

Never a Bother Youth Suicide Prevention Media Campaign

Suicide Prevention Month Toolkit



| September 2024

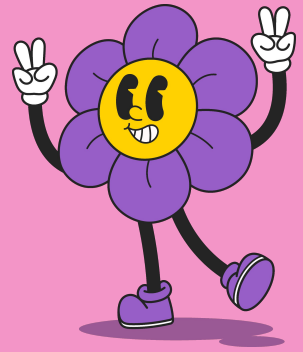


Toolkit Contents



- **Purpose and Introduction to Campaign**
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 - Campaign Resources
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 - Activity Ideas

Purpose and Introduction to Campaign



About the Never a Bother Campaign

For General Audience:

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](#)

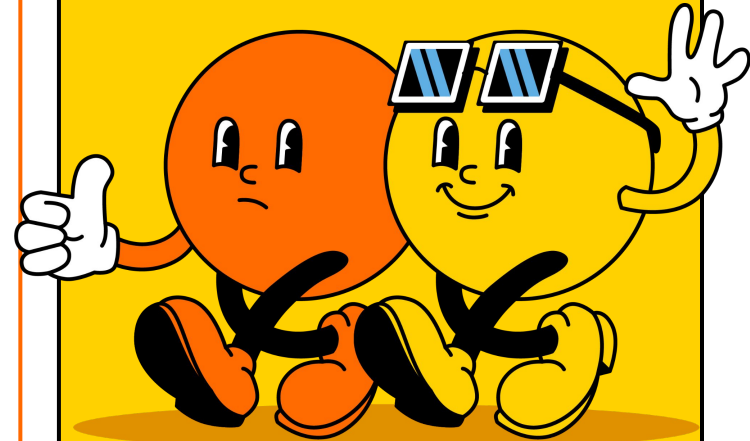
For Parents/Caregivers/Allies:

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](#)).



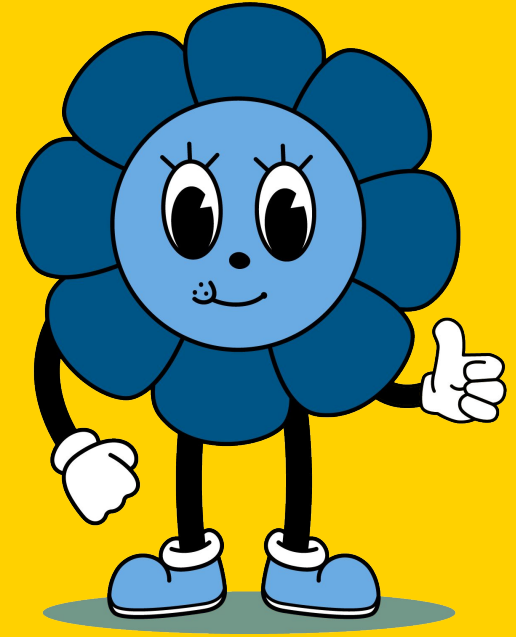
Campaign Goals

- **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:

