

Invest in child development to help all children grow up in safe, stable and positive environments.



WHY CHILD DEVELOPMENT MATTERS

Healthy and safe environments help kids grow into healthy, successful adults. Supporting kids early prevents problems later, saving families and communities time and money.

Bad experiences can hurt a child's future health. Good experiences help kids grow, learn and thrive.

WHAT ARE ADVERSE CHILDHOOD EXPERIENCES AND POSITIVE CHILDHOOD EXPERIENCES?

ADVERSE CHILDHOOD EXPERIENCES (ACEs)

ACEs are stressful or harmful events that can happen to kids, such as abuse, neglect or problems at home. These experiences can affect a child's health, learning and emotions—even as adults.

POSITIVE CHILDHOOD EXPERIENCES (PCEs)

PCEs are the safe, caring experiences that help children feel loved and supported. These include strong relationships with parents or caregivers, feeling welcome at school and connected to their community. PCEs help kids build strength, confidence and healthy coping skills.¹



WHY DOES THIS AFFECT ME?



ACEs don't just affect one child. They can affect entire families, groups and communities. As adults, children with ACEs use more resources, placing stress on health care, schools and community resources.

PCEs help protect kids from harm. Even when tough things happen. Everyone benefits from more positive experiences—kids, families and communities.

IF THERE WERE LESS ACEs AND MORE PCEs WERE PROMOTED

- Depression and poor mental health could drop by 72%.²
- Wisconsin could avoid \$181 billion in costs from illness, disability and early death.³
- Adults would be 3 times more likely to feel social and emotional support.⁴

HOW CAN MY COMMUNITY AND I MAKE A DIFFERENCE?

1

Build and support community resources for kids and families.

2

Invest in organizations that support kids and families.

3

Sponsor a training to learn how to prevent child abuse.



Learn more at preventchildabusewi.org.

Centering families through *every turn*.

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¹ Cher X. Huang, Neal Halfon, Narayan Sastry, Paul J. Chung, Adam Schickedanz; Positive Childhood Experiences and Adult Health Outcomes. *Pediatrics* July 2023; 152 (1): e2022060951. 10.1542/peds.2022-060951 [pmc.ncbi.nlm.nih.gov/articles/PMC10312234/](https://pubmed.ncbi.nlm.nih.gov/articles/PMC10312234/)

² Bethell C, Jones J, Gombojav N, Linkenbach J, Sege R. Positive Childhood Experiences and Adult Mental and Relational Health in a Statewide Sample: Associations Across Adverse Childhood Experiences Levels. *JAMA Pediatr.* 2019;173(11):e193007. doi:10.1001/jamapediatrics.2019.3007 [pmc.ncbi.nlm.nih.gov/articles/PMC6735495/](https://pubmed.ncbi.nlm.nih.gov/articles/PMC6735495/)

³ Wisconsin Department of Health Services. (2024). Adverse childhood experiences put a \$181 billion economic burden on Wisconsin's economy each year: Research brief. Centers for Disease Control and Prevention. dhs.wisconsin.gov/injury-prevention/aces-economic-impacts-final.pdf

⁴ Adverse Childhood Experiences in Wisconsin: 2011 – 2015 Behavioral Risk Factor Survey Findings. (2018). Madison, WI: Child Abuse and Neglect Prevention Board preventionboard.wi.gov/Documents/Publications/ACE-Brief_2018FINAL.pdf