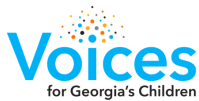


FREE your FEELS™

STARTER KIT

ABOUT FREE YOUR FEELS

Launched by:



Georgia
Department of
Behavioral Health
& Developmental
Disabilities



**Silence
the Shame**

**VOX
ATL**



**Youth
Voice
Matters**

In partnership with:

Launched by Voices for Georgia's Children and Georgia's Department of Behavioral Health and Disabilities, along with incredible partners, the Free Your Feels campaign helps Georgia's children, teens, and young adults stay mentally healthy by expressing their feelings with peers, parents, teachers, and most importantly, themselves.

Through customized awareness materials, curated educational resources, and signature events and programs like the Free Your Feels Teen Summit and school-based Peer-to-Peer Wellness Groups, we aim to increase mental health awareness, reduce stigma, and encourage Georgia's youth to express their real feelings and seek support, while guiding caregivers and adults to listen and help.

BRINGING MENTAL HEALTH AWARENESS TO YOUR COMMUNITY

The Free Your Feels (FYF) Starter Kit is designed to help schools and communities spark meaningful conversations about mental health. It provides students with practical tools and knowledge to better manage stress and support their well-being. The goal of these resources is to help create an environment where everyone feels empowered to express their feelings without fear of judgment.

WHAT'S INSIDE YOUR KIT

Each kit includes a mix of items for activities, giveaways, and daily reminders:

- **1 Campaign Blueprint Implementation Guide** - A short booklet with activity ideas and tips for bringing the campaign to your community.
- **1 FYF logo sticker** - Serves as a visible symbol to boost campaign recognition and foster a sense of unity.
- **10 FYF Guided Journals** - Provides opportunities for self-reflection and personal growth, ideal for individual or group journaling sessions.
- **10 Stress Balls** - Helps students manage stress in a fun and engaging way, promoting relaxation and focus.
- **10 Putty Packs** - Offers a hands-on method for releasing tension and redirecting energy productively.
- **10 Keychains** - Acts as a daily reminder of the campaign's message, easily attachable to backpacks or keys.
- **20 Pens** - Supplies a practical tool for journaling or note-taking, supporting everyday engagement with the campaign.
- **20 Stickers** - Reinforces mental health awareness through visible, creative reminders that can be placed on personal items.

You can access the digital version of the Blueprint here



Dedicated webpage of implementation resources here



SUGGESTED BEST PRACTICES:

- **Start Small:** You can decide how and when to share and stretch these resources to best fit your youth's needs. Whether you use items for small group activities, giveaways, or community, classroom, or at-home resources, the goal is to keep mental health conversations going.
- **Connect Directly With Youth:** Engage young people in deciding how the items are used. Their input can help ensure the tools feel relevant, meaningful, and supportive.
- **Visibility Matters:** Keychains or stickers can serve as daily reminders young people can carry or place on water bottles, laptops, and other personal items for ongoing visibility. The Blueprint Implementation Guide included in your kit offers QR codes to access downloadable FYF posters and other materials for added visibility in classrooms, hallways, and community spaces.

SHARE WITH US!

We'd love to hear how you're using the Free Your Feels Starter Kit!

If you implement the FYF campaign beyond the starter kit, please email us at freeyourfeels@gmail.com. By reaching out, you can:

- Share how you're using the kit and who you're reaching, send us photos and/or participation data
- Provide feedback to support program evaluation and improvements
- Request additional materials for ongoing engagement resources

Tag [@freeyourfeelsga](#) on Facebook, Instagram, or Threads

