (94.7)	1787 (94.8)	381 (95.3)	380 (95.5)	347 (90.1)	367 (91.5)	379 (93.8)	379 (95.0)	410 (94.7)	393 (93.6)
Spanish language	245 (14.9)	272 (14.4)	62 (15.5)	59 (14.8)	174 (45.2)	207 (51.6)	61 (15.1)	11 (2.8)	70 (16.2)	73 (17.3)
Asian/Pacific Islander language	52 (3.2)	97 (5.1)	17 (4.3)	25 (6.3)	5 (1.3)	5 (1.2)	23 (5.7)	35 (8.8)	17 (3.9)	23 (5.5)
European language	33 (2.0)	40 (2.1)	7 (1.8)	4 (1.0)	3 (0.8)	9 (2.2)	11 (2.7)	12 (3.0)	11 (2.5)	9 (2.1)
Middle Eastern language	21 (1.3)	30 (1.6)	0 (0)	7 (1.7)	0 (0.0)	0 (0.0)	5 (1.2)	11 (3.0)	9 (2.1)	5 (1.2)
Other language	44 (2.6)	16 (0.8)	6 (1.5)	5 (1.2)	9 (2.3)	1 (0.2)	13 (3.2)	3 (0.8)	19 (4.4)	4 (1.0)
Multiple selected	NA	340 (18.0)	NA	75 (18.8)	NA	179 (44.6)	NA	51 (12.8)	NA	80 (19.1)
<hr/>										
Age (years) (n (%))										
18-24	387 (23.5)	514 (27.3)	53 (13.3)	52 (13.1)	142 (36.9)	178 (44.4)	180 (44.6)	131 (32.8)	167 (38.6)	170 (40.5)
25-29	248 (15.0)	339 (18.0)	27 (27)	42 (10.6)	92 (23.9)	88 (22.0)	88 (72.8)	90 (22.6)	101 (23.3)	97 (23.1)
30-39	496 (30.1)	671 (35.6)	81 (20.3)	84 (21.1)	151 (39.2)	135 (33.7)	136 (33.7)	178 (44.6)	165 (38.1)	153 (36.4)
40-49	119 (7.2)	107 (5.7)	68 (17.0)	61 (15.3)	NA	NA	NA	NA	NA	NA
50-59	135 (8.2)	128 (6.8)	58 (14.5)	56 (14.1)	NA	NA	NA	NA	NA	NA
60-69	159 (9.6)	71 (3.8)	68 (17.0)	53 (13.3)	NA	NA	NA	NA	NA	NA

70+	104 (6.3)	56 (3.0)	45 (11.3)	50 (12.6)	NA	NA	NA	NA	NA	NA
Has children (n (%))	688 (41.7)	NA	223 (55.8)	NA	113 (29.4)	NA	110 (27.2)	NA	92 (21.2)	NA
Children under 6	NA	454 (24.1)	NA	83 (20.9)	NA	116 (28.9)	NA	114 (28.6)	NA	81 (19.3)
Children 6-17	NA	527 (28.0)	NA	108 (27.1)	NA	105 (26.2)	NA	115 (28.8)	NA	93 (22.1)
Children 18+	NA	295 (15.6)	NA	141 (35.4)	NA	24 (5.9)	NA	22 (5.5)	NA	23 (5.5)
City (n (%))										
Sacramento	1071 (65.0)	1248 (66.2)	257 (64.3)	266 (66.8)	262 (68.1)	283 (70.6)	282 (69.8)	283 (70.9)	294 (67.9)	274 (65.2)
Rancho Cordova	117 (7.1)	143 (7.6)	31 (7.8)	29 (7.3)	28 (7.3)	22 (5.5)	26 (6.4)	33 (8.3)	33 (7.6)	32 (7.6)
Isleton	7 (0.4)	14 (0.7)	2 (.5)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.2)	1 (0.3)	2 (0.5)	3 (0.7)
Galt	27 (1.6)	39 (2.1)	9 (2.3)	12 (3.0)	7 (1.8)	13 (3.2)	6 (1.5)	2 (0.5)	2 (0.5)	8 (1.9)
Folsom	74 (4.5)	89 (4.7)	11 (2.8)	24 (6.0)	8 (2.1)	12 (3.0)	12 (3.0)	11 (2.8)	22 (5.1)	14 (3.3)
Elk Grove	134 (8.1)	157 (8.3)	39 (9.8)	33 (8.3)	33 (8.6)	32 (8.0)	25 (6.2)	31 (7.8)	29 (6.7)	32 (7.6)
Citrus Heights	201 (12.2)	170 (9.0)	48 (12)	31 (7.8)	43 (11.2)	31 (7.7)	47 (11.6)	33 (8.3)	47 (10.9)	46 (11.0)
Unsure	17 (1.0)	26 (1.4)	3 (.8)	2 (0.5)	3 (0.8)	7 (1.8)	5 (1.2)	5 (1.3)	4 (0.9)	11 (2.6)
Receives MediCal/Medicaid benefits (n (%))										
Yes	536 (32.5)	972 (57.4)	131 (32.8)	194 (51.2)	136 (35.3)	194 (56.2)	211 (52.2)	244 (71.6)	147 (33.9)	209 (57.9)
No	986 (59.8)	723 (42.7)	247 (61.8)	185 (48.8)	213 (55.3)	151 (43.8)	130 (32.2)	97 (28.5)	228 (52.7)	152 (42.1)
Unsure	126 (7.6)	NA	22 (5.5)	NA	36 (9.4)	NA	63 (15.6)	NA	58 (13.4)	NA
N/A	NA	191 (10.1)	NA	19 (4.8)	NA	56 (14.0)	NA	58 (14.5)	NA	59 (14.0)
No. people in household (n (%))										
1 - 2	769 (46.8)	701 (37.2)	204 (51.1)	179 (45.0)	139 (36.1)	111 (27.8)	114 (28.3)	113 (28.3)	198 (45.7)	154 (36.7)
3	350 (21.2)	385 (20.4)	84 (21.0)	85 (21.4)	83 (21.6)	93 (23.2)	99 (24.5)	68 (17.0)	90 (20.8)	84 (20.0)
4	240 (14.6)	401 (21.3)	57 (14.2)	65 (16.3)	55 (14.3)	82 (20.5)	71 (17.6)	85 (21.3)	72 (16.6)	82 (19.5)
5	155 (9.4)	237 (12.6)	37 (9.3)	49 (12.3)	51 (13.2)	66 (16.5)	55 (13.6)	73 (18.3)	39 (9.0)	56 (13.3)
6+	134 (8.0)	162 (8.6)	18 (4.6)	20 (5.0)	57 (14.8)	49 (12.2)	65 (16.3)	60 (15.0)	34 (7.7)	44 (10.5)
Education (n (%))										
Has not attended school	15 (0.9)	18 (1.0)	5 (1.3)	2 (0.5)	3 (0.8)	5 (1.3)	9 (2.2)	0 (0.0)	4 (0.9)	9 (2.1)
Some high school	95 (5.8)	104 (5.5)	17 (4.3)	12 (3.0)	28 (7.3)	23 (5.7)	35 (8.7)	44 (11.0)	30 (6.9)	34 (8.1)
High school graduate or GED	310 (18.8)	572 (30.3)	56 (14.0)	85 (21.4)	98 (25.5)	161 (40.2)	136 (33.7)	185 (46.4)	100 (23.1)	137 (32.6)

college degree degree	Some post-high school, no	300 (18.2)	258 (13.7)	74 (18.5)	48 (12.1)	61 (15.8)	56 (14.0)	78 (19.3)	47 (11.8)	83 (19.2)	81 (19.3)
	Some college, associates 2-year	333 (20.2)	382 (20.3)	76 (19.0)	92 (23.1)	95 (24.7)	87 (21.7)	92 (22.8)	81 (20.3)	91 (21.0)	78 (18.6)
	Bachelor's 4-year degree	380 (23.1)	360 (19.1)	100 (25.0)	108 (27.1)	72 (18.7)	57 (14.2)	45 (11.1)	35 (8.8)	77 (17.8)	61 (14.5)
	Master's degree or higher	215 (13.0)	191 (10.1)	72 (18.0)	51 (12.8)	28 (7.3)	12 (2.9)	9 (2.2)	7 (1.8)	48 (11.1)	20 (4.8)

Appendix Table 2. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with any exposure to NS campaigns, controlling for membership in over sample and demographic characteristics.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
NS exposure	3.45*** (2.78, 4.13)	1.67*** (1.34, 2.01)	0.91 (0.74, 1.08)	1.77*** (1.41, 2.13)	1.36*** (1.08, 1.64)	0.27*** (0.19, 0.36)
Sacramento County	0.77** (0.57, 0.96)	0.98 (0.73, 1.23)	0.82 (0.62, 1.02)	1.06 (0.78, 1.34)	0.99 (0.73, 1.26)	0.99 (0.65, 1.32)
Latine	1.14 (0.68, 1.62)	1.12 (0.68, 1.53)	0.75 (0.47, 1.04)	1.05 (0.63, 1.48)	0.99 (0.59, 1.40)	1.66 (0.58, 2.73)
Economically insecure	0.73** (0.54, 0.93)	0.72** (0.54, 0.93)	0.65*** (0.49, 0.81)	0.86 (0.64, 1.09)	0.73** (0.54, 0.93)	1.73*** (1.02, 2.44)
Non-Male	0.82* (0.66, 0.99)	1.18 (0.95, 1.41)	1.31*** (1.06, 1.55)	1.14 (0.91, 1.37)	1.37*** (1.09, 1.64)	2.90*** (2.08, 3.72)
Asian	1.072 (0.72, 1.42)	0.62*** (0.42, 0.82)	1.70*** (1.16, 2.24)	0.68** (0.46, 0.90)	0.60*** (0.41, 0.79)	1.43 (0.73, 2.13)
Black/African American	0.72** (0.49, 0.95)	0.87 (0.60, 1.15)	0.86 (0.60, 1.11)	0.70** (0.48, 0.93)	0.81 (0.55, 1.07)	1.03 (0.58, 1.48)
Hispanic/Latine	0.68* (0.37, 0.98)	0.61** (0.34, 0.87)	1.15 (0.66, 1.64)	0.78 (0.43, 1.14)	0.64* (0.35, 0.94)	0.97 (0.32, 1.63)
Other	0.73** (0.50, 0.95)	0.67*** (0.47, 0.87)	1.00 (0.71, 1.29)	0.74* (0.51, 0.97)	0.78 (0.53, 1.02)	1.67** (0.90, 2.44)
Constant	0.55*** (0.42, 0.68)	1.87*** (1.43, 2.31)	1.19 (0.93, 1.46)	1.88*** (1.43, 2.33)	2.26*** (1.71, 2.81)	5.51*** (3.70, 7.31)
Observations	1,885	1,885	1,885	1,885	1,885	1,885
Log Likelihood	-1,174.98	-1,184.04	-1,283.63	-1,160.49	-1,134.65	-678.07
Akaike Inf. Crit.	2,369.96	2,388.07	2,587.26	2,340.98	2,289.29	1,376.14

