



**OUTREACH
TOOLKIT**

DECEMBER 2020



Table of Contents

≡ CLICK TO JUMP ≡

<u>Letter to Partners</u>	2
<u>What's Available for December</u>	3
<u>#freeyourfeelsFriday</u>	4
<u>You're Not Alone</u>	5
<u>Know the Signs of Depression</u>	6
<u>Warning Signs of Suicide</u>	7
<u>Suicide Risk Factors</u>	8
<u>Holiday Mental Health Tips</u>	9

December Outreach Toolkit



As we head into the holidays, families everywhere are struggling to make appropriate plans for the pandemic.

Parents are asking how to celebrate when we can't be together as usual, and how do we deal with more disappointment and frustration - and help our kids do the same?

We hope this toolkit will help navigate this unusual holiday season.

We are excited to share that all of our social media posts can be accessed online for direct sharing to your accounts [here!](#) For the posts in this toolkit, click the social media icons beneath of each post like these:



In this month's toolkit, you'll find general social media posts, as well as more targeted posts with advice on minimizing stress and helping everyone through this challenging time.

Also, be sure to check out this amazing resource from Children's Healthcare of Atlanta on [Navigating Holiday Breaks.](#)

We look forward to seeing your hashtags and all the resources you can share with the community!

WHAT'S AVAILABLE FOR DECEMBER?



We are asking partners to post twice per week in December (including #freeyourfeelsFriday)! #freeyourfeelsFriday is every Friday. Pick a graphic series or two (or all!) to post directly to your social media accounts from here. We'd love for you to add your own resources and content!

EVERY FRIDAY IN DECEMBER

Our #freeyourfeelsFriday days of action continue in December. Encourage followers to share how they're feeling!

REDUCING STRESS

Every holiday season is stressful. 2020 will be no different. This series of social media posts will include practical tips on surviving typical holiday stress and weather pandemic stress too.

MAKING NEW TRADITIONS

Is the pandemic forcing you to change your holiday plans? This series of social media posts will explore ways to start a new holiday tradition, while incorporating old ones into this year.

DEALING WITH DISAPPOINTMENT

If your kids are disappointed at how this holiday season is shaping up, check out this series of social media posts, which will guide parents and caregivers through ways to help their kids express their disappointment.

DEALING WITH GRIEF

Hundreds of thousands of families will have an empty chair at the table this holiday season. Missing a loved one can be tough at the holidays. This series of social media posts offers tips on dealing with grief during the holidays.

RESET YOUR MIND FOR 2021

2020 has been a year for the history books! Now is the time to get your mind ready for a new year with new opportunities. This series of social media posts will offer tips on getting ready for 2021!

#freeyourfeelsFriday



Every Friday, help get conversations about feelings started! We'd love for you to take these samples and put your own twist on them ever Friday in October. Engage your networks and followers to continue discussions throughout the month!



TWITTER GRAPHIC



FACEBOOK GRAPHIC



INSTAGRAM GRAPHIC

SUGGESTED COPY FOR #FREEYOURFEELSFRIDAY

It's #freeyourfeelsFriday! How are YOU feeling today? Drop one word or an emoji describing your feelings below! #freeyourfeels



YOU ARE NOT ALONE.



This holiday season will be tough for those who have lost a loved one and those who cannot be with their families. You are not alone. Share this graphic to remind your followers that help is available at the touch of their fingertips.



SUGGESTED COPY

While the holiday season is a joyful time for many, it can be tough for those without loved ones and those struggling with their mental health. If you or someone you love is struggling with the #holidayblues, encourage them to seek help. Download the My GCAL app and the NotOK app. linktr.ee/freeyourfeels. More info: freeyourfeels.org. #freeyourfeels

Facebook and Twitter graphics with corresponding copy can be found [here](#).



DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN DECEMBER!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



KNOW THE SIGNS OF DEPRESSION



The holiday season is typically associated with cheerfulness, family gatherings, and festive activities. But for those suffering with depression, it can mean an increased risk of relapse due to heightened stress levels. Share this graphic so your followers know the signs of depression so they can easily spot them in their loved ones.



