






Youth Mental Health Communication Toolkit

**No Shame in Your Brain /
Consciente de tu Mente**

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No Shame in Your Brain/Conscinete de tu Mente

Youth in the State of Washington have faced many challenges over the course of the past three years. The contents of this toolkit provide social media assets and posters to share positive messaging and supportive resources. These materials may be used by any community partner, organization, or individual in the hopes that we can share the message of hope, resilience, and inclusivity.

Principles of this toolkit

- Any Washington State agency or partner organization is free to use some or all elements of this plan to promote youth mental health.
- Messaging should promote a positive narrative, avoid negative or unsafe language/imagery.
- Messaging should promote acceptance.
- Messaging should point to state and national resources.
- Messaging can leverage the work of the existing campaign (No Shame in Your Brain/Conscinete de tu Mente) that focuses on positive youth traits and supportive resources.

Goals of this toolkit

- Socialize mental health as a positive concept for young people
- Promote help-seeking
- Promote acceptance
- Provide resources to build coping skills and resiliency
- Be inclusive
- Reduce stigma around mental health conditions and seeking/receiving help
- Increase awareness
- Include resource and messaging in both English and Spanish

Key points

- Feelings of distress—including anxiety, nervousness, sadness/hopelessness, suicidal thoughts and attempts—are high and rising among youth of middle and high school ages in Washington State.
- While 90% of youth nationally say mental health is a priority, just 40% rate their own mental health highly, and they are eager for skills to cope.
- Talking about mental health is hard, and youth fear embarrassment about what others will think of them if they ask for help.
- This campaign seeks to destigmatize mental health and equip youth with ways to access and ask for help.
- Everyone struggles at times, but if a problem is lasting too long, is too intense or feels like more than an individual can handle, we can encourage one another to reach out for help.
- Celebrating individual teens as unique, fantastic, and complex may help to reduce stigma when it comes to their mental health.

Social media: Messages and themes

Theme: You talk to your friends



In English:

Instagram: You talk to your friends about E-V-E-R-Y-T-H-I-N-G. They know the REAL you. Except maybe when you're down. You keep a lot of those feelings to yourself. Be the REAL REAL you with your friends. They care, they're listening, and they probably feel the same sometimes. And if you need help, get free, confidential support from a trained teen by calling or texting (866) 833-6564 or visiting [TeenLink.org](https://www.teenlink.org)

Snapchat: Feeling down? Reach out.

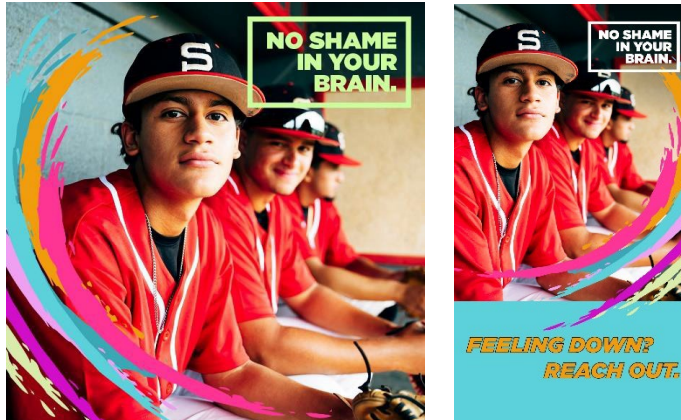


En español:

Instagram: Tú hablas con tus amigas de T-O-D-O. Ellas te conocen DE VERDAD. Menos cuando estás desanimada. Muchos de esos sentimientos no se los cuentas a nadie. Sé AUTÉNTICA con tus amigas. A ellas les importa, ellas te escuchan y seguro que a veces se sienten igual que tú. Y si necesitas ayuda, puedes recibir apoyo confidencial y gratuito. Simplemente llama o textea al (866) 833-6546 o visita [TeenLink.org](https://www.teenlink.org).

Snapchat: Desanimado? Busca ayuda.

Theme: You text. Constantly...



In English:

Instagram: You text. Constantly. To everyone—your friends, your family, even the pizza delivery person. Well, we have one more # for you to text. If you are dealing with difficult feelings like depression or anxiety, there's free, confidential resources to help. OVER TEXT. So, if you're down, feeling stressed or just not okay, call or text (866)833-6546 or visit TeenLink.org.

Snapchat: Feeling down? Reach out.