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latine, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 3. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with specific types of NS exposure, controlling for membership in the over samples and demographic characteristics.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
Visited NumberStory.org	1.61** (1.02, 2.21)	0.70* (0.43, 0.96)	0.84 (0.54, 1.14)	0.90 (0.54, 1.25)	0.56*** (0.35, 0.77)	0.43*** (0.26, 0.61)
Attended events	3.21*** (2.49, 3.94)	2.08*** (1.58, 2.59)	1.12 (0.86, 1.35)	2.13*** (1.60, 2.66)	2.61*** (1.89, 3.32)	0.54*** (0.35, 0.73)
Social media	1.01 (0.65, 1.36)	0.89 (0.54, 1.24)	0.60*** (0.39, 0.81)	0.85 (0.51, 1.19)	0.44*** (0.27, 0.62)	0.46*** (0.26, 0.65)
Sacramento County	0.76** (0.57, 0.96)	0.98 (0.72, 1.23)	0.81* (0.62, 1.01)	1.06 (0.78, 1.34)	0.98 (0.72, 1.25)	0.97 (0.63, 1.32)
Latine	1.17 (0.69, 1.65)	1.09 (0.66, 1.52)	0.73 (0.45, 1.01)	1.04 (0.62, 1.46)	0.93 (0.55, 1.32)	1.51 (0.50, 2.53)
Economically insecure	0.75** (0.55, 0.95)	0.72** (0.53, 0.91)	0.62*** (0.46, 0.77)	0.86 (0.63, 1.08)	0.68*** (0.49, 0.86)	1.54** (0.89, 2.19)
Non-Male	0.85 (0.68, 1.02)	1.14 (0.91, 1.37)	1.23** (1.00, 1.47)	1.12 (0.89, 1.35)	1.24** (0.98, 1.50)	2.51*** (1.78, 3.24)
Asian	1.12 (0.75, 1.48)	0.62*** (0.42, 0.81)	1.62*** (1.10, 2.14)	0.68** (0.46, 0.91)	0.56*** (0.38, 0.75)	1.24 (0.62, 1.86)
Black/African American	0.74* (0.50, 0.98)	0.89 (0.60, 1.17)	0.85 (0.59, 1.10)	0.72** (0.49, 0.94)	0.81 (0.54, 1.08)	0.98 (0.54, 1.43)
Hispanic/Latine	0.68 (0.37, 1.00)	0.63** (0.35, 0.90)	1.16 (0.67, 1.65)	0.80 (0.44, 1.17)	0.67* (0.36, 0.98)	1.02 (0.31, 1.72)
Other	0.73** (0.50, 0.96)	0.68** (0.47, 0.88)	0.99 (0.70, 1.28)	0.75* (0.52, 0.99)	0.78 (0.53, 1.03)	1.72** (0.90, 2.54)
Constant	0.53*** (0.40, 0.65)	1.88*** (1.43, 2.33)	1.30** (1.01, 1.59)	1.84*** (1.40, 2.29)	2.42*** (1.82, 3.02)	6.03*** (4.02, 8.05)
Observations	1,885	1,885	1,885	1,885	1,885	1,885
Log Likelihood	-1,166.98	-1,176.11	-1,274.48	-1,154.25	-1,103.46	-648.61
Akaike Inf. Crit.	2,357.95	2,376.22	2,572.96	2,332.49	2,230.92	1,321.21

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latino/a/e, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 4. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with any exposure to NS campaign, controlling for demographic characteristics, for the Sacramento County over sample.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
NS exposure	4.67*** (2.58, 6.77)	1.11 (0.64, 1.59)	0.80 (0.48, 1.12)	1.30 (0.73, 1.88)	0.77 (0.42, 1.11)	0.30*** (0.13, 0.48)
Non-Male	1.11 (0.62, 1.59)	1.14 (0.66, 1.63)	0.93 (0.56, 1.31)	1.35 (0.76, 1.94)	2.01*** (1.11, 2.90)	3.38*** (1.37, 5.39)
Asian	1.44 (0.55, 2.33)	0.46** (0.19, 0.74)	1.71* (0.71, 2.71)	0.68 (0.27, 1.08)	0.64 (0.25, 1.04)	0.78 (0.16, 1.40)
Black/African American	0.56 (0.08, 1.04)	0.84 (0.19, 1.49)	1.44 (0.40, 2.47)	0.65 (0.16, 1.13)	0.61 (0.14, 1.08)	1.31 (-0.22, 2.84)
Hispanic/Latine	0.77 (0.34, 1.20)	0.68 (0.31, 1.05)	1.27 (0.62, 1.92)	1.11 (0.47, 1.75)	0.89 (0.38, 1.39)	1.00 (0.28, 1.72)
Other	0.67 (0.14, 1.20)	0.66 (0.17, 1.15)	1.35 (0.39, 2.31)	1.15 (0.23, 2.07)	2.24* (0.12, 4.37)	0.69 (0.07, 1.31)
Constant	0.30*** (0.15, 0.44)	2.33*** (1.25, 3.42)	1.06 (0.62, 1.52)	1.87*** (1.01, 2.74)	2.10*** (1.11, 3.09)	6.05*** (2.29, 9.81)
Observations	398	398	398	398	398	398
Log Likelihood	-237.39	-251.04	-272.26	-241.58	-233.68	-163.13
Akaike Inf. Crit.	488.78	516.08	558.52	497.15	481.37	340.26

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 5. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with specific types of NS exposure, controlling demographic characteristics, in the Sacramento County over sample.

	Health Consequences	Capacity to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
Visited NumberStory.org	2.51** (0.57, 4.44)	0.77 (0.15, 1.40)	0.90 (0.24, 1.56)	0.63 (0.11, 1.14)	0.36*** (0.08, 0.63)	0.68 (0.12, 1.24)
Attended events	4.23*** (2.05, 6.40)	1.03 (0.52, 1.55)	0.78 (0.40, 1.15)	1.49 (0.70, 2.28)	1.53 (0.65, 2.42)	0.60 (0.16, 1.03)
Social media	0.81 (0.22, 1.40)	1.74 (0.35, 3.13)	0.96 (0.27, 1.65)	1.45 (0.22, 2.67)	0.67 (0.12, 1.21)	0.33** (0.05, 0.61)
Non-Male	1.17 (0.64, 1.70)	1.19 (0.68, 1.70)	0.91 (0.54, 1.29)	1.36 (0.76, 1.96)	1.82** (0.98, 2.65)	2.95*** (1.15, 4.75)
Asian	1.57 (0.59, 2.55)	0.47** (0.19, 0.76)	1.67* (0.69, 2.64)	0.68 (0.27, 1.10)	0.58* (0.22, 0.94)	0.65 (0.12, 1.18)
Black/African American	0.56 (0.07, 1.04)	0.88 (0.20, 1.56)	1.41 (0.39, 2.43)	0.67 (0.17, 1.17)	0.59 (0.13, 1.05)	1.16 (-0.23, 2.54)
Hispanic/Latine	0.77 (0.33, 1.21)	0.70 (0.31, 1.08)	1.26 (0.61, 1.91)	1.16 (0.49, 1.83)	0.91 (0.38, 1.44)	0.93 (0.23, 1.62)
Other	0.71 (0.14, 1.27)	0.68 (0.17, 1.18)	1.34 (0.38, 2.29)	1.17 (0.22, 2.11)	2.11 (0.08, 4.14)	0.58 (0.04, 1.12)
Constant	0.28*** (0.14, 0.42)	2.17*** (1.16, 3.19)	1.12 (0.64, 1.61)	1.75** (0.93, 2.56)	2.12*** (1.10, 3.13)	6.94*** (2.48, 11.40)
Observations	398	398	398	398	398	398
Log Likelihood	-233.88	-249.81	-271.71	-239.79	-226.98	-155.96
Akaike Inf. Crit.	485.75	517.62	561.42	497.57	471.96	329.93

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 6. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the Latine over sample.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
NS exposure	3.75*** (2.14, 5.37)	1.30 (0.75, 1.86)	0.90 (0.53, 1.27)	1.86*** (1.02, 2.71)	1.05 (0.60, 1.51)	0.25*** (0.07, 0.43)
Non-Male	0.73 (0.41, 1.06)	1.14 (0.65, 1.63)	1.56** (0.91, 2.21)	0.89 (0.49, 1.28)	1.27 (0.71, 1.82)	1.89* (0.58, 3.20)
Other	1.03 (0.56, 1.51)	0.95 (0.53, 1.36)	0.81 (0.47, 1.16)	1.12 (0.61, 1.62)	1.18 (0.65, 1.72)	2.06 (0.28, 3.84)
Constant	0.43*** (0.25, 0.62)	1.49* (0.89, 2.09)	0.92 (0.56, 1.28)	1.72** (1.00, 2.43)	1.66** (0.98, 2.35)	11.14*** (3.27, 19.01)
Observations	401	401	401	401	401	401
Log Likelihood	-246.00	-262.02	-274.83	-250.05	-251.73	-114.07
Akaike Inf. Crit.	500.01	532.05	557.67	508.10	511.47	236.14

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 7. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with specific types of NS exposure, controlling demographic characteristics, in the Latine over sample.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
Visited NumberStory.org	1.31 (0.18, 2.44)	0.20*** (0.01, 0.38)	0.85 (0.13, 1.56)	0.76 (0.06, 1.46)	0.18*** (0.01, 0.35)	0.54 (-0.05, 1.13)
Attended events	3.85*** (1.89, 5.81)	2.34*** (1.02, 3.66)	0.99 (0.50, 1.47)	2.66*** (1.10, 4.22)	1.96** (0.82, 3.09)	0.34** (0.06, 0.62)
Social media	0.84 (0.18, 1.51)	0.92 (0.08, 1.76)	0.83 (0.18, 1.47)	0.69 (0.06, 1.33)	0.92 (0.08, 1.76)	0.82 (-0.05, 1.70)
Non-Male	0.72 (0.40, 1.04)	1.17 (0.65, 1.68)	1.55** (0.90, 2.19)	0.88 (0.48, 1.27)	1.31 (0.72, 1.90)	1.91* (0.57, 3.25)
Other	1.03 (0.56, 1.50)	0.89 (0.49, 1.29)	0.81 (0.46, 1.15)	1.10 (0.60, 1.61)	1.13 (0.60, 1.65)	2.00 (0.26, 3.73)
Constant	0.44*** (0.26, 0.63)	1.46* (0.86, 2.06)	0.93 (0.57, 1.30)	1.69** (0.98, 2.39)	1.62** (0.95, 2.29)	10.70*** (3.32, 18.07)
Observations	401	401	401	401	401	401
Log Likelihood	-245.69	-251.40	-274.40	-247.40	-241.01	-113.45
Akaike Inf. Crit.	503.39	514.79	560.80	506.81	494.03	238.91

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 8. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the economically insecure over sample.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
NS exposure	3.04*** (1.69, 4.38)	2.26*** (1.25, 3.28)	1.03 (0.60, 1.46)	2.76*** (1.47, 4.04)	3.00*** (1.53, 4.46)	0.30*** (0.08, 0.52)
Non-Male	0.65* (0.35, 0.94)	0.63** (0.35, 0.91)	1.43 (0.82, 2.03)	0.87 (0.49, 1.26)	1.13 (0.62, 1.64)	2.35** (0.60, 4.10)
Asian	0.81 (0.30, 1.31)	0.46** (0.19, 0.74)	1.99** (0.81, 3.16)	0.60* (0.24, 0.96)	0.36*** (0.14, 0.58)	0.80 (-0.06, 1.65)
Black/African American	0.99 (0.46, 1.52)	1.36 (0.63, 2.08)	0.85 (0.42, 1.28)	0.97 (0.45, 1.49)	0.81 (0.36, 1.27)	0.40** (0.05, 0.76)
Hispanic/Latine	0.86 (-1.56, 3.27)	746,218.00 (-902,821,027.00, 904,313,463.00)	1.178 (-2.13, 4.49)	532,848.60 (-650,785,716.00, 651,851,413.00)	0.18 (-0.326, 0.69)	0.14 (-0.259, 0.53)
Other	0.73 (0.26, 1.20)	1.07 (0.43, 1.70)	0.91 (0.39, 1.43)	0.78 (0.31, 1.25)	0.49** (0.19, 0.80)	0.98 (-0.20, 2.16)
Constant	0.48*** (0.26, 0.70)	1.59** (0.86, 2.33)	0.69 (0.39, 1.00)	1.55* (0.83, 2.26)	1.75** (0.92, 2.58)	16.08*** (2.64, 29.53)
Observations	399	399	399	399	399	399
Log Likelihood	-242.30	-254.59	-271.62	-249.42	-239.56	-109.09
Akaike Inf. Crit.	498.61	523.18	557.23	512.84	493.12	232.17

