

Never a Bother : **California's Youth Suicide Prevention Campaign**

Mental Health Awareness Month Toolkit

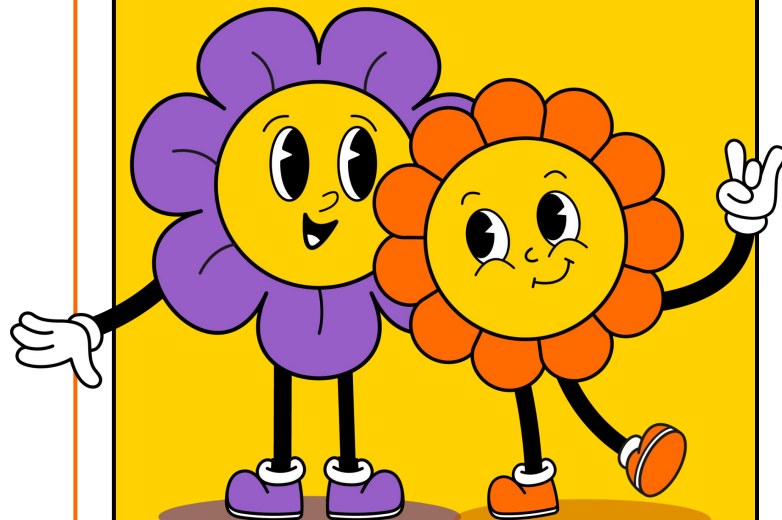


| May 2025

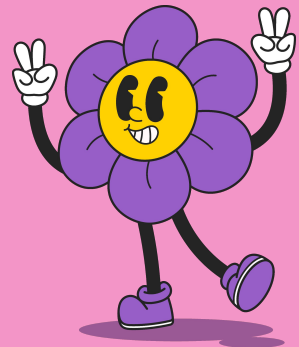
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Background of the Campaign



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.



About the Never a Bother Campaign

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](#)).



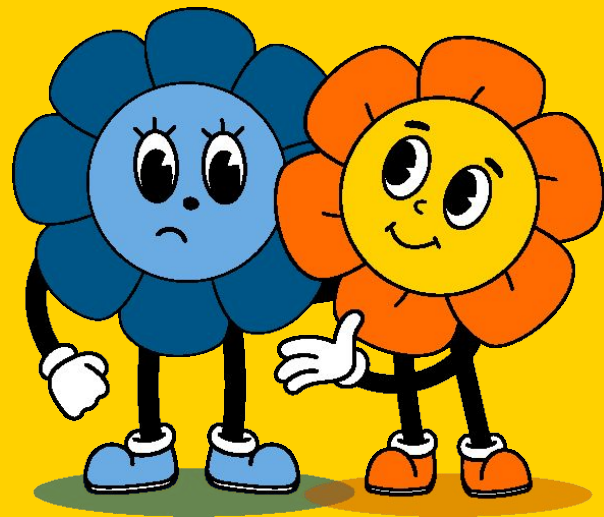
Campaign Goals

- **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

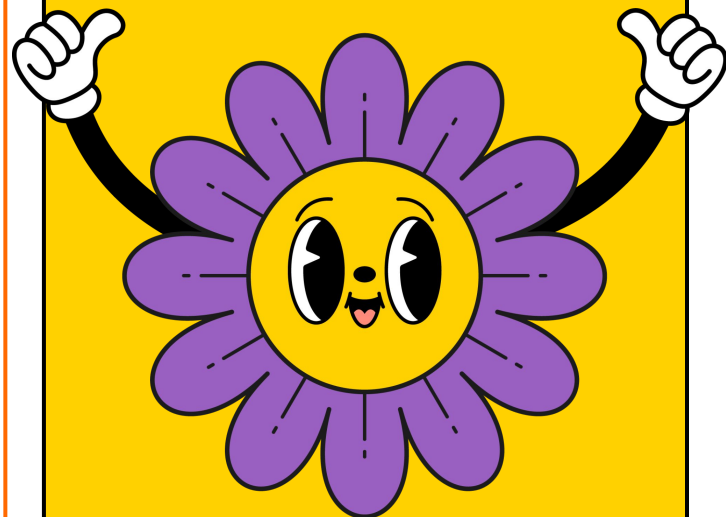
is key to achieving our goals.

