

# *Never a Bother* Youth Suicide Prevention Media Campaign

Education Partner Toolkit



| March 2024



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# Purpose for Education Partners

Schools play a vital role in providing mental health support and youth suicide awareness and prevention strategies for their students. Creating a culture of safety, support, and inclusion ensures that students enjoy an encouraging environment in which they can succeed emotionally, mentally, and academically, 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 school-based suicide prevention efforts in the following ways:

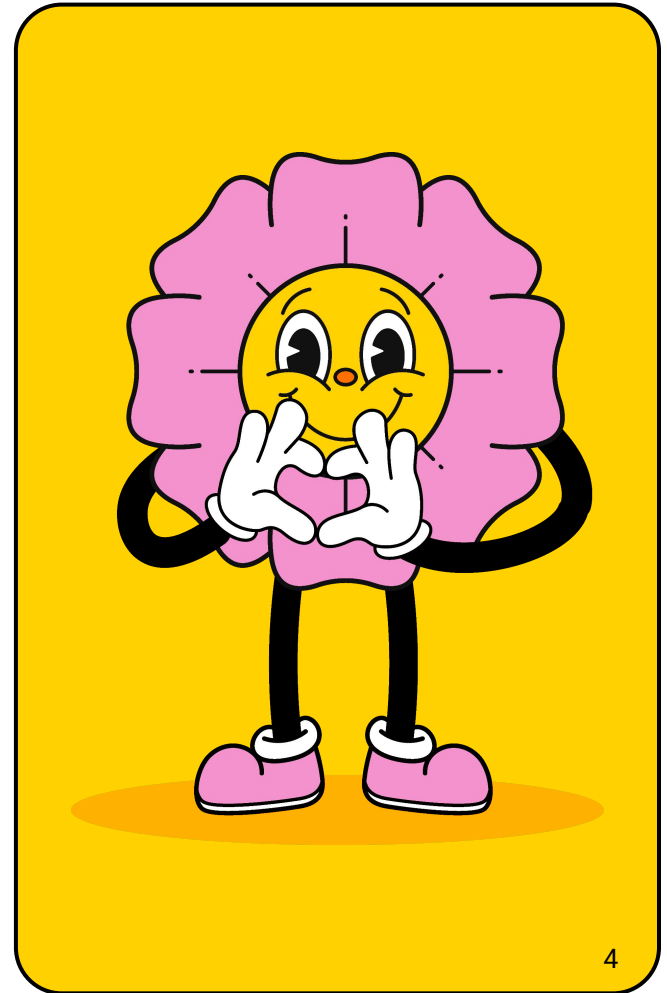
- **Prepare students** to recognize warning signs of suicide and how they can support themselves or a friend before, during, and after a crisis.
- **Encourage teachers and school staff** to communicate to students that they are never a bother and can reach out for help when they need it.
- **Engage parents 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

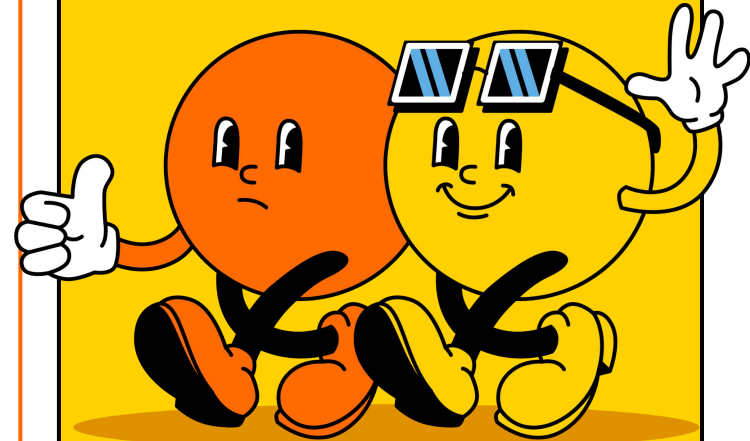
*Never a Bother* is a campaign to prevent suicide among youth and young adults up to age 25, in California.

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.