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 9. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with specific types of NS exposure, controlling demographic characteristics, in the economically insecure over sample.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
Visited NumberStory.org	1.99 (0.03, 3.94)	0.60 (-0.02, 1.23)	1.66 (0.02, 3.30)	0.82 (-0.08, 1.71)	0.80 (-0.05, 1.64)	0.45 (-0.09, 0.99)
Attended events	2.74*** (1.42, 4.06)	2.60*** (1.29, 3.91)	1.08 (0.59, 1.58)	2.99*** (1.42, 4.55)	4.60*** (1.84, 7.35)	0.52 (0.05, 0.99)
Social media	0.94 (0.02, 1.85)	1.21 (-0.12, 2.54)	0.45 (-0.00, 0.91)	1.50 (-0.34, 3.33)	0.41 (-0.05, 0.88)	0.22** (-0.05, 0.49)
Non-Male	0.67* (0.36, 0.97)	0.61** (0.34, 0.89)	1.41 (0.81, 2.01)	0.87 (0.48, 1.26)	1.08 (0.59, 1.57)	2.01* (0.44, 3.59)
Asian	0.83 (0.30, 1.36)	0.47** (0.18, 0.75)	1.94** (0.79, 3.09)	0.62 (0.24, 0.99)	0.34*** (0.13, 0.56)	0.59 (-0.09, 1.26)
Black/African American	1.01 (0.461, 1.552)	1.42 (0.654, 2.176)	0.83 (0.407, 1.246)	1.02 (0.466, 1.570)	0.83 (0.359, 1.295)	0.31** (0.014, 0.600)
Hispanic/Latine	0.51 (-0.98, 2.00)	906,981.40 (-1,096,392,519.00, 1,098,206,482.00)	1.46 (-2.795, 5.72)	417,413.20 (-509,780,457.00, 510,615,284.00)	0.36 (-0.69, 1.41)	0.62 (-1.23, 2.47)
Other	0.74 (0.26, 1.22)	1.08 (0.43, 1.74)	0.90 (0.38, 1.42)	0.79 (0.31, 1.27)	0.49** (0.19, 0.80)	0.88 (-0.24, 2.00)
Constant	0.47*** (0.25, 0.69)	1.58* (0.84, 2.31)	0.71 (0.40, 1.03)	1.49* (0.80, 2.19)	1.78** (0.92, 2.63)	22.13*** (1.70, 42.55)
Observations	399	399	399	399	399	399
Log Likelihood	-241.99	-252.49	-270.36	-247.01	-235.02	-100.97
Akaike Inf. Crit.	501.97	522.98	558.71	512.02	488.035	219.93

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 10. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the LGBTQ+ over sample.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
NS exposure	2.98*** (1.75, 4.22)	1.64** (0.94, 2.34)	1.04 (0.61, 1.46)	1.34 (0.77, 1.91)	1.52* (0.84, 2.20)	0.25*** (0.07, 0.43)
Non-Male	0.56** (0.30, 0.82)	1.62** (0.85, 2.38)	1.26 (0.68, 1.84)	1.29 (0.68, 1.90)	1.55* (0.79, 2.30)	3.15*** (1.10, 5.21)
Asian	1.78 (0.55, 3.01)	0.93 (0.23, 1.63)	0.72 (0.22, 1.23)	0.79 (0.23, 1.35)	0.66 (0.17, 1.15)	2.22 (-0.66, 5.10)
Black/African American	0.80 (0.27, 1.32)	0.50** (0.17, 0.83)	0.33*** (0.12, 0.53)	0.70 (0.24, 1.16)	0.55* (0.17, 0.93)	1.16 (0.04, 2.29)
Hispanic/Latine	0.85 (0.33, 1.38)	0.56* (0.21, 0.91)	0.60* (0.24, 0.96)	1.17 (0.40, 1.93)	0.51** (0.18, 0.83)	0.63 (0.11, 1.15)
Other	0.84 (0.38, 1.29)	0.49** (0.22, 0.76)	0.49*** (0.23, 0.75)	0.58** (0.27, 0.89)	0.63 (0.26, 1.00)	2.42* (-0.12, 4.96)
Constant	0.68 (0.32, 1.05)	1.70* (0.76, 2.64)	2.06*** (0.95, 3.17)	1.85** (0.83, 2.86)	2.29*** (0.97, 3.61)	7.14*** (1.37, 12.92)
Observations	420	420	420	420	420	420
Log Likelihood	-264.43	-256.72	-272.62	-259.82	-241.38	-127.83
Akaike Inf. Crit.	542.86	527.44	559.24	533.64	496.76	269.66

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 11. Logistic regression predicting correct response to six ACEs knowledge questions in July 2024 with specific types of NS exposure, controlling demographic characteristics, in the LGBTQ+ over sample.

	Health Consequences	Ability to Heal	All stress bad	Protective relationships	Ability to flourish	Cannot be helped
Visited NumberStory.org	1.30 (0.36, 2.25)	0.56 (0.14, 0.97)	0.62 (0.18, 1.07)	0.81 (0.21, 1.41)	0.41** (0.10, 0.72)	0.23*** (0.03, 0.44)
Attended events	3.29*** (1.70, 4.89)	3.63*** (1.44, 5.82)	1.48 (0.73, 2.24)	2.01** (0.93, 3.09)	4.43*** (1.36, 7.50)	0.60 (0.09, 1.12)
Social media	0.77 (0.24, 1.30)	0.38** (0.08, 0.69)	0.45** (0.13, 0.76)	0.54 (0.14, 0.95)	0.32*** (0.04, 0.59)	0.56 (0.03, 1.09)
Non-Male	0.55** (0.29, 0.81)	1.47 (0.76, 2.19)	1.13 (0.60, 1.67)	1.21 (0.63, 1.80)	1.37 (0.68, 2.07)	2.61*** (0.81, 4.40)
Asian	1.82* (0.56, 3.08)	0.94 (0.22, 1.66)	0.71 (0.21, 1.21)	0.79 (0.23, 1.36)	0.66 (0.15, 1.16)	2.23 (-0.75, 5.21)
Black/African American	0.85 (0.29, 1.41)	0.53* (0.17, 0.89)	0.34*** (0.12, 0.55)	0.74 (0.25, 1.22)	0.59 (0.17, 1.01)	1.15 (-0.00, 2.31)
Hispanic/Latine	0.87 (0.33, 1.40)	0.61 (0.22, 1.01)	0.64 (0.24, 1.03)	1.24 (0.41, 2.06)	0.57* (0.19, 0.94)	0.75 (0.09, 1.40)
Other	0.83 (0.37, 1.29)	0.50** (0.22, 0.79)	0.49*** (0.22, 0.76)	0.59* (0.27, 0.91)	0.66 (0.26, 1.05)	2.87* (-0.26, 6.00)
Constant	0.67 (0.31, 1.03)	1.70* (0.76, 2.65)	2.32*** (1.05, 3.59)	1.85** (0.84, 2.86)	2.32*** (0.97, 3.67)	7.30*** (1.44, 13.17)
Observations	420	420	420	420	420	420
Log Likelihood	-262.78	-247.96	-266.90	-257.01	-229.01	-119.07
Akaike Inf. Crit.	543.56	513.91	551.80	532.03	476.02	256.14

Note. Odds ratios with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 12. Linear regression predicting response to two stigma questions in July 2024 with any exposure to NS campaigns, controlling for membership in over sample and demographic characteristics.

	Comfortable supporting	Others judge
NS exposure	0.12*** (0.09, 0.16)	0.18*** (0.10, 0.25)
Sacramento County	-0.01 (-0.07, 0.03)	-0.05 (-0.15, 0.04)
Latine	0.05 (-0.03, 0.13)	0.00 (-0.15, 0.15)
Economically insecure	-0.01 (-0.06, 0.04)	-0.02 (-0.12, 0.08)
Non-Male	-0.00 (-0.04, 0.04)	0.09** (0.02, 0.17)
Asian	-0.07** (-0.14, -0.01)	-0.09 (-0.21, 0.04)
Black/African American	-0.00 (-0.06, 0.06)	-0.04 (-0.16, 0.08)
Hispanic/Latine	-0.06 (-0.14, 0.03)	-0.04 (-0.21, 0.13)
Other	-0.00 (-0.06, 0.06)	0.04 (-0.08, 0.15)
Constant	0.73*** (0.68, 0.78)	2.08*** (1.99, 2.17)
Observations	1,885	1,885
R ²	0.03	0.02
Adjusted R ²	0.02	0.01
Residual Std. Error (df = 1875)	0.42	0.80
F Statistic (df = 9; 1875)	5.92***	3.84***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latine, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 13. Logistic regression predicting response to two stigma questions in July 2024 with specific types of NS exposure, controlling for membership in the over samples and demographic characteristics.

	Comfort Supporting Others	Others judge
Visited NumberStory.org	0.02 (-0.05, 0.10)	0.05 (-0.10, 0.19)
Attended events	0.11*** (0.07, 0.16)	0.20*** (0.12, 0.29)
Social media	0.03 (-0.05, 0.10)	0.02 (-0.12, 0.16)
Sacramento County	-0.02 (-0.07, 0.03)	-0.05 (-0.15, 0.04)
Hispanic/Latine	0.05 (-0.02, 0.13)	0.01 (-0.14, 0.16)
Economically insecure	-0.01 (-0.06, 0.04)	-0.01 (-0.11, 0.09)
Non-Male	0.00 (-0.04, 0.04)	0.10*** (0.03, 0.18)
Asian	-0.07** (-0.13, -0.01)	-0.07 (-0.20, 0.05)
Black/African American	0.00 (-0.06, 0.06)	-0.03 (-0.15, 0.09)
Hispanic/Latine	-0.05 (-0.14, 0.03)	-0.03 (-0.20, 0.14)
Other	-0.00 (-0.06, 0.06)	0.04 (-0.07, 0.16)
Constant	0.72*** (0.68, 0.77)	2.05*** (1.96, 2.14)
Observations	1,885	1,885
R ²	0.03	0.03
Adjusted R ²	0.02	0.02
Residual Std. Error (df = 1873)	0.42	0.80
F Statistic (df = 11; 1873)	5.28***	4.36***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latino/a/e, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 14. Linear regression predicting response to two stigma questions in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the Sacramento County over sample.

	Comfortable supporting	Others judge
NS exposure	0.13*** (0.04, 0.21)	0.17** (0.02, 0.32)
Non-Male	0.01 (-0.08, 0.09)	0.06 (-0.09, 0.21)
Asian	-0.05 (-0.18, 0.07)	-0.01 (-0.22, 0.21)
Black/African American	-0.09 (-0.25, 0.06)	-0.24* (-0.50, 0.03)
Hispanic/Latine	-0.02 (-0.13, 0.09)	0.03 (-0.16, 0.23)
Other	0.01 (-0.14, 0.16)	-0.11 (-0.38, 0.15)
Constant	0.71*** (0.62, 0.80)	2.05*** (1.89, 2.21)
Observations	398	398
R ²	0.03	0.03
Adjusted R ²	0.02	0.01
Residual Std. Error (df = 391)	0.43	0.75
F Statistic (df = 6; 391)	2.00*	1.73

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 15. Linear regression predicting response to two stigma questions in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the Sacramento County over sample.

	Comfort Supporting Others	Others judge
Visited NumberStory.org	0.10 (-0.06, 0.25)	0.21 (-0.06, 0.48)
Attended events	0.11** (0.01, 0.22)	0.28*** (0.11, 0.46)
Social media	-0.06 (-0.21, 0.10)	-0.25* (-0.51, 0.02)
Non-Male	0.01 (-0.08, 0.09)	0.06 (-0.09, 0.21)
Asian	-0.05 (-0.18, 0.07)	0.01 (-0.21, 0.22)
Black/African American	-0.10 (-0.25, 0.06)	-0.24* (-0.50, 0.03)
Hispanic/Latine	-0.02 (-0.13, 0.09)	0.03 (-0.16, 0.22)
Other	0.01 (-0.14, 0.16)	-0.12 (-0.38, 0.15)
Constant	0.72*** (0.62, 0.81)	2.02*** (1.86, 2.18)
Observations	398	398
R ²	0.03	0.05
Adjusted R ²	0.01	0.03
Residual Std. Error (df = 389)	0.43	0.74
F Statistic (df = 8; 389)	1.44	2.34**

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 16. Linear regression predicting response to two stigma questions in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the Latine over sample.

	Comfort Supporting Others	Others judge
NS exposure	0.11*** (0.03, 0.19)	0.17** (0.00, 0.34)
Non-Male	0.04 (-0.05, 0.12)	0.14 (-0.03, 0.31)
Other	0.07 (-0.01, 0.16)	0.12 (-0.05, 0.30)
Constant	0.70*** (0.62, 0.78)	1.99*** (1.83, 2.15)
Observations	401	401
R ²	0.024	0.020
Adjusted R ²	0.017	0.013
Residual Std. Error (df = 397)	0.406	0.833
F Statistic (df = 3; 397)	3.288**	2.739**

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 17. Linear regression predicting response to two stigma questions in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the Latine over sample.

	Comfortable supporting	Others judge
Visited NumberStory.org	-0.08 (-0.25, 0.09)	-0.21 (-0.55, 0.14)
Attended events	0.11** (0.01, 0.21)	0.30*** (0.10, 0.51)
Social media	0.07 (-0.09, 0.23)	-0.09 (-0.41, 0.23)
Non-Male	0.04 (-0.04, 0.13)	0.14 (-0.03, 0.31)
Other	0.07 (-0.02, 0.15)	0.11 (-0.06, 0.29)
Constant	0.70*** (0.62, 0.77)	1.98*** (1.82, 2.14)
Observations	401	401
R ²	0.03	0.04
Adjusted R ²	0.02	0.02
Residual Std. Error (df = 395)	0.41	0.83
F Statistic (df = 5; 395)	2.46**	2.87**

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 18. Linear regression predicting response to two stigma questions in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the economically insecure over sample.