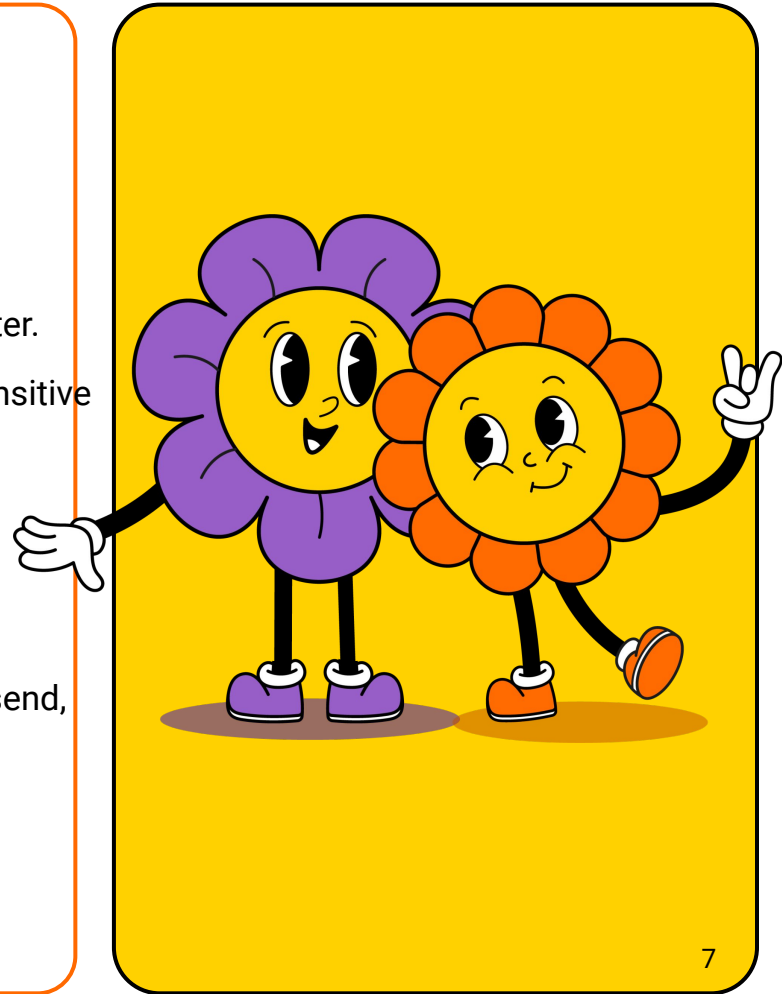
- **Validating a young person's distress** in the context of their families and communities, and addressing stigma by affirming that their struggles are real and worth seeking help for.
- **Appealing to youth's own agency** and providing them with "how tos" for supporting themselves and friends.
- **Offering 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.
- See Brand Guidelines here: neverabother.org/get-involved/



Safe and Effective Messaging Best Practices



Remember when creating suicide prevention messages: Watch Detailed Video [here](#)

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.

Suicide Prevention Day, Week, and Month



Suicide Prevention Day, Week & Month

National Suicide Prevention Week (September 8th - September 14th, 2024) and World Suicide Prevention Day (September 10th, 2024) is a time when individuals and organizations around California and the world come together to reach as many people to raise awareness of suicide prevention and support those who have lost someone to suicide.

This year's Suicide Prevention Day theme is **Change the Narrative** with a worldwide call to action to “**Start the Conversation**”. Every conversation, no matter how small, can remind someone that there is hope and that they are never a bother.

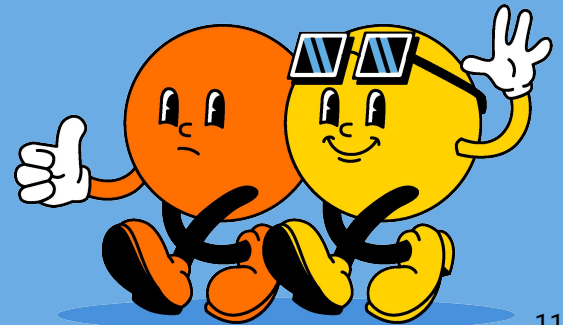
- **Check in with the young people in your life.** Remind them that they are never a bother and that you are here for them.
- **Have an open and direct conversation about suicide,** if you are worried about someone,
- **Familiarize yourself with resources** such as Teen Line or the 988 Suicide & Crisis Lifeline.
- **Share the Never a Bother Affirmation Cards** to remind someone that they matter and that you are ready to listen or talk when they need you.

Download resources, outreach materials, social media graphics, and activities tip sheets at www.NeveraBother.org

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.



Suicide Prevention Month Campaign Resources



Suicide Prevention Month E-Blast

Click [here](#) and scroll to the Suicide Prevention Toolkit to download the email blast on the right for the campaign to share with your colleagues and networks.



Dear Partners,



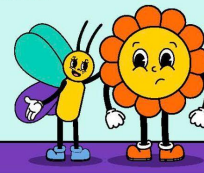
Each September, National Suicide Prevention Week (September 8th – September 14th, 2024) and World Suicide Prevention Day (September 10th, 2024) are times when individuals and organizations around the world come together to raise awareness on suicide prevention and support those who have lost someone to suicide. This year's Suicide Prevention Day theme is "Change the Narrative" with a worldwide call to action to "Start the Conversation" to end silence about suicide.

