

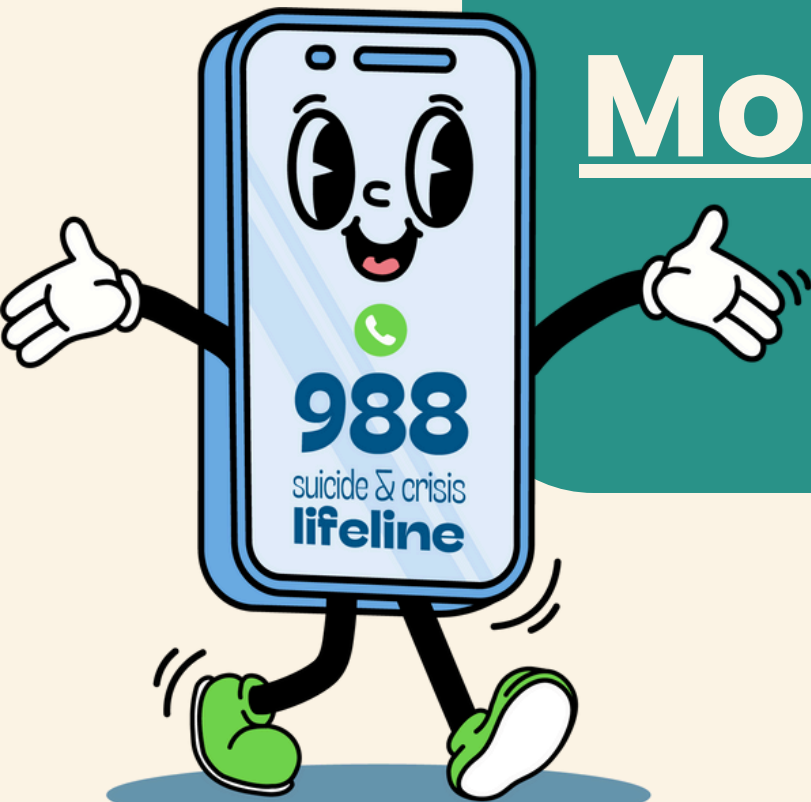


River Oak
Center for Children

SEPTEMBER



Suicide Prevention Month



Never a Bother



River Oak
Center for Children

SEPTEMBER

Never a Bother

Youth Suicide Prevention Media Campaign



**Never a
Bother**

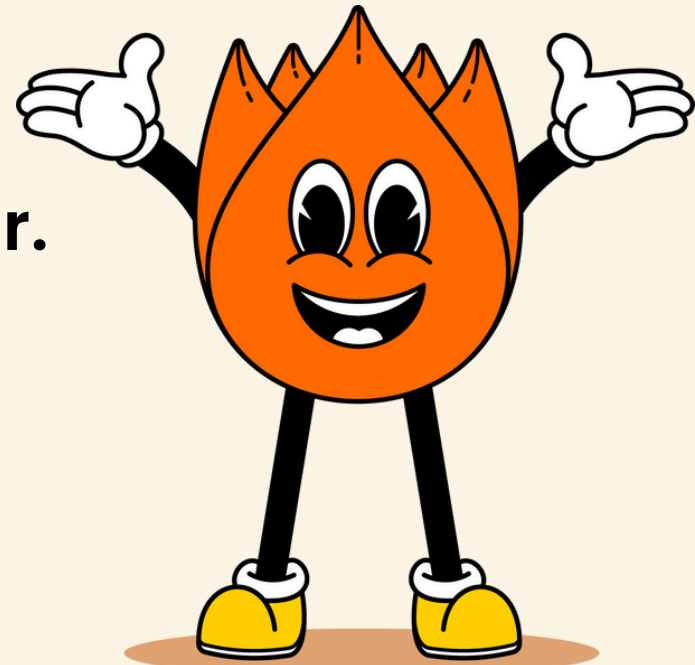


Never a Bother is a campaign to prevent suicide among youth and young adults up to age 25, in California.

In this campaign, we're telling youth and young adults experiencing thoughts of suicide that they're never a bother when reaching out to friends, trusted adults, counselors, and other types of support (such as the 988 Suicide & Crisis Lifeline). At the same time, we're asking their friends and allies to make sure young people in their lives know they are there for them and can reach out for help anytime.

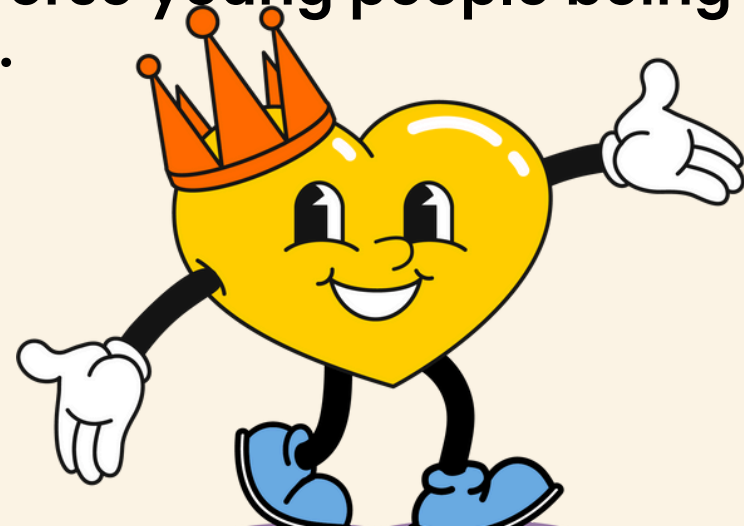
Goals

- 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.



Remember when creating suicide prevention messages:

- 1. Filter your message through a safety lens. If a vulnerable individual who might be at risk for suicide is exposed to your social media posts or materials, how will it make them feel? Will it encourage them to feel hopeful, supported, and encouraged to seek help?**
- 2. Include a suicide prevention resource, such as our Never a Bother campaign, a crisis line, and information about the warning signs of suicide or other ways people can play a role in suicide prevention.**
- 3. When describing suicide, do not use “committed suicide.” Instead, use “died by suicide,” “attempted suicide,” or “experiencing thoughts of suicide.”**
- 4. Explain the complexity of suicide and avoid oversimplifying.**
- 5. Avoid sensational images, language, and statistics that make suicide seem common overall or point to specific groups of individuals being “more likely” to die by suicide. Instead, focus on protective factors such as healthy coping skills, feeling connected to others, and supportive friends and family.**