

# Never a Bother Youth Suicide Prevention Media Campaign

Community Partner Toolkit



| March 2024



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# Purpose for Partners

Youth-serving organizations, coalitions, and others play a vital role in providing mental health support and youth suicide awareness and prevention strategies for youth and young adults. Creating a culture of safety, support, and inclusion ensures that young people enjoy an encouraging environment in which they can succeed and thrive, and reach out for help when needed.

The [Never a Bother youth suicide prevention campaign](#), as part of the [California Youth Behavioral Health Initiative \(CYBHI\)](#), can support community-based youth suicide prevention efforts in the following ways:

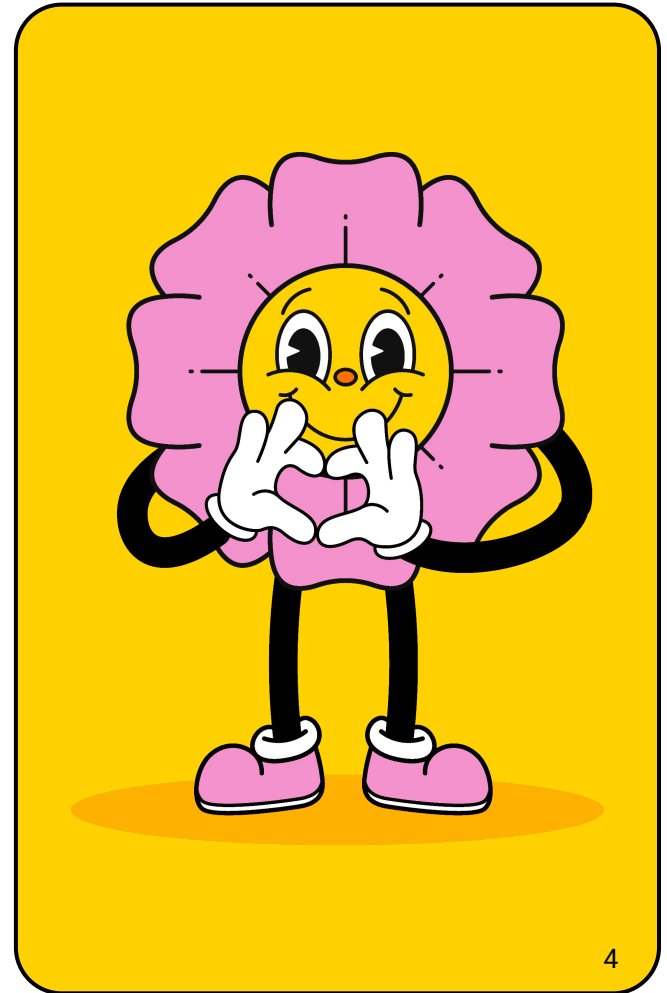
- **Prepare young people** to recognize warning signs of suicide and how they can support themselves or a friend before, during, and after a crisis.
- **Engage parents and caregivers** as partners in suicide prevention by sharing information about the warning signs of suicide, crisis resources, and the importance of reminding youth in their care that they are never a bother.



# Campaign Introduction

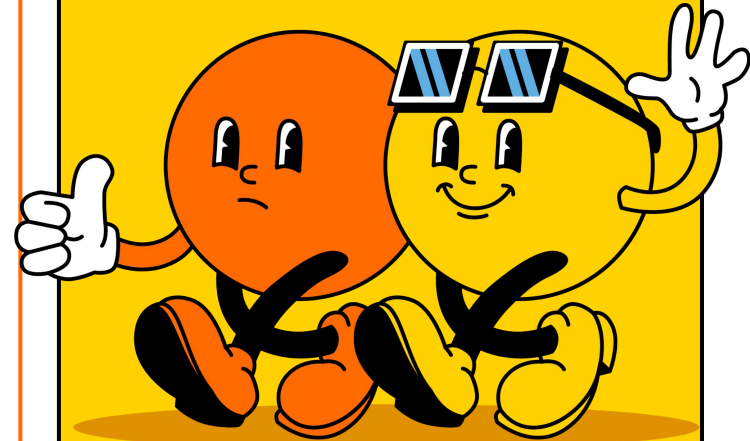
*Never a Bother* is a campaign to prevent suicide among youth and young adults up to age 25, in California.

In this campaign, we're telling youth and young adults experiencing thoughts of suicide that they're **never a bother** when reaching out to friends, trusted adults, counselors, and other types of support (such as the 988 Suicide & Crisis Lifeline). At the same time, we're asking their friends and allies to make sure young people in their lives know they are there for them and can reach out for help anytime.