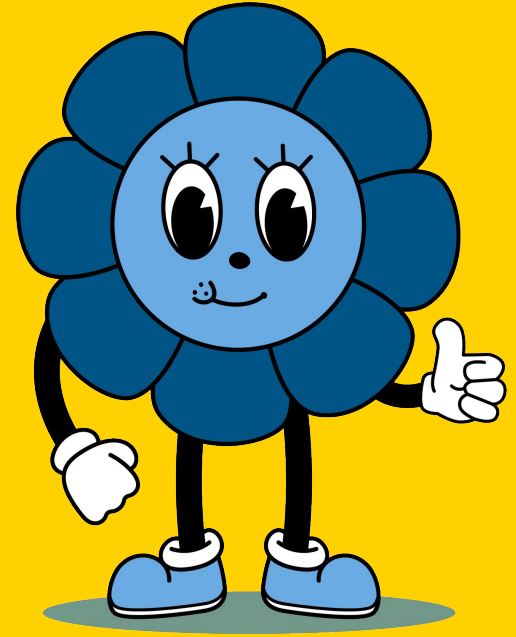
# Campaign Goals

- **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.

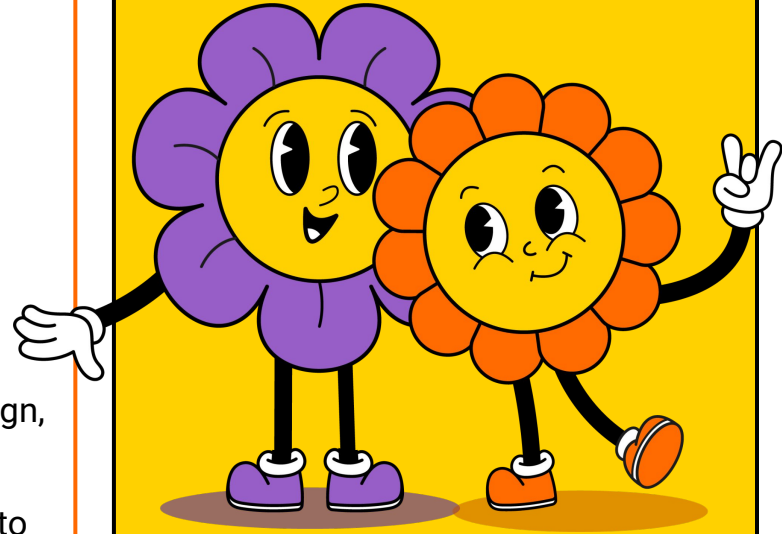


# Our campaign look and feel

...is key to achieving our goals.

- **Bright, bold, welcoming colors** capture attention, evoke positive feelings, and stand out from the advertising clutter.
- Illustrations are **cheerful, motivational**, and make tough and sensitive topics such as suicide prevention and complex feelings **approachable** to youth without minimizing the pain many are experiencing.
- **Happy, positive, authentic feelings** are attributed to the design, messaging, and stories.
- All together, they **motivate** youth from diverse backgrounds to send, share, and reach out.

**Never a  
Bother**



# 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,” that education partners can use to share out and promote the *Never a Bother* campaign in the various mediums educators use (e.g. newsletter, email blast, text message, and more).



# Short-form copy (Use for: Websites, newsletters, emails, apps and more)

## Option 1 (general):

The *Never a Bother* campaign is a youth suicide prevention awareness and outreach campaign for young people and their parents, caregivers, and allies. As part of the broader state's [CYBHI](#), the campaign aims to connect more youth experiencing thoughts of suicide to help by reinforcing the belief that 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](#)

## Option 2 (for parents/caregivers/allies):

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](#) to learn about suicide warning signs, resources, and how to support a youth in your care before, during, and after a crisis. Hear stories about what young people *wish their parents (and other adults) knew* about supporting their mental health. The *Never a Bother* is a campaign funded by [CDPH](#), as part of the state's Children and Youth Behavioral Health Initiative ([CYBHI](#)).