SUGGESTED COPY

Do you know the signs of depression? The holiday season can be particularly difficult for someone suffering with depression. Encourage them to download the My GCAL app and the NotOK app so when they are feeling low, help is no further than the tip of their fingers. linktr.ee/freeyourfeels. More info: freeyourfeels.org. #freeyourfeels

The holiday season can be challenging for many people. If you are feeling down or depressed, know that there is help to get you through these difficult times. Download the My GCAL app to talk to a professional day or night. linktr.ee/freeyourfeels. More info: freeyourfeels.org. #freeyourfeels

Facebook and Twitter graphics with corresponding copy can be found [here](#).



DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN DECEMBER!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



WARNING SIGNS OF SUICIDE



The idea that suicides occur more frequently during the holiday season is a long perpetuated myth. According to the Centers for Disease Control, the suicide rate is actually the lowest in December. However, given that the myth is still shared, December is an ideal time to raise awareness.

WARNING SIGNS OF SUICIDE

- 1 Changes in eating and sleeping
- 2 Personality and mood changes
- 3 Having problems concentrating

#freeyourfeels



@freeyourfeels

SUGGESTED COPY

The holidays can exacerbate feelings of loneliness. Download the My GCAL app and the NotOK app today so when you are feeling low, help is no further than the tip of their fingers. linktr.ee/freeyourfeels. More info: freeyourfeels.org. #freeyourfeels

The holidays can be a trigger for many people. Know the warning signs of suicide. Encourage them to download the My GCAL app and the NotOK app today so when they are feeling low, help is no further than the tip of their fingers. linktr.ee/freeyourfeels. More info: freeyourfeels.org. #freeyourfeels

Facebook and Twitter graphics with corresponding copy can be found [here](#).



DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN DECEMBER!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



RISK FACTORS FOR SUICIDE



Suicide does not discriminate. People of all genders, ages, and ethnicities can be at risk. It is important to note that even among people who have risk factors for suicide, most do not attempt suicide.

RISK FACTORS FOR SUICIDE

- 1 Family history of suicide
- 2 Impulsive tendencies
- 3 Barriers to accessing mental health care

#freeyourfeels  @freeyourfeels

SUGGESTED COPY

Know the risk factors for suicide. Even if someone you know has these risk factors, most do not attempt suicide. Being prepared is key. Download the My GCAL app and the NotOK app today so when you are feeling low, help is no further than the tip of their fingers. linktr.ee/freeyourfeels. More info: freeyourfeels.org. #freeyourfeels

Facebook and Twitter graphics with corresponding copy can be found [here](#).



DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN DECEMBER!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



HOLIDAY MENTAL HEALTH TIPS



When you fly on an airplane, the flight attendant instructs passengers to "put your oxygen mask on first." You can't take care of others if you aren't taking care of yourself! That can be challenging when the kids are on break! Children's Healthcare of Atlanta offers these tips for [Navigating Holiday Breaks](#) with kids!

SUGGESTED COPY

Mental health advice for the holidays: Take care of yourself first. Make sure to get enough sleep, eat healthy, and take the time you need to relax and recharge. Need to chat with a professional? Download the My GCAL app: linktr.ee/freeyourfeels #freeyourfeels

Tips on how to manage your mental health this holiday season. Recognize and acknowledge your feelings. #freeyourfeels

Facebook and Twitter graphics with corresponding copy can be found [here](#).



DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN DECEMBER!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225





QUESTIONS? CONTACT

Erica Fener Sitkoff, Ph.D.

Executive Director

Voices for Georgia's Children

efenersitkoff@georgiavoices.org

Layla Fitzgerald, M.S.

Program Manager

Department of Behavioral Health

and Developmental Disabilities

layla.fitzgerald@dbhdd.ga.gov

NEED ADDITIONAL RESOURCES? CONTACT

Maria Ramos

Project Manager

Voices for Georgia's Children

mramos@georgiavoices.org

Suzanne Wooley

Communications Manager

Voices for Georgia's Children

swooley@georgiavoices.org