En español:

Instagram: Tú texteas. A todas horas. A todo el mundo: a tus amigos, a tu familia, hasta el repartidor de pizza. Aquí tienes otro # más adonde textear. Si estás lidiando con sentimientos complejos, como depresión o ansiedad, hay recursos gratuitos y confidenciales que te ayudarán. POR TEXTO. Si estás desanimado, estresado o si no te sientes bien, llama o textea al (866)833-6546 o visita TeenLink.org.

Snapchat: Desanimado? Busca ayuda.

Theme: You love who you love and what you love



In English:

Instagram: You love who you love and what you love, and you want to share it with the world. Love yourself just as much. If you feel anxious, depressed, or just not okay, reach out. For free, confidential support from a trained teen, call or text (866)833-6546 or visit TeenLink.org.

Snapchat: Feeling down? Reach out.

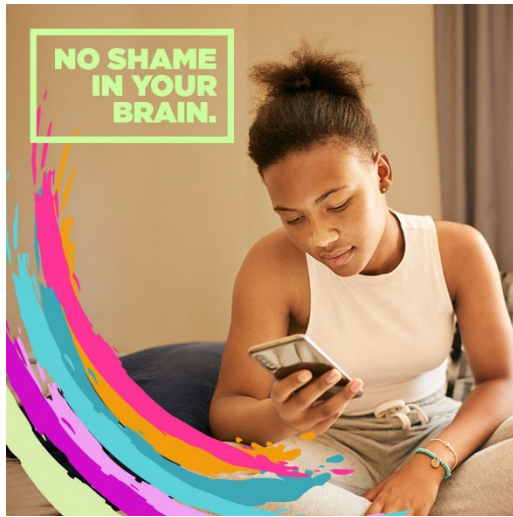


En español:

Instagram: Amas a quien amas y lo que amas, y quieres compartirlo con el mundo entero. El amor propio también importa. Si sientes ansiedad, depresión, o no te sientes bien, pide ayuda. Para recibir apoyo confidencial y gratuito, llama o textea al (866)833-6546 o visita TeenLink.org

Snapchat: Desanimado? Busca ayuda.

Theme: COVID-19 has been tough



In English: COVID-19 has been especially tough on LGBTQ+ teens, many of whom were stuck at home with non-supportive family members. If you identify as LGBTQ+ and are struggling with your mental health, help is available! Reach out to @trevorproject.

En español: COVID-19 ha sido especialmente difícil para l@s adolescentes LGBTQ+ quienes se quedaron en casa con miembros de la familia que no l@s apoyaban. Si te identificas como LGBTQ+ y estás luchando con tu salud mental, pide ayuda @trevorproject.

Theme: If you have an LGBTQ+ friend or family member



In English: If you have an LGBTQ+ friend or family member who may be thinking about suicide, it's SO important that they know you're there for them. Get tips on what to look for and free resources to guide the conversation at [TheTrevorProject.org/CARE](https://www.thetrevorproject.org/CARE).

En español: Si tienes un amigo@ o familiar LGBTQ+ que está contemplando el suicidio, es MUY importante que sepa que tú estás ahí para brindar apoyo. Puedes obtener más información sobre las señales de advertencia del suicidio y recursos gratuitos para guiar la conversación a [TheTrevorProject.org/CARE](https://www.thetrevorproject.org/CARE).

Theme: Going to school



In English:

Instagram: Going to school always brings out a mix of emotions—from excitement to anxiety. And the ways we’ve all changed and been changed by the pandemic can make those emotions even bigger. Don’t try to “tough it out” and push your feelings aside. Try coping strategies like setting small, achievable goals and making time for the people and activities you love. And if you need help—reach out. From school counselors to trusted adults to your BFFs, there are people who love you and want to be there for you.

Snapchat: Feeling down? Reach out.

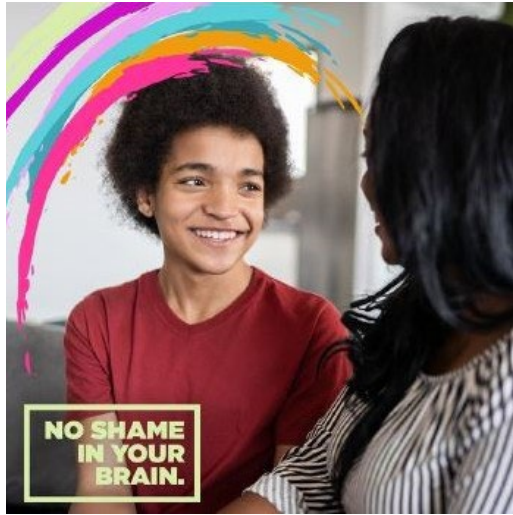


En español:

