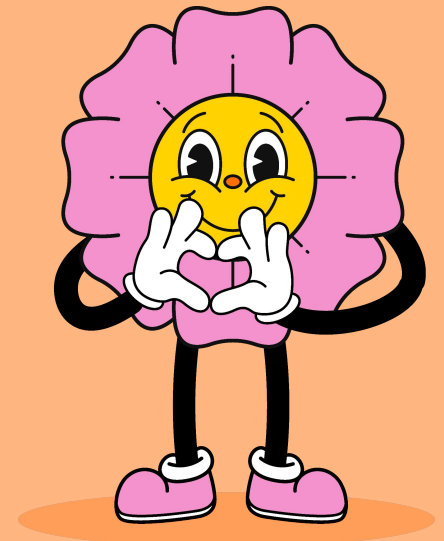


Never a Bother: **The California Department of Public Health's Inaugural Statewide Youth Suicide Prevention Campaign**

February 2025



Please Take Care of Yourself

Suicide is a very delicate topic.
Emotions may rise to the surface.

Many of us are loss survivors, attempt survivors, and people with lived experience.

Please make taking care of yourself a priority, during and after the presentation.

If you or someone you know needs support,
Call or text 988 to reach the Suicide and Crisis Lifeline





Instagram: @NeveraBother



TikTok: @NeveraBother



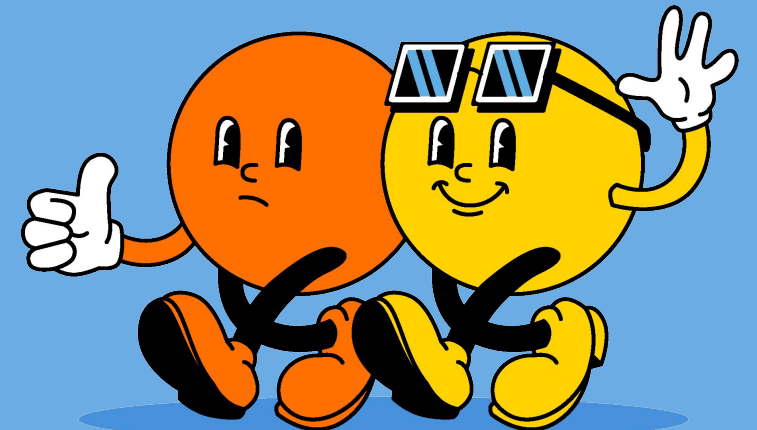
Facebook: Never a Bother



Youtube: @NeveraBotherCampaign



Spotify: *Never a Bother* playlist



Brought to you by **Civilian**[™]

Agenda



*Why **we're** here:*

- Background and Overview
- Campaign Goals
- Research and Strategy
- Campaign Concept
- Launch, Outreach, and Engagement
- Youth Co-Creation Highlights
- Influencer Partnership
- Campaign Impact
- Q&A

*Why **you're** here:*

- Listen-Learn-Apply-Better

**Please note we will be recording and it will be made available afterwards at neverabother.org/get-involved for ease of sharing.*

Campaign Team Today



Camellia Mortezaazadeh, MPH
Director, Strategy and
Insights, Civilian Agency



Pete Levine
Vice President, Client
Services, Civilian Agency



Varinda Gupta
Senior Account
Executive, Civilian
Agency



Shailen Dawkins
Campaign Youth
Advisory Board
Member



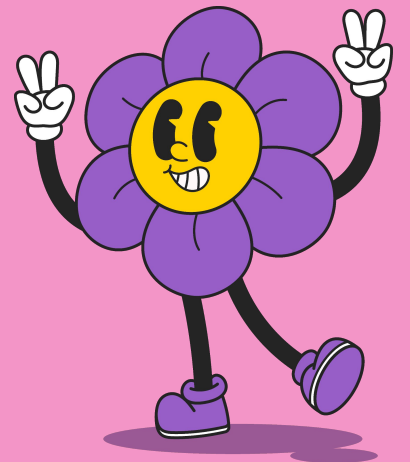
Darcy Pickens, MPH
Program Coordinator,
Office of Suicide
Prevention, CDPH



Dr. Sohil Sud
Director, CYBHI,
California Health and
Human Services
Agency



Background and Overview



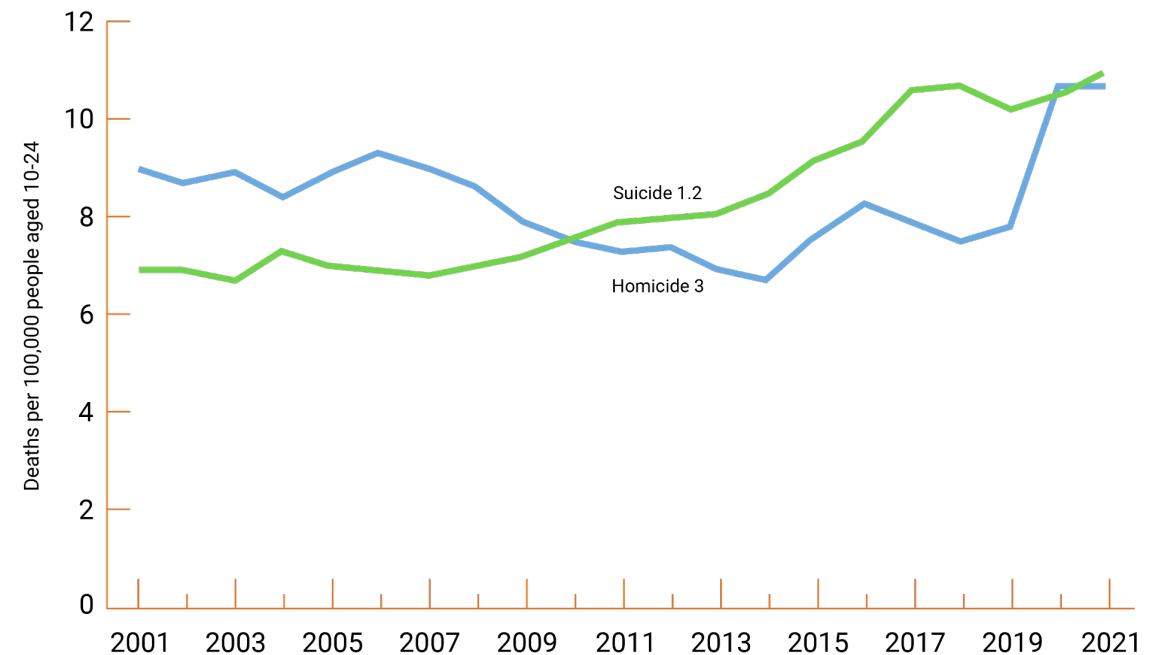
National Youth Suicide Trends



CDC NCHS Data Brief No. 471, June 2023. Accessed online at: <https://www.cdc.gov/nchs/products/databriefs/db471.htm>

- Suicide, a self-directed form of violence, is a leading cause of premature death and is a major contributor of years of life lost for young people.
- According to the CDC, the suicide rate among people aged 10–24 increased **47%** from 2007 through 2021.

Suicide and homicide deaths rates among people aged 10-24: United States. 2001-2021



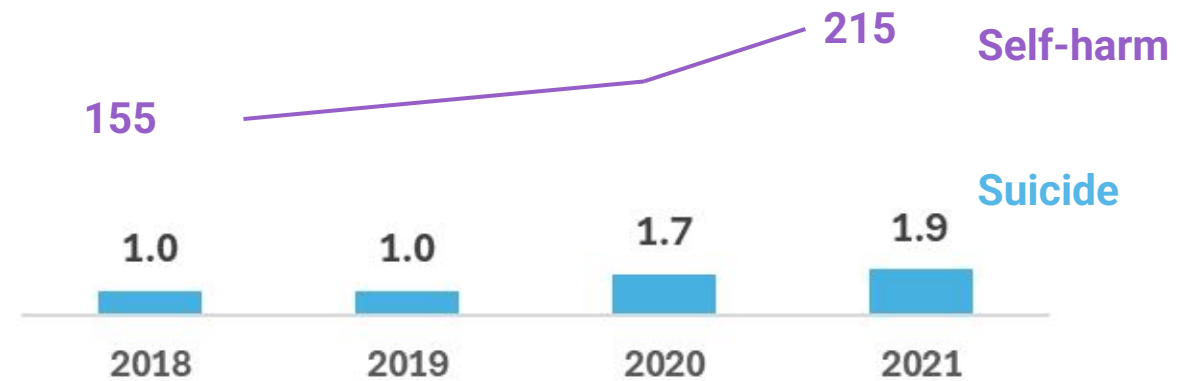
Trends in California



Between 2018–2022*

- Suicide was the second leading cause of death among youth and young adults (10-24 years old), accounting for 19.8% of all deaths in this age range.
- Youth and young adults visited the emergency department for self-harm injuries more than any other age group.