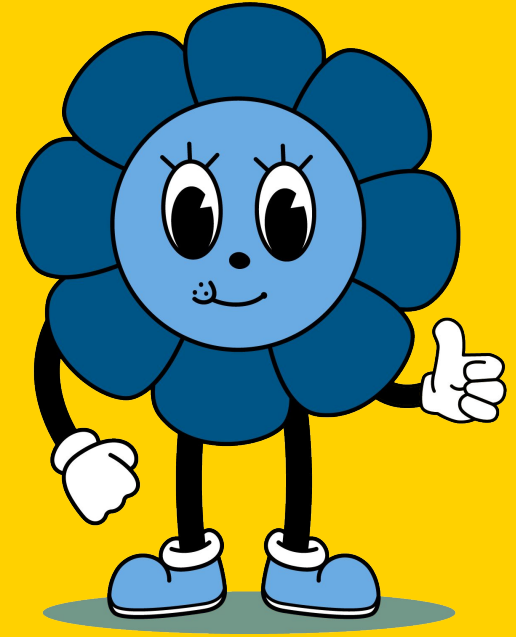
# Campaign Goals

- **Increase awareness** of suicide warning signs, crisis lines, and other suicide prevention and mental health resources and supports.
- **Increase self-efficacy and beliefs** that young people deserve support, can trust their instincts when concerned about a friend, and know how to support a friend.
- **Promote help-seeking behavior** by building trust in existing help-seeking supports (e.g. 988, Teen Line) and reinforcing that they are never a bother.



# We Achieve This By:

- **Validating a young person's distress** in the context of their families and communities, and addressing stigma by affirming that their struggles are real and worth seeking help for.
- **Appealing to youth's own agency** and providing them with "how tos" for supporting themselves and friends.
- **Offering multiple pathways to seek and receive help before, during, and after a crisis**, e.g. warm and crisis lines, chat and text options, and more.
- **Building trust** with honest info about what happens when they reach out for help, and reasons to believe things will get better.
- **Sharing positive and genuine stories** of diverse young people being helped by crisis and other support resources.



# Messaging and Promotion



# Campaign Fact Sheet and Copy

Please review our campaign's fact sheet for talking points and background [here](#).

The following slides include text and copy examples, or “blurbs” partners can use to share out and promote the *Never a Bother* campaign in the various mediums (e.g. newsletter, email blast, text messages, and more).





# Short form copy (e.g. website copy, text messages, apps, and more)

## Option 1:

The *Never a Bother* campaign, is a youth suicide prevention awareness and outreach campaign for youth, young adults, and their parents, caregivers, and allies. Visit [NeveraBother.org](https://NeveraBother.org) to learn how you can support yourself, a friend, or a youth in your care before, during, and after a crisis. Never a Bother is a campaign funded by [CDPH](https://www.cdph.ca), as part of the state's Children, Youth, and Behavioral Health Initiative ([CYBHI](https://www.cdph.ca)).

## Option 2:

The *Never a Bother* youth suicide prevention campaign can support suicide prevention efforts by preparing young people, their parents, and allies to recognize warning signs of suicide and how they can support themselves or a friend before, during, and after a crisis. Visit [NeveraBother.org](https://NeveraBother.org) to download free digital resources for your organization such as social media posts, posters, palm cards and activity tips sheets.



# Short form copy (e.g. website copy, text messages, apps, and more)

## Option 3:

The *Never a Bother* youth suicide prevention campaign can support suicide prevention efforts by preparing young people and their parents, caregivers and allies how to support themselves, a friend, or a youth in their care. Visit [NeveraBother.org](https://NeveraBother.org) to download free digital resources and share how you are activating the campaign with us! Make sure to tag #NeveraBother on your IG, Facebook, and TikTok.

## Option 4:

Feeling supported by friends, family, and connected to one's community can be a protective factor for suicide. The *Never a Bother* campaign is a youth suicide prevention awareness campaign for young people and their parents, caregivers, and allies. *Never a Bother* aims to connect more youth with thoughts of suicide to help by letting them know they deserve support and are **never a bother** when reaching out to friends, trusted adults, counselors, and other types of support such as the 988 Suicide & Crisis Lifeline. At the same time, their friends and allies are called on to make sure young people in their life know they are there for them, and can reach out for help anytime. Get involved at [NeveraBother.org](https://NeveraBother.org)



# Medium form copy (e.g. newsletter, email-blast)

## Option 1:

The *Never a Bother* campaign, as part of the California's broader [CYBHI](#), is a youth suicide prevention awareness and outreach campaign for youth, young adults, and their parents, caregivers, and allies. The *Never a Bother* campaign was co-created with young people across California to:

- Increase knowledge and awareness of suicide warning signs, crisis lines, and other sources of support.
- Help young people ask for help, validate that they deserve help and they are not a “bother,” and communicate that they are not alone in supporting themselves or a friend before, during, and after a crisis.
- Strengthen young people's, parents', and caregivers' skills in recognizing suicide warning signs and their ability to intervene.

Visit [www.NeveraBother.org](http://www.NeveraBother.org) to learn how you can support yourself, a friend, or a youth in your care before, during, and after a crisis.

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.



# Medium form copy (e.g. newsletter, blog)

## Option 2:

The *Never a Bother* youth suicide prevention campaign can support your suicide prevention efforts in the following ways:

- **Prepare young people** to recognize warning signs of suicide and how they can support themselves or a friend before, during, and after a crisis by sharing the campaign website and digital resources. .
- **Communicate to young people that they are never a bother** and can reach out for help when they need it. One way to do this is by creating *Never a Bother Spaces* by decorating doors, bulletin boards, or other spaces with welcoming statements, or adding *Never a Bother* icons to emails, websites, and other digital spaces.
- **Strengthen parents', caregivers', and other adult allies's skills** in recognizing suicide warning signs and their ability to intervene and support a youth in their care by hosting a workshop, or sharing information in newsletters and emails. Share content created by young people about “what they wish their parents knew” to start conversations!
- **Promote help-seeking behavior** by building trust in existing crisis lines and other help-seeking supports by sharing “What Happens When...” resources and personal stories from the campaign website and social channels.

