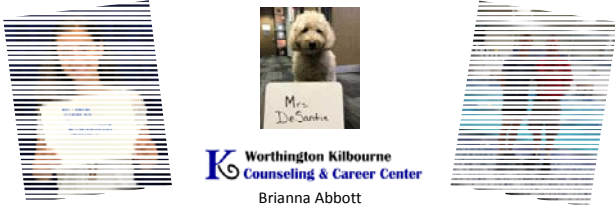


Easy Student Campaigns for Mental Health



**Worthington Kilbourne
Counseling & Career Center**
Brianna Abbott
babbott@wscloud.org

Leveraging Social Media



Instagram

Follow Us:
Twitter: @wkhswolves
Instagram: wkhs_counselors
Website: www.wkhs counselors.com

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



Hello, my name is [redacted] and you might know me from our government class in 8th period. Your story that you told on the announcements really touched me because I have also been dealing with anxiety and tons of depression ever since I can remember really. I am so thankful for what you are doing with helping to raise awareness for mental illnesses and other such problems.



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





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