California 10-14 Year Olds, Suicide and Self-Harm Rates Per 100,000

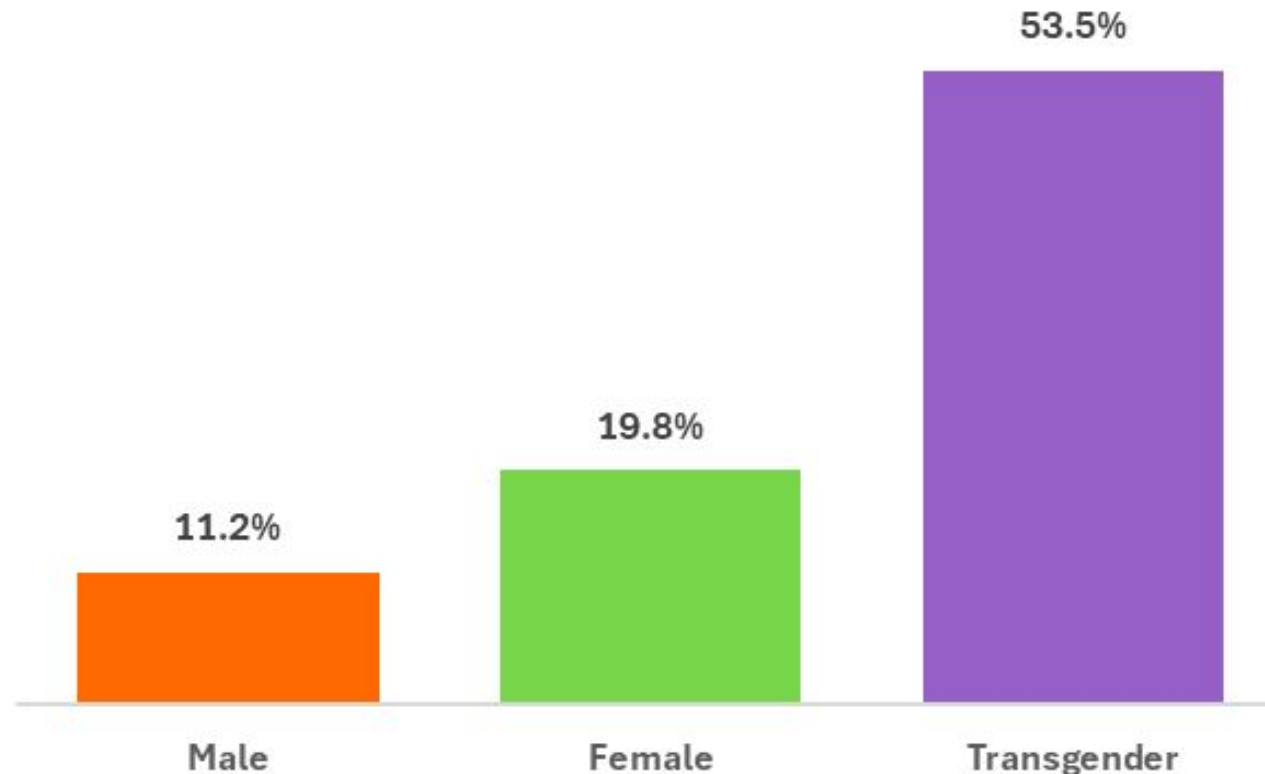


*Most recent year finalized data is available

Source: CDPH

Disparities by gender identity

Percentage of California 9th- and 11th- grade students who seriously considered suicide during past 12 months, by gender identity, 2019-2021

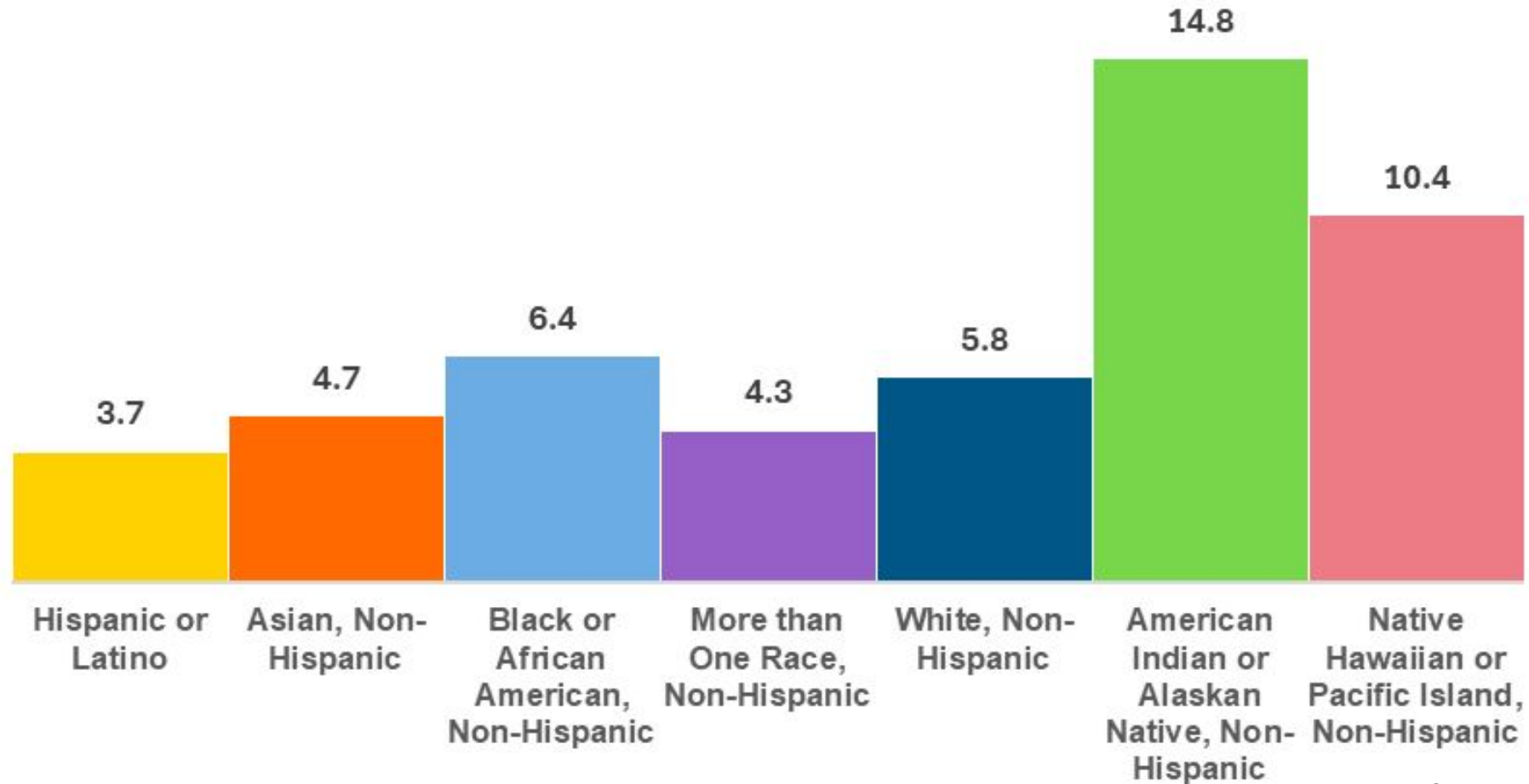


Source: CHKS Core Module of Biennial Surveys, 2019-2021

Notes: Data come from 9th- and 11th- grade student responses that are weighted to be representative of the state.

Disparities by race and ethnicity

Deaths by suicide per 100,000 California children and youth, ages 0-25, 2021-2023



CYBHI

Children and Youth
Behavioral Health Initiative



*Transforming
the way
California
supports
children, youth
and families*

**Never a
Bother**

Health Care Settings

- Expanding the behavioral health workforce
- Increasing access to behavioral health services
- Supporting non-specialist care providers

Digital Environment

- Bringing behavioral health services online
- Preparing for the next-generation of digital supports

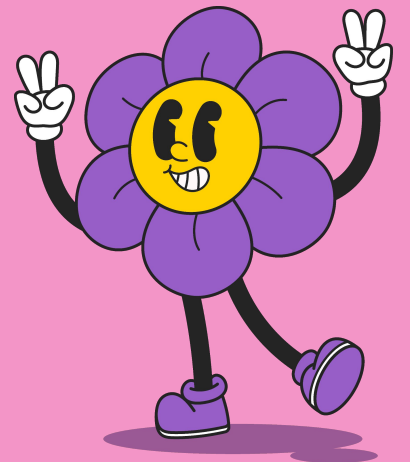
Educational Settings

- Bringing wellness into the classroom
- Nurturing a supportive campus culture
- Expanding access to school-linked care services

Homes & Communities

- Enhancing community resilience
- Building a community-based workforce

California's Youth Suicide Prevention Campaign Goals



Suicide Prevention Framing

It's important to remember that **suicide is preventable**. Prevention starts long before someone begins to experience mental health symptoms that interfere with their daily activities.

What "Causes" Suicide?

- The causes of suicide are complex.
- Suicide is not caused by any one factor.
- Most people who experience risk factors do not die by suicide.

↑ Increased Risk Factors

- History of depression and other mental illnesses.
- Job/financial loss
- Loss of relationships
- High conflict/violent relationships
- Social isolation
- Community violence
- Historical trauma
- Discrimination and racism
- Stigma associated with seeking help
- Easy access to lethal means

↓ Decreased Protective Factors

- Effective coping and problem-solving skills
- Reasons for living (family, friends, etc.)
- Strong sense of cultural identity and community
- Support from partners, friends, and family
- Connectedness
- Access and availability of high quality, affirming, culturally responsive care
- Decreased access to lethal means

Campaign Goals



Campaign Goals and Objectives

1. Increase awareness of suicide prevention and mental health resources, services, and supports.
2. Promote help-seeking behavior and other evidence-based prevention strategies.
3. *Create a unique campaign that breaks through and genuinely reaches youth – and fill a gap in youth suicide prevention efforts*

Outcomes

1. **Increased knowledge and awareness** (e.g. knowledge of suicide warning signs, crisis lines)
2. **Increased self-efficacy and beliefs** (e.g. trust in existing support networks, trusting instincts to support a friend, belief that they deserve help)
3. **Increased help-seeking behaviors** (e.g. reaching out for help for themselves and/or a friend).

Campaign Priority Audiences



Youth up to age 25 , with a special focus on Hispanic/Latinx, Native American, Tribal and Indigenous, Black/African American youth, and their friends/allies. In addition, intersecting populations of youth who identify as 2SLGBTQIA+, youth with mental health and/or substance use challenges, and/or youth impacted by the foster care system.

Year 1 Focus (launched in March 2024): Youth 14–25 and their friends/allies. Focused on:

- Youth in distress
- Youth at risk for suicide
- Their friends and peers

Year 2 Focus: All youth, inclusive of youth 14 and younger, reached through their parents and caregivers.

Caregivers can include, but are not limited to, grandparents, aunts/uncles, older siblings, foster parents.

Languages: English, Spanish

Co-Creation Approach



The campaign combines traditional and digital media efforts with youth-serving community-based organizations and Tribal entities to create a campaign that is:

- **Co-created by youth**, for youth, and their allies (peers, caregivers, educators)
- **Amplified by trusted messengers** in the community
- **Paired with youth-led, evidence-informed youth suicide prevention activities** that build upon campaign messages

Core campaign partners



California Department of Public Health, overseeing the overall youth suicide prevention media campaign and outreach efforts.



Civilian, leading media co-creation efforts, creative development, campaign roll-out, technical assistance and more to partners.

Your Social Marketer, Inc.

supporting technical assistance and suicide prevention best practices.