In acknowledgment, California's *Never a Bother* youth suicide prevention campaign is excited to launch resources for parents and caregivers with the goal of strengthening skills in recognizing suicide warning signs and the ability to effectively intervene with a child and young adult in their care. Resources to support starting the conversation launch this month, with the release of the *Never a Bother Suicide Prevention Month Toolkit*. This September, and year-round, please join us in taking these actions:

- Check in with the young people in your life. Remind them that they are never a bother and that you are here for them.
- If you are worried about someone, have an open and direct conversation about suicide.
- Download additional *Never a Bother campaign resources* such as posters, palm cards, social posts, and more, and remind young people in your community that they matter.
- Familiarize yourself and others with resources such as the [988 Suicide & Crisis Lifeline](#), [Soluna App](#), [Teen Line](#), and other [Tools to Support Children, Youth, and Families](#) from the California Children and Youth Behavioral Health Initiative (CYBHI).

The *Never a Bother* youth suicide prevention media campaign is part of the state's ongoing efforts 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 campaign is funded by the California Department of Public Health (CDPH), as part of CYBHI.

Please visit and share [neverabother.org](#), follow, and engage with the social channels below, pass along this email, and take this opportunity to check in with the young people in your life.



Thank you.

Never a Bother Campaign Channels

Instagram: @neverabother

TikTok: @neverabother

Twitter: @neverabother

Facebook: NeveraBotherCampaign

YouTube: @NeveraBotherCampaign

Twitch: @neverabother

Spotify: <https://spoti.fi/3WSRXyq>

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Suicide Prevention Month Resources

- **Campaign Resources**
 - Website ([NeveraBother.org](https://www.nevera-bother.org))
 - Brand guidelines, campaign fact sheet
- **For Suicide Prevention Month**
 - 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
 - Posters
 - Spotify playlist
 - Sample social posts
 - Stickers
 - Affirmation Jar Activity Tip Sheet
- **For Parents, Caregivers, Allies**
 - Pocket Card in English and Spanish
 - Posters in English and Spanish
 - Affirmation Cards
 - Social Media Graphics
 - Suicide Prevention Workshop Slides and Facilitation Guide

Resources for Parents, Caregivers and Allies

Affirmation Cards



*You're never a bother.
I'm always here to listen
and help — judgment free.*

Pocket Card

Resources

988 Suicide & Crisis Lifeline

Call or text 988 to speak with a trained counselor who will listen without judgment and provide support 24/7. For chat, go to 988lifeline.org/chat/

Teen Line

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)

NeveraBother.org

Launched in 2024 by the California Department of Public Health's Office of Suicide Prevention. The goal of Never a Bother is to prevent suicide among teens and young adults in California, while encouraging friends and caregivers to recognize the power they have to support someone before, during, and after a crisis.

Instagram: @NeveraBother

TikTok: @NeveraBother

Facebook: www.facebook.com/NeveraBotherCampaign



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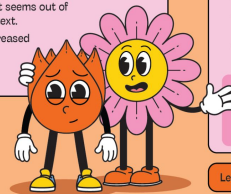
Warning signs of suicide

(be especially concerned if behavior is new, increased, or seems related to a painful event).

Talking/texting about — or making plans for — suicide.
Expressing hopelessness about the future.
Showing severe emotional pain or distress.
Giving away things they care about (e.g. jewelry, clothing, tech).

Showing worrisome behavior changes like:

- Withdrawal from or changes in social connections.
- Anger or hostility that seems out of character/out of context.
- Changes in sleep (increased or decreased).
- Increased irritability.



How do I talk to a child in my care about suicide?

- Find a place and time to talk.
- Actively listen — really hear what they're saying.
- Ask about the behaviors you have noticed.
- Make sure your questions are open-ended, instead of yes-or-no.
- If your teen is silent, they might just be thinking of what to say. Get comfortable with silence and give them time to think.
- Stay calm.
- Don't worry about getting the words exactly right.
- Validate their feelings and let them know you're proud of them for sharing with you.
- Make sure they know they can come to you anytime, that they're never a bother.

Most importantly, ask directly.
"Are you thinking about suicide?"

Asking questions won't put the idea in their head. Your child may be relieved that you brought it up.

Learn more icebreakers and responses at NeveraBother.org



Resources for Parents, Caregivers and Allies, cont

Poster

Make sure they know they are *never* a bother.

They may not always show it, but odds are that your child or a youth in your care wants you to take an interest in their life. Make sure they know they can “bother” you with whatever’s weighing them down.