There are many ways you can activate the campaign online and in your community. Visit [NeveraBother.org](https://NeveraBother.org) to download digital resources such as social sharables, posters, palm cards and activity tips sheets. Then, share how you are activating the campaign with us! Make sure to tag #NeveraBother on your IG, Facebook, and TikTok.

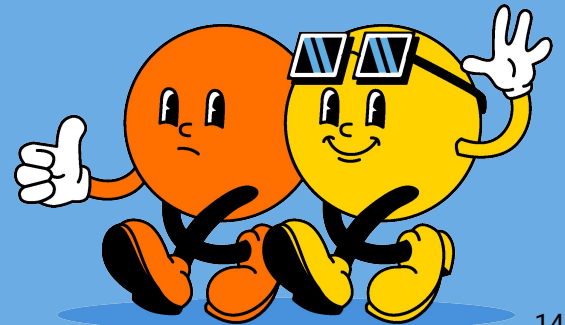


## Long form copy (newsletter)

Click [here](#) to view a sample email blast copy for the campaign to share with your networks.

# Campaign Resources

**Never a  
Bother**



# Campaign Resources

- Campaign Website ([Neverabother.org](https://Neverabother.org))
- Campaign Toolkit
  - **Getting Help** palm card in English and Spanish
  - **Suicide Warning Signs** palm card in English and Spanish
  - **Coping Skills** palm card in English and Spanish
  - **How to Help a Friend** palm card in English and Spanish
  - Campaign fact sheet
  - Poster
  - Spotify playlist
  - Sample social posts, logos
  - Brand guidelines
  - Stickers
  - Tip sheet for activating campaign with youth

# Examples of Digital Toolkit Items for Download

## Spotify Playlist



## Palm Cards

**Coping skills**

Coping is how we draw on the inner strength that keeps us going, even when we might feel like giving up. Healing isn't a straight line — there will be ups and downs. So, you may have to try out a few coping strategies before you find something that clicks.

**Here are some ideas:**

- Ground yourself.** Take a deep breath and name
  - 8 things you can see around you.
  - 4 you can touch.
  - 2 you can hear.
  - 2 you can smell, and
  - 1 you can taste.
- Breathe.** The breathing technique can help with even sleep. In 4 seconds, hold 4 seconds, and breathe out for 4 seconds.
- Express yourself and your feelings.** Draw, journal, reach out to a friend and more.
- Pause.** Take a (short or extended) social media break.

For more resources and info, visit [NeveraBother.org](https://NeveraBother.org)



## Social Posts

**Get Help Now**

Call or text 988 to speak with a trained counselor who will listen without judgment and provide support 24/7.

Speak with a trained teen listener who understands what it's like to be a teen. Call 1-800-952-8338 (6 PM-10 PM PT) or Text TEEN to 839863 (6 PM-9 PM PT)

**How to help a friend**

If you're worried that a friend may be thinking about suicide, you need to take action.

- Have a conversation.
- Reassure, comfort, validate and support.
- Connect to further support.

Let's get better together.

Visit [NeveraBother.org](https://NeveraBother.org) for resources that can help you and your friend.

**Asegúrate de que tus amigos sepan que nunca son una molestia.**

Si te preocupa un amigo, llama o envía un mensaje de texto al 988 para comunicarte con la línea de suicidio o crisis o comunícate con un familiar, maestro, mentor o consejero de confianza. Está bien romper la confianza de un amigo si te preocupa que pueda hacerse daño.

Estos servicios son 100% gratuitos, confidenciales y libres de juicios.

**Si:**

- Te conectarán con profesionales capacitados de atención.
- Te escucharán y te entenderán.
- Te harán algunas preguntas sobre ti.
- Estará disponible un apoyo.
- Recibirás apoyo y recursos.

**No:**

- Te obligarán a que proporciones información que no quieres dar.
- Te juzgarán por tus sentimientos.

Visita [NeveraBother.org](https://NeveraBother.org) para acceder a recursos adicionales y detalles sobre qué sucede cuando contactas al 988, la línea adolescente al 800-952-8338 o envías un mensaje de texto con la palabra TEEN al 839863.

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## Logos



## Print Ad

**You are never a bother.**

Whether you're going through a low point, a crisis, or something you can't put into words, you deserve real caring non-judgmental support.

Maybe it's a trusted friend. Or a counselor. They're just a text or call away — they can help you find your "why" to keep going.

And they want you to know you're never a bother.

Let's get better together. Get help for yourself or a friend at [NeveraBother.org](https://NeveraBother.org)

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## Poster

**You are never a bother. Let's get better together.**

Learn how to help yourself or a friend. Visit [NeveraBother.org](https://NeveraBother.org)

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# Follow the Social Handles Today!



**Instagram:** @NeveraBother

**TikTok:** @NeveraBother

**Facebook:**

[www.facebook.com/NeveraBotherCampaign](http://www.facebook.com/NeveraBotherCampaign)

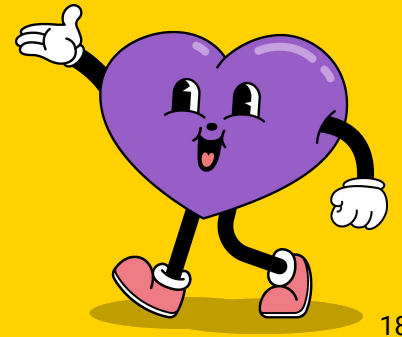
**Campaign General Email:**

[Info@neverabother.org](mailto:Info@neverabother.org)

## Remember!

Please tag @Neverabother when you post or share about this campaign and topic.