	Comfortable supporting	Others judge
NS exposure	0.14*** (0.05, 0.23)	0.20** (0.03, 0.37)
Non-Male	-0.05 (-0.14, 0.04)	-0.04 (-0.22, 0.13)
Asian	-0.02 (-0.15, 0.10)	-0.22* (-0.46, 0.02)
Black/African American	0.03 (-0.08, 0.14)	0.09 (-0.12, 0.30)
Hispanic/Latine	0.16 (-0.44, 0.77)	0.71 (-0.46, 1.88)
Other	0.01 (-0.11, 0.14)	0.09 (-0.15, 0.33)
Constant	0.72*** (0.63, 0.81)	2.11*** (1.93, 2.29)
Observations	399	399
R ²	0.03	0.03
Adjusted R ²	0.01	0.02
Residual Std. Error (df = 392)	0.43	0.84
F Statistic (df = 6; 392)	1.89*	2.23**

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 19. Linear regression predicting response to two stigma questions in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the economically insecure over sample.

	Comfortable supporting	Others judge
Visited NumberStory.org	0.04 (-0.17, 0.24)	-0.24 (-0.64, 0.15)
Attended events	0.13*** (0.03, 0.23)	0.28*** (0.09, 0.47)
Social media	0.01 (-0.19, 0.22)	0.08 (-0.32, 0.48)
Non-Male	-0.04 (-0.13, 0.05)	-0.06 (-0.23, 0.12)
Asian	-0.02 (-0.15, 0.10)	-0.21* (-0.45, 0.03)
Black/African American	0.03 (-0.08, 0.14)	0.10 (-0.10, 0.31)
Hispanic/Latine	0.12 (-0.51, 0.75)	0.81 (-0.39, 2.02)
Other	0.01 (-0.11, 0.14)	0.10 (-0.14, 0.34)
Constant	0.72*** (0.62, 0.81)	2.10*** (1.92, 2.28)
Observations	399	399
R ²	0.03	0.05
Adjusted R ²	0.01	0.03
Residual Std. Error (df = 390)	0.43	0.83
F Statistic (df = 8; 390)	1.37	2.31**

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 20. Linear regression predicting response to two stigma questions in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the LGBTQ+ over sample.

	Comfortable supporting	Others judge
NS exposure	0.11*** (0.03, 0.19)	0.09 (-0.06, 0.25)
Non-Male	0.01 (-0.08, 0.10)	0.17* (-0.01, 0.35)
Asian	0.00 (-0.13, 0.14)	-0.03 (-0.29, 0.24)
Black/African American	0.07 (-0.06, 0.19)	-0.13 (-0.38, 0.12)
Hispanic/Latine	0.04 (-0.08, 0.16)	-0.13 (-0.36, 0.10)
Other	0.06 (-0.04, 0.17)	-0.15 (-0.36, 0.06)
Constant	0.69*** (0.59, 0.80)	2.17*** (1.97, 2.38)
Observations	420	420
R ²	0.02	0.02
Adjusted R ²	0.01	0.00
Residual Std. Error (df = 413)	0.41	0.81
F Statistic (df = 6; 413)	1.54	1.25

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 21. Linear regression predicting response to two stigma questions in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the LGBTQ+ over sample.

	Comfortable supporting	Others judge
Visited NumberStory.org	-0.02 (-0.17, 0.12)	0.02 (-0.27, 0.30)
Attended events	0.12** (0.03, 0.22)	0.18* (-0.01, 0.37)
Social media	0.03 (-0.11, 0.16)	-0.06 (-0.33, 0.21)
Non-Male	0.01 (-0.09, 0.10)	0.17* (-0.02, 0.35)
Asian	0.01 (-0.13, 0.14)	-0.02 (-0.29, 0.25)
Black/African American	0.07 (-0.06, 0.20)	-0.12 (-0.37, 0.13)
Hispanic/Latine	0.05 (-0.07, 0.17)	-0.12 (-0.36, 0.11)
Other	0.07 (-0.04, 0.17)	-0.14 (-0.34, 0.07)
Constant	0.69*** (0.58, 0.80)	2.14*** (1.94, 2.35)
Observations	420	420
R ²	0.03	0.02
Adjusted R ²	0.01	0.01
Residual Std. Error (df = 411)	0.41	0.81
F Statistic (df = 8; 411)	1.45	1.29