And if something doesn’t feel right, it probably isn’t. **Trust your instincts.**

Take action if you notice these warning signs.

Talking/texting about — or making plans for — suicide.	Expressing hopelessness about the future.	Showing severe emotional pain or distress.	Giving away things they care about.	Showing worrisome behavior changes.
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Learn more about the warning signs of suicide at NeverABother.org

Call the Suicide and Crisis Lifeline at 988 any time (24/7) to get help right away.

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Nunca una Molestia

Quiero hablarle. ¿Por dónde empiezo?

Saber que tu hijo está pensando en el suicidio puede ser algo aterrador para un padre o cuidador. Primero, mantén la calma. Y toma en serio sus sentimientos. Anima a tu hijo a hablar sobre por qué está pensando en suicidarse. **Escucha sin decaer ni juzgar sus sentimientos.**

Pregunta sobre los comportamientos que observaste.

Aségurate de que tus preguntas sean abiertas, en lugar de responderse con “sí” o “no”.

Acepta con comodidad el silencio y dale tiempo para pensar.

No te preocupes por encontrar las palabras correctas.

Valida sus sentimientos y dile que te enorgullece que los comparta contigo.

Aségurate de que sepa que puede acudir a ti en cualquier momento, que nunca es una molestia.

Lo más importante es que preguntes directamente. “¿Estás pensando en suicidarte?”

Hacer preguntas no le meterá la idea en la cabeza. Tu hijo puede sentirse aliviado de que hayas tocado el tema.

Conoce más conversaciones para romper el hielo y respuestas en NeverABother.org

Llama a la Línea de Prevención del Suicidio y Crisis al 988 en cualquier momento (24/7) para obtener ayuda de inmediato.

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Suicide Prevention Month Activity Tipsheets

Never a Bother Youth Engagement Activity Tip Sheet for Suicide Prevention Month

Create a self affirmation jar

Navigating pressures from school, work and sports, managing cultural and family expectations, or experiencing tough days with friends and relationships can wear us down. When this happens, it's important that we build ourselves back up.

Self-affirmations remind us of our worth, defend against stress, and can help us weather difficult circumstances.



Get Ready! You'll need:

- A mason jar (or other container or box)
- Paper strips
- Art supplies (tape, glue, scissors, markers, ribbon, stickers, marl)
- Optional Never a Bother flower characters, icons, affirmation p health coping palm cards can be downloaded at: [NeverABother](https://www.neverabother.org)

Tip 5 Ideas:

- Self-affirmations should be authentic to you and your beliefs!
- Think of some statements you can use to remind yourself of your strengths and abilities, as well as what you are grateful for or working toward.
- Place something in the jar (a photo, a shell, a favorite quote) that reminds you of your reasons for living and gives you hope.
- Or add activity ideas (taking a walk, deep breathing) that bring you joy and help you when you are having a tough time.

you are worth



Never a Bother Youth Engagement Activity Tip Sheet for Suicide Prevention Month

Make it a Group Activity

This is a fun activity that can also be done as a group. That can be your family, classroom or group of friends for a craft night. If you like, you can also make affirmation statements for each other and add it to each others jars to let them know they are never a bother.



Step 4. SHARE ON SOCIAL MEDIA AND TAG @NEVERABOTHER

Take a picture of the door or space and post it on your social media channels using [#NeverABother](https://www.neverabother.org)

- Tag the campaign [@neverabother](https://www.neverabother.org)
- Send a picture to info@neverabother.org



For more resources and info, visit [NeverABother.org](https://www.neverabother.org)
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Never a Bother Youth Engagement Activity Tip Sheet

Show your friends or youth in your care that they are never a bother by creating a visual representation that invites them to reach out for support if needed.

Get Ready! You'll need:

- A walk door, or other space visible to youth you serve or in your community
- Large paper to cover door/space
- Art supplies (colored paper, tape, glue, scissors, and markers)
- Never a Bother prompt bubbles



Step 1. CREATE

Convene a group, brainstorm ideas, and decide on a design. Have each p response to the prompt "Bother me When...".

Additional ideas:

- Coping strategies
- Resources such as 988, Teen Line, or resources available at your org
- Words of support for youth experiencing mental health challenges

Step 2. DISPLAY

Use large sheets of paper to fully cover one side of the door or other sels then put the individual art pieces together to create your display.