# Campaign Social Posts



# Campaign Social Posts

Our toolkit has [campaign social posts](#) and corresponding captions for sharing out. Check out the examples on our next few slides!

# Campaign Social Posts

Post Purpose	Graphic	Caption Ideas
General awareness	 <p>The graphic shows two cartoon characters, one orange and one yellow, both wearing sunglasses and giving a thumbs up. The text reads: "You are never a bother". At the bottom, there is a small logo for "Never a Bother" and the year "2011".</p>	<p><b>Instagram:</b> If you're having thoughts of suicide, please know that you are not alone. Learn how to get support at <a href="https://www.NeveraBother.org">NeveraBother.org</a> or visit @neverabother. #NeveraBother</p> <p>Funded by the California Department of Public Health under contract #22-10895</p> <p><b>Facebook:</b> If you're having thoughts of suicide, please know that you are not alone. Learn how to get support at <a href="https://www.NeveraBother.org">NeveraBother.org</a>.</p> <p>Funded by the California Department of Public Health under contract #22-10895</p>
How to Help a Friend	 <p>The graphic has a yellow header "How to help a friend". It contains two text boxes: one on the left says "If you're worried that a friend may be thinking about suicide, you need to take action." and one on the right says "Let's get better together." Below the text is a cartoon character with a pink flower-like head. At the bottom, it says "Visit NeveraBother.org for resources that can help you and your friend." and includes the "Never a Bother" logo and the year "2011".</p>	<p><b>Instagram and Facebook:</b> Make sure your friends know they are never a bother. Read about the warning signs of suicide and more ways on how to give support to a friend who may be in crisis at <a href="https://www.NeveraBother.org">NeveraBother.org</a>.</p> <p>#NeveraBother</p> <p>Funded by the California Department of Public Health under contract #22-10895</p>

# Campaign Social Posts

Post Purpose	Graphic	Caption Ideas
<p>Parent/ Caregiver Awareness</p>	<p>Let your child know they can “bother” you with whatever’s weighing them down.</p>	<p><b>Instagram and Facebook:</b> Learn how to support a youth in your care's mental health by visiting <a href="https://NeveraBother.org">NeveraBother.org</a>. You can read more about helping before a crisis, during a crisis, and after a crisis. <a href="https://twitter.com/neverabother">#NeveraBother</a></p> <p>Funded by the California Department of Public Health under contract #22-10895</p>
<p>Get Help Now</p>	<p><b>Get Help Now</b></p> <p>Call or text 988 to speak with a trained counselor who will listen without judgment and provide support 24/7.</p> <p>Speak with a trained teen listener who understands what it's like to be a teen. Call 1-800-852-8336 (6 PM-10 PM PT) Text TEEN to 839863 (6 PM-9 PM PT)</p>	<p><b>Instagram and Facebook:</b></p> <p>If you or a friend are having thoughts of suicide, you can get immediate support at no cost from the 988 Suicide &amp; Crisis Lifeline and Teen Line. To learn more about these resources, such as when you should call 988 and what happens when you call 988, please visit <a href="https://NeveraBother.org">NeveraBother.org</a>.</p> <p>Funded by the California Department of Public Health under contract #22-10895</p>

# Reminder: Safe and Effective Messaging Best Practices

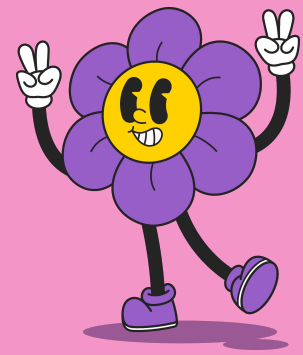


## Remember when creating suicide prevention messages:

1. **Filter your message through a safety lens.** If a vulnerable individual who might be at risk for suicide is exposed to your social media posts or materials, how will it make them feel? Will it encourage them to feel hopeful, supported, and encouraged to seek help?
2. **Include a suicide prevention resource**, such as our Never a Bother campaign, a crisis line, and information about the warning signs of suicide or other ways people can play a role in suicide prevention.
3. When describing suicide, do not use “committed suicide.” Instead, use “**died by suicide**,” “**attempted suicide**,” or “**experiencing thoughts of suicide**.”
4. **Explain the complexity of suicide** and avoid oversimplifying.
5. **Avoid sensational images, language, and statistics** that make suicide seem common overall or point to specific groups of individuals being “more likely” to die by suicide. Instead, focus on protective factors such as healthy coping skills, feeling connected to others, and supportive friends and family.