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 22. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with any exposure to NS campaigns, controlling for membership in over sample and demographic characteristics.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
NS exposure	0.11*** (0.03, 0.18)	0.04 (-0.04, 0.11)	0.07* (-0.00, 0.14)	0.09** (0.01, 0.16)	0.08** (0.00, 0.15)	-0.00 (-0.08, 0.07)
Sacramento County	-0.08 (-0.17, 0.02)	0.01 (-0.08, 0.11)	-0.00 (-0.10, 0.09)	-0.03 (-0.12, 0.07)	-0.01 (-0.10, 0.09)	0.01 (-0.08, 0.11)
Latine	0.16** (0.01, 0.30)	0.12 (-0.03, 0.27)	0.11 (-0.04, 0.26)	0.04 (-0.11, 0.19)	0.07 (-0.08, 0.22)	0.04 (-0.11, 0.19)
Economically insecure	-0.14*** (-0.24, -0.05)	-0.06 (-0.16, 0.04)	-0.05 (-0.14, 0.05)	-0.07 (-0.17, 0.02)	-0.13*** (-0.23, -0.04)	-0.05 (-0.15, 0.05)
Non-Male	0.15*** (0.08, 0.22)	0.21*** (0.14, 0.28)	0.13*** (0.06, 0.21)	0.18*** (0.11, 0.25)	0.17*** (0.10, 0.25)	0.25*** (0.17, 0.32)
Asian	-0.17*** (-0.29, -0.06)	-0.14** (-0.26, -0.01)	-0.15** (-0.27, -0.03)	-0.16** (-0.28, -0.04)	-0.18*** (-0.30, -0.06)	-0.17*** (-0.29, -0.05)
Black/African American	-0.09 (-0.21, 0.03)	-0.07 (-0.19, 0.05)	-0.07 (-0.19, 0.05)	-0.08 (-0.19, 0.04)	-0.12** (-0.24, -0.01)	-0.14** (-0.26, -0.02)
Hispanic/Latine	-0.33*** (-0.49, -0.16)	-0.24*** (-0.41, -0.07)	-0.18** (-0.35, -0.02)	-0.16* (-0.33, 0.01)	-0.23*** (-0.40, -0.07)	-0.25*** (-0.42, -0.08)
Other	-0.14** (-0.25, -0.02)	-0.06 (-0.18, 0.05)	-0.09 (-0.20, 0.02)	-0.08 (-0.19, 0.04)	-0.11** (-0.23, -0.00)	-0.06 (-0.17, 0.06)
Constant	3.35*** (3.26, 3.43)	3.27*** (3.18, 3.36)	3.32*** (3.24, 3.41)	3.30*** (3.21, 3.39)	3.39*** (3.30, 3.47)	3.32*** (3.23, 3.41)
Observations	1,885	1,885	1,885	1,885	1,885	1,885
R ²	0.03	0.02	0.02	0.02	0.03	0.03
Adjusted R ²	0.03	0.02	0.01	0.02	0.02	0.03
Residual Std. Error (df = 1875)	0.79	0.79	0.79	0.80	0.78	0.80
F Statistic (df = 9; 1875)	6.75***	5.18***	3.12***	4.52***	5.77***	6.92***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latine, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 23. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with specific types of NS campaigns, controlling for membership in over sample and demographic characteristics.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
Visited NumberStory.org	-0.06 (-0.20, 0.08)	-0.23*** (-0.37, -0.09)	-0.13* (-0.27, 0.01)	-0.14* (-0.28, 0.00)	-0.17** (-0.31, -0.03)	-0.30*** (-0.44, -0.16)
Attended events	0.15*** (0.07, 0.24)	0.11** (0.02, 0.19)	0.17*** (0.08, 0.25)	0.18*** (0.09, 0.26)	0.16*** (0.08, 0.24)	0.11** (0.02, 0.19)
Social media	0.02 (-0.11, 0.16)	0.07 (-0.07, 0.21)	-0.09 (-0.22, 0.05)	-0.03 (-0.17, 0.11)	-0.02 (-0.15, 0.12)	0.03 (-0.10, 0.17)
Sacramento County	-0.08 (-0.17, 0.02)	0.01 (-0.08, 0.11)	-0.01 (-0.10, 0.09)	-0.03 (-0.12, 0.07)	-0.01 (-0.10, 0.09)	0.01 (-0.08, 0.11)
Latine	0.16** (0.01, 0.30)	0.11 (-0.03, 0.26)	0.10 (-0.05, 0.25)	0.03 (-0.12, 0.18)	0.06 (-0.08, 0.21)	0.03 (-0.13, 0.18)
Economically insecure	-0.14*** (-0.24, -0.04)	-0.06 (-0.16, 0.04)	-0.06 (-0.15, 0.04)	-0.08 (-0.18, 0.02)	-0.14*** (-0.23, -0.04)	-0.06 (-0.16, 0.04)
Non-Male	0.15*** (0.07, 0.22)	0.20*** (0.13, 0.28)	0.12*** (0.04, 0.19)	0.17*** (0.09, 0.24)	0.16*** (0.09, 0.23)	0.23*** (0.16, 0.31)
Asian	-0.17*** (-0.29, -0.05)	-0.13** (-0.25, -0.01)	-0.15** (-0.27, -0.03)	-0.16** (-0.28, -0.04)	-0.18*** (-0.30, -0.06)	-0.17*** (-0.29, -0.05)
Black/African American	-0.08 (-0.20, 0.03)	-0.064 (-0.18, 0.05)	-0.065 (-0.18, 0.05)	-0.071 (-0.19, 0.05)	-0.117** (-0.23, -0.00)	-0.135** (-0.25, -0.02)
Hispanic/Latine	-0.32*** (-0.49, -0.16)	-0.23*** (-0.39, -0.06)	-0.17** (-0.34, -0.01)	-0.15* (-0.31, 0.02)	-0.22*** (-0.39, -0.06)	-0.23*** (-0.40, -0.07)
Other	-0.13** (-0.24, -0.02)	-0.05 (-0.16, 0.06)	-0.08 (-0.20, 0.03)	-0.067 (-0.18, 0.05)	-0.11* (-0.22, 0.01)	-0.05 (-0.16, 0.07)
Constant	3.33*** (3.24, 3.42)	3.26*** (3.17, 3.34)	3.32*** (3.24, 3.41)	3.29*** (3.20, 3.38)	3.38*** (3.30, 3.47)	3.31*** (3.22, 3.40)
Observations	1,885	1,885	1,885	1,885	1,885	1,885
R ²	0.04	0.03	0.02	0.03	0.04	0.04
Adjusted R ²	0.03	0.03	0.02	0.02	0.03	0.04
Residual Std. Error (df = 1873)	0.78	0.79	0.79	0.80	0.78	0.80
F Statistic (df = 11; 1873)	6.25***	5.66***	3.93***	4.96***	6.13***	7.93***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latine, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 24. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the Sacramento County over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
NS exposure	0.09 (-0.05, 0.23)	-0.07 (-0.21, 0.08)	-0.03 (-0.18, 0.12)	-0.01 (-0.17, 0.14)	-0.07 (-0.22, 0.08)	-0.19** (-0.34, -0.04)
Non-Male	0.23*** (0.09, 0.37)	0.28*** (0.13, 0.43)	0.15* (-0.00, 0.30)	0.22*** (0.07, 0.37)	0.19** (0.04, 0.33)	0.30*** (0.15, 0.45)
Asian	-0.23** (-0.44, -0.03)	-0.23** (-0.44, -0.02)	-0.13 (-0.34, 0.09)	-0.24** (-0.46, -0.02)	-0.21** (-0.42, -0.00)	-0.19* (-0.40, 0.03)
Black/African American	-0.01 (-0.27, 0.24)	0.04 (-0.22, 0.31)	0.09 (-0.18, 0.36)	-0.15 (-0.42, 0.12)	0.06 (-0.21, 0.32)	-0.03 (-0.30, 0.24)
Hispanic/Latine	-0.18* (-0.36, 0.00)	0.04 (-0.15, 0.22)	-0.02 (-0.21, 0.18)	-0.06 (-0.25, 0.14)	-0.01 (-0.20, 0.17)	-0.11 (-0.30, 0.01)
Other	-0.17 (-0.42, 0.08)	0.01 (-0.25, 0.27)	-0.05 (-0.31, 0.22)	-0.02 (-0.28, 0.25)	-0.17 (-0.43, 0.09)	-0.16 (-0.43, 0.10)
Constant	3.23*** (3.08, 3.380)	3.24*** (3.09, 3.40)	3.31*** (3.15, 3.47)	3.30*** (3.13, 3.46)	3.39*** (3.23, 3.54)	3.37*** (3.21, 3.53)
Observations	398	398	398	398	398	398
R ²	0.05	0.06	0.02	0.03	0.04	0.07
Adjusted R ²	0.03	0.04	0.00	0.02	0.02	0.05
Residual Std. Error (df = 391)	0.71	0.73	0.75	0.76	0.73	0.75
F Statistic (df = 6; 391)	3.04***	3.77***	1.10	2.15**	2.40**	4.72***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 25. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the Sacramento County over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
Visited NumberStory.org	-0.01 (-0.27, 0.25)	-0.07 (-0.34, 0.20)	0.02 (-0.26, 0.29)	-0.20 (-0.47, 0.08)	-0.29** (-0.56, -0.02)	-0.35** (-0.62, -0.08)
Attended events	0.15* (-0.02, 0.32)	-0.05 (-0.22, 0.13)	0.01 (-0.17, 0.19)	-0.01 (-0.19, 0.17)	-0.02 (-0.19, 0.16)	-0.15* (-0.33, 0.02)
Social media	0.01 (-0.24, 0.27)	0.12 (-0.14, 0.38)	0.01 (-0.26, 0.28)	0.18 (-0.09, 0.45)	0.13 (-0.13, 0.39)	0.215 (-0.05, 0.48)
Non-Male	0.24*** (0.10, 0.38)	0.29*** (0.14, 0.44)	0.16** (0.01, 0.31)	0.22*** (0.06, 0.37)	0.18** (0.03, 0.33)	0.30*** (0.15, 0.45)
Asian	-0.22** (-0.42, -0.02)	-0.22** (-0.43, -0.01)	-0.12 (-0.33, 0.10)	-0.24** (-0.46, -0.02)	-0.22** (-0.43, -0.01)	-0.20* (-0.41, 0.02)
Black/African American	0.00 (-0.25, 0.25)	0.06 (-0.20, 0.32)	0.10 (-0.17, 0.37)	-0.13 (-0.41, 0.14)	0.06 (-0.20, 0.32)	-0.02 (-0.28, 0.25)
Hispanic/Latine	-0.17* (-0.35, 0.01)	0.04 (-0.15, 0.23)	-0.01 (-0.21, 0.18)	-0.05 (-0.24, 0.15)	0.00 (-0.19, 0.19)	-0.10 (-0.29, 0.09)
Other	-0.17 (-0.42, 0.09)	0.02 (-0.25, 0.28)	-0.04 (-0.31, 0.22)	-0.01 (-0.28, 0.26)	-0.18 (-0.43, 0.08)	-0.17 (-0.43, 0.10)
Constant	3.19*** (3.04, 3.35)	3.21*** (3.05, 3.37)	3.28*** (3.12, 3.44)	3.28*** (3.12, 3.45)	3.38*** (3.22, 3.54)	3.35*** (3.19, 3.51)
Observations	398	398	398	398	398	398
R ²	0.05	0.06	0.02	0.04	0.05	0.08
Adjusted R ²	0.03	0.04	-0.00	0.02	0.03	0.06
Residual Std. Error (df = 389)	0.71	0.73	0.75	0.76	0.73	0.74
F Statistic (df = 8; 389)	2.67***	2.83***	0.82	1.91*	2.29**	4.02***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 26. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the Latine over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
NS exposure	0.08 (-0.08, 0.25)	-0.05 (-0.22, 0.11)	-0.05 (-0.21, 0.11)	-0.01 (-0.18, 0.16)	-0.00 (-0.17, 0.16)	-0.12 (-0.29, 0.06)
Non-Male	0.19** (0.02, 0.36)	0.14* (-0.02, 0.31)	0.17** (0.01, 0.34)	0.08 (-0.10, 0.25)	0.08 (-0.09, 0.25)	0.38*** (0.20, 0.55)
Other	0.26*** (0.09, 0.42)	0.21** (0.04, 0.38)	0.11 (-0.05, 0.28)	0.12 (-0.06, 0.29)	0.19** (0.02, 0.36)	0.24*** (0.07, 0.42)
Constant	3.13*** (2.97, 3.28)	3.22*** (3.06, 3.38)	3.26*** (3.11, 3.42)	3.27*** (3.10, 3.43)	3.29*** (3.13, 3.45)	3.05*** (2.88, 3.22)
Observations	401	401	401	401	401	401
R ²	0.04	0.02	0.02	0.01	0.01	0.07
Adjusted R ²	0.03	0.02	0.01	-0.00	0.01	0.06
Residual Std. Error (df = 397)	0.81	0.81	0.79	0.84	0.82	0.85
F Statistic (df = 3; 397)	5.05***	3.25**	2.42*	0.90	1.92	9.84***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 27. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the Latine over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
Visited NumberStory.org	-0.43** (-0.77, -0.10)	-0.52*** (-0.85, -0.19)	-0.39** (-0.71, -0.07)	-0.29 (-0.64, 0.06)	-0.37** (-0.71, -0.04)	-0.61*** (-0.95, -0.26)
Attended events	0.24** (0.05, 0.44)	0.14 (-0.06, 0.33)	0.20** (0.02, 0.39)	0.17 (-0.04, 0.37)	0.21** (0.02, 0.41)	0.14 (-0.06, 0.34)
Social media	-0.06 (-0.37, 0.25)	-0.03 (-0.34, 0.28)	-0.37** (-0.67, -0.07)	-0.25 (-0.58, 0.07)	-0.28* (-0.59, 0.03)	-0.15 (-0.47, 0.17)
Non-Male	0.19** (0.03, 0.36)	0.15* (-0.02, 0.32)	0.16** (0.00, 0.32)	0.07 (-0.11, 0.24)	0.07 (-0.10, 0.23)	0.38*** (0.21, 0.55)
Other	0.24*** (0.07, 0.41)	0.19** (0.02, 0.36)	0.09 (-0.07, 0.25)	0.10 (-0.07, 0.28)	0.17** (0.00, 0.34)	0.22** (0.05, 0.40)
Constant	3.12*** (2.96, 3.28)	3.21*** (3.05, 3.36)	3.28*** (3.13, 3.43)	3.28*** (3.11, 3.44)	3.31*** (3.15, 3.46)	3.04*** (2.88, 3.20)
Observations	401	401	401	401	401	401
R ²	0.07	0.06	0.07	0.03	0.05	0.11
Adjusted R ²	0.05	0.04	0.06	0.02	0.04	0.10
Residual Std. Error (df = 395)	0.80	0.8-	0.77	0.83	0.80	0.83
F Statistic (df = 5; 395)	5.46***	4.64***	6.20***	2.58**	4.41***	10.15***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 28. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the economically insecure over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
NS exposure	0.19** (0.01, 0.37)	0.23** (0.05, 0.41)	0.34*** (0.16, 0.51)	0.29*** (0.10, 0.47)	0.27*** (0.08, 0.45)	0.15* (-0.02, 0.33)
Non-Male	0.06 (-0.12, 0.24)	0.07 (-0.11, 0.25)	0.04 (-0.14, 0.21)	0.07 (-0.11, 0.26)	0.07 (-0.11, 0.26)	0.02 (-0.15, 0.20)
Asian	0.01 (-0.24, 0.26)	0.06 (-0.19, 0.31)	-0.01 (-0.25, 0.24)	0.06 (-0.20, 0.31)	0.08 (-0.17, 0.33)	-0.07 (-0.32, 0.18)
Black/African American	0.20* (-0.02, 0.41)	0.08 (-0.14, 0.30)	0.12 (-0.10, 0.33)	0.25** (0.03, 0.47)	0.02 (-0.20, 0.24)	0.04 (-0.17, 0.26)
Hispanic/Latine	0.69 (-0.52, 1.90)	-0.40 (-1.61, 0.82)	0.01 (-1.18, 1.21)	0.12 (-1.12, 1.36)	0.57 (-0.65, 1.79)	0.09 (-1.11, 1.29)
Other	0.03 (-0.22, 0.28)	0.07 (-0.18, 0.32)	0.12 (-0.13, 0.36)	0.16 (-0.10, 0.41)	0.09 (-0.16, 0.34)	0.18 (-0.06, 0.43)
Constant	3.10*** (2.91, 3.29)	3.13*** (2.94, 3.32)	3.13*** (2.95, 3.32)	3.06*** (2.86, 3.25)	3.13*** (2.94, 3.33)	3.24*** (3.06, 3.43)
Observations	399	399	399	399	399	399
R ²	0.02	0.02	0.04	0.04	0.03	0.02
Adjusted R ²	0.01	0.01	0.03	0.02	0.01	0.00
Residual Std. Error (df = 392)	0.87	0.87	0.85	0.89	0.87	0.86
F Statistic (df = 6; 392)	1.62	1.33	2.69**	2.58**	1.90*	1.06

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 29. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the economically insecure over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
Visited NumberStory.org	-0.17 (-0.58, 0.24)	-0.15 (-0.57, 0.26)	-0.30 (-0.70, 0.11)	-0.49** (-0.90, -0.07)	-0.27 (-0.68, 0.15)	-0.35* (-0.75, 0.06)
Attended events	0.24** (0.05, 0.44)	0.26*** (0.06, 0.46)	0.42*** (0.23, 0.61)	0.43*** (0.23, 0.62)	0.39*** (0.19, 0.58)	0.27*** (0.07, 0.46)
Social media	0.17 (-0.24, 0.59)	0.13 (-0.28, 0.55)	-0.01 (-0.41, 0.40)	-0.05 (-0.46, 0.37)	-0.05 (-0.46, 0.37)	0.02 (-0.38, 0.43)
Non-Male	0.05 (-0.13, 0.23)	0.07 (-0.11, 0.25)	0.02 (-0.16, 0.20)	0.05 (-0.14, 0.23)	0.06 (-0.13, 0.24)	0.00 (-0.17, 0.18)
Asian	0.02 (-0.23, 0.27)	0.06 (-0.19, 0.31)	-0.01 (-0.26, 0.23)	0.05 (-0.21, 0.30)	0.08 (-0.17, 0.33)	-0.07 (-0.32, 0.17)
Black/African American	0.22* (0.00, 0.43)	0.10 (-0.12, 0.31)	0.13 (-0.08, 0.34)	0.27** (0.05, 0.49)	0.04 (-0.18, 0.25)	0.06 (-0.16, 0.27)
Hispanic/Latine	0.65 (-0.60, 1.90)	-0.39 (-1.65, 0.86)	0.23 (-0.99, 1.47)	0.53 (-0.74, 1.79)	0.78 (-0.47, 2.04)	0.32 (-0.91, 1.55)
Other	0.04 (-0.21, 0.28)	0.08 (-0.17, 0.33)	0.13 (-0.12, 0.37)	0.16 (-0.09, 0.41)	0.10 (-0.15, 0.35)	0.19 (-0.06, 0.43)
Constant	3.07*** (2.89, 3.26)	3.12*** (2.93, 3.31)	3.14*** (2.95, 3.32)	3.06*** (2.87, 3.25)	3.12*** (2.93, 3.31)	3.24*** (3.05, 3.42)
Observations	399	399	399	399	399	399
R ²	0.04	0.03	0.06	0.07	0.05	0.03
Adjusted R ²	0.02	0.01	0.04	0.05	0.03	0.01
Residual Std. Error (df = 390)	0.86	0.87	0.85	0.87	0.87	0.85
F Statistic (df = 8; 390)	1.78*	1.34	2.84***	3.58***	2.40**	1.68

