



OUTREACH TOOLKIT

APRIL 2021



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April Outreach Toolkit



We are excited to bring you more Free Your Feels content!

This month we have compiled content that touches on a number of different age groups as well as topic areas, such as responding to traumatic events.

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 April, we want you to create a calming corner in your house, your classroom, or a room where kids gather. At the end of the month, for #freeyourfeelsFriday, we want to flood social media with our Free Your Feels Calming Corners so other parents, teachers, and caregivers can see how easy it is!

Have a great month!

WHAT'S AVAILABLE FOR APRIL?



We are asking partners to post twice per week in April (including #freeyourfeelsFriday)! #freeyourfeelsFriday is every Friday. Pick a graphic series or two (or all!) to post directly to your social media accounts, or add your own resources and content! Don't forget to hashtag it #freeyourfeels!

EVERY FRIDAY IN APRIL	Our #freeyourfeelsFriday days of action continue in April...with a twist! Every Friday this month we want you to #freeyourfeels with action steps you can take (or make!) and share them with us on social media.
SPOTLIGHT: SOAR CLUBHOUSE	This month we are spotlighting the amazing work of SOAR Clubhouse in Dublin, Georgia. This Clubhouse is a child and adolescent program designed to provide a comprehensive and unique set of services for children and families coping with the challenges of mental health disorders.
SPEAK: WHY WORDS MATTER	One of Free Your Feels' goal is to normalize the conversation around mental health and mental health challenges. Stamp Out Stigma offers two resources that can help guide this transition: "Person-Centric Language Guide" and "How to Talk about Suicide."
LISTEN: REACTING TO A TRAUMATIC EVENT	Parents, caregivers, and teachers anticipate protecting children from traumatic events. Unfortunately, this isn't always possible. This month we take a closer look at how adults can listen and respond appropriately.
CONNECT: CREATE A CALMING CORNER	Teaching kids to manage their emotions is an important part of building their ability to handle life's ups and downs. All kids need opportunities to practice managing their emotions. Check out this resource from Strong 4 Life (Children's Healthcare of Atlanta) on creating a calming corner in your home or classroom.

#freeyourfeelsFriday: Take Action



Our #freeyourfeelsFriday days of action continue in April...with a twist! Every Friday this month we want you to #freeyourfeels with action steps you can take (or make!) and share them with us on social media. Watch for the prompt every Friday morning.

FRIDAY, APRIL 2 - SING OUT LOUD

Did you know the physical act of singing out loud, even if it is off key, has been shown to release endorphins (the "feel good" chemical) in the brain? This week we want you to share your favorite song on our #freeyourfeelsFriday post. Bonus points if you post a video of you singing!

FRIDAY, APRIL 9 - STRIKE A POSE

The Downward Facing Dog yoga pose activates several muscles in your arms, legs, and core. This particular stretch helps muscles begin to burn the additional blood glucose that is made available by the body's flight or fight response. This Friday we want to know your favorite yoga pose. Bonus points? Post a picture!

FRIDAY, APRIL 16 - PAINT IT OUT

Not only does painting give the brain something to focus on other than the stressor, but participating in visual arts is linked to resilience to stress in general. Don't want to drag out the paint? Have your child "paint" with shaving cream on a plastic shower curtain in the yard. And don't forget -- share a picture!

FRIDAY, APRIL 23 - EMBRACE THE SPARKLE

Give your child a focal point for 3-5 minutes that is not the stressor. It allows their brain and body to reset itself. These jars are easy to make (and for adults, it can add a little sparkle to your desk!). Pick a color and share it with us!

FRIDAY, APRIL 30 - SHOW US YOUR CALMING DOWN CORNER

A calming corner gives a child a place to practice managing their emotions. Strong 4 Life offers more information later in the toolkit. You have the entire month of April to create this! We want to see it!



SOAR CLUBHOUSE



This month we are spotlighting the amazing work of SOAR Clubhouse in Dublin, Georgia. This Clubhouse is a child and adolescent program designed to provide a comprehensive and unique set of services for children and families coping with the challenges of mental health disorders.



SOAR's programs provide supportive services that include educational supports, employment services, peer support, family engagement, social activities, and other initiatives geared to engage youth and assist them in managing behaviors and symptoms.

