



OUTREACH TOOLKIT

FEBRUARY 2021



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February Outreach Toolkit



2021 is underway!

This month we are excited to bring you more targeted content to choose from as you continue to support Free Your Feels on social media and beyond!

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:



We invite you to join us on Thursday, January 28th at Noon for an information session conference call that will bring together advocates, expert, individuals, and organizations to create a campaign that resonates with everyone and improves upon Georgia's system of care for families. During the call, we'll provide an update on the campaigns' progress and discuss how we can all work together to effectively spread the message and share resources moving forward.

We hope to see you there!

WHAT'S AVAILABLE FOR FEBRUARY?



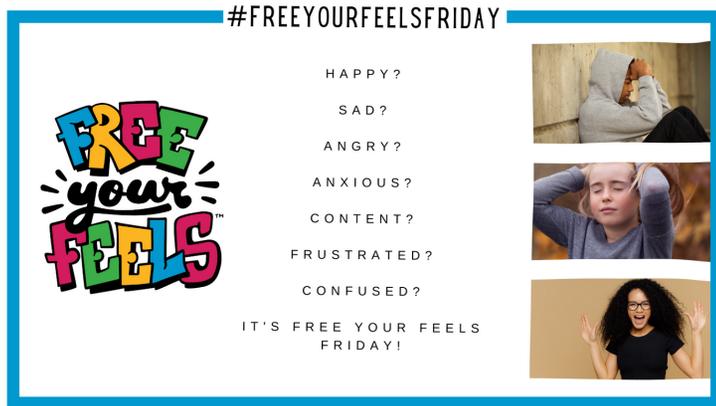
We are asking partners to post twice per week in February (including #freeyourfeelsFriday)! #freeyourfeelsFriday is every Friday. Pick a graphic series or two (or all!) to post directly to your social media accounts [from here](#). We'd love for you to add your own resources and content!

EVERY FRIDAY IN FEBRUARY	Our #freeyourfeelsFriday days of action continue in February. We've updated our #freeyourfeelsFriday graphics for the new year so you can encourage followers to share how they're feeling!
SOURCES OF STRENGTH	This month we are spotlighting the Sources of Strength program. This is a universal suicide prevention program designed to build socioecological protective influences around youth and to reduce the likelihood that vulnerable youth/young adults will become suicidal.
ESTABLISHING A PEER-TO-PEER SUPPORT GROUP	The Free Your Feels Peer to Peer mentor program helps schools create a safe and more nurturing school environment to help support students' social/emotional needs and general well-being. This social media series and FAQ outlines how to establish a FYF Peer to Peer Program.
PEER-TO-PEER YOUTH CREATED CONTENT	A central part of this campaign is peer-to-peer youth created content. Check out the most recent youth created from VoxATL on grounding techniques and creating a calmer space when everything seems out of control.
FREE YOUR FEELS PUBLIC SERVICE ANNOUNCEMENTS	Thanks to a partnership with 11Alive, we can now offer two video PSAs for you to share on your social networks. Be sure to tag @GeorgiaVoices, @DBHDD, and @11Alive in your posts!
FREE YOUR FEELS IN THE NEWS	Share Atlanta and Company's interview with Dr. Erica Fener Sitkoff, Executive Director of Voices for Georgia's Children, and Layla Fitzgerald, Program Manager at DBHDD.

#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 every Friday in February. Engage your networks and followers to continue discussions throughout the month!



TWITTER GRAPHIC



FACEBOOK GRAPHIC



INSTAGRAM GRAPHIC

SUGGESTED COPY FOR #FREEYOURFEELSFRIIDAY

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



SOURCES OF STRENGTH



Sources of Strength is a universal suicide prevention program designed to build socioecological protective influences around youth and to reduce the likelihood that vulnerable youth/young adults will become suicidal.



SOURCES OF STRENGTH

Sources of Strength is most often implemented as a school-based program in middle school, high school, or college. However Sources of Strength is also often used in community, faith-based, and cultural settings. It promotes and focuses on connectivity, school bonding, peer-adult partnerships, and help seeking behaviors.

If you're interested in implementing this program in your school, or learning more, [click here to access an information sheet!](#)

DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN FEBRUARY!



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



ESTABLISHING A PEER-TO-PEER GROUP



The Free Your Feels Peer to Peer mentor program helps schools create a safe and more nurturing school environment to help support students' social/emotional needs and general well-being. This social media graphic and corresponding FAQ outlines how to establish a FYF Peer to Peer Program.