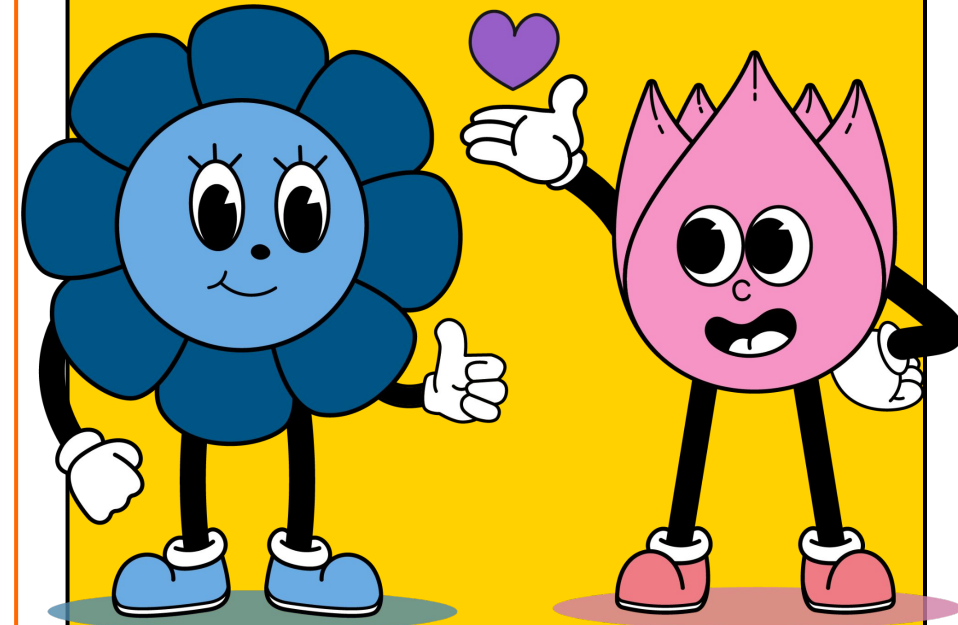
Youth Creating Change, supporting youth engagement and co-creation efforts.



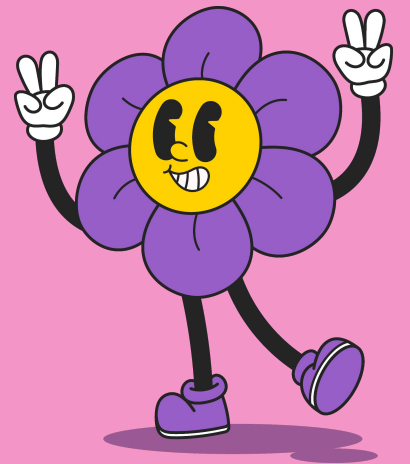
The Center at Sierra Health Foundation, providing administrative oversight for 33 youth-serving CBOs and Tribal entity grantees.



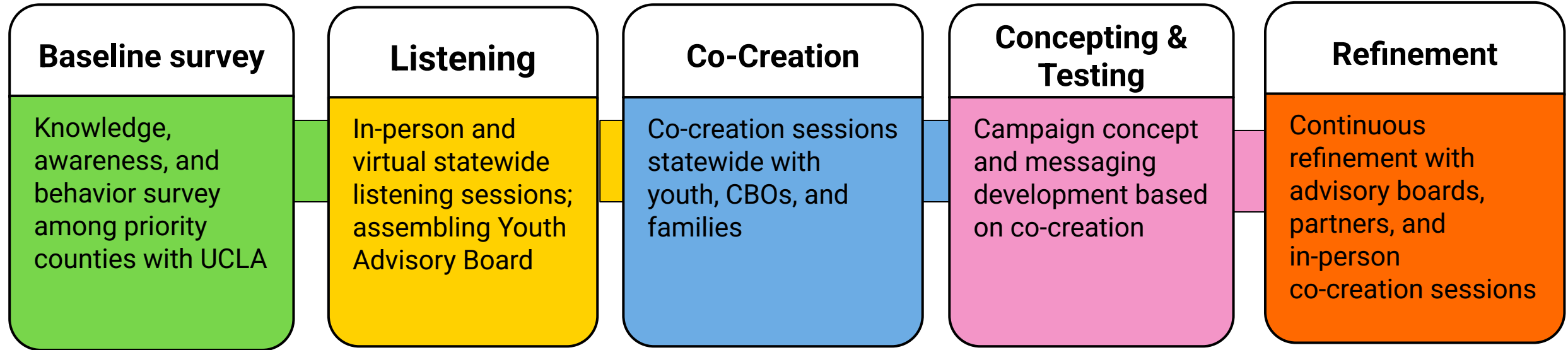
University of California, Los Angeles, evaluating the overall impact of the project to help identify promising practices and replicable efforts.



Research and Strategy

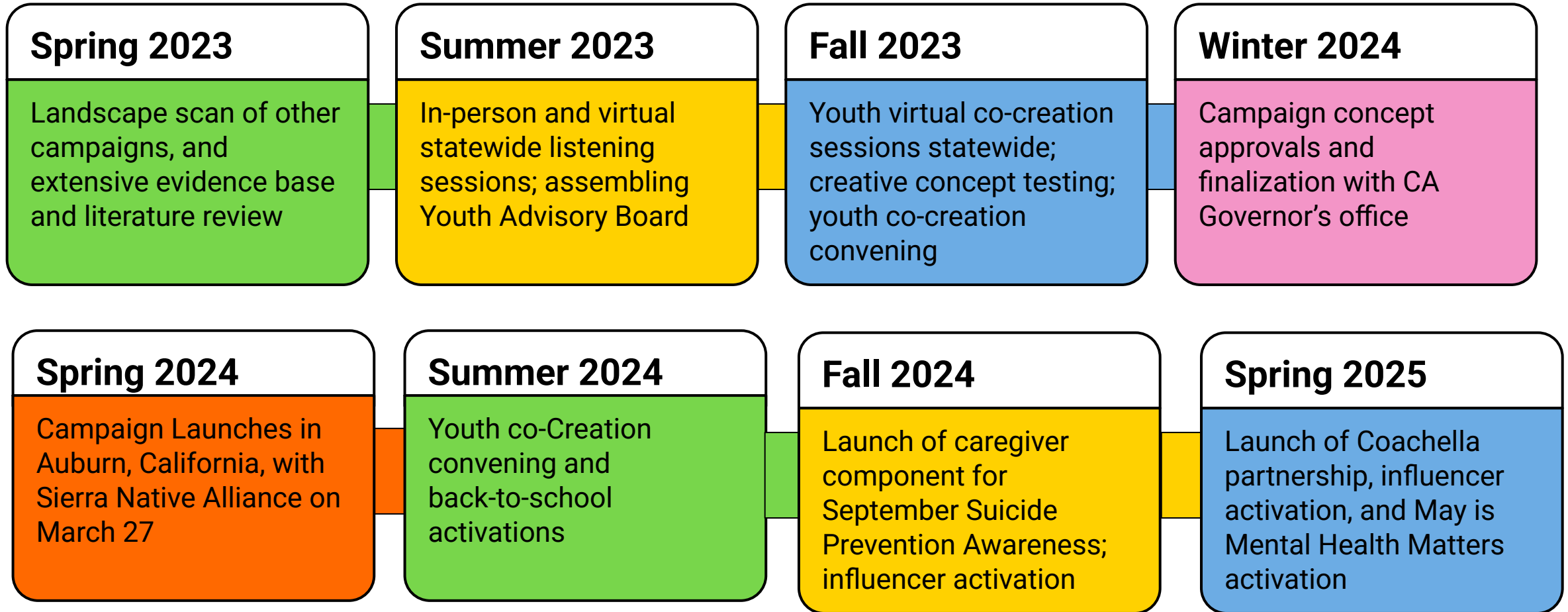


Research and development process



Recall survey and evaluation launching
in Spring 2025

Campaign development timeline



Campaign Youth Advisory Board



**Xamara
Carillo**

She/Her
17 yrs old

*San Mateo
County*



**Sarah
Everett**

She/Her
15 yrs old

*Riverside
County*



**Angela
Soto-Cerros**

They/Them
22 yrs old

*Monterey
County*



**Shailen
Dawkins**

He/Him
22 yrs old

*Los Angeles
County*



**Selina
Mendez**

She/Her
18 yrs old

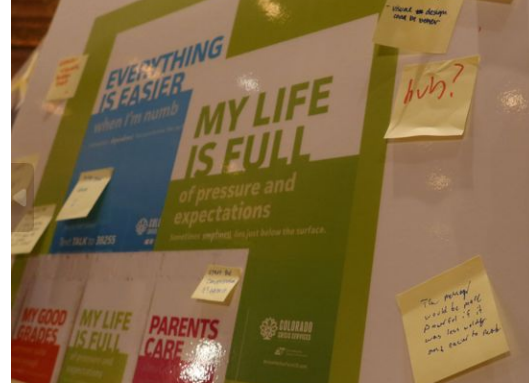
*Alameda
County*

Listening sessions across the state

120+ youth | 5 in-person and virtual listening sessions

Youth Engaged: Young people across California with focus on 2SLGBTQIA+, Black, Latinx, AAPI and American Indian/Indigenous youth.

Goal: Provide input on campaign design; messaging; barriers to help-seeking; visual elements and considerations; and feedback on existing campaigns.