- Make sure to use lots of color and write out a big title on the display!
- Use the Never a Bother prompts to decorate your space, and add any other information or collateral (e.g. posters).
- Have different youth and people in your organization add their own unique answer to the prompt "Bother me When...".
- When completed, the space should feel welcoming share information about resources, and encourage youth to reach out for support when needed.



Never a Bother Youth Engagement Activity Tip Sheet

Step 3. CELEBRATE

Make it a contest! Have multiple groups work on different doors or spaces and select a panel to vote on which display is the most creative or helpful! You can also plan an event for parents, caregivers and community members to come to your organization and see the display while receiving resources and information about suicide prevention.



Step 4. SHARE ON SOCIAL MEDIA AND TAG @NEVERABOTHER

Take a picture of the door or space and post it on your social media channels using [#NeverABother](https://www.neverabother.org)

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For more resources and info, visit [NeverABother.org](https://www.neverabother.org)
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Social Posts, Posters, Palm Cards, Stickers

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, hold 4 seconds, 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



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 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, lláma o envía un mensaje de texto a la línea de ayuda y crisis al 988. Si llamas, déjale tu número de teléfono.

Lláma a la línea adolescente al 1-800-952-8338 (de 6 PM a 10 PM PT) o envía un mensaje de texto con la palabra "TEEN" al 839863 (de 6 PM a 9 PM PT).

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 (puedes responder en español).
- Recibirás apoyo y recursos.

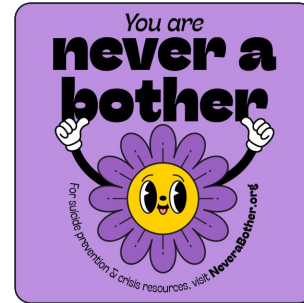
No:

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

Visita NeveraBother.org para acceder a recursos adicionales y detalles sobre qué sucede cuando contactas al 988, la línea adolescente y más.

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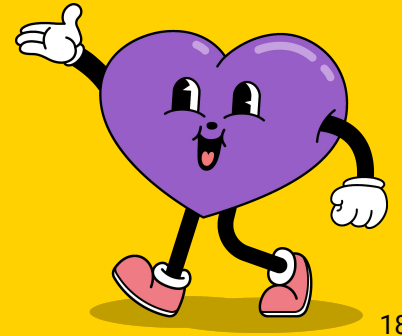
Stickers



Poster





Suicide Prevention Month Social Posts



Suicide Prevention Month Social Posts

Our Suicide Prevention Month Toolkit has [campaign social posts](#), and corresponding captions for sharing out. Check out examples on the next slide.

Suicide Prevention Month Social Posts

Post Purpose	Graphic	Caption Ideas
Suicide Prevention Month		<p>September is Suicide Prevention Month. It's an important moment to talk about connection, being there for each other, and suicide prevention (even more than we usually do). Thank you to our online community for helping spread the message.</p> <p>All month, we'll be sharing posts about 988 and how to break the ice and keep the conversation going with the youth in your life.</p> <p>🦋 Check out our new special butterfly here to guide and support you in September!</p> <p>#SuicidePreventionMonth</p>
Does asking about suicide put the idea in their head?		<p>Asking directly, "Are you thinking about suicide?" won't put the idea in their head. If you think someone in your life is at risk of suicide, talking about it with them can help save their life. If they say yes, don't panic. Stay calm, prioritize their safety and call 988 together to get more support.</p> <p>Go to neverabother.org for tips on what to say and how to take action.</p> <p>#SuicidePreventionDay</p>

Follow the Social Handles Today!



Instagram: @NeveraBother

TikTok: @NeveraBother

Facebook: Never a Bother

www.facebook.com/NeveraBotherCampaign

Campaign General Email:

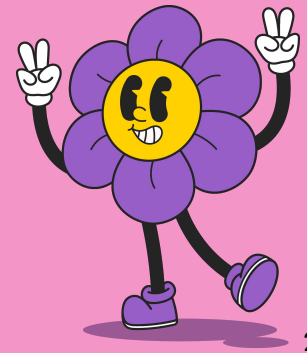
Info@neverabother.org

Remember!