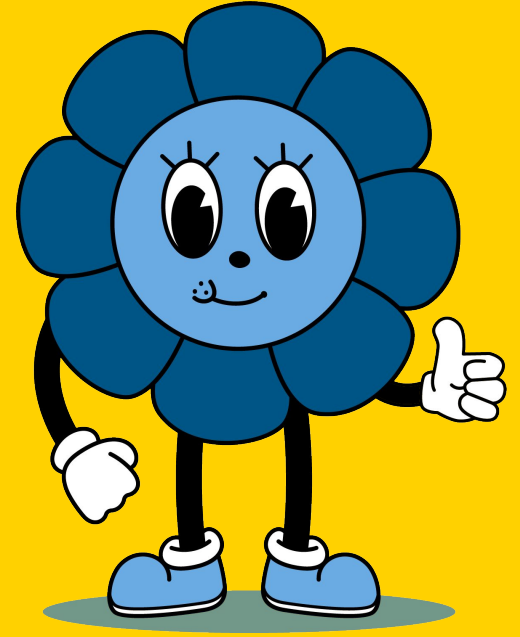
# Activating Never a Bother

Tips & ideas to integrate campaign into existing mental health and suicide prevention activities, programs, and trainings in your community, initiative, or organization.



# Activate Campaign

- Share *Never a Bother* social posts on your organization's social channels and follow the campaign.
- Feeling connected to your community and learning healthy coping strategies for navigating tough times and complex feelings are critical elements of suicide prevention. Host a wellness series for young people to learn about different coping techniques (e.g. deep breathing, journaling, and more).
- Host a *Never a Bother* resource event and invite community members to learn about suicide prevention and mental health resources. Involve young people in planning the event!
- Host a *Never a Bother Space* decorating or art activity, letting young people in your community know they are never a bother. This could be a door, a wall, a bulletin board, or another space.
- Create a *Never a Bother* selfie booth and invite young people to take and share pictures.

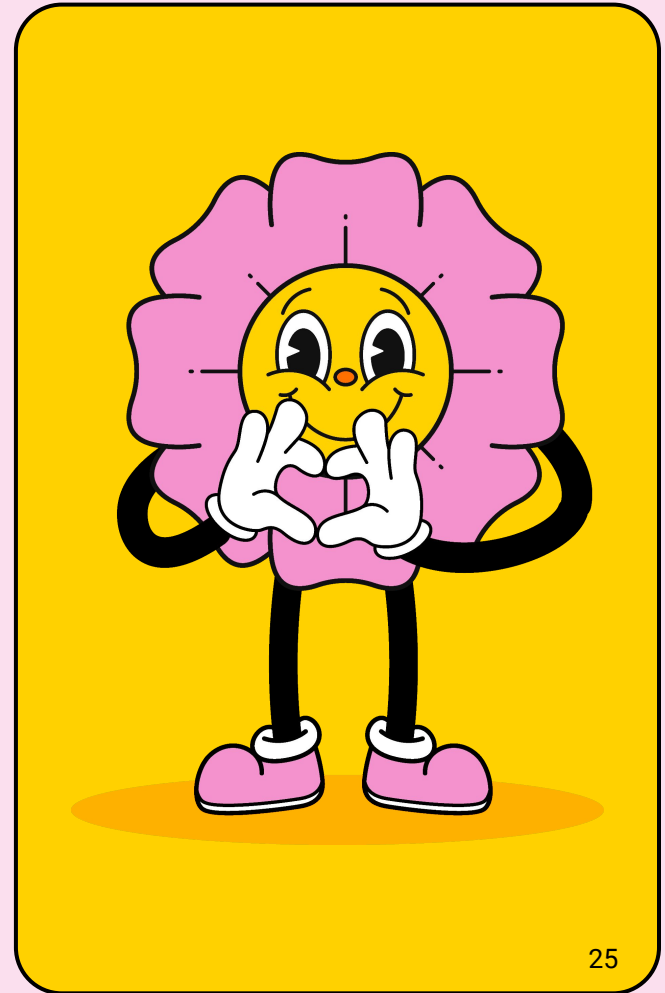




# Create *Never a Bother* Spaces

Feeling supported by friends, family, and connected to one's community can be a protective factor for suicide. Identify yourself as an approachable and trusted adult and let young people know that you are comfortable to talk about anything they need, including suicide; and, should they ever come to a point where they are questioning their reasons for living, you will be there to listen and support them. Creating this safe space *at a time when there is no crisis* is one way we can play a role in suicide prevention.

- Decorate your door, youth room, or another space, with welcoming statements that reassure young people that they are never a bother and your door is always open. See [Never a Bother Activity Tip Sheet](#) to get started.
- Download *Never a Bother* [characters](#) and put them up in public and digital spaces, and add them to your email signature.

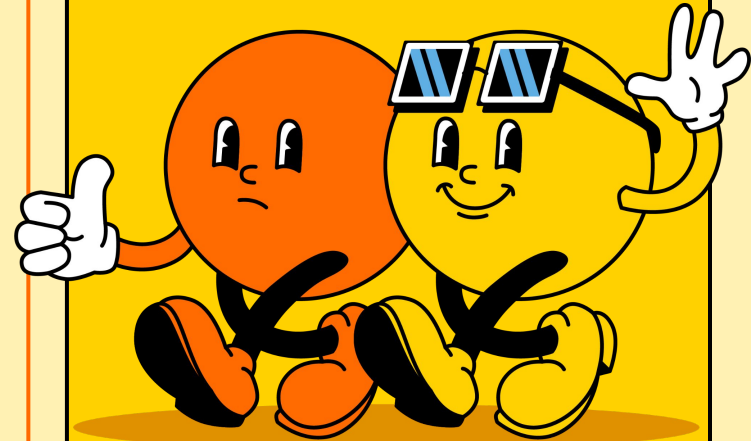


# Learn the Warning Signs of Suicide

Pain isn't always obvious. Yet most people who are considering suicide show some warning signs or signals of their intentions. The signs or changes in behavior may appear in conversations, through their actions, or in social media posts. These are of most concern if the behavior is new, has increased or seems related to a painful event, loss, or change.