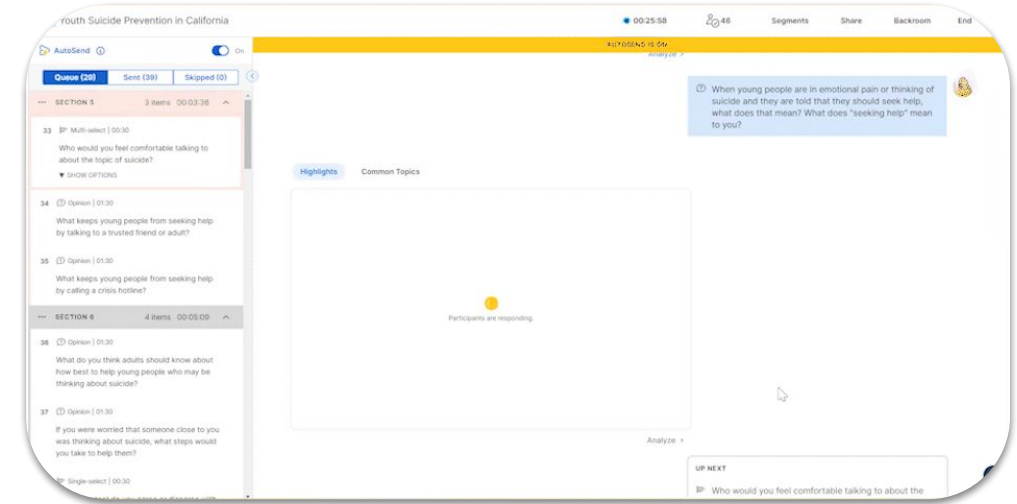


Youth co-creation sessions

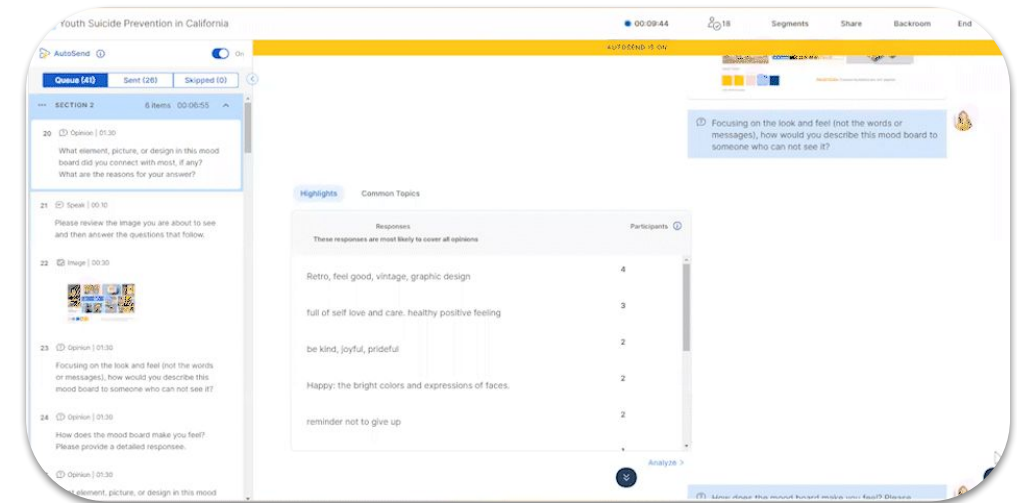
5 sessions | 170+ youth + | 20-50 youth per session

Youth Engaged: Black, Latinx, American Indian/Indigenous, child-welfare involved, and 2SLGBTQIA+ youth across California

Goal: Youth individually and anonymously interact with questions on suicide prevention knowledge and beliefs, and co-create campaign elements with messaging and design prompts, and finalize selection of campaign mood boards.



Condensed snippet of Session 3: 2SLGBTQIA+ Youth



Condensed snippet of Session 4: Diverse System Involved

Creative concept testing across the state

138 youth participants
recruited from CBO/Tribal
Partners with The Center at
Sierra Health Foundation

5 sessions: 1 specific to
Spanish-speaking youth, and
1 specific to American
Indian/Alaskan Native youth

Age ranges: **15–25 years**

43% self-identified as
2S/LGBTQIA+

12% with current/former
child welfare involvement

69% indicated experience
with **mental health**
challenges

**10% from Superior CA
counties** (Butte, Colusa, Del Norte,
Glenn, Humboldt, Lake, Lassen,
Mendocino, Modoc, Nevada, Shasta,
Siskiyou, Tehama or Trinity)

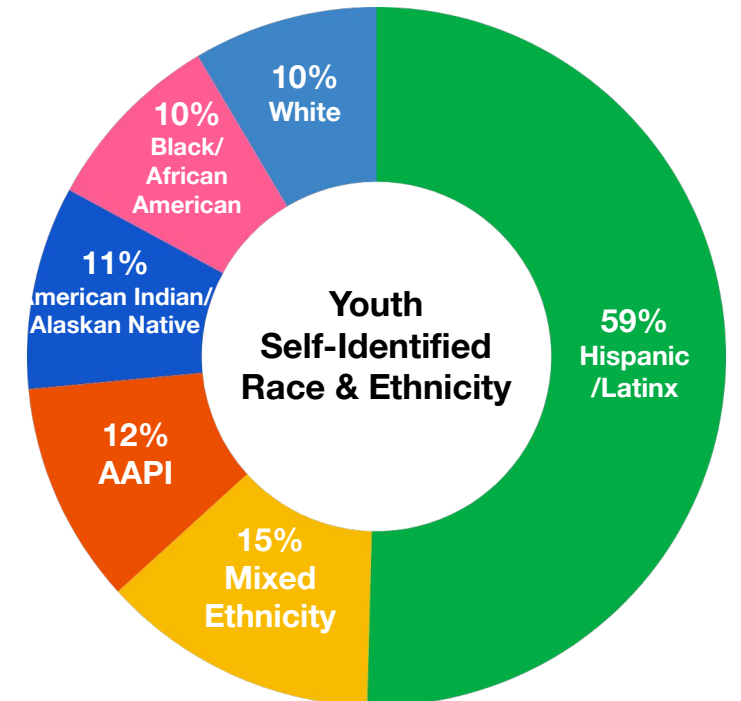
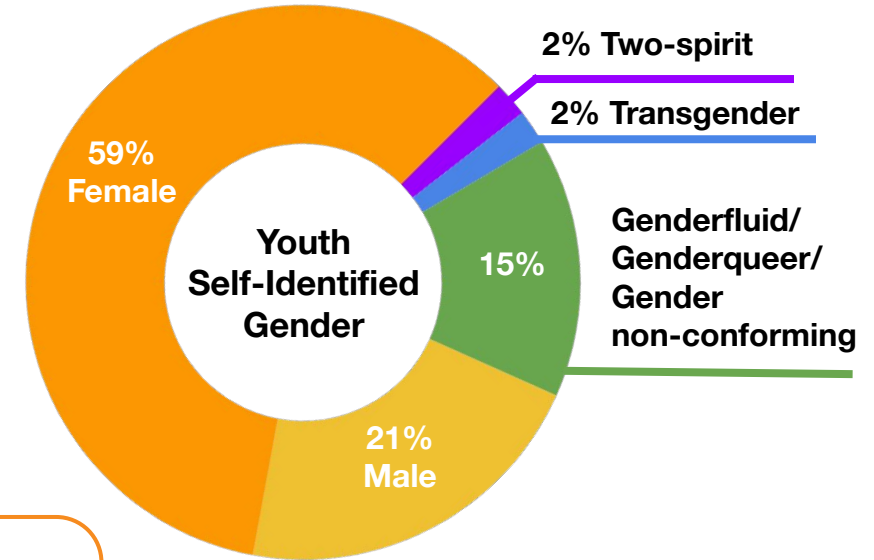
10% from Bay Area counties

30% from Central CA counties
(Alpine, Amador, Calaveras, El Dorado, Fresno,
Inyo, Kings, Madera, Mariposa, Merced,
Mono, Placer, Plumas, Sacramento, San
Joaquin, Santa Cruz, Sierra, Stanislaus, Sutter,
Tulare, Tuolumne, Yolo, or Yuma)

**50% from Southern
CA counties** (Imperial,
Kern, Orange, Los Angeles,
Riverside, San Bernardino,
San Diego, San Luis Obispo,
Santa Barbara, or Ventura)



THE CENTER
at Sierra Health Foundation



Sample of CBOs and Tribal partners engaged

Nearly 400 youth
engaged between
May and August
2024



HUMANIDAD
Therapy & Education Services



Wellness
& Prevention
Center



The Spahr Center
For Marin's LGBTQ+ and HIV Communities



YOUTH LEADERSHIP INSTITUTE
Use Your Voice

**Never a
Bother**

In-person youth co-created content for campaign



Make some art!

Fill out a conversation starter with a talk bubble



Reel Stories...









What we heard...

Validation + Trust + Safety



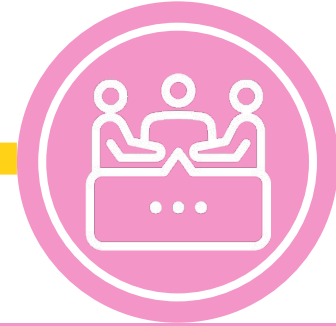
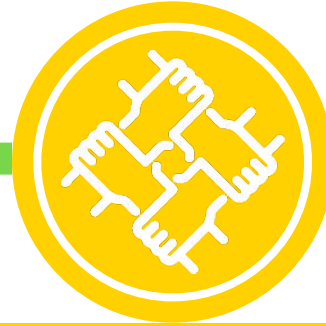
Barriers to breakthrough for behavior change

	FEELINGS OF UNWORTHINESS Do not want to be a burden to others. Not feeling their feelings are worthy of support, others have it worse, don't want to add a burden to family member.		LACK OF KNOWLEDGE Warning signs, what exactly should be said and done to help a friend, what are all resources/options available for young person experiencing suicidal ideation; what happens when you seek help.
	STIGMA AND SHAME Stigma from their respective community/family/culture of identity around mental illness, suicide, and obtaining support.		CONCERNS OVER CONFIDENTIALITY AND DISTRUST Worries of parents finding out, trust and confidentiality being broken, general distrust of crisis/support lines, who staffs them, and how they can <i>really</i> help.
	FEAR Fear of judgment and reactions from others, not being listened to or understood, fear of consequences and events set in motion when seeking help.		CONSEQUENCES OF SEEKING HELP Potential parental or police involvement, fear of being "sent to a mental institution" or removed from school or home.



Framework for our priority audiences

Overall campaign strategy



Validate

Validate a young person's distress in the context of their families, culture, and communities, and address internalized stigma with clear messages that let them know their feelings and struggles matter and are worth seeking help for.

Appeal

Appeal to youth's own agency and provide them with the "how to" of supporting themselves and a friend.

Offer

Offer multiple pathways to seek and receive help before, during, and after a crisis, including warm and crisis lines, chat and text options, and other mental health supports.

Build Trust

Build trust by providing specific and honest information about what happens when a young person reaches out for help, "the full story"; provide reasons to believe things will get better.

Share Stories

Share positive and genuine stories of young people from similar backgrounds being helped while connecting with crisis and other support resources.

