



OUTREACH TOOLKIT



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What Is Free Your Feels?



"Free Your Feels" is a mental health awareness campaign begun by Georgia's Department of Behavioral Health and Developmental Disabilities and Voices for Georgia's Children along with countless incredible partners to encourage Georgia's young people to explore their **real feelings** and share them **fearlessly**.

JOIN THE CAMPAIGN

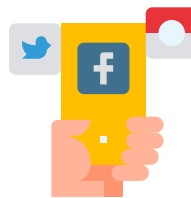
Interested in raising awareness about youth mental health? This toolkit will help you get started. With social media posts, infographics, and helpful tips, you'll be equipped to start the conversation. Thank you for joining us in the first phase of this campaign! We will be continuously updating this toolkit and the website with additional resources and materials.

IN THIS TOOLKIT



MEDIA MATERIALS

- Overview Flyer
- Key Messages



SOCIAL MEDIA COMPONENTS

- Sample Facebook and Twitter Posts (with graphics)
- Calls to Action



MORE STILL TO COME

- Timeline for future materials and resources to be sent out
- Contacts for additional help



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





"Free Your Feels" is a youth mental health awareness campaign encouraging Georgia's young people to explore their **real feelings** and share them **fearlessly**.

Why are we doing this?

To empower youth to **speak** out and express their real feelings, encourage adults and peers to check-in with each other and **listen** judgment free, and to **connect** everyone to resources for further guidance or help.

Who are we trying to reach?



ADULTS CARING FOR YOUTH

Supporting educators, parents, faith leaders, childcare providers, etc. in their support of youth.



TEENS

Teen-developed content to be delivered peer-to-peer.

What is the timeline of this campaign?

SEP 2020

Launch campaign to raise awareness, encouraging sharing and connecting to existing resources.

OCT 2020

Expand campaign with youth-directed peer-to-peer resources.

SEP 2020 -
AUG 2021

Boost campaign with targeted messaging on support for the holidays, responding to trauma, and reducing stigma.

How will we know if this campaign is successful?

1

Engagement in and reach of the campaign — get people talking about mental health!

2

Increase in use of resources provided — people are connecting to resources and know where to go to find support.

What is my role in this campaign?

PARTICIPATE ON SOCIAL MEDIA! SHARE YOUR RESOURCES!

We want everyone involved in this campaign to take it and run with it so we can reach as many youth and adults as possible! The "Free Your Feels" website will house a collection of resources from different organizations and agencies and include ready-to-use editable graphics to easily promote and share messaging. This is an opportunity to have your resources reach new audiences and networks.

Voices for Georgia's Children will send updates every couple of weeks with new graphics, social media messaging, and more to keep boosting the campaign.

We hope you'll join us and

#FreeYourFeels

Key Messages



When talking about the Free Your Feels campaign, explaining it to partners, or discussing it with the public, please keep the following key messages in mind to help them understand the purpose and direction of this mental health awareness campaign.

- + Talking about your worries can make them seem not as big.
- + There is no shame in talking about your feelings or seeking help.
- + Kids and teens are dealing with heavy stuff and don't always know where they can find help.
- + Listening judgment-free is key to showing a child or teen that it is safe to talk about their feelings.
- + It's important for parents, caregivers, and other trusted adults to know the signs that a young person is struggling emotionally and have the tools to help, or know where to turn to get that help.
- + It's hard to talk about feelings and mental health, but the conversation is too important not to have.
- + Mental health challenges like depression and anxiety in young people are treatable and should be addressed as soon as possible.
- + Young people should find someone they trust and start a conversation. Parents and other trusted adults should be ready to listen and let them know you understand.
- + Peers and friends play an important role in youth mental health.



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



Social Media Content for Youth



If you are a middle or high schooler looking to get involved with the #freeyourfeels campaign, click to download any of these image carousels and copy or edit some of our suggested text to spread the word!



Image 1

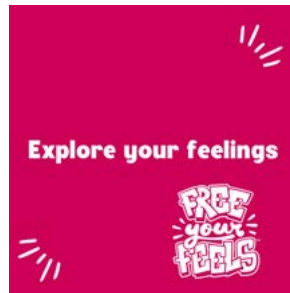


Image 2



Image 3

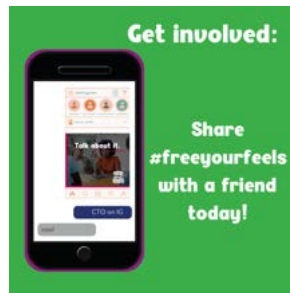


Image 4

SUGGESTED TEXT

Don't keep your feelings bottled up! Share how someone has helped you through a tough time. #freeyourfeels!

Need help right now? Click the link in our bio to download the MyGCAL app and find out more about the #freeyourfeels campaign at www.freeyourfeels.org.