# Short-form copy (Use for: website copy, text messages, school apps such as Bloomz, Smore, Peachjar)

## **Option 3 (for District/school staff):**

Feeling supported by friends, family, and connected to their school community can be a protective factor for suicide. As a school community, we can communicate to students 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 on campus – by decorating doors and walls with welcoming statements, or adding *Never a Bother* icons to syllabus, emails, and school events. The *Never a Bother* campaign is a youth suicide prevention campaign funded by [CDPH](#), as part of the state’s Children and Youth Behavioral Health Initiative ([CYBHI](#)). Visit [NeveraBother.org](#) to download free digital resources for your school, and make sure to follow the campaign @NeveraBother and tag #NeveraBother on your social channels.

## **Option 4 (for District/school staff):**

*Never a Bother* can support suicide prevention efforts by preparing students to recognize warning signs of suicide and how they can support themselves or a friend before, during, and after a crisis. Visit the [Get Involved](#) page to download free digital resources for your school such as posters, palm cards and activity tips sheets.



# Medium-form copy (Use for: newsletter, email-blast)

## Option 1:

The *Never a Bother* campaign, as part of the 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 and aims 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 effectively intervene.

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.

If you are experiencing thoughts of suicide, you are not alone. Call or text 988 to reach the 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 (Use for: newsletter, blog)

## Option 2:

The *Never a Bother* youth suicide prevention campaign, as part of the broader [CYBHL](#), can support school-based suicide prevention efforts in the following ways:

- **Prepare students** to recognize warning signs of suicide and how they can support themselves or a friend before, during, and after a crisis. Share the *Never a Bother* campaign website as a resource to help students support themselves or a friend.
- **Encourage teachers and school staff** to communicate to students 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* on campus by decorating a door with welcoming statements, or adding *Never a Bother* icons to syllabus and emails.

There are many ways you can activate the campaign on campus. Have a *Never a Bother* resource table at orientation, school and sports events, display banners around campus, play a *Never a Bother* PSA during morning announcements, and add campaign graphics and crisis resources to yearbooks and student newspapers. Ask students to come up with ideas and share them on the campaign's social channels!

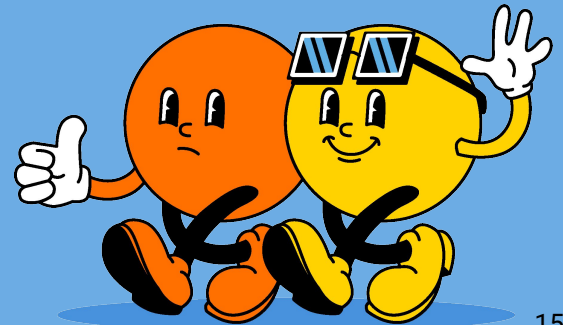
Visit [NeveraBother.org](#) to download free digital resources for your school such as posters, palm cards, and activity tip sheets.



## Long-form copy (Use for: newsletter)

Click [here](#) to view a sample email blast for the campaign to share in your respective school or community with education and school partners.

# Campaign Resources



# Campaign Resources

- Website ([NeveraBother.org](https://NeveraBother.org))
- 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
- **Campaign List-Serv:** Receive updates on the *Never a Bother* campaign from the California Department of Public Health, Office of Suicide Prevention. [Sign up for the campaign list-serv](#) to be notified when new campaign materials are released, including resources and campaign materials specific to schools. Complete the *Never a Bother* [contact form](#) today!





# 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) 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.

## 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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**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 y 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.

**Si:**

- Te conectarán con profesionales capacitados de atención.
- Te escucharán y te entenderán.
- Te harán algunas preguntas sobre ti.
- Ignora responder si es opcional.
- 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 (solo en inglés).

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# Follow the Social Handles Today!