Informed by: Safe and Effective Messaging Guidelines

Co-Creation with Youth

Suicide Prevention and Crisis Models and Best Practices

Youth voice and co-creation in our campaign



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

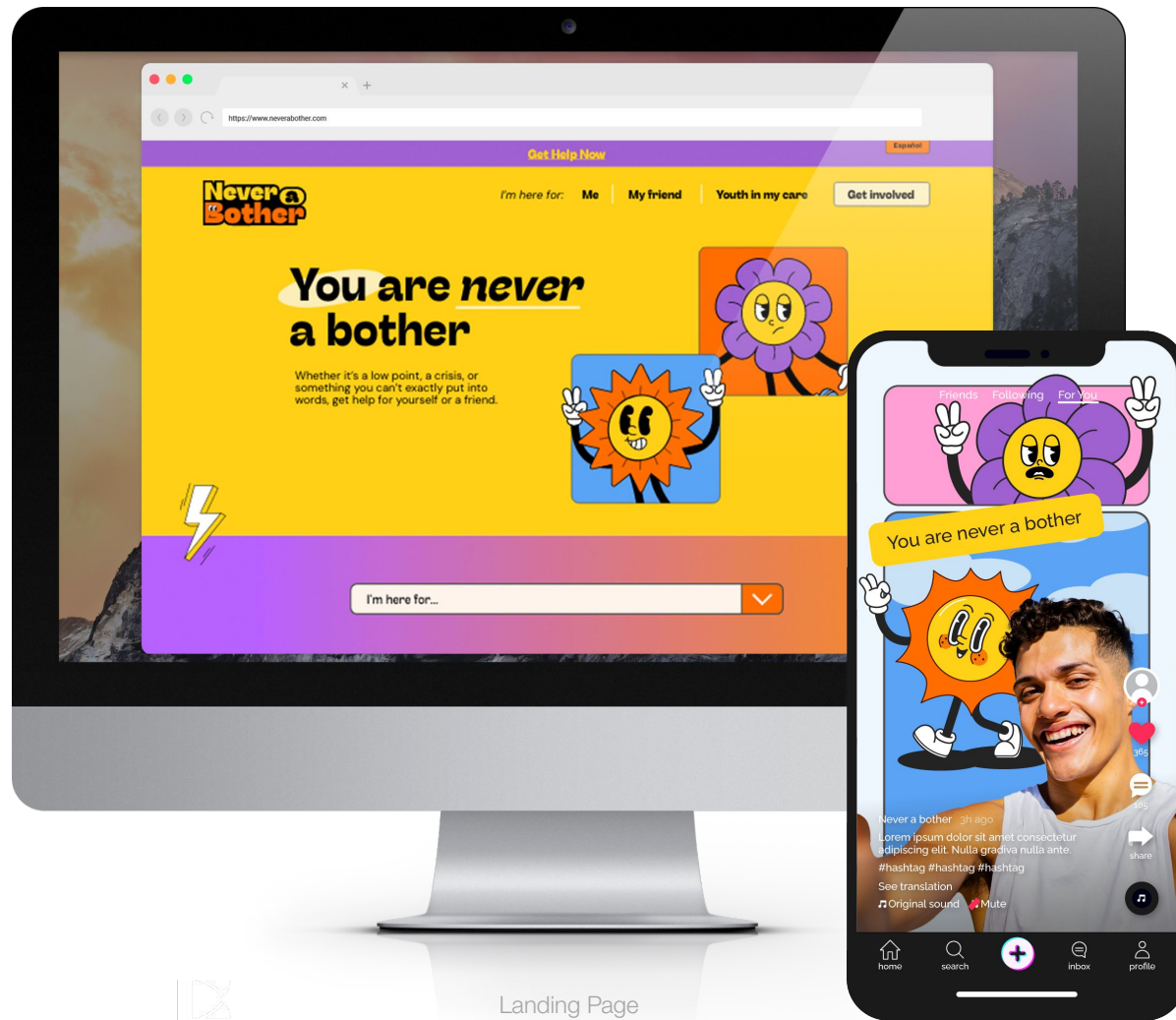


Campaign Concept





Never a Bother – overview



Landing Page

TikTok Ad



Billboard



Sticker



“It makes me feel like I'm not the only one and I'm not a bother. “

“It makes me feel like more people understand what it's like to feel suicidal “

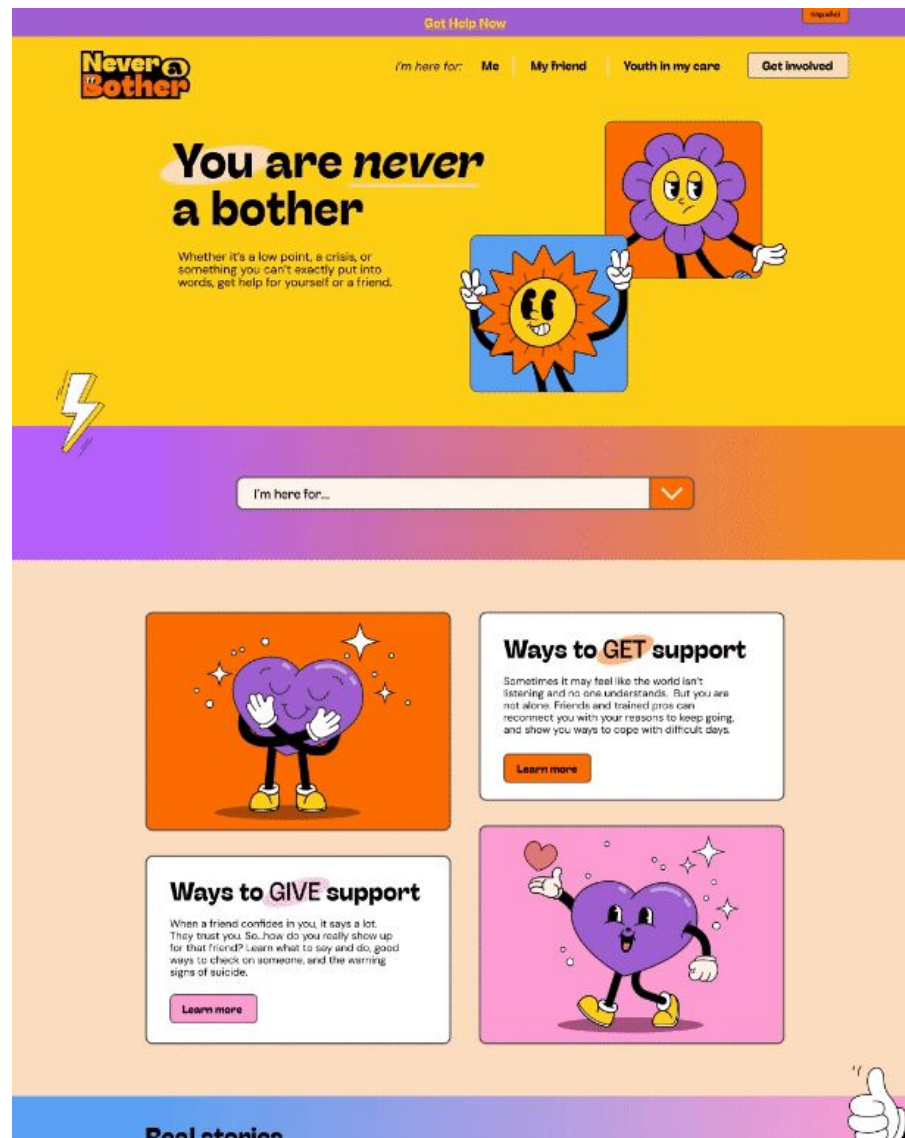
“I like this concept bc young people feel like their feelings don't matter since they tend to get gaslighted by adult allies. They feel like they're a bother.”

**Never a
Bother**

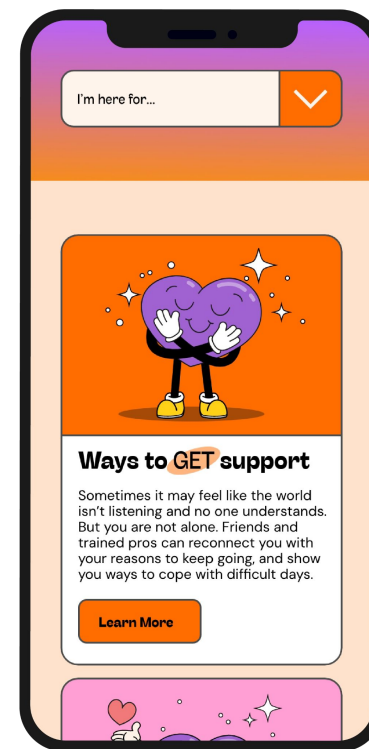
- **Validation and a sense of community are needed.** Youth resonated with concepts that felt authentic to their own experience of not wanting to be a burden and not feeling seen or heard by their parents. Youth liked messaging conveying sense of belonging and collective community (“Let's get better together”)
- **Youth want visual maximalism and message minimalism.** Words and phrases were secondary to imagery for attention and eliciting positive responses.
- **Illustrations are welcoming, motivational, and make tough topics and complex feelings approachable to youth across demographics.** Findings showed that using images of real people was not required to capture their attention and can be polarizing. The graphics and characters put words to tough topics, questions, and conversations and helped youth open up.



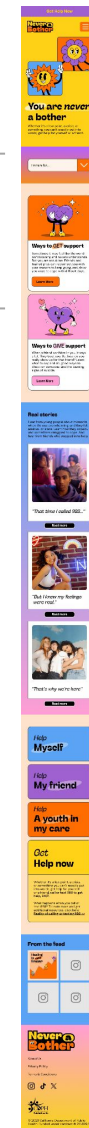
Never a Bother – website



Desktop



Mobile





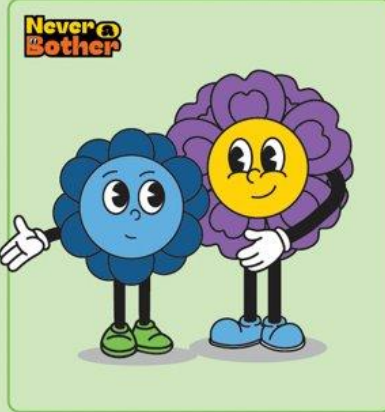
Campaign billboards



You are never a bother
Let's get better together

Learn how to help yourself or a friend.
Visit NeveraBother.org

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Suicide prevention can start with
"You are never a bother"

Start the convo at
NeveraBother.org

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Tú nunca eres una molestia
Mejoremos juntos

Aprende cómo ayudarte
a ti mismo o a un amigo(a)
Visita NeveraBother.org

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Hablar abiertamente
sobre el suicidio les permite saber
que pueden contar contigo

Ayuda a tu hijo hoy mismo
en **NeveraBother.org**

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Dad

Hey bud, you good? You haven't been yourself.

NeveraBother.org | @NeveraBother

Max

idk Dad we don't need to get into it

NeveraBother.org | @NeveraBother

Dad

I care about you. Are you thinking about suicide?

Start the convo. Go to NeveraBother.org.