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

Activity Ideas

Tips & ideas to activate the Never a Bother campaign during Suicide Prevention Week/Month and on World Suicide Prevention Day



Remind Yourself and Others: You Are Never a Bother

Tough times are part of life. Coping is how we draw on the inner strength and resilience that allows us to keep going, protecting us when we might feel like giving up. This Suicide Prevention Month (and all year long) try out these activities to remind yourself and others that your feelings matter and that you are never a bother.

- **Create something!** Becoming absorbed in creative activities has been shown to help our minds combat stress and can help break negative thought patterns.
- **Remind someone that you care and that they are Never a Bother!** Download the [Suicide Prevention Toolkit](#) and share affirmation cards from it, or create your own.
- **Talk It Out!** Stay connected to those who matter to you. Talk openly about any challenges you are facing with someone supportive. You are not alone in your journey. Check-out the resources, like Soluna App and Teen Line, at www.NeveraBother.org.



*What you're going
through is real.*

I'm here to listen.

Create a Self Affirmation Jar

Navigating pressures from school, work and sports, managing cultural and family expectations, or experiencing tough days with friends and relationships can wear us down. When this happens, it's important that we build ourselves back up. Self-affirmations remind us of our worth, defend against stress, and can help us weather difficult circumstances.

- Self-affirmations should be authentic to you and your beliefs.
- Think of some statements you can use to remind yourself of your strengths and abilities, as well as what you are grateful for or working toward.
- Place something in the jar (a photo, a shell, a favorite quote) that reminds you of your reasons for living and gives you hope. Or add activity ideas (taking a walk, deep breathing) that bring you joy and help you when you are having a tough time.
- This is a fun activity that can also be done as a group. That can be your family, classroom or group of friends for a craft night. If you like, you can also make affirmation statements for each other and add it to each other's jars to let them know they are never a bother.

Visit the [Never a Bother website](https://NeveraBother.org) to download the activity tip sheet.



Never a Bother Youth Engagement Activity Tip Sheet for Suicide Prevention Month

Create a self affirmation jar

Navigating pressures from school, work and sports, managing cultural and family expectations, or experiencing tough days with friends and relationships can wear us down. When this happens, it's important that we build ourselves back up.

Self-affirmations remind us of our worth, defend against stress, and can help us weather difficult circumstances.

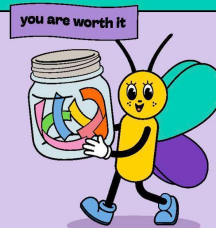


Get Ready! You'll need:

- A mason jar (or other container or box)
- Paper strips
- Art supplies (tape, glue, scissors, markers, ribbon, stickers, markers)
- Optional: Never a Bother flower characters, icons, affirmation pocket cards, and health coping palm cards can be downloaded at: NeveraBother.org/getinvolved

Tip & Ideas:

- Self-affirmations should be authentic to you and your beliefs.
- Think of some statements you can use to remind yourself of your strengths and abilities, as well as what you are grateful for or working toward.
- Place something in the jar (a photo, a shell, a favorite quote) that reminds you of your reasons for living and gives you hope. Or add activity ideas (taking a walk, deep breathing) that bring you joy and help you when you are having a tough time.

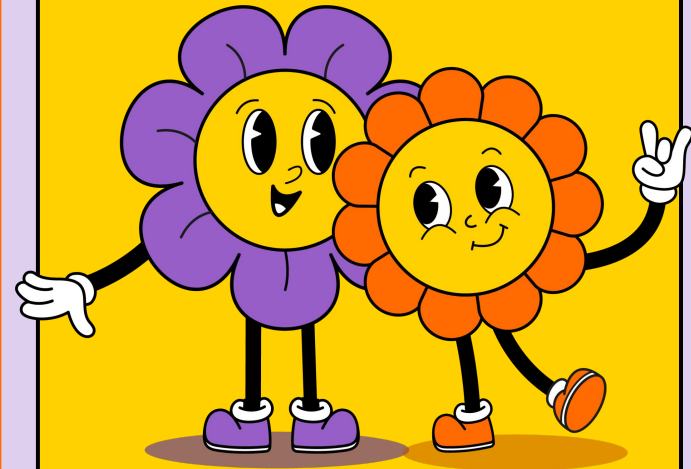


Start the Conversation

This year's Suicide Prevention Day theme is **Change the Narrative** with a worldwide call to action to “**Start the Conversation**”. Every conversation, no matter how small, can remind someone that there is hope and that they are never a bother. Video, Photo and Art content can help start those conversations.