- **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.

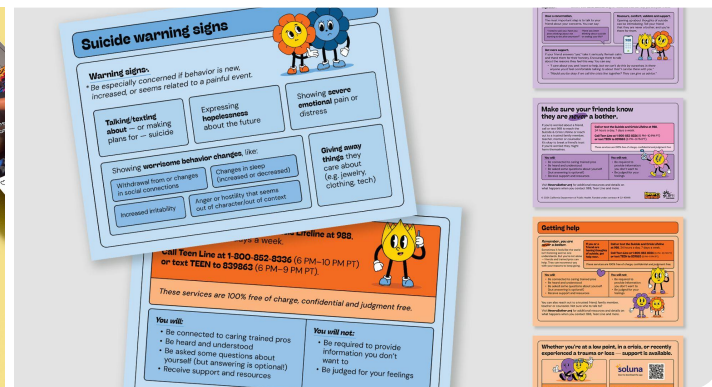
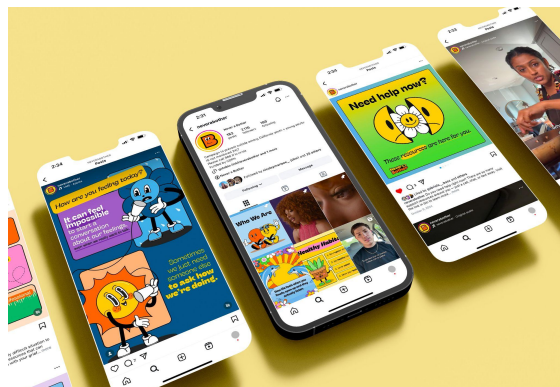
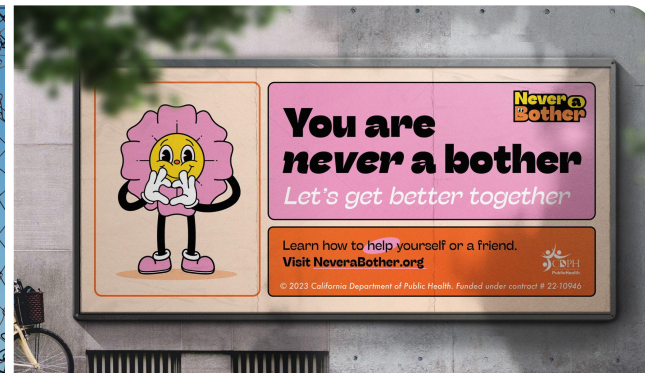
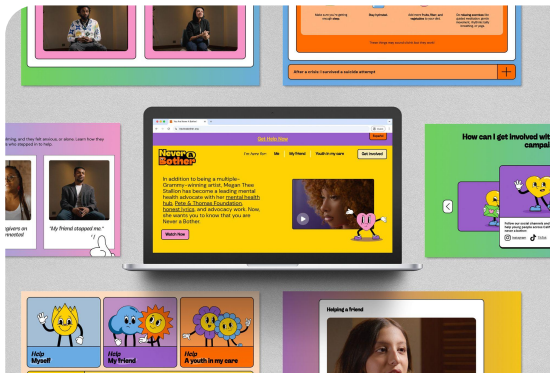
See Brand Guidelines here: neverabother.org/get-involved/



You are **not** alone!