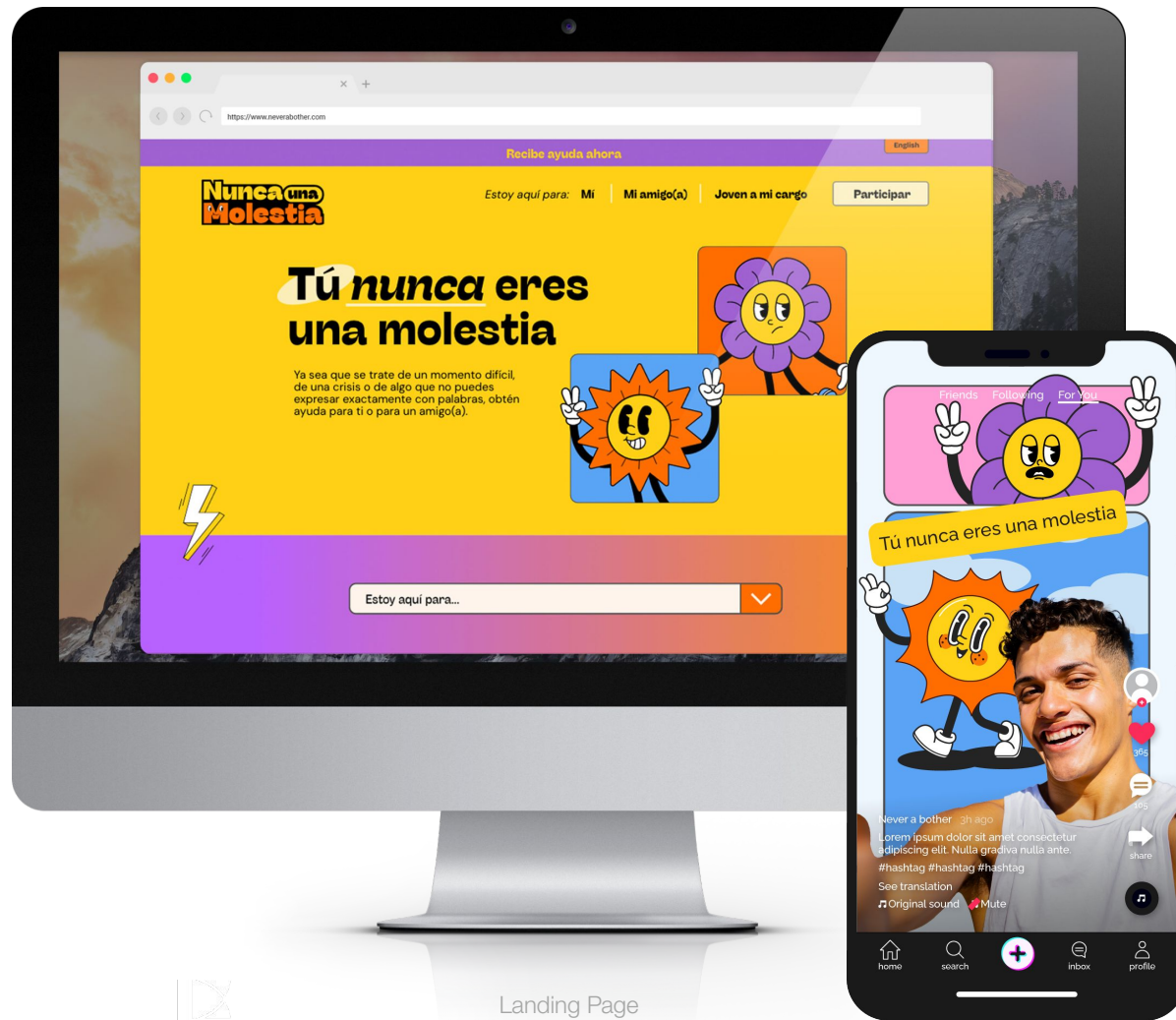
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@NeveraBother

CDPH



Never a Bother – Spanish-language assets



Landing Page

TikTok Ad



Billboard

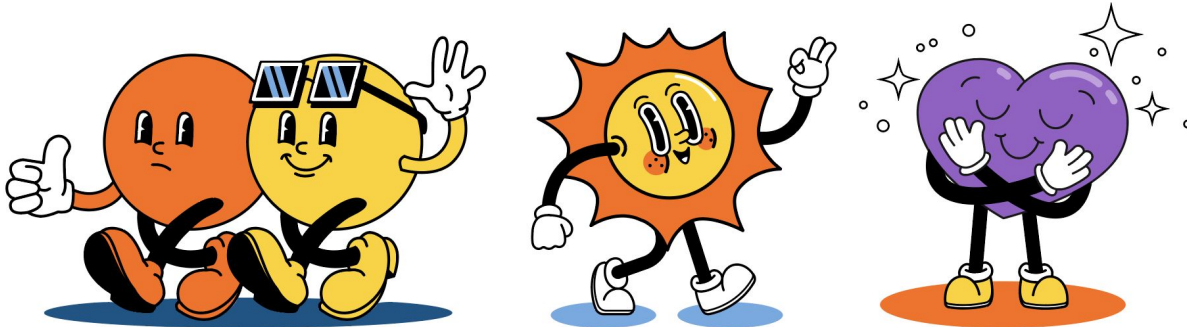
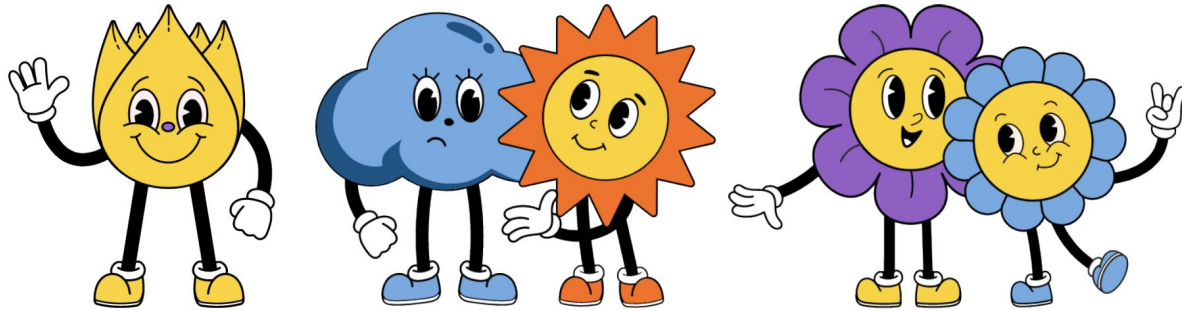


Sticker



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**



Never a Bother – TV commercials



**Never a
Bother**

Additional campaign video content examples

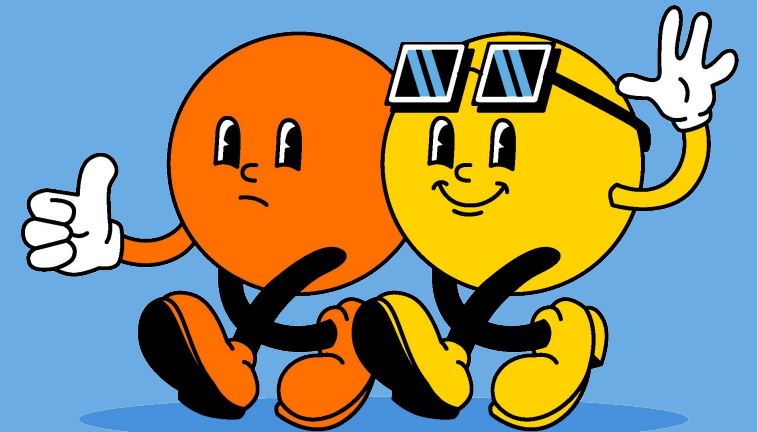
What happens when you call 988?



No, you're never a bother.



Campaign Launch, Earned Media, and Outreach



Campaign Launch with Sierra Native Alliance



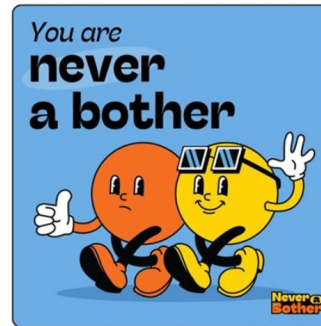
Earned media by elevating youth as spokespeople

California launches new youth suicide prevention campaign

Share

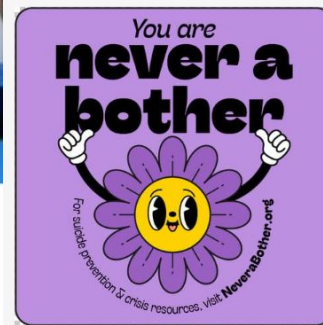


Updated: 10:48 AM PDT Apr 9, 2024



08 Apr State Launches Youth Suicide Prevention Campaign

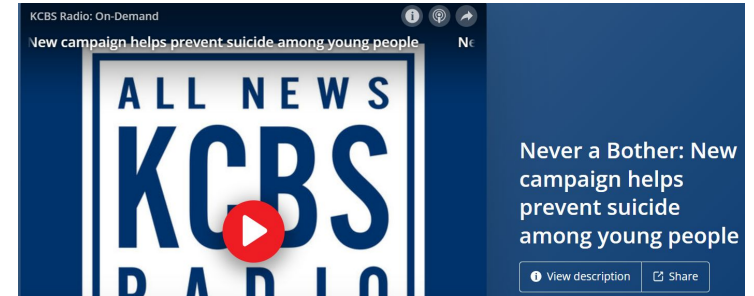
Posted at 16:24h in California, Youth by Danielle Parenteau-Decker · 0 Comments



(California Department of Public Health)

By Michael J. Fitzgerald

The California Department of Public Health in late March launched a new youth suicide prevention campaign called "Never a Bother" to increase awareness, support and resources among California's youth. In preparation for the launch, more than 400 young Californians and a youth advisory board helped to guide the campaign's direction.



Urging youth it's 'never a bother': California's stride in suicide prevention



KBK - KBFX - Eyew
12.8K subscribers

Subscribe

2



Share



Youth and young adult materials

Posters

Activity Tip Sheets

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.

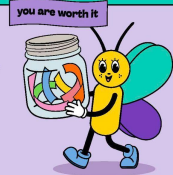


Get Ready! You'll need:

- 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

Tips & 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.



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 wall, 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 person write a response to the prompt "Bother me When...".

Additional ideas:

- Coping strategies
- Resources such as 800, Teen Line, or resources available at your organization
- 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 selected surface. Then put the individual art pieces together to create your display.

