Easy Student Campaigns for Mental Health

Leveraging Social Media

National Suicide Prevention Week

- Support Building Goal of improving culture & climate
- Working to help prevent suicide

- Wanted something that was:
  - Easy
  - Fast
  - Free (or at least inexpensive)
  - Impactful
#ThereForMe Day

Steps to Planning Day

- Leading up to the day:
  - Gather Materials
    - Dry Erase Boards
    - Dry Erase Markers
    - Tissues/Erasers
    - Backdrop
    - Cell phone cameras
  - Announcements
  - Signs
  - Social Media
  - Recruiting student leader support
  - Email to staff

Thanks for being #ThereForMe
Building on Momentum...

Everyone Has A Story

- Courage and Gratitude
- Talking Helps
- Kindness Matters

- School Announcements
- Instagram

Stories of Impact

- Stories Focused On:
  - Anxiety
  - Grief
  - Perfectionism
  - Religious differences
  - Depression
  - Suicide
  - Eating Disorders
  - Am I Good Enough
  - Family Difficulties
  - Feeling Overwhelmed
Implementing In Your School

- Ask students to share their story
- Assist students in drafting their stories
- Verify with person being acknowledged that they are OK being thanked
- Verify with parent that it is acceptable story to share
- Get a picture of the story-teller and the person they acknowledge
- Student reads story on announcements and then post it on Social Media

#BecauseOfYou

- This year we wanted to do something again, but slightly different...
- Ad Council Video:
  - Honest Yearbook
  - Played during day before lunches for all classes
- #BecauseOfYou Day
  - Same concept as #ThereForMe day
  - Videos or photos

it's your turn

- Participate here today...
- Implement in your school next...
  - Announcements
  - Signs
  - Emails
  - You add...
    - Dry Erase Boards/ Markers
    - Social Media