Instagram: Al ir a la escuela, siempre tenemos sentimientos encontrados—desde emoción hasta ansiedad. Y la forma en que hemos cambiado y en que nos ha cambiado la pandemia puede hacer más profundas esas emociones. No trates de aguantarte e ignorar esos sentimientos. Prueba estrategias para hacerles frente, como trazarte metas pequeñas que puedas lograr, y dedicar tiempo a las personas que amas y a las actividades que te gustan. Y si necesitas ayuda, busca apoyo. Desde los consejeros de la escuela y los adultos en quienes confías hasta tus mejores amigos, hay personas que te quieren y desean ayudarte.

Snapchat: Desanimado? Busca ayuda

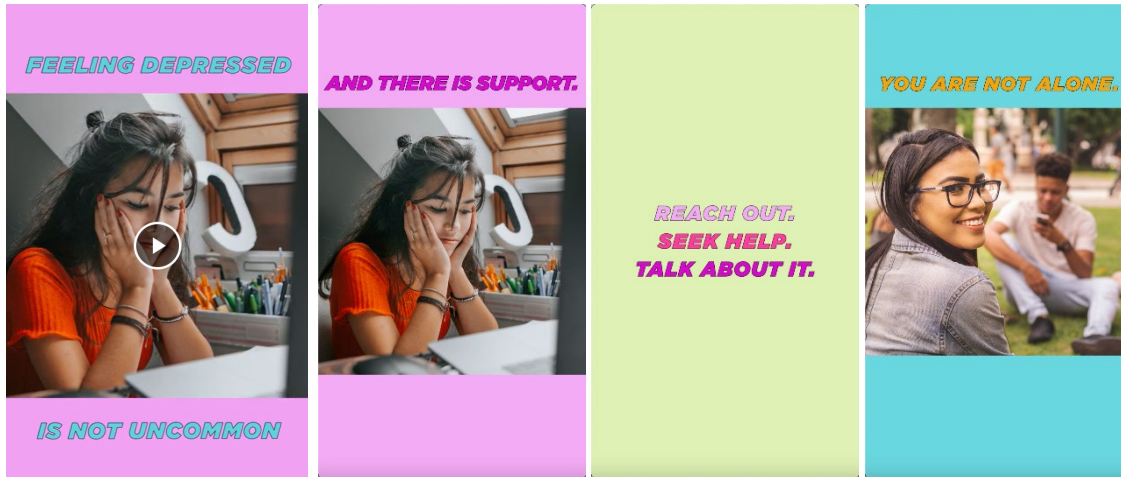
Theme: Feeling down?



In English: Feeling down? Talk about it. Everyone has bad days, but if persistent feelings of loneliness or sadness are keeping you from living your life, reach out for help.

En español: Te sientes deprimido? Habla del tema. Cada persona tiene malos días, pero si experimentas sentimientos persistentes de soledad o melancolía que te impiden vivir tu vida, pide ayuda.

Theme: You Are Not Alone



In English:

Graphic copy: Feeling depressed is not uncommon. And there is support. Reach out. Seek help. Talk about it. You are not alone. END CARD: No Shame In Your Brain

Snapchat: Brand (25 character max): WA HCA Headline (34 character max): No Shame in Your Brain
CTA: Learn more

Instagram: Post Copy (truncated at 125 characters): Feeling down? For free, confidential support from a trained teen, call or text (866) 833-6546 or visit Teenlink.org.