Challenge One: Review the [informational videos](#) about what happens when you call or connect with 988, the Suicide & Crisis Lifeline, on the Never a Bother YouTube Channel @NeveraBotherCampaign. Now, create your own video or digital graphic (sized for Instagram) promoting this resource to young people from your community. Open to youth ages 12 to 25. [Get started](#), submit by September 30, 2024, and win prizes!

Challenge Two: Life can get overwhelming, especially when we experience small and big life changes like going back to school, moving, going to college or a new school, or even starting a job. This September, youth can create a film, art piece, song, or narrative that reminds us that we don't have to face these challenges alone. Let someone know that it's okay to not be okay sometimes and remind them that they are never a bother. Open to youth ages 12 to 25. [Get started](#), submit by September 30, 2024, and win prizes!

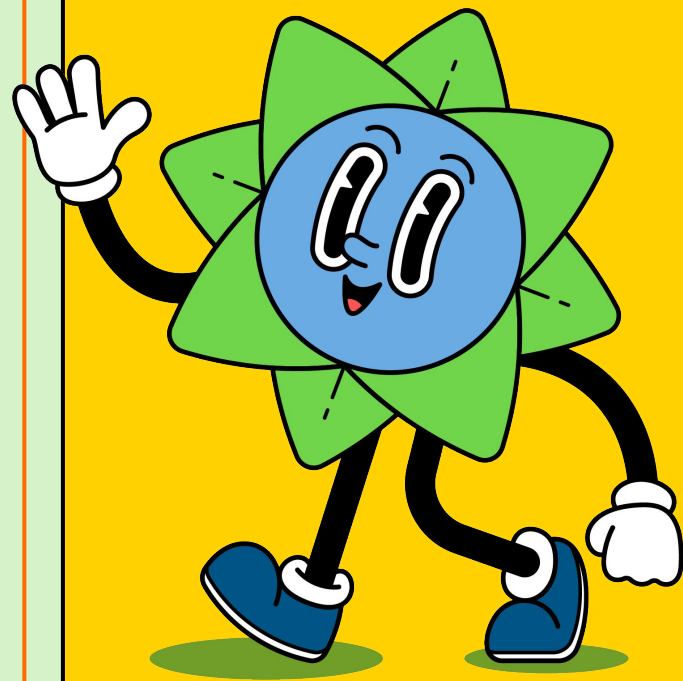


Prepare Parents, Caregivers and Allies to Support a Youth in Their Care

Prepare parents, caregivers, and allies to support a youth in their care before, during, and after a crisis.

- Share the [Never a Bother campaign website](#) as a resource to learn about warning signs, resources, and how to have a conversation with a youth in their care.
- Place the [Never a Bother posters](#) in spaces for parents and caregivers to see.
- Host a workshop series for parents to learn about suicide prevention, how to connect with young people in their care, and how to strengthen protective factors
- Give out [Affirmation Cards](#) to the parents and caregivers so that they can share them with the youth in their care.