**Instagram:** @NeveraBother

**TikTok:** @NeveraBother

**Facebook:** Never a Bother

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

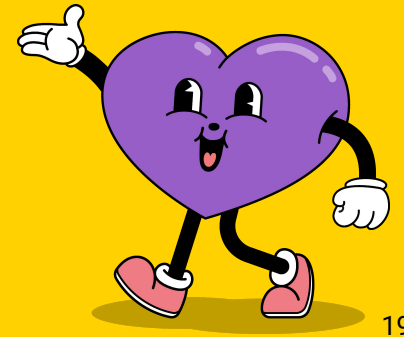
**Campaign General Email:**

[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 thumbs up. The text reads "You are never a bother".</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://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://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 is titled "How to help a friend" and includes a list of actions: "Have a conversation", "Reassure, comfort, validate and support", and "Connect to further support". It also features a cartoon character and the text "Let's get better together".</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://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 <i>know</i> they can “bother” you with whatever’s weighing them down.</p> <p>The graphic features two cartoon flowers, one purple and one orange, standing side-by-side. Below them are the logos for NeveraBother and the 988 Suicide &amp; Crisis Lifeline.</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>The graphic includes a cartoon character of a smartphone with a face and arms, and another cartoon character of a yellow figure with a flame-like head. Logos for NeveraBother and the 988 Suicide &amp; Crisis Lifeline are also present.</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>

# Safe and Effective Messaging Best Practices

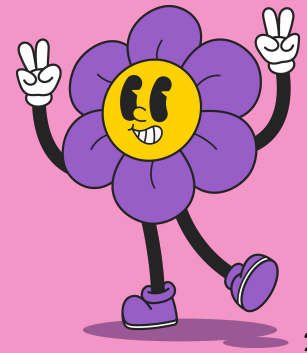


## Remember when creating suicide prevention messages:

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* on Campus:

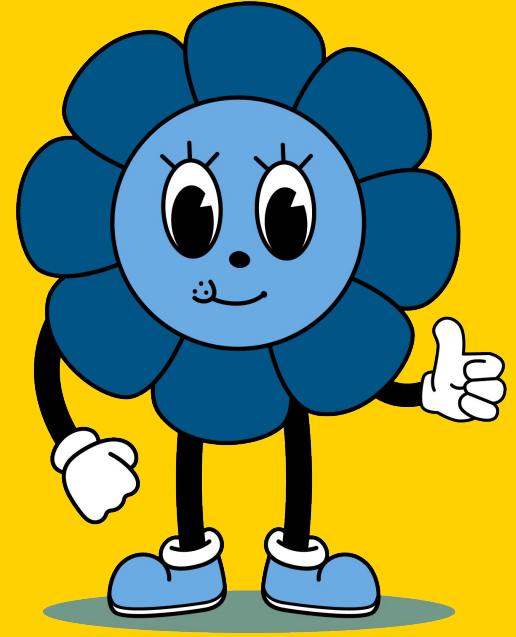
Tips & ideas to integrate campaign into existing mental health and suicide prevention activities, programs, and trainings in your school community.





# Activate on Campus

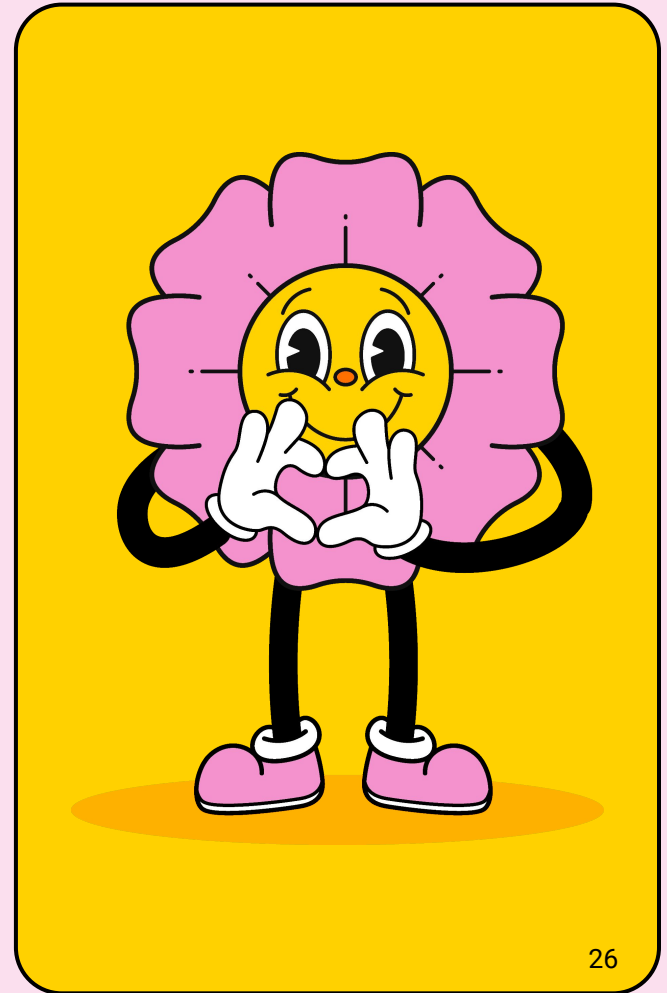
- Share *Never a Bother* social posts on your school's social channels and follow the campaign.
- Meet with Associated Student Body (ASB) and clubs on campus to discuss opportunities to incorporate the *Never a Bother* campaign into school activities
- Have a *Never a Bother* resource table at well-attended sports games such as Homecoming or other home games.
- Create *Never a Bother* banners and display around campus
- Host a door/wall space decorating activity, letting other students know they are never a bother.
- Play a *Never a Bother* PSA/commercial during morning announcements and/or invite students to share how their friends are never a bother.
- Add a *Never a Bother* graphic and resource (such as 988) into your yearbook
- Share *Never a Bother* resources at orientation for incoming students
- If you have a student newspaper, include a standing advertisement with the *Never a Bother* message and crisis resources.



