

## Dear Partner,



We're excited to share a new youth suicide prevention campaign and resource launching this week across the state.

The California Department of Public Health, Office of Suicide Prevention has released *Never a Bother*, a new youth suicide prevention campaign as part of the state's [Children and Youth Behavioral Health Initiative](#).

This campaign was co-created by youth and young adults from across the state. More than 400 young Californians, including a youth advisory board and 34 youth-serving community-based organizations and tribal entities shared their thoughts, feelings, and perspectives to help shape the campaign's messages and creative direction. This has been a truly unique process, centering the youth voice throughout.

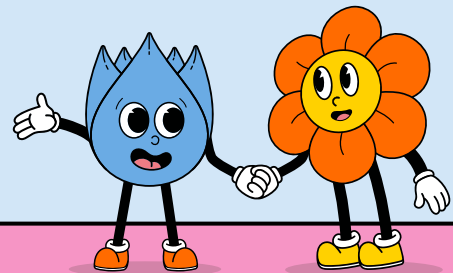
The *Never a Bother* campaign is part of the state's ongoing effort to increase awareness of suicide warning signs, share suicide prevention and mental health resources, build life-saving intervention skills, and promote help-seeking behavior for youth and young adults — before, during, and after a crisis. The *Never a Bother* theme resonated with youth as it validates their feelings of not wanting to be a burden to others, lets them know they are never a bother, no problem is too small, and that it is important to check in with themselves, friends, and family. Traditional advertising, social media content, and community engagement strategies will all be used to reach young people, with a strong focus on serving youth populations disproportionately impacted by suicide.

**We need your help to spread the word about this exciting and important new campaign.**

Please check out the *Never a Bother* [digital toolkit](#), with ideas, templates, and materials to spread the word and engage your community. You can learn more about the campaign's unique co-creation by watching this [video](#) from our Youth Advisory Board.

Please visit and share the campaign website [neverabother.org](https://neverabother.org), follow and engage with the social channels below, pass along this email, and take this opportunity to check in with the youth in your care.

## Thank you for your support!



### *Never a Bother* Campaign Channels

**Instagram.** @neverabother

**TikTok.** @neverabother

**Twitter.** @neverabother

**Facebook.** NeveraBotherCampaign

**YouTube.** @NeveraBotherCampaign

**Twitch.** @neverabother

**Spotify.** [open.spotify.com/user/31ecqmbriilmx7ax7clv4kraf3ia](https://open.spotify.com/user/31ecqmbriilmx7ax7clv4kraf3ia)

