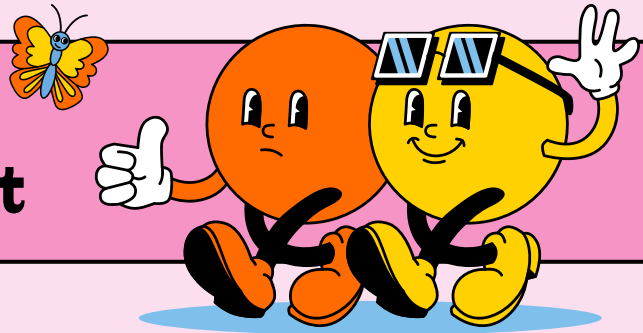


Never a Bother Campaign Fact Sheet



What's the News?

Our kids are facing a mental health crisis. While this crisis has been growing for years, the global pandemic put a spotlight on the problem and the toll it's taken on our youth, especially in underserved and marginalized communities. California's [Never a Bother](#) youth suicide prevention campaign is directly addressing part of this crisis.

Never a Bother is a multilingual marketing, education, and outreach campaign that includes a website, social channels, advertising, influencer marketing, and close collaboration with 34 youth-serving community-based organizations (CBOs) and Tribal partners.

What's the Campaign?

The *Never a Bother* youth suicide prevention campaign aims to:

- Increase knowledge and awareness of suicide warning signs, crisis lines, and other sources of support among youth, young adults, and their caregivers.
- Influence beliefs that young people matter, deserve help, and are not alone in supporting themselves or a friend before, during, and after a crisis.
- Support young people reaching out for help — for themselves or a friend.
- Strengthen parents and caregivers' abilities to recognize warning signs of suicide and intervene with a young person in their care.

Never a Bother reaches California's youth up to age 25 and their parents, caregivers, friends, and allies, with a focus on previously underserved audiences. This campaign applies an intersectional lens that recognizes the complexity of the challenges people face due to overlapping identities, inequities, and experiences. While suicide is a risk within every population, certain factors may overlap with others to increase this risk due to heightened levels of adversity, negative social conditions, and/or decreases in protective factors. To ensure these audiences are served by the campaign, outreach will focus on:

- Youth who are American Indian/Alaskan Native, Hispanic/Latinx, and African-American/Black
- Youth in rural communities
- Youth who identify as a member of the 2SLGBTQIA+ community
- Youth who experience mental health challenges
- Youth who have been impacted by the foster care system, and
- Intersections between these identities

Why Is this Campaign Launching Now?

Suicide is a leading cause of death among youth and young adults, and it can be prevented. While other states are cutting resources, California is doubling down with the most significant, multi-year overhaul of our mental health system in state history.

California is investing \$4.7 billion so every Californian aged 0–25 has increased access to mental health and substance use supports. A coordinated and collaborative statewide suicide prevention and crisis response effort, including the *Never a Bother* youth suicide prevention campaign, is a major component of this investment in California's youth.

The statistics support the tremendous need for action now:

- Suicide was the second leading cause of death among youth aged 10–25 years in California between 2018–2022.
- Data show that youth between the ages of 10–18 experienced an increase of more than 20% in suicide rates from 2019 to 2020.

What Is Unique About This Campaign?

- The campaign is truly unique in that it was co-created from the ground up with the input of more than 400 diverse California youth.
- All aspects of development and implementation are guided by the campaigns' Youth Advisory Board (YAB), which is comprised of five youth ages 15–22 years old from different California counties.
- To complement the *Never a Bother* Campaign, 34 youth-serving CBOs and Tribal partners across the state have been awarded grants by CDPH through the Center at Sierra Health Foundation to inform and promote the campaign within their communities, and to implement community-level evidence-based suicide prevention strategies.
- The campaign is being led by the Office of Suicide Prevention (OSP) as established by CDPH through Assembly Bill (AB) 2112 to elevate suicide as a public health concern in California.
- These comprehensive efforts are funded by the California Department of Public Health, Injury and Violence Prevention Branch (CDPH/IVPB) and represent a key part of the [Children and Youth Behavioral Health Initiative](#) (CYBHI) and Governor Newsom's Master Plan for Kids' Mental Health.

Why *Never a Bother*?

- The *Never a Bother* concept was chosen as a result of a multi-phased listening, feedback, and input process which engaged nearly 400 youth from across the state.
- Youth resonated with this concept as it felt **authentic to their own experience of not wanting to be a burden** and not feeling seen or heard by their parents. They feel validated when given implied permission to not feel okay all the time.
- The illustrations and characters are **welcoming, motivational**, and make tough topics and complex feelings approachable to youth across demographics.
- *Never a Bother* was viewed as reassuring and memorable—particularly as the use of the word “bother” is unexpected.
- The concept **speaks to a need for belonging, validation, and safety** while also **motivating youth to want to engage, share, and reach out**.
- In addition to authentically validating a young person's state of mind, the concept also effectively reaches the friend, peer, or caregiver with **encouragement to recognize distress and proactively reach out** to friends and young people in their care, letting them know they are never a bother.

Get Involved

Suicide is a complex problem requiring collaborative solutions at multiple levels including individuals, families, schools, and communities. Suicide prevention can only be effective when everyone is part of the solution. With *Never a Bother*, you can:

- Learn how you can support yourself, a friend, or a youth in your care before, during, and after a crisis.
- Tell a friend or a young person in your care that they are never a bother and encourage them to reach out for help when they need it.
- Download free resources and get involved at [NeveraBother.org](#).
- And remember, if you are experiencing thoughts of suicide, you are not alone. Call or text 988 to reach the free and confidential Suicide & Crisis Lifeline (24/7). Trained professionals can reconnect you with your reasons to keep going and show you ways to cope with difficult days.

Never a Bother Campaign Channels

Website: [NeverABother.org](#)
Instagram: [@neverabother](#)
TikTok: [@neverabother](#)
Twitter: [@neverabother](#)
Facebook: [NeveraBotherCampaign](#)

YouTube: [@NeveraBotherCampaign](#)
Twitch: [@neverabother](#)
Spotify: [open.spotify.com/user/31ecqmbriilmx7ax7clv4kraf3ia](#)