Every week in February, SOAR Clubhouse hosted their own "Free Your Feels Friday" events! Their activities included making homemade stress balls out of balloons and play-dough, creating a peer to peer mentorship group, TikTok dance competitions, and more! We love seeing how you're all championing the campaign and fostering safe (and fun!) spaces to #freeyourfeels!

To find a Mental Health Resiliency Support Clubhouse near you in Georgia, [click here](#).

DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN FEBRUARY!



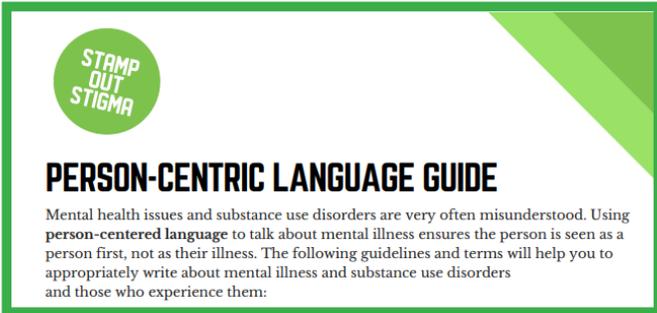
FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



SPEAK: WHY WORDS MATTER

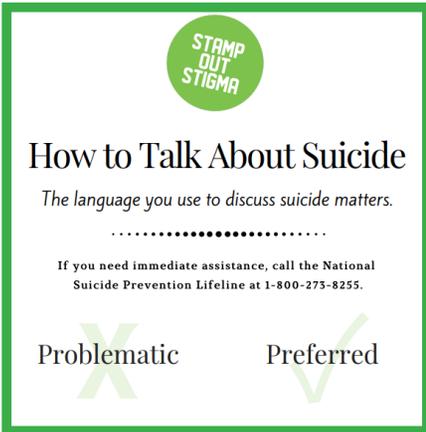


One of the goals of the Free Your Feels campaign is to normalize the conversation around mental health and mental health challenges. Stamp Out Stigma offers two resources that can help guide this transition: "Person-Centric Language Guide" and "How to Talk about Suicide."



Using person-centered language to talk about mental illness ensures a person is seen as a person first, not as their illness.

Click on the picture to the left for the complete Person-Centric Language Guide from Stamp Out Stigma.



The language you use to discuss suicide matters. This resource from Stamp Out Stigma offers alternative ways you can discuss suicide and actions surrounding suicide.

Click on the picture to the left for an infographic from Stamp Out Stigma.

Click below for our How to Talk about Suicide social media series



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LISTEN: REACTING TO A TRAUMATIC EVENT



Parents, caregivers, and teachers anticipate protecting children from traumatic events. Unfortunately, this isn't always possible. This month we take a closer look at how adults can listen and respond appropriately. [Download Age-Related Reactions to a Traumatic Event from the National Child Traumatic Stress Network here.](#)

SUGGESTED COPY FOR SOCIAL MEDIA FOR ADULTS CARING FOR YOUNG KIDS

Little kids need your reassurance that they are safe after a traumatic event. @nctsn offers these resources on how to respond to their fears. tinyurl.com/preschooltraumaresponse #freeyourfeels #listen

SUGGESTED COPY FOR SOCIAL MEDIA FOR SCHOOL-AGED KIDS

Older kids may need to be encouraged to talk about their fears, sadness, and anger in a supportive environment. @nctsn offers some suggestions for caregivers and parents. tinyurl.com/nctsnresponse #freeyourfeels #listen

SUGGESTED COPY FOR SOCIAL MEDIA FOR TEENS

Teens need your support to work through their emotions after a traumatic event. @nctsn outlines what parents and caregivers should look for. tinyurl.com/nctsnresponse #freeyourfeels #listen



DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN FEBRUARY!



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CONNECT: CREATE A CALMING CORNER



Teaching kids to manage their emotions is an important part of building their ability to handle life's ups and downs. All kids need opportunities to practice managing their emotions. Check out this resource from Strong 4 Life (Children's Healthcare of Atlanta) on creating a calming corner in your [home](#) or [classroom](#).



KEY ELEMENTS OF A CALMING CORNER

Team up with your child to create a space that will work best for them. The more input they have, the more likely they are to use it.

Pick a comfortable location where your child feels safe using coping strategies without distractions.

Provide structure and clear expectations. Work with your child to establish clear guidelines for how the space should be used.

Teach coping skills. Introduce a few tools at a time and then build their toolbox as you go.

Practice coping skills regularly.

DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN FEBRUARY!



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