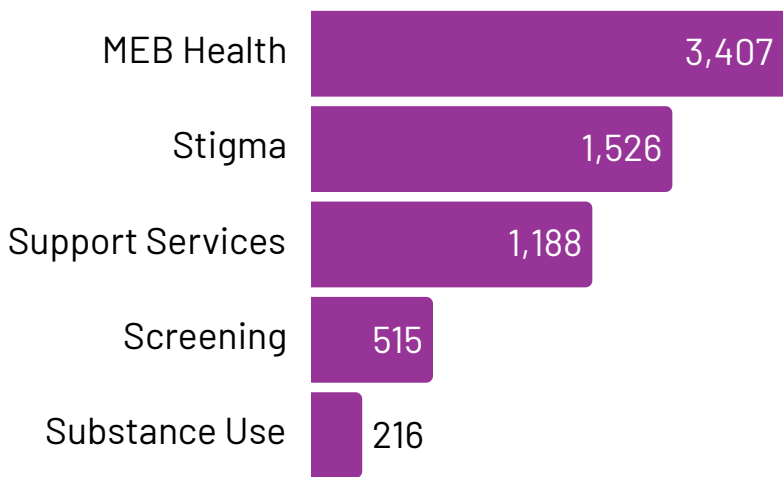


CALI Campaign Social Media Activities

- **28 CYBHI Community Alliances for Local Impact (CALI) grantees** across California are using social media to support their campaigns.
- Together, they shared nearly **3,000** posts across a range of **social media campaign topics**.
- These interactions help **build community** and **increase visibility** with the intended audience.

Social Media Post Topics



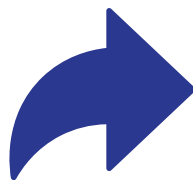
Note: More than one topic could be included in a post.

Campaign Goal: to reduce mental health stigma and improve understanding of mental, emotional, and behavioral (MEB) health through content that promotes awareness, shares resources, and empowers communities to support youth well-being.



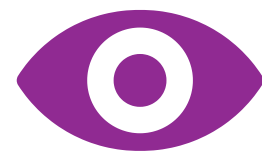
60,847

Likes



289,309

Shares



2,122,167

Views

Likes, shares, and views are simple signals that posts are reaching people and sparking engagement.

Data updated January 2026

[Link to data dashboard](#)



Grantee Spotlights

THE L.A. TRUST

Through its **Wellness Youth Advocate (WYA) program**, the L.A. Trust supported youth-led efforts across six school sites during the 2024–2025 school year. Adult Allies guided WYAs in planning campaigns around mental, emotional, and behavioral (MEB) health topics. Each site launched at least one social media campaign, with multiple campaigns collectively reaching nearly **200,000 views**. WYAs also hosted in-person events, educating thousands of peers on key MEB health issues.

thelatrust.org [@thelatrust](https://www.instagram.com/thelatrust)



ASPIRANET

The **Thrive Together Campaign** is reaching thousands of youth and caregivers in the Central Valley by sharing messages and resources through Instagram, TikTok, and YouTube. The campaign had over **62,000 views** across platforms in 2025. The Youth Advisory Council has co-developed tools such as weekly affirmations, mindfulness meditation videos, a teen wellness workbook, and mental health check-in prompts that support youth mental health and raise awareness around MEB health seeking.

aspiranet.org/thrive [@thrivetogetherca](https://www.instagram.com/thrivetogetherca)



SAC CONNECT

SAC Connect's **SPACE Campaign**, which stands for **S**ubstance **P**revention, **A**wareness & **C**ommunity **E**ngagement, features a robust educational social media initiative designed to equip youth with accurate, accessible information about the risks associated with alcohol, tobacco, cannabis, and opioids. Between April 2024 and December 2025, the campaign generated almost **40,000 engagements** across platforms, including likes, comments, views, shares, link clicks, and follows, reflecting strong community interest and participation.

thesacconnect.org [@sacconnect](https://www.instagram.com/sacconnect)



To learn more about CYBHI CALI and the 25 other campaigns, scan the QR code or visit <https://centerforwellnessandnutrition.org/cybhi-overview/>