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 30. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the LGBTQ+ over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
NS exposure	-0.01 (-0.17, 0.14)	-0.10 (-0.25, 0.06)	-0.08 (-0.24, 0.08)	0.05 (-0.11, 0.20)	0.01 (-0.14, 0.17)	-0.05 (-0.21, 0.10)
Non-Male	0.12 (-0.06, 0.30)	0.09 (-0.08, 0.27)	0.17* (-0.01, 0.36)	0.19** (0.01, 0.37)	0.16* (-0.02, 0.33)	0.24*** (0.06, 0.42)
Asian	-0.18 (-0.44, 0.08)	-0.24* (-0.50, 0.01)	-0.38*** (-0.65, -0.11)	-0.23* (-0.50, 0.03)	-0.27** (-0.53, -0.01)	-0.27** (-0.53, -0.01)
Black/African American	-0.34*** (-0.59, -0.10)	-0.34*** (-0.58, -0.10)	-0.33** (-0.58, -0.08)	-0.27** (-0.52, -0.03)	-0.36*** (-0.60, -0.12)	-0.41*** (-0.65, -0.16)
Hispanic/Latine	-0.36*** (-0.59, -0.14)	-0.41*** (-0.64, -0.19)	-0.23* (-0.47, 0.00)	-0.29** (-0.52, -0.05)	-0.37*** (-0.59, -0.14)	-0.29** (-0.52, -0.06)
Other	-0.25** (-0.45, -0.05)	-0.29*** (-0.49, -0.09)	-0.34*** (-0.55, -0.13)	-0.26** (-0.47, -0.06)	-0.23** (-0.43, -0.03)	-0.24** (-0.45, -0.04)
Constant	3.55*** (3.35, 3.75)	3.63*** (3.43, 3.83)	3.53*** (3.32, 3.74)	3.47*** (3.26, 3.68)	3.54*** (3.34, 3.74)	3.49*** (3.29, 3.70)
Observations	420	420	420	420	420	420
R ²	0.04	0.05	0.05	0.04	0.04	0.05
Adjusted R ²	0.02	0.03	0.03	0.02	0.03	0.04
Residual Std. Error (df = 413)	0.79	0.78	0.82	0.80	0.79	0.80
F Statistic (df = 6; 413)	2.71**	3.34***	3.31***	2.56**	3.16***	3.71***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 31. Linear regression predicting agreement that more spending and resources should be allocated to ACEs-related services, research, and education in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the LGBTQ+ over sample.

	Services and Treatment	Education	Research on Impacts	Research on Interventions	Training for Healthcare	Training for educators
Visited NumberStory.org	-0.22 (-0.50, 0.05)	-0.33** (-0.60, -0.06)	-0.52*** (-0.79, -0.24)	-0.30** (-0.58, -0.03)	-0.32** (-0.59, -0.04)	-0.40*** (-0.67, -0.13)
Attended events	0.17* (-0.01, 0.35)	0.06 (-0.12, 0.24)	0.19** (0.01, 0.37)	0.29*** (0.11, 0.47)	0.23** (0.05, 0.41)	0.21** (0.03, 0.39)
Social media	-0.19 (-0.45, 0.08)	-0.02 (-0.28, 0.24)	-0.27** (-0.54, -0.01)	-0.28** (-0.54, -0.01)	-0.23* (-0.49, 0.04)	-0.22 (-0.48, 0.05)
Non-Male	0.08 (-0.09, 0.26)	0.06 (-0.12, 0.24)	0.10 (-0.08, 0.28)	0.14 (-0.04, 0.31)	0.11 (-0.06, 0.29)	0.19** (0.01, 0.36)
Asian	-0.17 (-0.43, 0.09)	-0.23* (-0.49, 0.02)	-0.37*** (-0.63, -0.11)	-0.22* (-0.48, 0.04)	-0.26** (-0.52, -0.01)	-0.26* (-0.52, -0.00)
Black/African American	-0.32*** (-0.57, -0.08)	-0.33*** (-0.57, -0.09)	-0.29** (-0.54, -0.05)	-0.24* (-0.48, 0.00)	-0.33*** (-0.57, -0.09)	-0.38*** (-0.62, -0.14)
Hispanic/Latine	-0.33*** (-0.56, -0.10)	-0.37*** (-0.60, -0.15)	-0.17 (-0.40, 0.06)	-0.24** (-0.47, -0.01)	-0.32*** (-0.54, -0.09)	-0.23** (-0.46, -0.00)
Other	-0.23** (-0.43, -0.03)	-0.26*** (-0.46, -0.07)	-0.31*** (-0.51, -0.11)	-0.24** (-0.44, -0.04)	-0.21** (-0.41, -0.01)	-0.21** (-0.41, -0.01)
Constant	3.54*** (3.34, 3.74)	3.61*** (3.41, 3.81)	3.55*** (3.35, 3.76)	3.47*** (3.27, 3.67)	3.55*** (3.35, 3.74)	3.48*** (3.28, 3.68)
Observations	420	420	420	420	420	420
R ²	0.06	0.06	0.11	0.08	0.08	0.09
Adjusted R ²	0.04	0.04	0.09	0.06	0.06	0.07
Residual Std. Error (df = 411)	0.79	0.78	0.79	0.79	0.77	0.78
F Statistic (df = 8; 411)	3.10***	3.26***	6.21***	4.17***	4.33***	5.17***