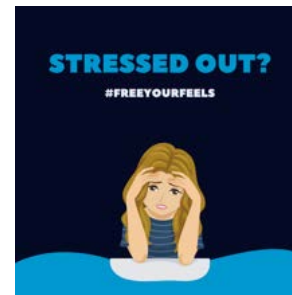


Image 1

REMEMBER YOU
AREN'T ALONE.



Image 2



Image 3

DON'T WAIT UNTIL
YOUR BREAKING POINT



Image 4

SUGGESTED TEXT

Stressed out? You're not alone! Don't wait until your breaking point. Download the MyGCAL & notOK App for urgent help and go to www.freeyourfeels.org for more resources and to learn about #freeyourfeels!

Need help right now? Click the link in our bio to download the MyGCAL app and find out more about the #freeyourfeels campaign at www.freeyourfeels.org.

Social Media Content for Youth



Click to download any of the following images and copy and paste or edit our suggested text for a caption!



Image 1



Image 2

You aren't alone in your feelings. Sharing your story might help someone else. #freeyourfeels



Image 1



Image 2

When was the last time you reached out "just because?" Text a friend a compliment today. #freeyourfeels



Image 1

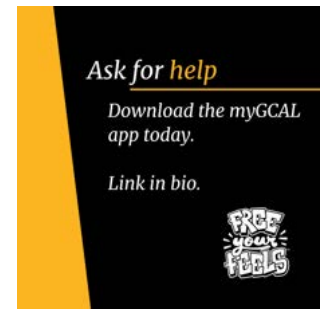


Image 2

Be prepared in the event things get too hard. Download the My GCAL app today. #freeyourfeels linktr.ee/freeyourfeels



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



Social Media Content for Parents of Young Kids



The following images and text are tips to share with parents of young kids on establishing connection and keeping an open line of communication. All of these tips remind us to speak, listen, and connect with our young kids. Click to download any of the following images and copy and paste or edit our suggested text for a caption!

SPEAK



OPTION 1

Everyday conversations with young children teach them that their voice is a powerful tool. Take 10 minutes to ask how your child is feeling today. Find more resources at www.freeyourfeels.org. #freeyourfeels

OPTION 2

When your baby babbles, respond like what they said has meaning. It teaches them the back and forth of communication and relationships. #freeyourfeels Find more resources on how to talk to your child at www.freeyourfeels.org.

Social Media Content for Parents of Young Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

LISTEN



OPTION 1

Little kids have BIG feelings. Tantrums and defiance are a normal part of a toddler's social-emotional development. Set limits but always listen so the child knows they're safe to express their feelings with you. #freeyourfeels Find more resources for parents at www.freeyourfeels.org.

OPTION 2

When you identify emotions you help young children identify their vocabulary to express themselves. Responding to a tantrum with "you're angry" helps a child pinpoint how they are feeling in the moment. #freeyourfeels Find more resources for parents at www.freeyourfeels.org.

Social Media Content for Parents of Young Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

CONNECT



OPTION 1

Playing age appropriate board games with a child teaches them to take turns and follow rules, and helps build a strong relationship between the two of you. Carve out 10 minutes this evening to connect.

#freeyourfeels Need more resources? Check out www.freeyourfeels.org.

OPTION 2

Concerned about your child's social-emotional development? Learn the signs, and act early.

<https://tinyurl.com/CDCSigns> Check out www.freeyourfeels.org for additional resources! #freeyourfeels

Social Media Content for Parents of School-Age Kids



Kids are dealing with some pretty heavy stuff. The following images and text are tips to share with parents of children of children and teens on establishing connection and keeping an open line of communication. All of these tips remind us to speak, listen, and connect with our kids. Click to download any of the following Images and copy and paste or edit our suggested text for a caption!

SPEAK



OPTION 1

Kids deal with some pretty heavy stuff. Ask them to share their feelings with you. #freeyourfeels Need resources to do that? Go to www.freeyourfeels.org. Need immediate help? Call 1-800-715-4225 to talk to a mental health professional and download the MyGCAL app for your teen to use. <https://tinyurl.com/myGCALApp>

OPTION 2

This #backtoschool season comes with a lot of #stress. Encourage your kids to talk about what they're feeling and download the MyGCAL app for your teen to use. #freeyourfeels <https://tinyurl.com/myGCALApp>

Social Media Content for Parents of School-Age Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

LISTEN



OPTION 1

Being available and listening judgment-free is key. You can't shield your child from everything she may face, but you can be there to listen to her feelings. #freeyourfeels Learn how to create a safe space for your child with the resources at www.freeyourfeels.org.