Our Campaign Look and Feel



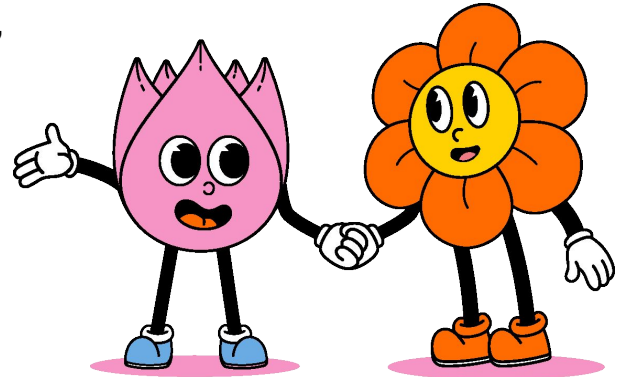
Mental Health Awareness Month



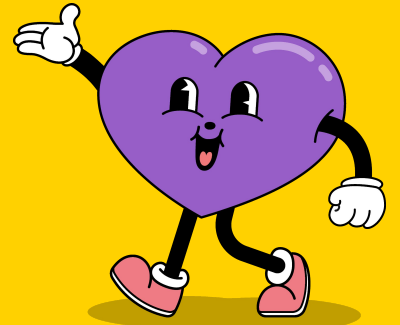
Mental Health Awareness Month

Mental Health Awareness Month, observed each May, is a time dedicated to shedding light on the importance of mental well-being, reducing stigma, and encouraging individuals to seek support.

Established to foster open conversations about mental health, this month serves as a reminder that mental wellness is just as essential as physical health. Through education, advocacy, and community engagement, **Mental Health Awareness Month** empowers individuals, workplaces, schools, and communities to create environments where mental health is prioritized and supported.



May Resources



New May is Mental Health Month Resources

Palm Card on creating positive childhood experiences (PCEs) and how we all play a role.



What helps kids and teens thrive?

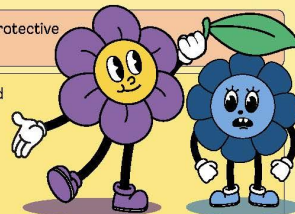
Positive Childhood Experiences (PCEs) help kids and teens have strong relationships, feel like they belong, and learn how to handle life's ups and downs.

You don't need grand gestures to make a difference; it's the everyday moments that matter. Together we can all create Positive Childhood Experiences, which can help kids deal with life's stresses now and in the future.

Even the smallest acts make a lasting impact.

They can also serve as protective factors against suicide.

When kids feel supported by parents, caregivers, and other supportive adults in their families or communities, they grow up healthier and more confident.

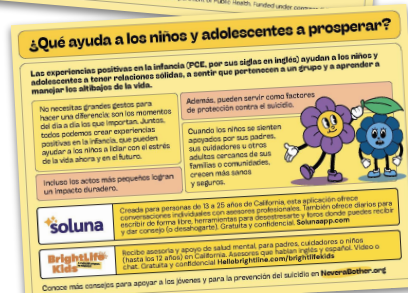
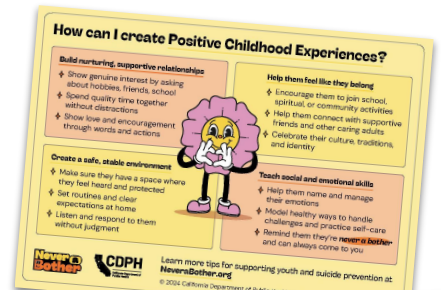


Built for 13- to 25-year-olds in California, Soluna provides 1-on-1 chatting with professional coaches. Plus: free-writing journals, de-stressing tools, and forums where you can get and give advice (or vent). Free and confidential. solunaapp.com



Get coaching and mental health support — for a parent, caregiver, or kid (up to age 12) in California. English and Spanish coaches. Video or chat. Free and confidential. hellobrightline.com/brightlinekids

Learn more tips for supporting youth and suicide prevention at [NeverAbother.org](https://neverabother.org)



May toolkit materials available digitally for download in English and Spanish at: <https://neverabother.org/get-involved/>

New May is Mental Health Month Resources

Activity Book for
younger children
and youth focused
on building socio-
emotional skills

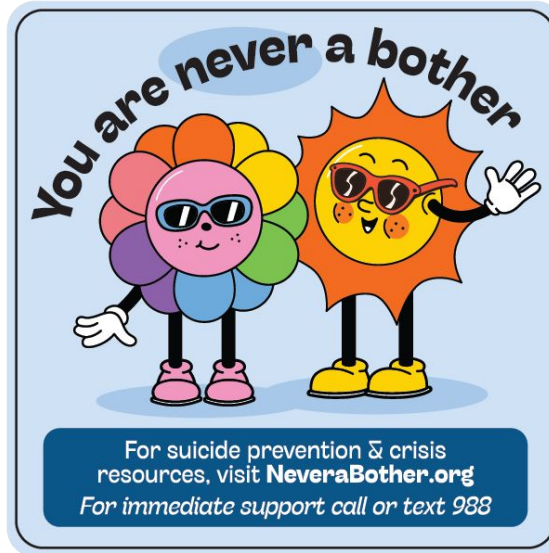


May toolkit materials available digitally for download in English and Spanish at: <https://neverabother.org/get-involved/>

New May is Mental Health Month Resources

New Sticker Designs

for caregivers,
providers, and youth.