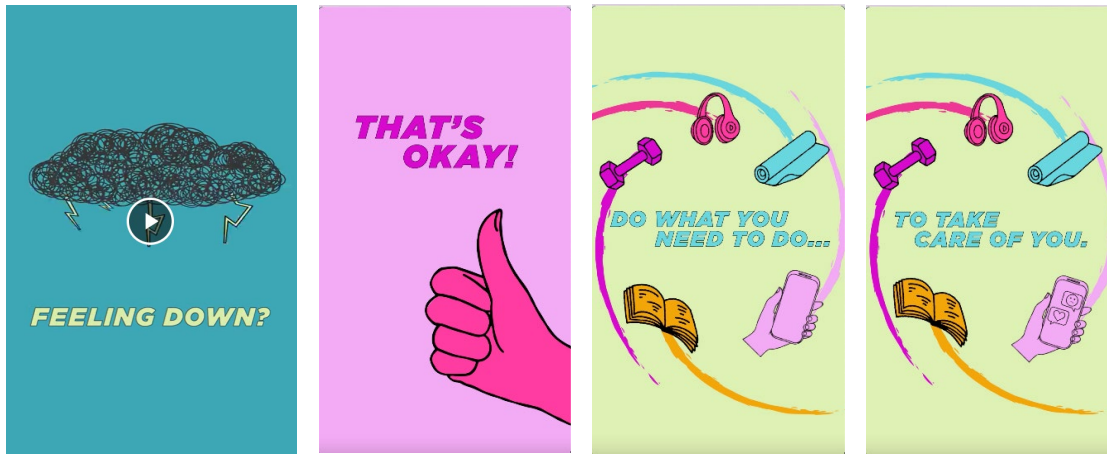
En español:

Graphic copy: Es muy común sentirse deprimido. Y hay apoyo si te sientes así. Comunícate. Busca ayuda. Habla de lo que te pasa. No estás sola. END CARD: Consciente de tu mente.

Snapchat: Brand (25 characters max): WA HCA Headline (34 characters max): Consciente de tu mente
CTA: Infórmate más

Instagram: Post Copy (truncated at 125 characters): ¿Te sientes desanimada? Llama o textea al 866-833-6546 o visita Teenlink.org para recibir apoyo confidencial y gratuito de un adolescente capacitado.

Theme: Taking Care of You



In English:

Graphic copy: Feeling down? That's okay! Do what you need to do... ..to take care of you. END CARD: No Shame In Your Brain

Snapchat: Brand (25 character max): WA HCA Headline (34 character max): No Shame in Your Brain
CTA: Learn more

Instagram: Post Copy (truncated at 125 characters): Self-care is different for everyone. So, whether it's hanging with friends or meditating solo, do what makes you healthy and happy. For more self-care tips, visit www.teenlink.org/myself



En español:

Graphic copy: ¿Te sientes desanimado? ¡Está bien! Haz lo que necesites... .. para cuidarte. END CARD: Consciente de tu mente.

Snapchat: Brand (25 characters max): WA HCA Headline (34 characters max): Consciente de tu mente.
CTA: Infórmate más

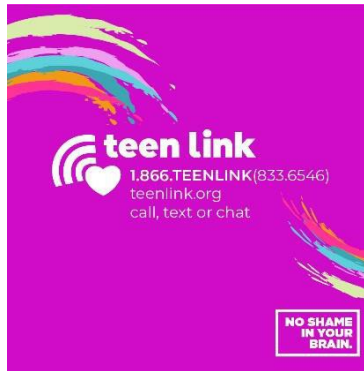
Instagram: Post Copy (truncated at 125 characters): Todos nos cuidamos de manera diferente. Sal con amigos o medita, si así te sientes feliz y saludable. Más tips en www.teenlink.org/myself

Theme: Carousel Post, Help is only a call away

Resources in English:



Help is only a call or text away



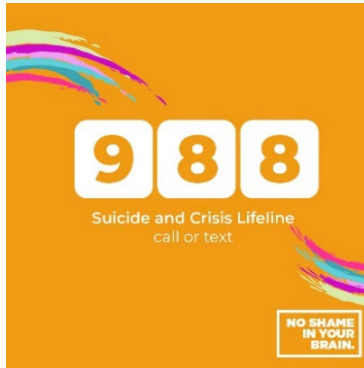
Teen Link
1-866.TEENLINK(833.6546)
www.teenlink.org
Call, text, or chat



Crisis Text Line
www.crisistextline.org
Text "Help" to 741741



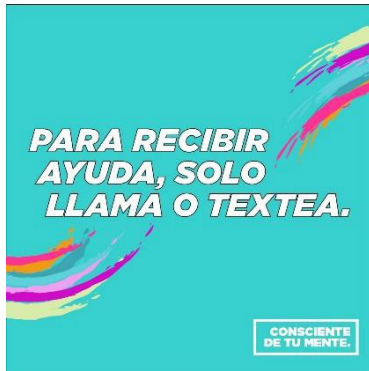
The Trevor Project
www.thetrevorproject.org/get-help-now/
Call, chat, or text START to 678-678



988 Suicide Prevention
and Crisis Lifeline
Call or Text

In English: Maybe you're struggling. Maybe you're anxious. Maybe you feel really, really low. Just know that you aren't alone. There are people who care and talking with them can get you through the tough times. Here are some free resources that can help.