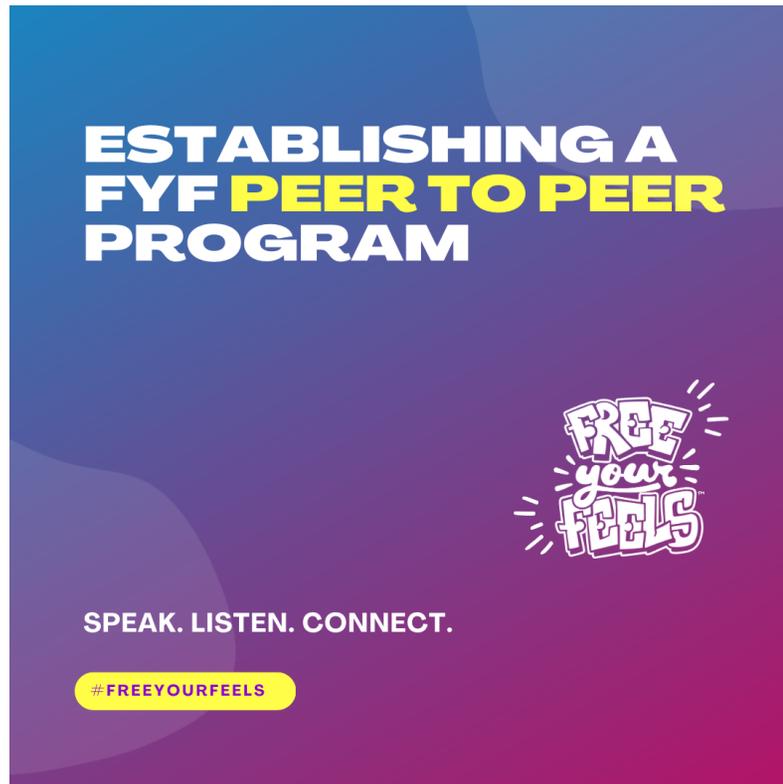
SUGGESTED COPY FOR SOCIAL MEDIA

Peer to Peer support is crucial in supporting social and emotional needs. Why not establish a #freeyourfeels Peer to Peer Program at your school?

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



[Download the Free Your Feels Peer to Peer Program FAQ here](#)



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PEER-TO-PEER YOUTH CREATED CONTENT



Teens and youth receive messages from their peers more willingly than those from adults in their lives. That's why a central part of this campaign is peer-to-peer youth created content. Through a partnership with VoxATL, teens across the state are speaking out to their peers about mental health.

SUGGESTED COPY FOR SOCIAL MEDIA



Have you ever tried to ground yourself? Zariyah with @voxroxtatl offers a few of her favorite grounding techniques here: <https://youtu.be/bP2NB06xwXI> Want more info on #freeyourfeels? linktr.ee/freeyourfeels.

Need to create a calmer space? Zariyah with @voxroxtatl shares some calming techniques she's learned to create a calmer space to help her mental well-being, especially helpful when everything feels stressful. <https://www.youtube.com/uS14b8hwaUw> Get more info: linktr.ee/freeyourfeels #freeyourfeels

DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN FEBRUARY!



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FREE YOUR FEELS PUBLIC SERVICE ANNOUNCEMENTS



Thanks to a partnership with 11Alive, we can now offer two PSAs to run on your social media channels!



:15 SECOND "SPEAK.LISTEN.CONNECT" PSA

SUGGESTED COPY: For too long, it's been okay to bury and hide your feels. It's time for change. It's time to #freeyourfeels. Help empower the young people in your life to speak, listen, and connect.

Download the 15-second "Speak. Listen. Connect." PSA (MP4/24MB)

:30 SECOND "SHARE FEARLESSLY" PSA

SUGGESTED COPY: It's okay to express your feelings and to listen judgment feels. Help the young people in your life to fight through the awkwardness of talking about mental health. It's time to #freeyourfeels.

[Download the 30-second "Share Fearlessly" PSA \(MP4/8.68 MB\)](#)

DON'T FORGET #freeyourfeelsFriday EVERY FRIDAY IN FEBRUARY!



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FREE YOUR FEELS IN THE NEWS



Dr. Erica Fener Sitkoff, Executive Director of Voices for Georgia's Children, and Layla Fitzgerald, Program Manager at DBHDD, sat down with Cara Kneer with Atlanta and Company on January 11th to talk youth mental health and the Free Your Feels campaign. We invite you to share the interview.



SUGGESTED COPY FOR SOCIAL MEDIA

Our kids have been facing a mental health crisis for years, and that's only been exacerbated by the challenges of the past year. Learn more about the #freeyourfeels campaign with @11Alive @GeorgiaVoices @DBHDD

Need to chat with a professional? Download the My GCAL app: linktr.ee/freeyourfeels #freeyourfeels

The entire segment can be found here:

<https://www.11alive.com/video/entertainment/television/programs/atlanta-and-company/free-your-feels-initiative/85-0c8217b2-cdaf-47ba-a236-46fc80db420a>



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QUESTIONS? CONTACT

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