- Share the [Never a Bother Suicide Warning Sign Palm card](#)
- Host a “lunch and learn” with staff and volunteers, including coaches and other adults, who interact with youth.

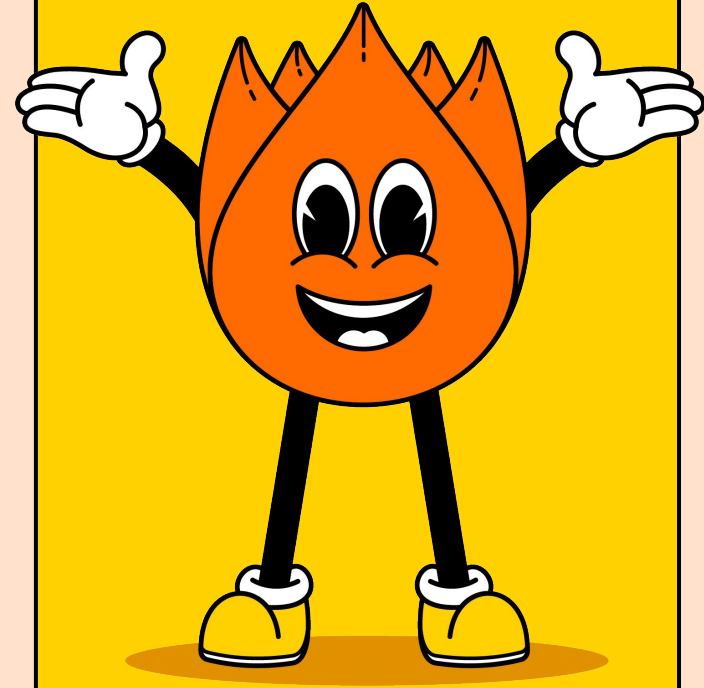
**Activity Idea:** Consider engaging young people through film and art. As part of the [Youth Creating Change](#) program, young people learn about mental health and suicide prevention through film and art contests. Youth can win cash and gift cards. Display created pieces around your organization or share on social media!



# Prepare Young People to Support Themselves or a Friend

Prepare youth to support themselves or a friend before, during and after a crisis: Peers are likely the first to notice if something is off with a friend, or the first to be entrusted with information about pain and thoughts of suicide. Share the Never a Bother campaign website as a resource to learn how they can support themselves or a friend. Encourage youth to trust their instincts and to take action if they sense something is off.

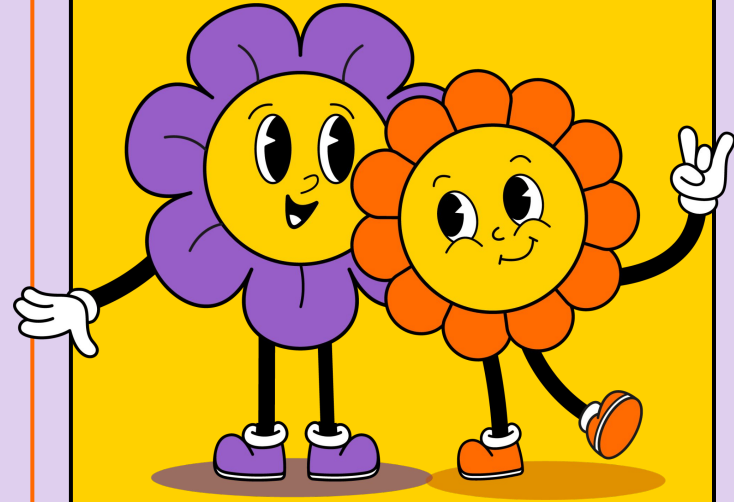
- Place the Never a Bother poster in spaces around your organization
- Encourage youth to visit the website to learn how they can support themselves, a friend before, during, and after a crisis



# What I Wish My Parents Knew Activity

Parents, caregivers and other adult allies are important partners in suicide prevention and connecting youth with help and support. Two ways in which adults can make a difference is by creating safe spaces for genuine conversation and being mindful of how their words and actions can help validate the feelings of a young person in their life.

- Check-out resources for parents and caregivers on the *Never a Bother* website
- Share content created by young people about “What they wish their parents knew” with adults. This could be on social media, at a parent event, or through posters boards displayed throughout your organization. Partner with youth to plan this activity!
- Host social or educational opportunities for parents to learn about suicide prevention, mental health, crisis resources, and strategies to listen to and communicate with youth in their care.