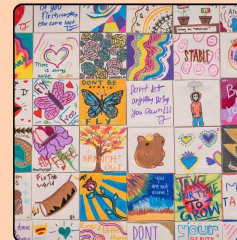
- Make sure to use lots of color and write out a big title on the display!
- Use the Never a Bother prompts to decorate your space, and add any other information or collateral (e.g. posters).
- Have different youth and people in your organization add their own unique answer to the prompt "Bother me When...".
- 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://NeveraBother.org)

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



For more resources and info, visit NeveraBother.org

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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

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Talk to someone who can help

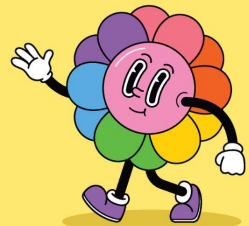
2SLGBTQIA+ and having a tough time...or thoughts of suicide?
Trained counselors and peers can relate, and help you get through it. Free and confidential.

The Trevor Project

Call 1-866-488-7386
Text START to 678-678
Chat at chat.trvr.org
Open 24/7

Trans Lifeline

Call 877-565-8860
Mon-Fri 10 AM-6 PM PT
translifeline.org
Will not call emergency services without your consent.



If you want to help a 2SLGBTQIA+ friend or young person feel safe reaching out — whether it's before, during, or after a crisis — build trust by creating a safe space.

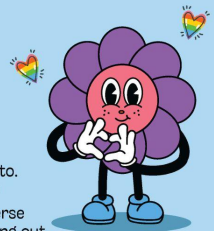
👉 Introduce yourself with your name + pronouns. Always ask for theirs. Don't assume.

👉 State publicly that you're 2SLGBTQ+ friendly/affirming, read up on queer liberation, amplify Pride through stickers, clothing, art, etc.

💡 Respect that they might not want to answer all your questions.

👉 Understand what groups they are and aren't out to. Maintain confidentiality (+ let them know you will!)

♥️ If you're an organization, make sure you have diverse staff to help young people feel comfortable reaching out.



For more ways to help yourself or a friend, visit NeveraBother.org



* 2SLGBTQIA+ stands for Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual, plus other identities. We put 2S at the beginning to recognize Two-Spirit Native people, the first queer community of North America.



Youth and young adult materials

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 1-800-852-8336 (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 for resources that can help you and your friend.



Palm Cards



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.

Llama o envía un mensaje de texto a la línea de suicidio y crisis al 988, las 24 horas del día, los 7 días de la semana.

Llama a la línea adolescente al 1-800-852-8336 (de 6 PM a 10 PM PST) o **envía un mensaje de texto con la palabra TEEN al 839863** (de 6 PM a 9 PM PST).


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 (pero responder 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 sobre qué sucede cuando alguien piensa en suicidarse.

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Getting help

Remember, you are never a bother.

Sometimes it feels like the world isn't listening and no one understands. But you're not alone — friends and trained pros can help. They can reconnect you with your reasons to keep going.

If you or a friend are having thoughts of suicide, get help now.

Call or text the Suicide and Crisis Lifeline at 988, 24 hours a day, 7 days a week.
Call Teen Line at 1-800-852-8336 (6 PM–10 PM PT) or text TEEN to 839863 (6 PM–9 PM PT).

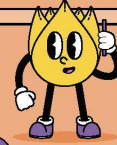
These services are 100% free of charge, confidential and judgment free.

You will:


- Be connected to caring trained pros
- Be heard and understood
- Be asked some questions about yourself (but answering is optional)
- Receive support and resources

You will not:

- Be required to provide information you don't want to
- Be judged for your feelings



You can also reach out to a trusted friend, family member,




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:

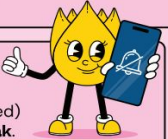
Ground yourself. Take a deep breath and name 5 things you can see around you; 4 you can touch, 3 you can hear, 2 you can smell; and 1 you can taste.



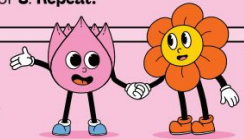
Breathe. The 4-7-8 breathing technique can help with stress and even sleep. Breathe in for 4 seconds, hold for 7, breathe out for 8. Repeat!



Pause. Take a (short or extended) social media break.



Express yourself and your feelings. Draw, journal, reach out to a friend and more.



For more resources and info, visit NeverABother.org

Parent and caregiver campaign materials

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.



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 desestimar ni juzgar sus sentimientos.**

Pregunta sobre los comportamientos que observaste. Asignate 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 comente contigo.

Asignate 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 meten la pata en la cabeza. Tu hijo puede sentirse aliviado de que hablen sobre el tema.

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

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




Let your child know they can "bother" you with whatever's weighing them down.



Does asking about suicide put the idea in their head?

No. In fact, talking openly about suicide shows young people that it isn't taboo.

It creates a safe environment for them to ask their own questions and express how they're feeling.



Sabes que el 988 y yo estamos siempre aquí para ti



Social Media posts

Posters



NeverABother.org

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

Affirmation Cards



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:

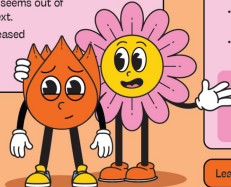
- Withdrawal from or changes in social connections.
- Anger or hostility that seems out of character/out of context.
- Changes in sleep (increased or decreased).
- Increased irritability.

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

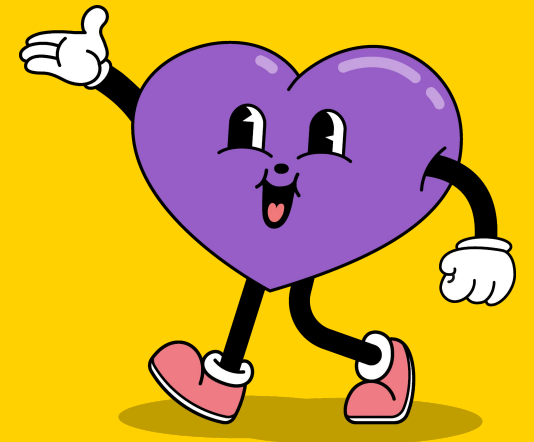
- Find a place and time to talk.
- Actively listen — really hear what they're saying.
- Ask about the behaviors you have noticed.
- Make sure your questions are open-ended, instead of yes-or-no.
- If your teen is silent, they might just be thinking of what to say. Get comfortable with silence and give 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



Youth Co-Creation Highlights



Statewide youth convenings – 2023 and 2024



**Never a
Bother**

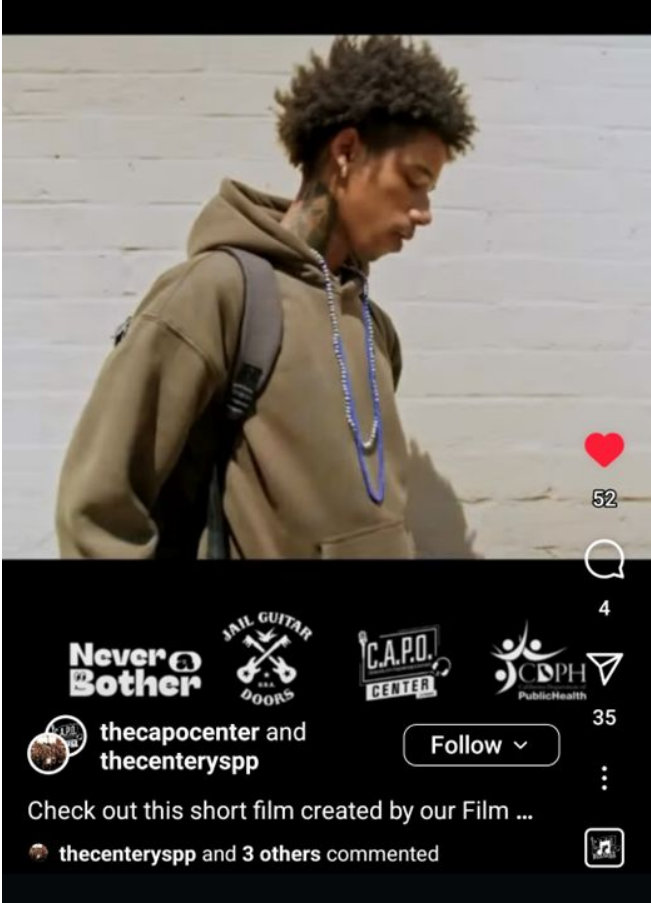
Two Feathers Native American Family Services

@2feathers_youthleaders



Jail Guitar Doors

@thecapocenter



Youth Revolutionary Front

@__yrf__



Youth-created content: “What I Wish My Parents Knew...”



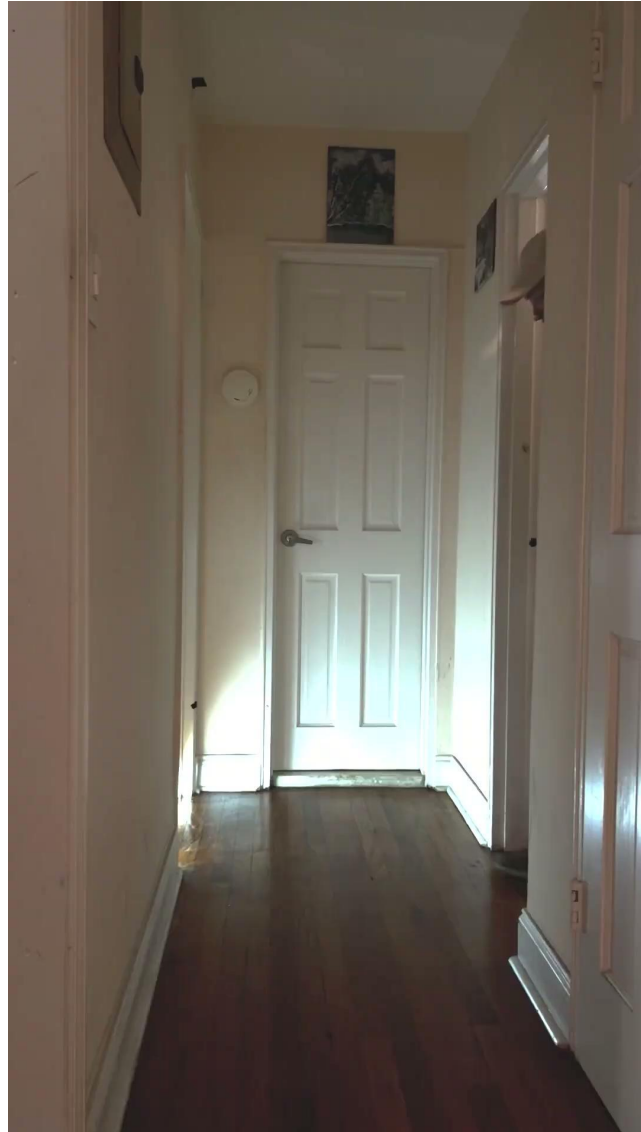
Youth-created content: “Of Course You Can Bother Me”



Youth Created TikTok from San Diego Youth Services

<https://www.youtube.com/shorts/O1I7BZ8zvfs>.