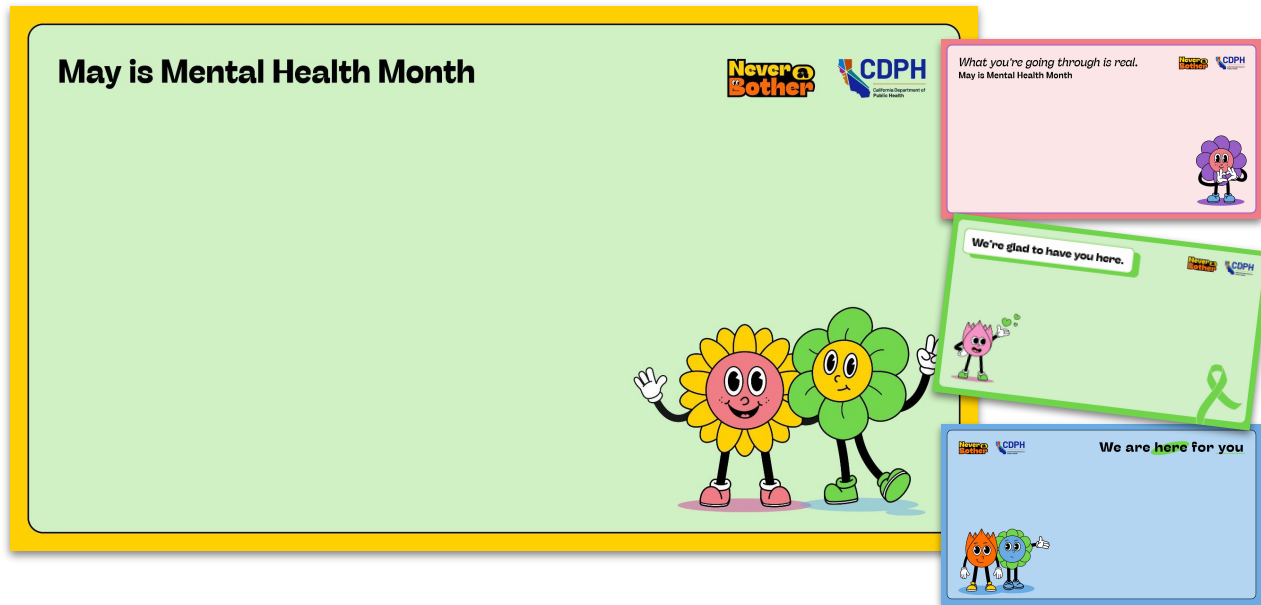


May toolkit materials available digitally for download in English and Spanish at: <https://neverabother.org/get-involved/>

New May is Mental Health Month Resources

New Zoom Backgrounds

to celebrate, recognize, and honor May with campaign messaging.



May toolkit materials available digitally for download in English and Spanish at: <https://neverabother.org/get-involved/>

May Activity Ideas

Mental Health Month Never a Bother Activity Tip Sheet

Positive Childhood Experiences (PCEs) play a crucial role in building resilience and promoting lifelong mental well-being. Research shows that supportive relationships, feeling heard and valued, and having safe, nurturing environments help protect against stress and mental health challenges later in life. By fostering these positive experiences, we can help youth develop strong emotional foundations, improve coping skills, and create a sense of belonging.

This Mental Health Month, show youth in your community that they are valued and supported by creating a visual representation of the relationships and experiences that help them grow strong.

Get Ready! You'll need:

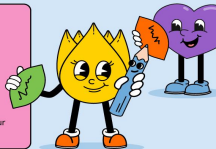
- A wall, door, or other visible space in your community, school, or organization
- Large paper to create a tree trunk and branches
- Art supplies (colored paper, tape, glue, scissors, markers)
- "Roots of Resilience" prompt leaves

Step 1: CREATE

Gather a group and brainstorm what makes a person feel supported and resilient. Have each person write a response on a paper leaf to the prompt: "I feel strong when..."