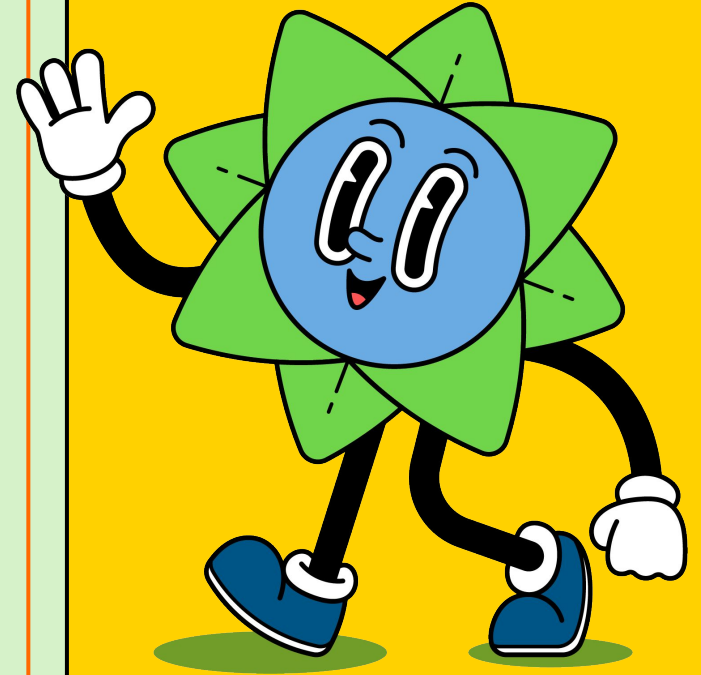


# Host a Never a Bother Post-It Event

Create a visual representation of support for youth suicide prevention by building a post-it note installation in a shared space. Incorporate *Never a Bother* characters (available for free download) and ask youth to write/create affirmative messages to various prompts. Make it an event and offer food and resources. Prompts for youth to respond to include :

- Bother me when....
- What I wish my parents, or other adults, knew...
- Leave a positive message to brighten someone's day
- What is something that is important to you and worth living for?
- What is the best thing someone could say to you when you need support?

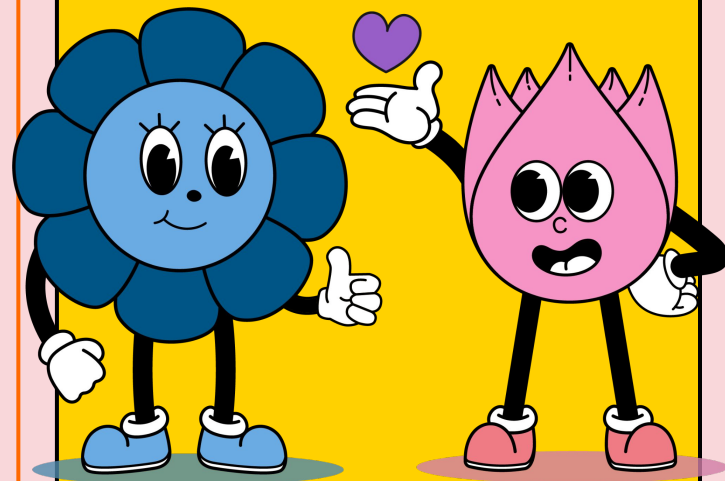
Take a picture and share on social media and tag @Neverabother campaign!



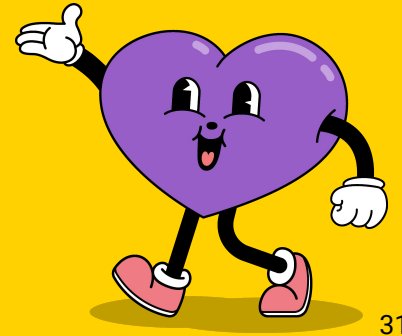
# Ensure All Are Familiar with Crisis Supports

At the beginning of a youth group or activity, take a few minutes to talk about crisis resources available to young people. Assure them that they are *Never a Bother* and that no problem is too small or big to reach out for help about.

- Share the [Never a Bother Getting Help palm card](#).
- Encourage youth to take pictures of relevant crisis resources on their phone.
- Visit the "[Get Help Now](#)" page on the *Never a Bother* website and watch the "What happens when you reach out to 988" animation" and Teen Line video.
- Engage in open conversation, and ask: What are some reasons you might be hesitant to reach out for help?



# Brand Guidelines



# Resources Available to You

Full campaign brand guidelines available [here](#)

Logos and brand characters for partners available [here](#)