Recursos en español:



Para recibir ayuda, solo llama o textea



Teen Link
Línea de ayuda para adolescentes, por adolescentes
1-866-TEENLINK (833-6546)
www.teenlink.org llama, textea o chatea



Crisis Text Line
Textea PREVENIR al 741741 o chatea por Whatsapp
www.crisistextline.org



Red Nacional de Prevención del suicidio 888-628-9454
www.suicideprevnetionlifeline.org

En español: Tal vez enfrentas dificultades. Tal vez sientes ansiedad. Tal vez sientes una gran depresión. Pero ten presente que cuentas con ayuda. Hay personas que se preocupan por ti y hablar con ellas puede ayudarte en momentos difíciles. Estos recursos gratis pueden serte útiles.

Deaf and hard of hearing

If you are hard of hearing, you can chat with a Suicide Prevention Lifeline counselor online or for TTY, dial 800-799-4889.

- <https://bit.ly/37T6REI>

The Health Care Authority has posters available in English and Spanish that may be used in a variety of settings: offices, clinics, schools, recreational sites, faith-based communities, and youth centers.

Contact

If you wish to order posters for your organization, please contact Sonya Wohletz at sonya.wohletz@hca.wa.gov.



Poster #1: Distinctly Amazing/Fascinante a tu manera

In English: You're fashion. You're sci-fi. You're chemistry and baseball. You're extraordinarily unique. Sometimes you struggle. You feel anxious. You feel so down. You feel...too much. That's okay. That's part of what makes you, you. But if those feelings keep you from doing what you love, reach out. You aren't alone.

For free, confidential support from a trained teen CALL OR TEXT

1-866-833-6546

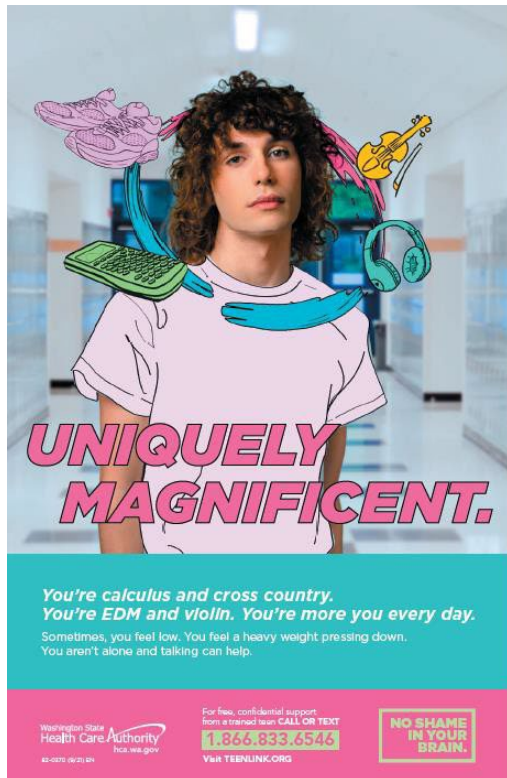
Visit TEENLINK.ORG

En español: Sigues las tendencias de la moda. Eres fan de la ciencia-ficción. Amas la química y el béisbol. Eres extraordinariamente única. A veces enfrentas dificultades. Te sientes ansiosa. Te sientes muy desanimada. Sientes...que todo es demasiado. No te preocupes. Eso también forma parte de ti. Pero si esos sentimientos te impiden hacer lo que disfrutas, pide ayuda. No estás sola.

Para recibir apoyo gratuito y confidencial LLAMA o TEXTEA al

1-866-833-6546

Visita TEENLINK.ORG



Poster #2: Uniquely Magnificent/Magnífico y Único

In English: You're calculus and cross country. You're EDM and violin. You're more you every day. Sometimes, you feel low. You feel a heavy weight pressing down. You aren't alone and talking can help.

For free, confidential support from a trained teen CALL OR TEXT

1-866-833-6546

Visit TEENLINK.ORG

En español: Amas el cálculo y el cross country. Eres fan de la música electrónica y del violín. Eres más tú mismo cada día. A veces, te sientes deprimido. Sientes un gran peso sobre los hombros. Pero no estás solo, y hablar de lo que te pasa puede ayudarte.

Para recibir apoyo gratuito y confidencial, LLAMA o TEXTEA al

1-866-833-6546

Visita TEENLINK.ORG