User-generated content for Instagram, TikTok, and Youtube Shorts

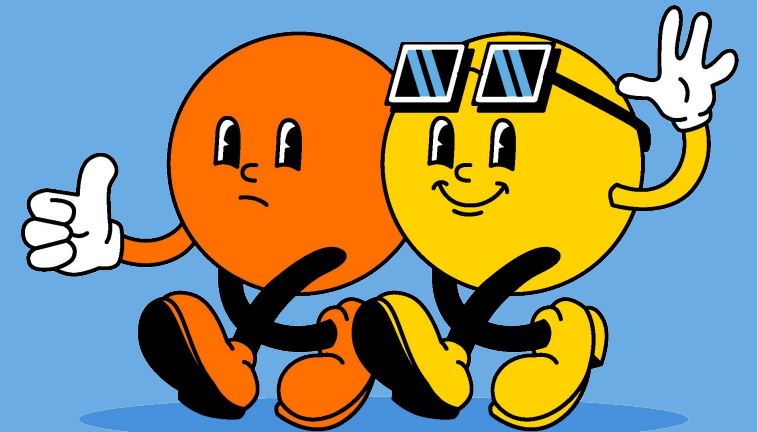


**Never a
Bother**



If you've struggled with your

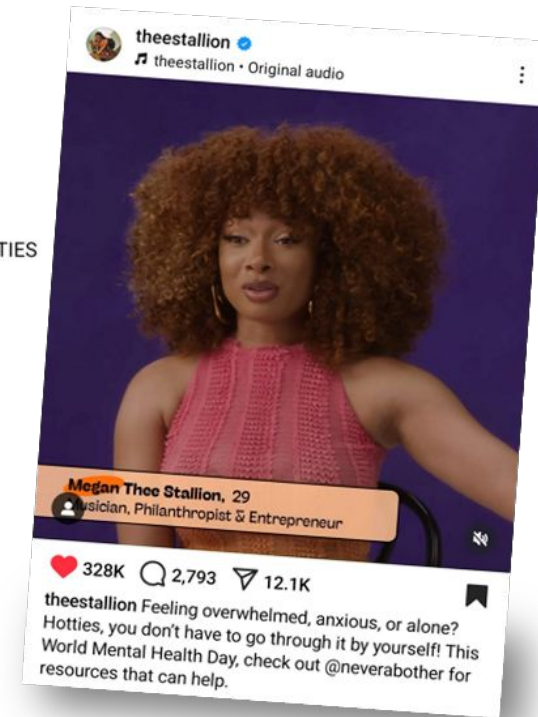
Influencer Partnership



Partnership with Grammy-award winning musician, philanthropist, and entrepreneur Megan Thee Stallion

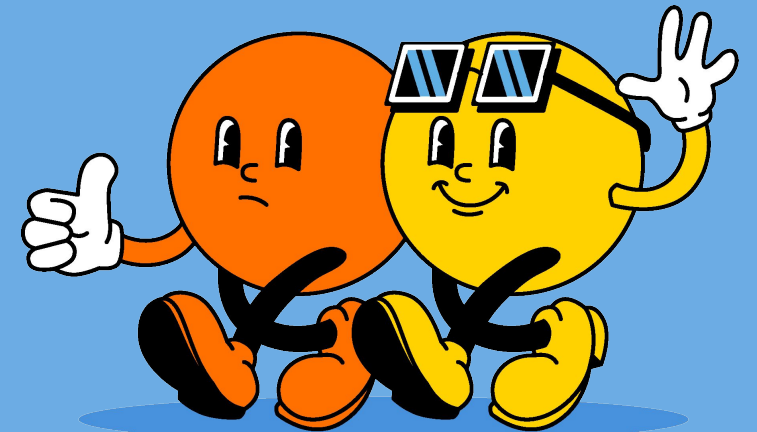
Megan has become a leading mental health advocate with her [mental health hub](#), [honest lyrics](#), and [advocacy work](#).

Now, she wants youth to know they are Never a Bother.



- 6.6 mill+ impressions
- 108% increase in page views website
- 26 News Outlet Coverage

Never a Bother Impact



How has *Never a Bother* been doing?

725 million impressions since launch

"I came across never a bother and I love the message you guys try to send out about mental health. I was wondering if you guys have any opportunities for volunteer work?"

"I've run across your ad on Instagram and I love this campaign. I love the message of never a bother. It's hard to reach out because you feel nobody cares or that your problems are insignificant compared to the world's issues. I want to help. I want to be the person I needed in my life."



How has *Never a Bother* been doing?

500+ *Never a Bother* physical toolkits distributed statewide; hundreds of direct messages and emails to info@neverabother.org with people wanting to get involved and spread the word!

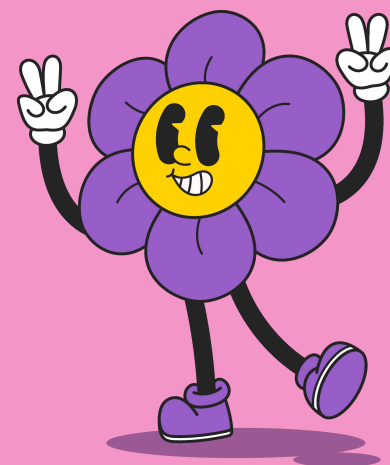
“I love this campaign and how impactful it is. Aside from sharing the campaign is there anything I can volunteer to help with like behind the scenes, files, communication, or anything like that?”

“Hello, I’ve just seen your ad on YouTube & after checking your website out I had to reach out. Your approach visually is so very comforting & welcoming so shout out, BIG SHOUT OUT TO ALL THE CREATORS! I wish my parents would have known how anxious they made me growing up & how uncomfortable I was in my own skin because of the words they chose to use.”





**Never a
Bother**





Instagram: @NeveraBother



TikTok: @NeveraBother



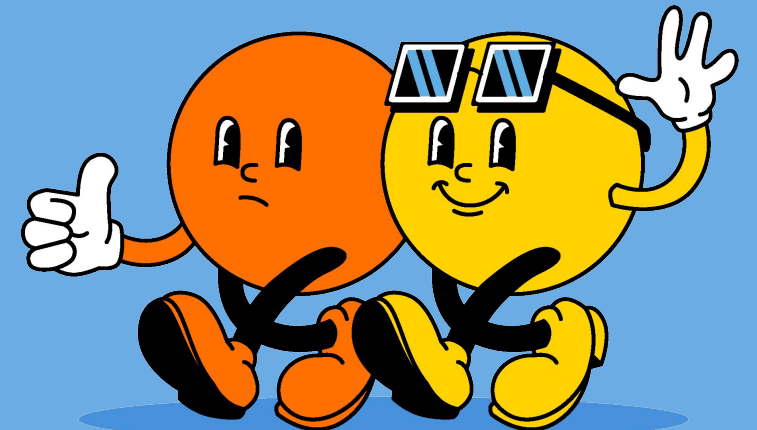
Facebook: Never a Bother



Youtube: @NeveraBotherCampaign



Spotify: *Never a Bother* playlist



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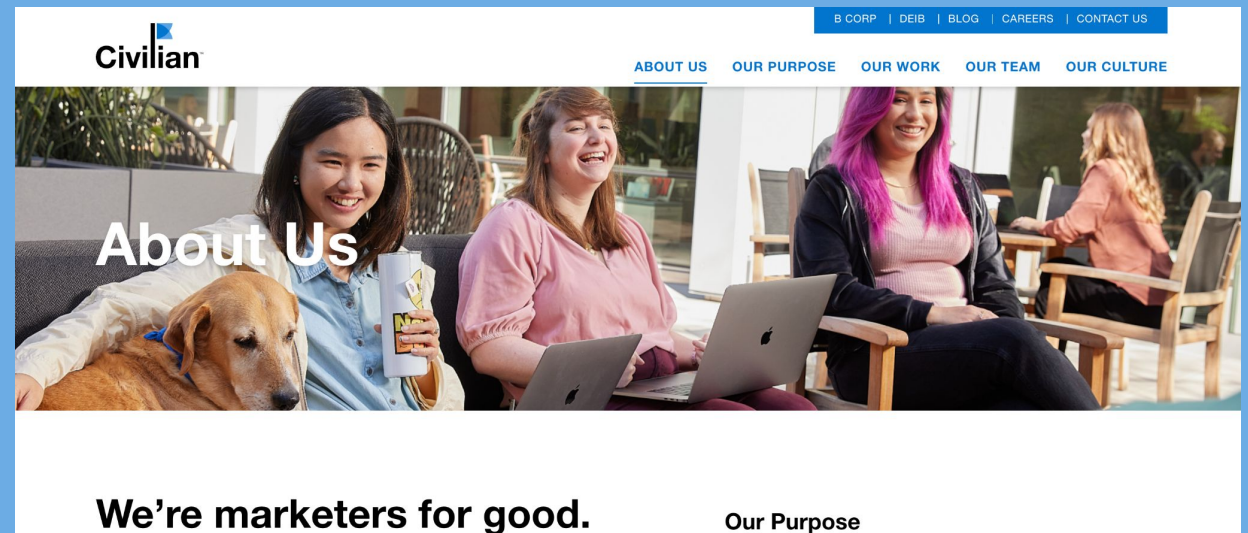
Nationwide - California - San Diego



For more information, contact:

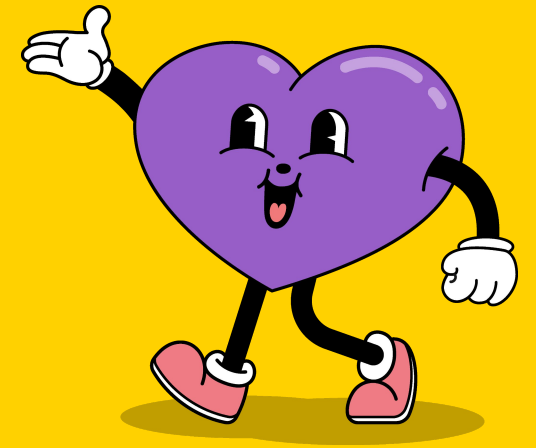
Pete Levine, Vice President, Client Services

- **Me: Pete@Civilian.com**
- **We: Civilian.com**
- **Instagram: [@Civilianagency](https://www.instagram.com/Civilianagency)**



Questions?

Please post your question in the chat!



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