# Create *Never a Bother* Spaces

Feeling supported by friends, family, and connected to a school community can be a protective factor for suicide. Identify yourself as an approachable and trusted adult and let them 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 before a crisis emerges is one way we can play a role in suicide prevention.

- Decorate your door, or another space, with welcoming statements that reassure students 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 your classroom or office, add them to your email signature, or as a note to the bottom of course outlines and syllabus.

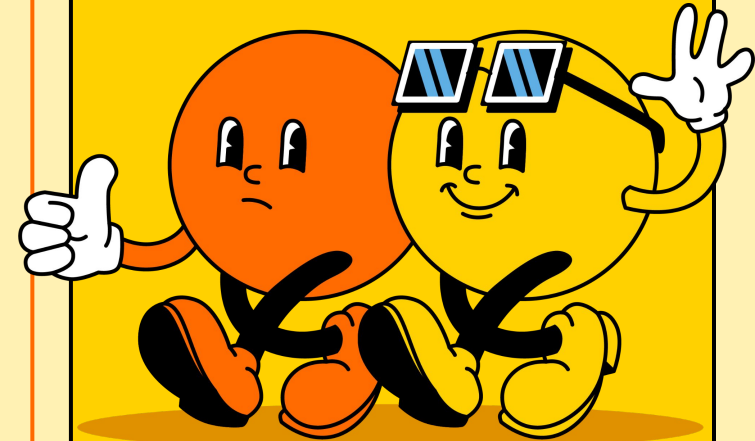


# Learn the Warning Signs of Suicide

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. Friends, teachers, coaches and other school staff are often in a unique position to notice changes in behavior.

- Share the [Never a Bother Warning Signs palm card](#).
- Familiarize yourself with your school's policies and practices to assess suicide risk and follow-ups with students.
- For districts, consider adding information about the *Never a Bother* campaign into your suicide prevention staff trainings and resource hand-outs.

**Activity Idea:** Consider suicide prevention lesson plans through the [Youth Creating Change](#) program to dive deeper into these topics. Their free curriculum is delivered through film and art contests and can be layered into existing learning standards.