Additional Ideas for leaves:

- Positive childhood experiences (e.g., "I feel strong when someone listens to me.")
- Coping strategies (e.g., "Deep breaths help me feel calm.")
- Supportive relationships (e.g., "Talking to my best friend helps.")
- Resources such as 988, Teen Line, or support services available at your organization



Mental Health Month Never a Bother Activity Tip Sheet

Use sheets of paper to create a tree on a door or wall. Then, attach the leaves to the branches to build a **Tree of Strength & Support**. Use **lots of color** and add a big title "Resilience" to the display.

Youth, staff, and community members can add leaves throughout Mental Health Month, or QR codes linking to mental health resources.

TE

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Community event where caregivers, youth can add to the tree and mental wellness.

It's for the most creative or any. During session where participants can share when they felt supported.

SOCIAL MEDIA

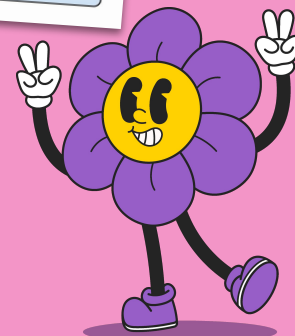
display and post it. Use #RootsOfResilience #NeveraBother. Encourage youth to create their own Trees of Resilience!

For more, visit NeveraBother.org

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Never a Bother

CDPH



Co-Creation Challenge

Create PSAs, art and more!
Submit by **May 31, 2025** and win prizes!



If you could use one word to describe one of the following ideas, what would that word be? Express it through art, film, poetry, music, or another art form.

Creatively express **“your word”** to describe...

- What young people need to feel supported when going through tough times.
- Your reasons for living and reaching out for help.
- Why young people should never feel like they are never a bother.

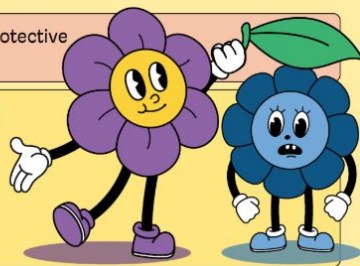
Submit at: www.HopeandJustice.art/cocreate

1

Host a Positive Childhood Experiences (PCE) Community Workshop

They can also serve as protective factors against suicide.

When kids feel supported by parents, caregivers, or other supportive adults in their families or communities, they grow up healthier and more confident.



Never a Bother

Reflect on and create a visual representation of Positive Childhood Experiences (PCEs), focusing on key attributes like nurturing relationships, belonging, and resilience-building.

1. **Start the Conversation:** Begin by introducing the concept of PCE's, explaining how nurturing relationships, supportive environments, a sense of belonging, and resilience-building can be life changing for a young person.
2. **Reflection & Brainstorming:** Ask participants to:
 - a. Reflect on a time in their childhood when they felt supported or loved
 - b. Identify key attributes of that experience
3. **Create a Vision Board:** Utilizing magazines, newspapers, or printed images have participants cut out images or words that represent their reflections. Have them focus on the attributes they want to nurture in the youth in their lives.
4. **Share & Discuss:** Have each participant share their vision board with the group, prompting them with questions such as:
 - a. What attributes are the most important to you? How can you create these experiences for the youth in your life and community?
5. **Distribute Resources:** Download and share PCE Palm Cards & Other Never a Bother resources with participants.

Learn about PCEs and find resources at www.NeveraBother.org/getinvolved

2

Share the *Never a Bother* Activity Book



**Never a
Bother**

Becoming absorbed in creative activities has been shown to help our minds combat stress and can help break negative thought patterns.