# Design Examples – Print

## Stickers

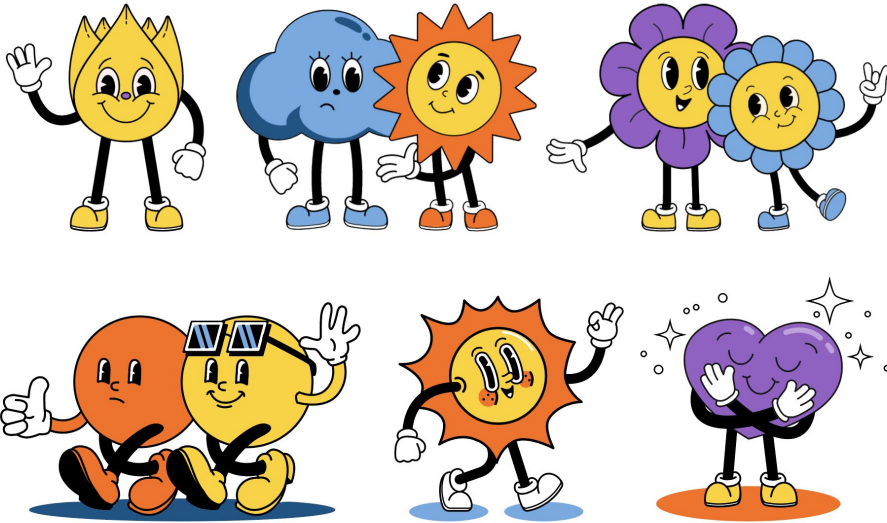


## Poster



# Design Assets

## Character Examples



**Never a  
Bother**

## Text Treatments

Healing is not linear

You are never a bother

You are *never* a bother

**Let's get  
better together**

# Design Assets

## Logos



Main logo – English



Main logo – Spanish

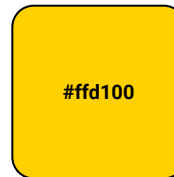


Logo variations

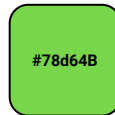
Logo variations



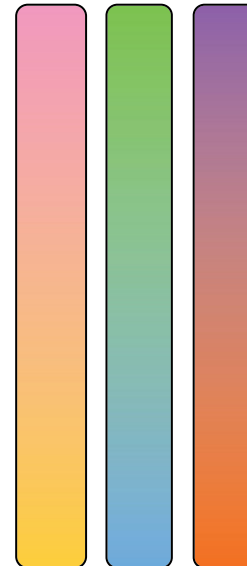
## Colors



Primary colors



Secondary colors



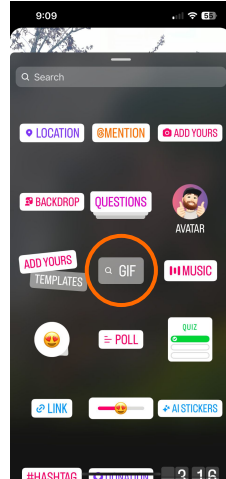
Gradient examples

# Add Never a Bother GIFs to stories! GIFs in IG now!

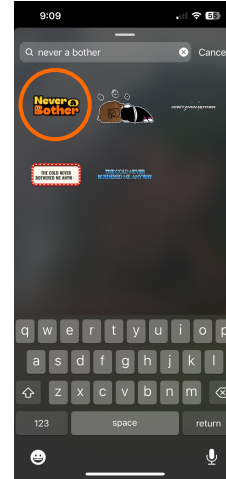
You can use Never a Bother gifs on Instagram stories or anywhere Giphy is available and tag us @neverabother!



Select "Add sticker"



Select "GIF"



Type "Never a Bother"  
and select GIF



Place it in your story

More GIFs  
coming  
soon!



# Brand Voice and Tone



## Our brand voice is...

Empathetic, understanding, validating, helpful yet easy to absorb, and we talk like real people. (Without trying to sound young.)

We want to cut through the usual phrases that youth have read and heard a lot – and that can come off as institutional or cold. “You’re never a bother” is something a friend would say.

## Tone

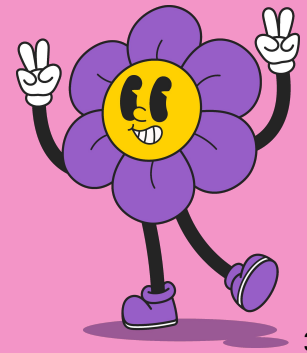
**On the website**, our tone strikes a balance between being validating (“your feelings are real”), comprehensive, and conversational.

**On social media**, shorter copy means we’re more to the point, but also more personal and even gently quirky.

*Example: On an Instagram reel, we might write in the caption, “Isaiah shares why sometimes you NEED to be the ‘weird’ friend.” or “Wondering when you should ask a friend for help? Zeno shares when you should bother him.”*

**Throughout, where it’s appropriate, we want to include the message of “you’re never a bother.”**

# Youth Co-Created Content



# How our Campaign Was Informed by Youth Voices



Available for viewing [here](#).

# Youth Created Content: “Of Course You Can Bother Me”



Youth Created TikTok from San Diego Youth Services



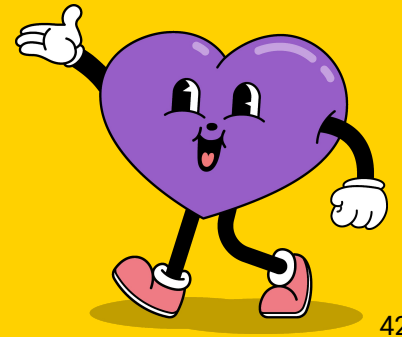
# Youth Created Content: “What I Wish My Parents Knew...”



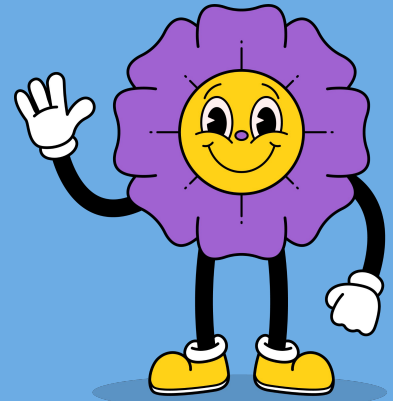
Youth Created Film from Mixteco Indigena Community Organizing Project

# Questions?

You can always contact your campaign team at:  
[info@neverabother.org](mailto:info@neverabother.org).



# Thank you!



**Never a  
Bother**