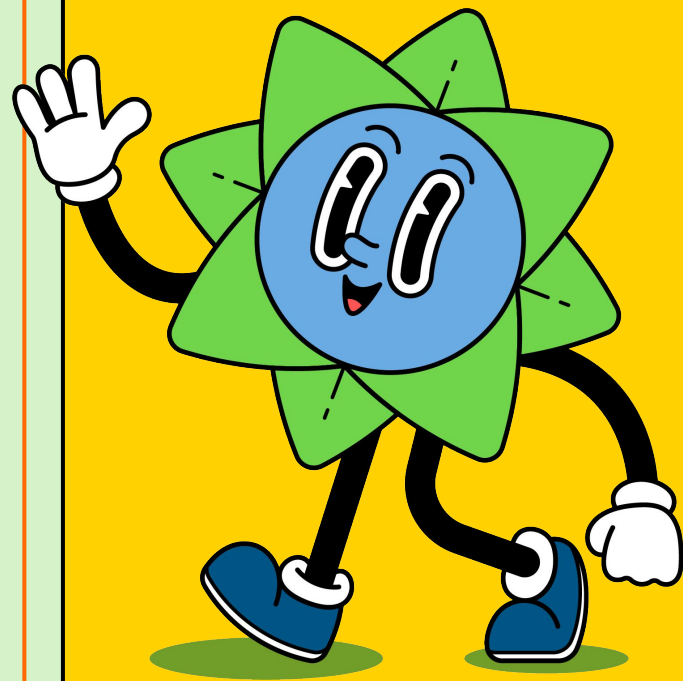


# Prepare Students to Support Themselves or a Friend

Prepare students to support themselves or a friend before, during, and after a crisis: Students 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 students to trust their instincts and to take action if they sense something is off.

- Place the [Never a Bother poster](#) in classrooms and other spaces on campus.
- Encourage students to visit the website to learn how they can support themselves or a friend before, during, and after a crisis

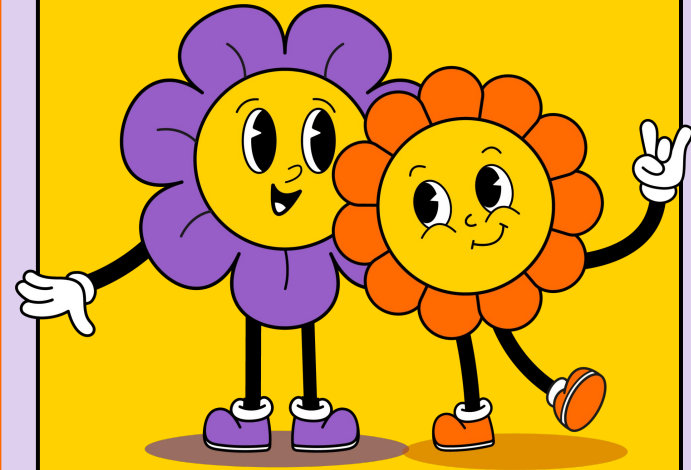
**Activity Idea:** Ask students to visit the [Never a Bother website](#) and spend 5 minutes on the website, then ask them to share what page they spent time on and one thing that caught their attention.



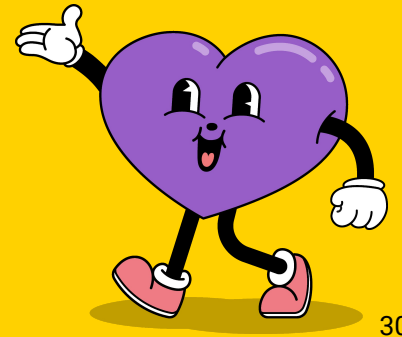
# Ensure All are Familiar with Crisis Supports

At the beginning of class or an after-school activity, ask students to look at the back of their student ID and remind them about the resources that are available to them. Assure them that they are *Never a Bother* and that no problem is too small or too big to reach out for help about.

- Share the [Never a Bother Get Help palm card](#).
- Visit the “Find Help Now” page on the [Never a Bother website](#) and watch the “What happens when you reach out to 988” animation and Teen Line videos.



# Brand Guidelines



# Resources Available to You

Full campaign brand guidelines available [here](#)