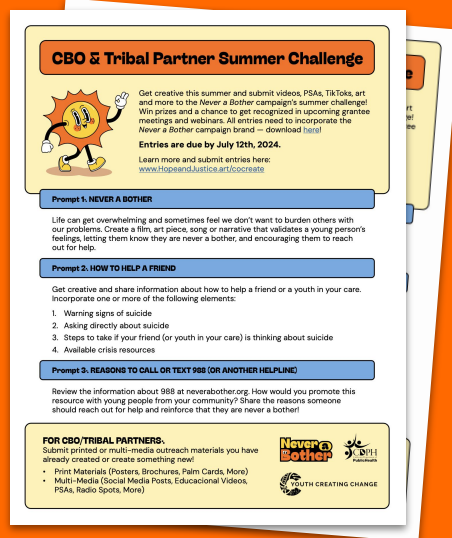
What to Do:

- Distribute the *Never a Bother* Activity Book to children and youth.
- Hold a dedicated half hour for them to work through the book, and tap into their creative selves

***Bonus:* Share pictures of the colorings on social media with the hashtag #NeverABother**

3

Create a Summer Thrival Kit



Engage youth in creating a "Summer Thrival Kit" designed to support their mental and emotional well-being thriving during summer months.

What to Do:

- Provide youth with a template containing three simple prompts:
 - A Resource to Call:** Who can they reach out to for support over the summer?
 - A Coping Technique:** What strategy or activity will help them cope when feeling overwhelmed or anxious?
 - An Affirmation or Goal:** What positive statement or goal will keep them centered during the summer?

Bonus: Encourage youth to take a picture of their completed kit as a reminder!

4

Create a kindness chain



Never
Bother

Small acts of kindness can let others know they are never a bother!

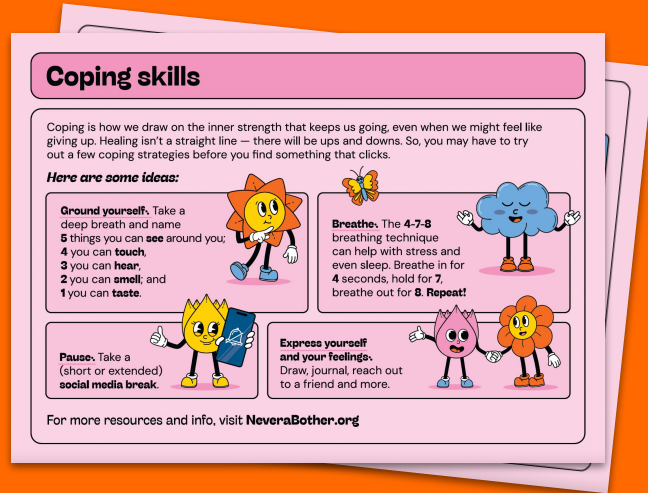
What to Do:

- Set up a station with **colorful strips of paper** and markers.
- Encourage youth and adults to write down a **kind or encouraging action** they can take to support someone (e.g., “Check in on a friend,” “Invite someone to sit with me at lunch,” “Send a supportive text”).
- **Link the strips together** to form a kindness chain displayed in a visible space.
- Keep adding to the chain throughout Mental Health Month to show how **small actions create a big impact!**

Bonus: Share pictures of your kindness chain on social media using **#NeverABother**

5

Host a Healthy Coping Workshop

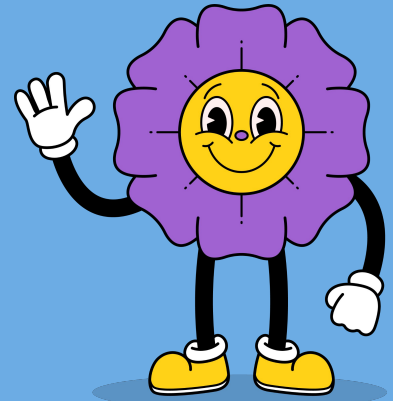


Create a space for parents, caregivers, and allies to learn about and practice coping strategies together.

1. **Start the Conversation:** Emphasize how practicing coping strategies as a family or community can serve as a protective factor for suicide prevention.
2. **Share Coping Strategies:** Lead a conversation on coping strategies asking the following questions:
 - a. What coping strategies work best for you?
 - b. Have you used any strategies with the youth in your life?
 - c. Which coping strategies do you think are easiest to introduce?
3. **Practice Together:** Ask everyone to choose one coping strategy to practice as a group. For example, you can lead a breathing exercise.
4. **Distribute Resources:** Hand out Coping Palm Cards & Other Never a Bother resources to participants.
5. **Open Discussion and Reflection:** Encourage participants to share their thoughts on how these practices can be incorporated into their daily lives.

Thank you!

You can always contact us at info@neverabother.org.



**Never a
Bother**