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 32. Linear regression predicting willingness to seek help from seven resources in July 2024 with any exposure to NS campaigns, controlling for membership in over sample and demographic characteristics.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
NS exposure	0.31*** (0.22, 0.40)	0.27*** (0.18, 0.37)	0.29*** (0.20, 0.38)	0.32*** (0.22, 0.43)	0.20*** (0.11, 0.29)	0.37*** (0.27, 0.48)	0.28*** (0.18, 0.37)
Sacramento County	0.03 (-0.09, 0.16)	0.01 (-0.12, 0.13)	0.03 (-0.09, 0.16)	0.09 (-0.05, 0.23)	-0.15** (-0.27, -0.03)	0.15** (0.01, 0.29)	-0.15** (-0.28, -0.02)
Latine	-0.05 (-0.24, 0.14)	-0.01 (-0.19, 0.18)	-0.06 (-0.24, 0.13)	-0.02 (-0.23, 0.19)	0.14 (-0.04, 0.32)	-0.01 (-0.23, 0.20)	-0.07 (-0.27, 0.12)
Economically insecure	-0.12* (-0.24, 0.01)	-0.03 (-0.16, 0.10)	-0.10 (-0.23, 0.02)	-0.07 (-0.22, 0.07)	-0.01 (-0.14, 0.11)	0.06 (-0.09, 0.20)	-0.12* (-0.25, 0.01)
Non-Male	-0.02 (-0.11, 0.08)	-0.14*** (-0.23, -0.04)	0.11** (0.01, 0.20)	-0.26*** (-0.37, -0.16)	0.04 (-0.06, 0.13)	-0.34*** (-0.45, -0.24)	-0.22*** (-0.31, -0.12)
Asian	-0.19** (-0.35, -0.03)	-0.04 (-0.20, 0.12)	-0.10 (-0.26, 0.06)	-0.11 (-0.29, 0.07)	-0.00 (-0.15, 0.15)	-0.01 (-0.19, 0.17)	-0.11 (-0.28, 0.06)
Black/African America	-0.03 (-0.17, 0.13)	0.14* (-0.02, 0.29)	-0.01 (-0.16, 0.14)	-0.02 (-0.18, 0.15)	-0.18** (-0.32, -0.03)	0.34*** (0.17, 0.51)	-0.18** (-0.34, -0.03)
Hispanic/Latine	-0.26** (-0.47, -0.05)	-0.09 (-0.30, 0.12)	-0.20* (-0.41, 0.01)	-0.06 (-0.30, 0.17)	-0.23** (-0.43, -0.02)	0.16 (-0.08, 0.40)	-0.01 (-0.23, 0.21)
Other	-0.13* (-0.28, 0.01)	-0.04 (-0.19, 0.11)	-0.14* (-0.28, 0.01)	-0.08 (-0.24, 0.09)	-0.11 (-0.25, 0.03)	0.00 (-0.16, 0.17)	-0.09 (-0.24, 0.06)
Constant	2.86*** (2.75, 2.97)	2.54*** (2.43, 2.65)	2.96*** (2.85, 3.08)	2.31*** (2.19, 2.43)	2.92*** (2.81, 3.03)	2.22*** (2.09, 2.35)	3.00*** (2.88, 3.11)
Observations	1,511	1,522	1,519	1,519	1,518	1,504	1,513
R ²	0.05	0.034	0.042	0.050	0.026	0.071	0.050
Adjusted R ²	0.04	0.028	0.036	0.045	0.020	0.065	0.044
Residual Std. Error	0.91 (df = 1501)	0.92 (df = 1512)	0.91 (df = 1509)	1.02 (df = 1509)	0.88 (df = 1508)	1.04 (df = 1494)	0.94 (df = 1503)
F Statistic	8.67*** (df = 9; 1501)	5.88*** (df = 9; 1512)	7.31*** (df = 9; 1509)	8.88*** (df = 9; 1509)	4.39*** (df = 9; 1508)	12.65*** (df = 9; 1494)	8.72*** (df = 9; 1503)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latine, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 33. Linear regression predicting willingness to seek help from seven resources in July 2024 with specific types of NS campaigns, controlling for membership in over sample and demographic characteristics.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
Visited NumberStory.org	0.05 (-0.11, 0.22)	0.15* (-0.02, 0.31)	-0.14 (-0.30, 0.03)	0.43*** (0.25, 0.61)	0.08 (-0.08, 0.24)	0.49*** (0.30, 0.68)	0.09 (-0.08, 0.26)
Attended events	0.30*** (0.19, 0.41)	0.17*** (0.06, 0.28)	0.34*** (0.24, 0.45)	0.09 (-0.04, 0.21)	0.16*** (0.06, 0.27)	0.101 (-0.02, 0.22)	0.191*** (0.08, 0.30)
Social media	0.13 (-0.03, 0.30)	0.19** (0.03, 0.35)	0.06 (-0.10, 0.22)	0.27*** (0.09, 0.45)	0.16** (0.01, 0.32)	0.34*** (0.16, 0.53)	0.23*** (0.06, 0.40)
Sacramento County	0.03 (-0.09, 0.16)	0.01 (-0.12, 0.13)	0.03 (-0.09, 0.16)	0.09 (-0.05, 0.23)	-0.15** (-0.27, -0.04)	0.15** (0.01, 0.29)	-0.152** (-0.28, -0.03)
Latine	-0.04 (-0.22, 0.15)	0.01 (-0.18, 0.20)	-0.07 (-0.25, 0.12)	0.01 (-0.19, 0.22)	0.15* (-0.03, 0.33)	0.03 (-0.18, 0.24)	-0.06 (-0.25, 0.13)
Economically insecure	-0.10 (-0.22, 0.03)	-0.00 (-0.13, 0.13)	-0.10 (-0.23, 0.03)	-0.03 (-0.17, 0.11)	0.01 (-0.11, 0.13)	0.12* (-0.02, 0.26)	-0.09 (-0.22, 0.04)
Non-Male	0.00 (-0.09, 0.10)	-0.11** (-0.20, -0.01)	0.10** (0.01, 0.20)	-0.20*** (-0.31, -0.10)	0.06 (-0.03, 0.15)	-0.27*** (-0.37, -0.16)	-0.18*** (-0.28, -0.09)
Asian	-0.16** (-0.32, -0.00)	-0.01 (-0.17, 0.15)	-0.09 (-0.25, 0.07)	-0.07 (-0.25, 0.11)	0.03 (-0.13, 0.18)	0.04 (-0.14, 0.22)	-0.08 (-0.25, 0.08)
Black/African American	-0.01 (-0.16, 0.14)	0.14* (-0.01, 0.29)	0.00 (-0.15, 0.15)	-0.01 (-0.17, 0.16)	-0.17** (-0.31, -0.02)	0.35*** (0.18, 0.51)	-0.17** (-0.32, -0.02)
Hispanic/Latine	-0.25** (-0.46, -0.05)	-0.09 (-0.30, 0.12)	-0.19* (-0.40, 0.02)	-0.07 (-0.30, 0.16)	-0.22** (-0.43, -0.02)	0.14 (-0.09, 0.38)	-0.01 (-0.22, 0.21)
Other	-0.12 (-0.26, 0.03)	-0.04 (-0.18, 0.11)	-0.13* (-0.27, 0.02)	-0.08 (-0.24, 0.08)	-0.10 (-0.24, 0.04)	-0.00 (-0.16, 0.16)	-0.08 (-0.23, 0.07)
Constant	2.81*** (2.70, 2.92)	2.51*** (2.39, 2.62)	2.95*** (2.84, 3.06)	2.25*** (2.13, 2.38)	2.87*** (2.76, 2.97)	2.14*** (2.02, 2.27)	2.95*** (2.83, 3.06)
Observations	1,511	1,522	1,519	1,519	1,518	1,504	1,513
R ²	0.06	0.05	0.05	0.09	0.04	0.12	0.06
Adjusted R ²	0.06	0.04	0.05	0.08	0.03	0.11	0.06
Residual Std. Error	0.91 (df = 1499)	0.91 (df = 1510)	0.90 (df = 1507)	1.00 (df = 1507)	0.87 (df = 1506)	1.02 (df = 1492)	0.93 (df = 1501)
F Statistic	9.20*** (df = 11; 1499)	6.59*** (df = 11; 1510)	7.44*** (df = 11; 1507)	12.65*** (df = 11; 1507)	5.52*** (df = 11; 1506)	18.40*** (df = 11; 1492)	9.33*** (df = 11; 1501)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded membership in the Sacramento County representative, Latine, economically insecure, and LGBTQ+ over samples as well as racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 34. Linear regression predicting willingness to seek help from seven resources in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the Sacramento County over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
NS exposure	0.36*** (0.16, 0.56)	0.34*** (0.14, 0.55)	0.25** (0.05, 0.45)	0.53*** (0.31, 0.75)	0.35*** (0.15, 0.55)	0.57*** (0.34, 0.80)	0.232** (0.02, 0.45)
Non-Male	0.09 (-0.11, 0.29)	-0.07 (-0.27, 0.13)	0.11 (-0.08, 0.31)	-0.16 (-0.38, 0.06)	0.05 (-0.14, 0.25)	-0.26** (-0.50, -0.03)	0.01 (-0.20, 0.22)
Asian	-0.38** (-0.67, -0.09)	-0.01 (-0.30, 0.29)	-0.25* (-0.53, 0.04)	-0.14 (-0.47, 0.19)	0.036 (-0.26, 0.33)	0.176 (-0.17, 0.52)	-0.034 (-0.35, 0.28)
Black/African American	-0.09 (-0.46, 0.28)	0.06 (-0.33, 0.44)	-0.03 (-0.40, 0.35)	0.05 (-0.37, 0.47)	0.25 (-0.12, 0.62)	0.47** (0.04, 0.91)	-0.19 (-0.58, 0.21)
Hispanic/Latine	-0.35*** (-0.60, -0.10)	-0.11 (-0.37, 0.14)	-0.31** (-0.56, -0.06)	-0.31** (-0.59, -0.04)	-0.07 (-0.32, 0.18)	0.04 (-0.26, 0.33)	-0.01 (-0.28, 0.26)
Other	-0.28 (-0.62, 0.07)	-0.19 (-0.53, 0.16)	-0.28 (-0.62, 0.06)	-0.14 (-0.52, 0.24)	-0.04 (-0.38, 0.31)	-0.08 (-0.47, 0.32)	-0.29 (-0.65, 0.08)
Constant	2.89*** (2.67, 3.11)	2.50*** (2.28, 2.72)	3.08*** (2.86, 3.29)	2.31*** (2.07, 2.55)	2.61*** (2.40, 2.83)	2.23*** (1.97, 2.48)	2.76*** (2.52, 2.99)
Observations	302	302	303	302	303	301	301
R ²	0.08	0.05	0.05	0.10	0.04	0.10	0.03
Adjusted R ²	0.06	0.03	0.03	0.08	0.03	0.08	0.01
Residual Std. Error	0.88 (df = 295)	0.88 (df = 295)	0.86 (df = 296)	0.96 (df = 295)	0.87 (df = 296)	1.01 (df = 294)	0.93 (df = 294)
F Statistic	4.34*** (df = 6; 295)	2.31** (df = 6; 295)	2.64** (df = 6; 296)	5.40*** (df = 6; 295)	2.28** (df = 6; 296)	5.26*** (df = 6; 294)	1.39 (df = 6; 294)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 35. Linear regression predicting willingness to seek help from seven resources in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the Sacramento County over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
Visited NumberStory.org	0.20 (-0.13, 0.53)	-0.15 (-0.48, 0.18)	-0.20 (-0.53, 0.13)	0.27 (-0.10, 0.63)	0.16 (-0.17, 0.49)	0.30 (-0.07, 0.67)	0.06 (-0.28, 0.41)
Attended events	0.36*** (0.11, 0.60)	0.29** (0.05, 0.53)	0.28** (0.04, 0.51)	0.30** (0.04, 0.56)	0.23* (-0.01, 0.46)	0.31** (0.03, 0.59)	0.02 (-0.23, 0.28)
Social media	0.03 (-0.30, 0.36)	0.25 (-0.08, 0.59)	0.20 (-0.13, 0.53)	0.33* (-0.03, 0.68)	0.32* (-0.01, 0.65)	0.40** (0.02, 0.77)	0.44** (0.09, 0.79)
Non-Male	0.11 (-0.09, 0.32)	-0.06 (-0.26, 0.15)	0.13 (-0.08, 0.33)	-0.09 (-0.31, 0.13)	0.10 (-0.10, 0.30)	-0.19 (-0.42, 0.04)	0.06 (-0.15, 0.27)
Asian	-0.34** (-0.63, -0.04)	0.01 (-0.29, 0.31)	-0.23 (-0.52, 0.06)	-0.08 (-0.41, 0.24)	0.09 (-0.19, 0.38)	0.24 (-0.10, 0.58)	0.01 (-0.30, 0.32)
Black/African American	-0.06 (-0.43, 0.31)	0.08 (-0.31, 0.46)	-0.00 (-0.38, 0.37)	0.07 (-0.34, 0.49)	0.31* (-0.06, 0.68)	0.51** (0.08, 0.93)	-0.14 (-0.53, 0.25)
Hispanic/Latine	-0.33** (-0.59, -0.08)	-0.09 (-0.34, 0.17)	-0.29** (-0.54, -0.04)	-0.29** (-0.56, -0.02)	-0.04 (-0.29, 0.21)	0.06 (-0.23, 0.35)	0.02 (-0.24, 0.29)
Other	-0.25 (-0.60, 0.10)	-0.16 (-0.51, 0.18)	-0.27 (-0.61, 0.07)	-0.09 (-0.47, 0.28)	0.00 (-0.34, 0.34)	-0.02 (-0.41, 0.37)	-0.24 (-0.60, 0.12)
Constant	2.82*** (2.60, 3.04)	2.48*** (2.25, 2.70)	3.04*** (2.82, 3.25)	2.25*** (2.02, 2.49)	2.52*** (2.31, 2.74)	2.15*** (1.90, 2.40)	2.70*** (2.47, 2.93)
Observations	302	302	303	302	303	301	301
R ²	0.11	0.06	0.07	0.13	0.09	0.14	0.06
Adjusted R ²	0.08	0.03	0.04	0.11	0.06	0.12	0.04
Residual Std. Error	0.87 (df = 293)	0.88 (df = 293)	0.85 (df = 294)	0.95 (df = 293)	0.85 (df = 294)	0.99 (df = 292)	0.91 (df = 292)
F Statistic	4.28*** (df = 8; 293)	2.24** (df = 8; 293)	2.73*** (df = 8; 294)	5.56*** (df = 8; 293)	3.58*** (df = 8; 294)	6.02*** (df = 8; 292)	2.35** (df = 8; 292)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 36. Linear regression predicting willingness to seek help from seven resources in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the Latine over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
NS exposure	0.11 (-0.10, 0.32)	0.27** (0.06, 0.47)	0.10 (-0.11, 0.31)	0.29*** (0.07, 0.51)	0.22** (0.02, 0.42)	0.30** (0.07, 0.52)	0.32*** (0.11, 0.53)
Non-Male	-0.06 (-0.28, 0.16)	-0.17 (-0.39, 0.04)	0.10 (-0.12, 0.32)	-0.24** (-0.47, -0.02)	0.10 (-0.10, 0.31)	-0.37*** (-0.60, -0.13)	-0.22** (-0.44, -0.01)
Other	0.10 (-0.13, 0.32)	0.01 (-0.21, 0.22)	0.02 (-0.20, 0.24)	-0.15 (-0.37, 0.08)	0.15 (-0.05, 0.36)	-0.26** (-0.49, -0.03)	-0.04 (-0.25, 0.18)
Constant	2.68*** (2.47, 2.89)	2.49*** (2.28, 2.70)	2.81*** (2.59, 3.02)	2.29*** (2.07, 2.50)	2.74*** (2.54, 2.94)	2.47*** (2.24, 2.70)	2.86*** (2.65, 3.07)
Observations	328	334	328	335	329	322	328
R ²	0.01	0.03	0.01	0.04	0.02	0.07	0.04
Adjusted R ²	-0.00	0.02	-0.00	0.03	0.01	0.06	0.03
Residual Std. Error	0.96 (df = 324)	0.94 (df = 330)	0.97 (df = 324)	1.00 (df = 331)	0.90 (df = 325)	1.01 (df = 318)	0.95 (df = 324)
F Statistic	0.62 (df = 3; 324)	3.16** (df = 3; 330)	0.55 (df = 3; 324)	4.87*** (df = 3; 331)	2.48* (df = 3; 325)	7.72*** (df = 3; 318)	4.69*** (df = 3; 324)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 37. Linear regression predicting willingness to seek help from seven resources in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the Latine over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
Visited NumberStory.org	-0.09 (-0.51, 0.32)	-0.02 (-0.42, 0.39)	0.24 (-0.19, 0.67)	0.32 (-0.10, 0.74)	-0.08 (-0.46, 0.30)	0.49** (0.06, 0.92)	0.19 (-0.22, 0.61)
Attended events	0.18 (-0.07, 0.43)	0.34*** (0.10, 0.59)	0.21 (-0.05, 0.46)	0.15 (-0.11, 0.41)	0.41*** (0.18, 0.65)	0.23* (-0.04, 0.50)	0.46*** (0.21, 0.70)
Social media	0.05 (-0.35, 0.44)	-0.22 (-0.60, 0.15)	-0.36* (-0.75, 0.04)	0.11 (-0.29, 0.51)	-0.22 (-0.58, 0.14)	-0.14 (-0.55, 0.28)	-0.42** (-0.80, -0.03)
Non-Male	-0.05 (-0.28, 0.17)	-0.19* (-0.40, 0.02)	0.08 (-0.14, 0.30)	-0.24** (-0.47, -0.01)	0.09 (-0.12, 0.29)	-0.38*** (-0.61, -0.14)	-0.25** (-0.47, -0.03)
Other	0.10 (-0.12, 0.32)	-0.01 (-0.22, 0.21)	0.02 (-0.20, 0.24)	-0.14 (-0.36, 0.09)	0.15 (-0.05, 0.35)	-0.24** (-0.47, -0.01)	-0.04 (-0.26, 0.18)
Constant	2.65*** (2.44, 2.86)	2.52*** (2.31, 2.72)	2.82*** (2.60, 3.03)	2.29*** (2.07, 2.51)	2.72*** (2.53, 2.92)	2.47*** (2.24, 2.70)	2.88*** (2.67, 3.09)
Observations	328	334	328	335	329	322	328
R ²	0.01	0.03	0.02	0.05	0.04	0.08	0.06
Adjusted R ²	-0.00	0.02	-0.00	0.04	0.03	0.07	0.04
Residual Std. Error	0.96 (df = 322)	0.94 (df = 328)	0.96 (df = 322)	1.00 (df = 329)	0.89 (df = 323)	1.01 (df = 316)	0.94 (df = 322)
F Statistic	0.77 (df = 5; 322)	2.07* (df = 5; 328)	1.00 (df = 5; 322)	3.52*** (df = 5; 329)	2.97** (df = 5; 323)	5.60*** (df = 5; 316)	3.81*** (df = 5; 322)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 38. Linear regression predicting willingness to seek help from seven resources in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the economically insecure over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
NS exposure	0.36*** (0.14, 0.58)	0.22** (0.01, 0.44)	0.31*** (0.09, 0.53)	0.25** (0.02, 0.49)	0.10 (-0.11, 0.30)	0.36*** (0.12, 0.61)	0.10 (-0.13, 0.34)
Non-Male	0.07 (-0.16, 0.30)	-0.09 (-0.31, 0.13)	0.25** (0.02, 0.48)	-0.06 (-0.30, 0.18)	0.09 (-0.12, 0.30)	-0.38*** (-0.63, -0.13)	-0.26** (-0.49, -0.02)
Asian	-0.10 (-0.44, 0.23)	0.04 (-0.28, 0.37)	0.26 (-0.07, 0.60)	-0.03 (-0.37, 0.32)	0.18 (-0.12, 0.49)	0.03 (-0.33, 0.40)	-0.05 (-0.39, 0.29)
Black/African American	-0.03 (-0.29, 0.24)	0.11 (-0.15, 0.37)	0.05 (-0.22, 0.31)	0.08 (-0.20, 0.36)	-0.11 (-0.36, 0.13)	0.28* (-0.01, 0.57)	-0.04 (-0.32, 0.24)
Hispanic/Latine	-0.02 (-1.36, 1.31)	-0.15 (-1.46, 1.17)	-0.59 (-1.93, 0.75)	1.73** (0.33, 3.13)	1.01 (-0.23, 2.26)	1.06 (-0.42, 2.53)	1.14 (-0.27, 2.54)
Other	0.05 (-0.27, 0.36)	0.14 (-0.17, 0.44)	0.10 (-0.21, 0.41)	0.14 (-0.19, 0.47)	-0.04 (-0.33, 0.25)	0.24 (-0.11, 0.58)	0.07 (-0.26, 0.40)
Constant	2.63*** (2.39, 2.87)	2.47*** (2.23, 2.71)	2.66*** (2.42, 2.90)	2.05*** (1.80, 2.30)	2.85*** (2.62, 3.07)	2.28*** (2.01, 2.54)	2.89*** (2.63, 3.14)
Observations	304	307	303	303	308	305	307
R ²	0.04	0.02	0.05	0.04	0.03	0.06	0.03
Adjusted R ²	0.02	-0.00	0.03	0.02	0.01	0.05	0.01
Residual Std. Error	0.95 (df = 297)	0.94 (df = 300)	0.95 (df = 296)	1.00 (df = 296)	0.89 (df = 301)	1.05 (df = 298)	1.00 (df = 300)
F Statistic	2.03* (df = 6; 297)	0.83 (df = 6; 300)	2.66** (df = 6; 296)	1.98* (df = 6; 296)	1.29 (df = 6; 301)	3.38*** (df = 6; 298)	1.40 (df = 6; 300)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 39. Linear regression predicting willingness to seek help from seven resources in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the economically insecure over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
Visited NumberStory.org	-0.11 (-0.60, 0.38)	0.15 (-0.31, 0.60)	-0.29 (-0.77, 0.19)	0.36 (-0.14, 0.85)	-0.10 (-0.53, 0.33)	0.63** (0.11, 1.15)	-0.13 (-0.61, 0.36)
Attended events	0.47*** (0.23, 0.71)	0.22* (-0.02, 0.46)	0.41*** (0.17, 0.65)	0.23* (-0.03, 0.48)	0.18 (-0.04, 0.41)	0.26* (-0.00, 0.53)	0.22* (-0.04, 0.47)
Social media	-0.14 (-0.61, 0.34)	0.11 (-0.35, 0.57)	-0.08 (-0.56, 0.40)	-0.15 (-0.64, 0.34)	-0.03 (-0.47, 0.40)	-0.06 (-0.57, 0.45)	0.05 (-0.43, 0.54)
Non-Male	0.05 (-0.18, 0.28)	-0.09 (-0.31, 0.13)	0.24** (0.01, 0.47)	-0.05 (-0.29, 0.19)	0.08 (-0.13, 0.29)	-0.36*** (-0.61, -0.11)	-0.27** (-0.51, -0.03)
Asian	-0.11 (-0.44, 0.23)	0.06 (-0.27, 0.39)	0.25 (-0.09, 0.58)	-0.02 (-0.37, 0.33)	0.18 (-0.12, 0.49)	0.05 (-0.31, 0.42)	-0.04 (-0.38, 0.30)
Black/African American	-0.01 (-0.27, 0.26)	0.13 (-0.13, 0.39)	0.07 (-0.20, 0.33)	0.08 (-0.20, 0.36)	-0.10 (-0.35, 0.15)	0.28* (-0.01, 0.57)	-0.02 (-0.30, 0.26)
Hispanic/Latine	0.14 (-1.25, 1.52)	-0.38 (-1.75, 0.99)	-0.32 (-1.70, 1.07)	1.54** (0.09, 3.00)	1.09 (-0.21, 2.38)	0.59 (-0.94, 2.11)	1.14 (-0.31, 2.60)
Other	0.06 (-0.25, 0.38)	0.14 (-0.16, 0.45)	0.11 (-0.20, 0.42)	0.14 (-0.19, 0.47)	-0.03 (-0.32, 0.26)	0.24 (-0.11, 0.58)	0.09 (-0.24, 0.41)
Constant	2.62*** (2.38, 2.86)	2.45*** (2.21, 2.68)	2.66*** (2.42, 2.90)	2.05*** (1.79, 2.30)	2.83*** (2.60, 3.05)	2.26*** (2.00, 2.53)	2.85*** (2.59, 3.10)
Observations	304	307	303	303	308	305	307
R ²	0.05	0.03	0.07	0.04	0.03	0.08	0.04
Adjusted R ²	0.03	-0.00	0.04	0.02	0.01	0.06	0.01
Residual Std. Error	0.95 (df = 295)	0.94 (df = 298)	0.95 (df = 294)	1.00 (df = 294)	0.89 (df = 299)	1.05 (df = 296)	1.00 (df = 298)
F Statistic	2.12** (df = 8; 295)	0.95 (df = 8; 298)	2.65*** (df = 8; 294)	1.67 (df = 8; 294)	1.20 (df = 8; 299)	3.24*** (df = 8; 296)	1.38 (df = 8; 298)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 40. Linear regression predicting willingness to seek help from seven resources in July 2024 with any exposure to NS campaigns, controlling for demographic characteristics, for the LGBTQ+ over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
NS exposure	0.05 (-0.14, 0.24)	0.19* (-0.01, 0.39)	-0.03 (-0.22, 0.17)	0.08 (-0.13, 0.30)	-0.16* (-0.35, 0.03)	0.29*** (0.08, 0.51)	0.16 (-0.04, 0.37)
Non-Male	-0.06 (-0.28, 0.16)	-0.35*** (-0.57, -0.12)	0.12 (-0.11, 0.34)	-0.39*** (-0.64, -0.14)	0.01 (-0.21, 0.23)	-0.40*** (-0.65, -0.15)	-0.41*** (-0.64, -0.17)
Asian	0.08 (-0.26, 0.41)	0.09 (-0.25, 0.44)	-0.05 (-0.40, 0.29)	0.32* (-0.06, 0.70)	-0.03 (-0.37, 0.31)	0.33* (-0.04, 0.71)	-0.05 (-0.42, 0.32)
Black/African American	0.09 (-0.22, 0.39)	0.08 (-0.23, 0.38)	-0.05 (-0.36, 0.26)	0.21 (-0.14, 0.56)	-0.34** (-0.64, -0.04)	0.69*** (0.35, 1.03)	-0.01 (-0.33, 0.32)
Hispanic/Latine	-0.11 (-0.39, 0.17)	-0.02 (-0.31, 0.26)	-0.24* (-0.53, 0.04)	0.54*** (0.23, 0.85)	-0.19 (-0.46, 0.09)	0.58*** (0.26, 0.89)	0.16 (-0.14, 0.46)
Other	-0.12 (-0.37, 0.14)	0.02 (-0.24, 0.28)	-0.28** (-0.54, -0.02)	0.28* (-0.01, 0.56)	-0.22* (-0.47, 0.04)	0.24 (-0.05, 0.52)	-0.13 (-0.40, 0.15)
Constant	2.91*** (2.66, 3.17)	2.64*** (2.38, 2.90)	3.10*** (2.84, 3.36)	2.12*** (1.83, 2.41)	3.18*** (2.92, 3.43)	1.88*** (1.59, 2.17)	2.97*** (2.70, 3.25)
Observations	363	367	366	366	370	359	367
R ²	0.01	0.04	0.02	0.06	0.02	0.10	0.05
Adjusted R ²	-0.01	0.02	0.00	0.04	0.01	0.09	0.03
Residual Std. Error	0.92 (df = 356)	0.94 (df = 360)	0.94 (df = 359)	1.05 (df = 359)	0.92 (df = 363)	1.03 (df = 352)	1.00 (df = 360)
F Statistic	0.61 (df = 6; 356)	2.47** (df = 6; 360)	1.14 (df = 6; 359)	3.80*** (df = 6; 359)	1.50 (df = 6; 363)	6.76*** (df = 6; 352)	3.03*** (df = 6; 360)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.