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

# Design Examples – Print

## Stickers



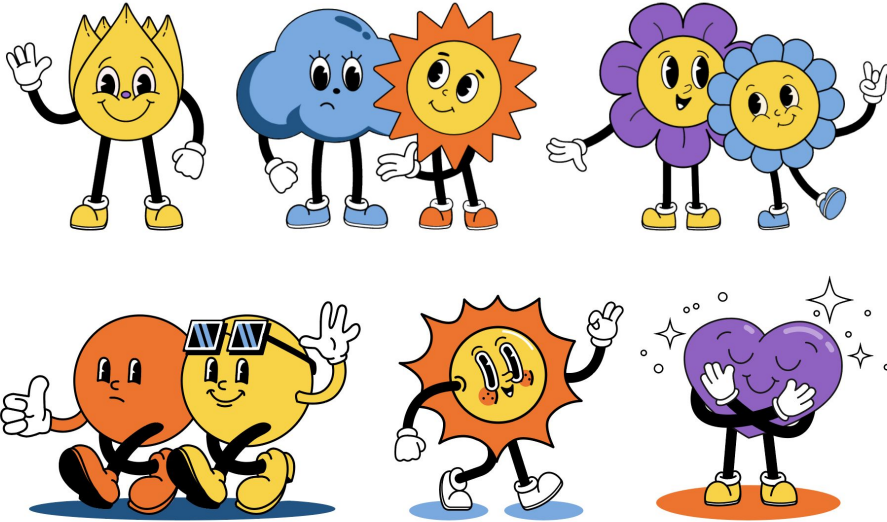
## Poster





# 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

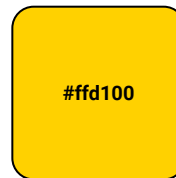


Logo variations

Logo variations



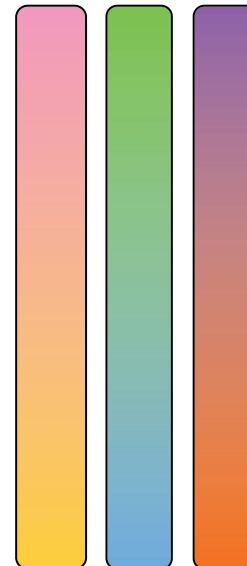
## Colors



Primary colors



Secondary colors



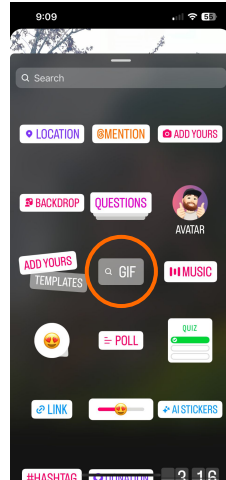
Gradient examples

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

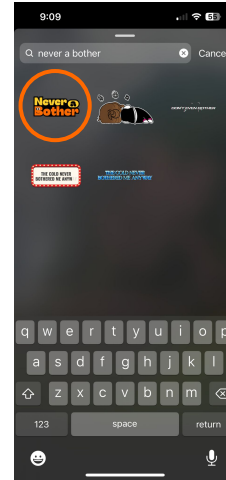
You can use *Never a Bother* gifs on Instagram stories or anywhere Giphy is available and tag us @neverabother!



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

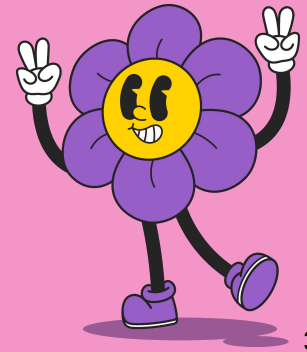
**On the website**, our tone strikes a balance between being validating (“your feelings are real”), comprehensive, and conversational.

**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 “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



# Campaign Informed by Youth Voices



Available for viewing [here](#) on our [Never a Bother Youtube channel](#).

# 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...”

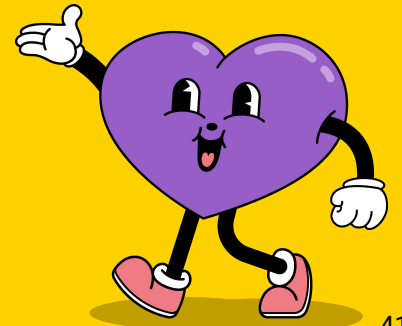


Youth Created Film from Mixteco Indigena Community Organizing Project

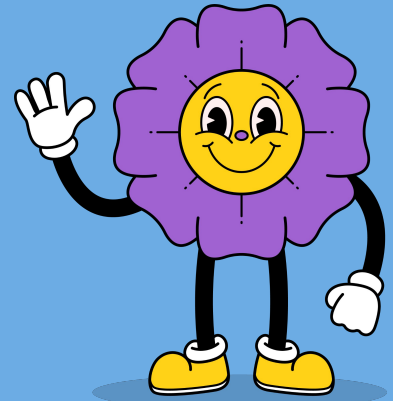


# Questions?

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



# Thank you!



**Never a  
Bother**