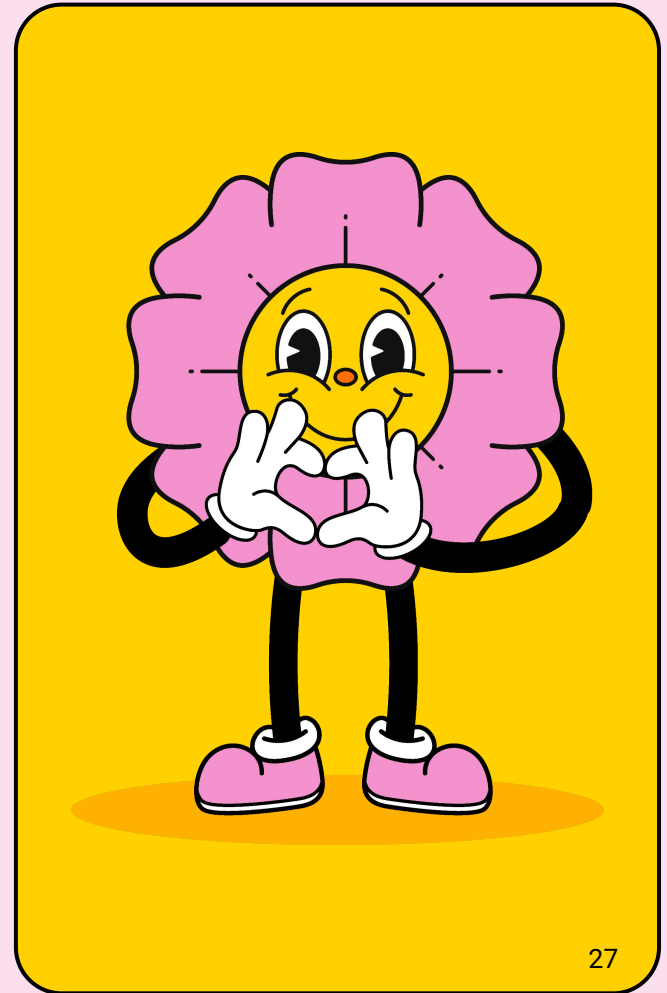
Tip: The Never a Bother campaign has downloadable resources in English and Spanish that can be shared with parents and caregivers including workshop slides, a facilitation guide, posters, pocket cards, and more!



Create *Never a Bother* Spaces

Feeling supported by friends, family, and connected to a school and 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.

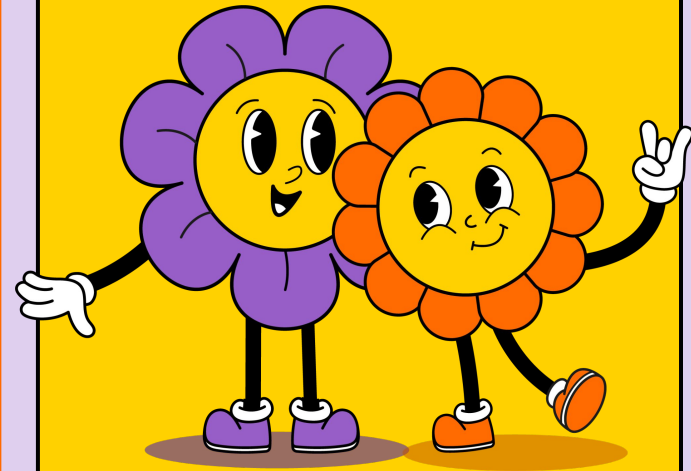
- Decorate your door,, fridge, car, or another space, with welcoming statements that reassure youth they are never a bother and your door is always open. See [Never a Bother Activity tip sheet](#) to get started.
- Download and share Never a Bother Affirmation Cards.



For Educators

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](#) and hang up posters in your classroom and on campus.
- 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.
- Have students participate in the [988 Video & Art Challenge!](#)
- Hand-out a supply of Never a Bother Affirmation Cards and ask students to share them with one other person during the month of September.



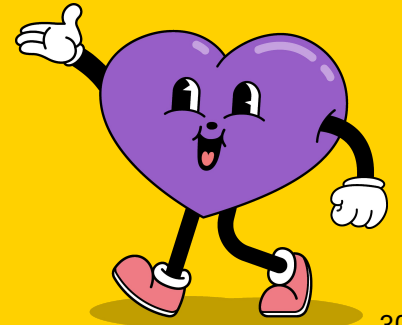
Stay Informed



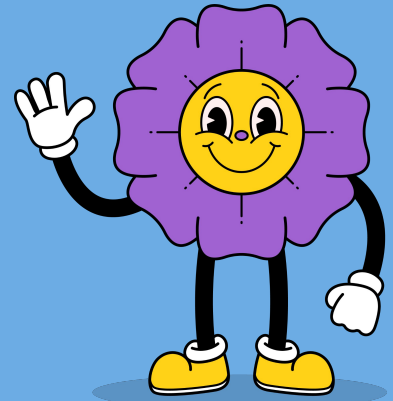
Campaign List-Serv: Receive updates on the *Never a Bother* campaign from the California Department of Public Health, Office of Suicide Prevention. [Sign up for the campaign list-serv](#) to be notified when new campaign materials are released, including resources and campaign materials specific to schools.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

Questions?

You can always contact your campaign team at:
info@neverabother.org.



Thank you!



**Never a
Bother**

