

# Time to be Kind



Cymru sy'n Ystyriol o Drawma  
Trauma-Informed Wales

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## About

**First launched in 2019, ACE Hub Wales' flagship campaign – #TimeToBeKind – set out to promote kindness and build an “ACE aware Wales” by encouraging understanding and compassion toward people affected by Adverse Childhood Experiences (ACE).**

Several years on, ACE Hub Wales is now co-leading work to become a trauma-informed nation with people and organisations across Wales. To help achieve the aim of a trauma-informed Wales, this phase of the campaign builds on the success of previous years by creating an emotionally charged TV advert that encourages a kinder, more compassionate society, so that everyone feels supported to thrive.

We want to ensure this campaign is seen by as many people as possible across Wales, so we all feel empowered to play our part. That's why we have created this stakeholder toolkit, so you can support our mission to encourage everyone to do their best to be kind. It's not just one person's job. It's all of ours.

Key messaging



**Kindness is  
everyone's  
department.**

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## Key dates

We will be sharing the campaign on our social channels from **Monday 16th February** and we would love for you to do the same!

Look out for the TV advert which will launch on **Monday 23rd February and run until 8th March 2026** across SKY, ITVX and S4C.

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How can we all help spread a message of kindness?

**With ambitious goals set around building awareness and understanding of the impacts of trauma and adversity, we need to work together.**

**We can do this in a number of ways:**

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Sharing the campaign content, using the bespoke social assets and materials included in this toolkit

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Modelling kindness, compassion and empathy wherever we are

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Using the campaign to spark conversations within organisations and communities in our networks

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Sharing insights and feedback to help us in achieving our goals

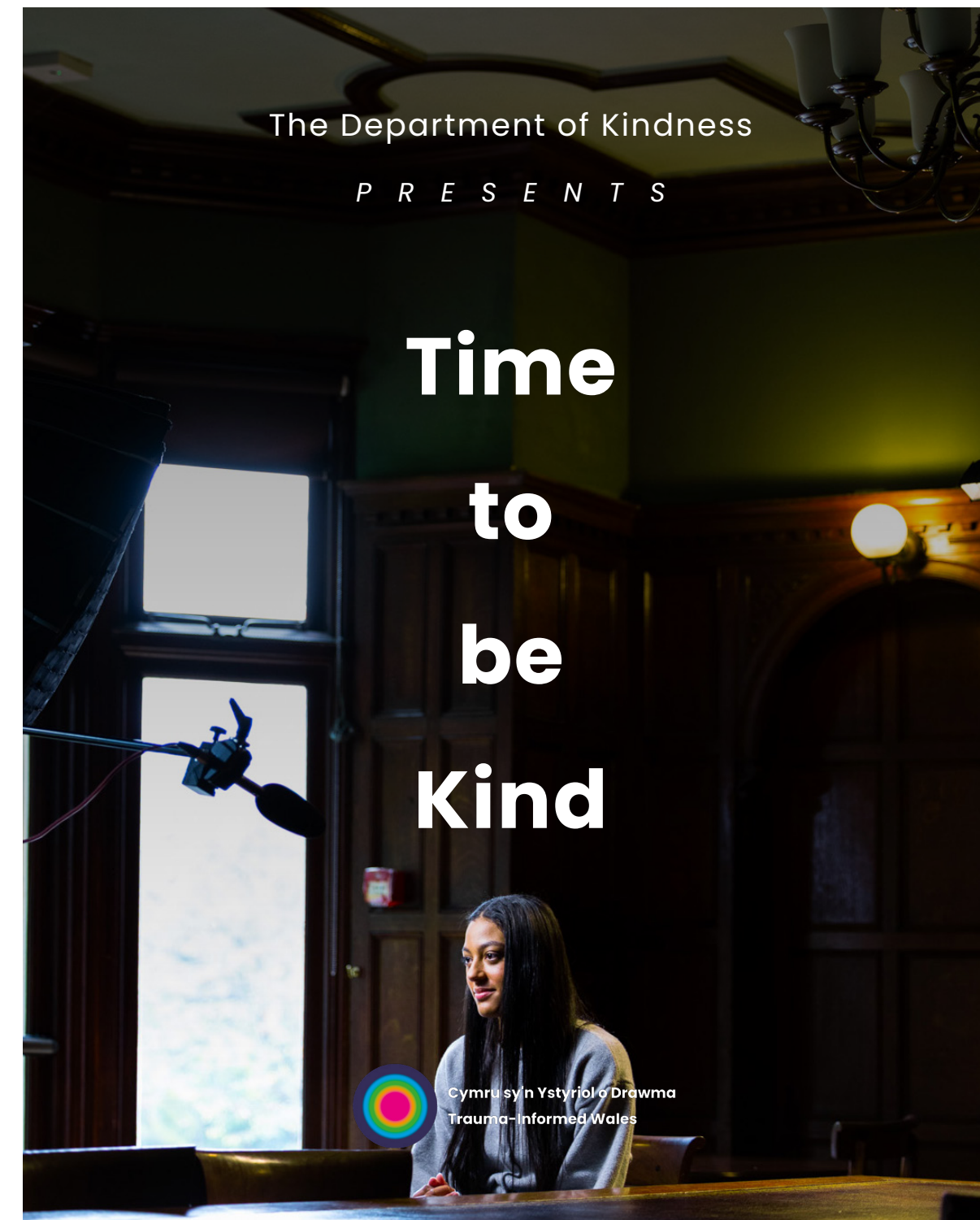
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Encouraging small acts of kindness that build connection and belonging

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## Example social assets

We have created a suite of social assets for your own use and have also included some suggested copy below. Please feel free to use your own authentic tone and style.



### OPTION 1:

One small act. It set something off, it revealed something...  
Once people saw what was happening, it just felt natural to join in.

**Kindness is everyone's department.**

**#TimeToBeKind**

### OPTION 2:

With this story, you have no idea what you're in for...  
Buckle up...

**Kindness is everyone's department.**

**#TimeToBeKind**

More ways to engage

**We are grateful for any support you can give to raise awareness of this campaign and ongoing mission.**

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## More ways to engage

If you would like to engage on social media, either through liking, commenting or sharing content, please do so via the following handles:



@acehubwales\_

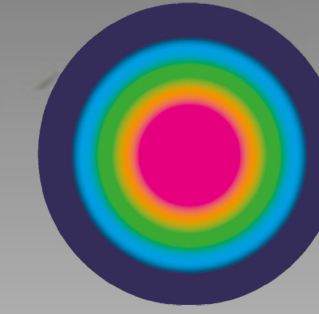


Search: ACE Hub Wales and Trauma-Informed Wales



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If you'd like to find out more about the campaign or the Trauma-Informed Wales Framework, please contact:

[ACE@wales.nhs.uk](mailto:ACE@wales.nhs.uk)

[traumaframework@wales.nhs.uk](mailto:traumaframework@wales.nhs.uk)