Appendix Table 41. Linear regression predicting willingness to seek help from seven resources in July 2024 with specific types of NS campaigns, controlling for demographic characteristics, for the LGBTQ+ over sample.

	Medical Professionals	Community-based organizations	Mental health professionals	Police	Friends	Religion	Family
Visited NumberStory.org	-0.02 (-0.36, 0.31)	0.11 (-0.23, 0.45)	-0.28* (-0.62, 0.05)	0.45** (0.07, 0.83)	-0.23 (-0.56, 0.09)	0.42** (0.05, 0.79)	0.13 (-0.23, 0.50)
Attended events	0.15 (-0.08, 0.37)	0.13 (-0.10, 0.36)	0.23** (0.01, 0.46)	-0.11 (-0.36, 0.15)	0.02 (-0.20, 0.25)	0.05 (-0.21, 0.30)	0.14 (-0.11, 0.38)
Social media	-0.07 (-0.39, 0.26)	0.08 (-0.25, 0.41)	-0.33* (-0.65, 0.00)	0.12 (-0.25, 0.48)	-0.09 (-0.41, 0.23)	0.32* (-0.04, 0.68)	0.03 (-0.33, 0.38)
Non-Male	-0.07 (-0.29, 0.16)	-0.33*** (-0.56, -0.11)	0.06 (-0.16, 0.29)	-0.34*** (-0.59, -0.09)	-0.02 (-0.24, 0.20)	-0.33*** (-0.58, -0.08)	-0.39*** (-0.63, -0.15)
Asian	0.08 (-0.25, 0.42)	0.10 (-0.25, 0.44)	-0.05 (-0.40, 0.29)	0.31 (-0.07, 0.69)	-0.02 (-0.36, 0.32)	0.33* (-0.04, 0.70)	-0.05 (-0.42, 0.32)
Black/African American	0.10 (-0.20, 0.41)	0.07 (-0.24, 0.38)	-0.01 (-0.31, 0.30)	0.20 (-0.15, 0.54)	-0.32** (-0.63, -0.02)	0.65*** (0.32, 0.99)	-0.01 (-0.34, 0.32)
Hispanic/Latine	-0.10 (-0.38, 0.18)	-0.03 (-0.32, 0.25)	-0.19 (-0.47, 0.09)	0.49*** (0.18, 0.80)	-0.16 (-0.43, 0.12)	0.51*** (0.20, 0.83)	0.15 (-0.15, 0.45)
Other	-0.11 (-0.36, 0.15)	0.02 (-0.24, 0.27)	-0.25* (-0.50, 0.00)	0.26* (-0.03, 0.54)	-0.19 (-0.44, 0.06)	0.21 (-0.07, 0.49)	-0.13 (-0.40, 0.15)
Constant	2.88*** (2.63, 3.14)	2.63*** (2.37, 2.89)	3.10*** (2.84, 3.36)	2.10*** (1.81, 2.38)	3.15*** (2.89, 3.40)	1.85*** (1.56, 2.13)	2.96*** (2.68, 3.23)
Observations	363	367	366	366	370	359	367
R ²	0.01	0.04	0.05	0.08	0.03	0.14	0.05
Adjusted R ²	-0.01	0.02	0.03	0.06	0.01	0.12	0.03
Residual Std. Error	0.92 (df = 354)	0.95 (df = 358)	0.93 (df = 357)	1.04 (df = 357)	0.92 (df = 361)	1.01 (df = 350)	1.00 (df = 358)
F Statistic	0.62 (df = 8; 354)	1.97** (df = 8; 358)	2.39** (df = 8; 357)	3.99*** (df = 8; 357)	1.31 (df = 8; 361)	7.01*** (df = 8; 350)	2.43** (df = 8; 358)

Note. Linear regression coefficients with 95% CI in parentheses. All models include dummy coded racial and ethnic identity, gender identity, sexual orientation, income level, household size, education level, and whether the respondent has any children. Control variables not included in table for simplicity. Full tables available upon request. * $p < .10$, ** $p < .05$, *** $p < 0.01$.