OPTION 2

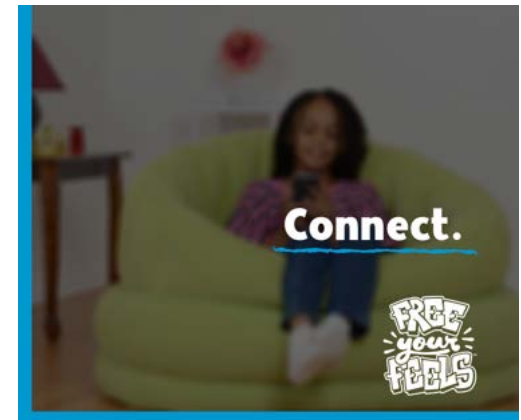
Some youth don't have the tools they need to handle the feelings of being overwhelmed, stressed and scared. Listening judgment-free is the first step in providing a safe place to #freeyourfeels. Need resources? Go to www.freeyourfeels.org. Need immediate help? Call 1-800-715-4225 for the Georgia Crisis and Access Line.

Social Media Content for Parents of School-Age Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

CONNECT



OPTION 1

Concerned your child may be dealing with a #mentalhealth issue that is more serious than normal teen angst? Connect them with someone who can help. Download the MyGCAL app to their phone.

#freeyourfeels <https://tinyurl.com/myGCALApp>

OPTION 2

Help your child identify up to 5 trusted contacts that they can reach out to in the event they are not ok. Download the notOk App to their phone and set it up. #freeyourfeels

Social Media Content for Educators of Young Kids



For younger children, a healthy expression of emotion and connecting with a teacher or other adult is key to developing strong mental health. All of these posts remind us to speak, listen, and connect with the kids we interact with daily. Click to download any of the images and copy and paste or edit our suggested text as a caption!

SPEAK



OPTION 1

Give the little ones you care for the opportunity to talk about their feelings one-on-one and in small groups. #freeyourfeels Need resources to do that? Go to www.freeyourfeels.org. Need immediate help? Reach out to one of DECAL's Inclusion and Behavioral Support Regional Supervisors at 1-833-354-HELP or email inclusion@decalfga.gov.

OPTION 2

Focus on social-emotional wellness in your classroom. Learn more about DECAL's SEEDS for Success Webinar series here: <https://tinyurl.com/SEEDSWebinar#freeyourfeels> Need more resources? Check out www.freeyourfeels.org.

Social Media Content for Educators of Young Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

LISTEN



OPTION 1

Be a responsive caregiver to the youngest in your care. Provide them the space to express their feelings without getting in trouble. #freeyourfeels Register for DECAL's Infant Toddler Webinar Series to learn more: <https://tinyurl.com/DECALInfantWebinar>.

OPTION 2

Having one caring and supportive adult in their lives can help a child overcome many types of adversity and stress. Listen with empathy when they talk. #freeyourfeels Find more resources for educators at www.freeyourfeels.org.

Social Media Content for Educators of Young Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

CONNECT



OPTION 1

Connecting with a young child helps build a strong relationship. Have a child in your care to draw a picture of how they are feeling and ask them to describe what is happening in the picture. #freeyourfeels For more resources, visit freeyourfeels.org.

OPTION 2

Concerned about the social-emotional development of a child in your care? Learn the signs, and act early. <https://tinyurl.com/CDCSigns> Check out www.freeyourfeels.org for additional resources! #freeyourfeels

Social Media Content for Educators of School-Age Kids



Youth today are navigating a lot of feelings. Being a trusted adult and letting them know you are there to listen is the first step in ensuring they have a safe place to free their feels. All of these posts remind us to speak, listen, and connect with the kids you interact with daily. Click to download any of the images and copy and paste or edit our suggested text as a caption!

SPEAK



OPTION 1

Your kids can handle their homework, but can they handle their feelings? It's important for kids to talk about it. #freeyourfeels Post the MyGCAL app in your classroom where students can access it and get immediate help when they need it. <https://tinyurl.com/myGCALApp>

OPTION 2

This #backtoschool season comes with a lot of #stress. It's important to encourage kids to talk about it. Connect with resources at freeyourfeels.org and post the links to download the MyGCAL and notOK Apps for your students. #freeyourfeels <https://tinyurl.com/myGCALApp>

Social Media Content for Educators of School-Age Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

LISTEN



OPTION 1

Create a safe space for your students to express their feelings. Listen judgment-free and direct them to mental health resources when needed. #freeyourfeels Find those resources at freeyourfeels.org.

OPTION 2

Some youth may not have the tools they need to effectively handle the feelings of being overwhelmed, stressed and scared. Listen for what they need and help them connect to the right people, like the MyGCAL app and the notOK app. #freeyourfeels <https://tinyurl.com/myGCALApp>

Social Media Content for Educators of School-Age Kids



Click to download any of the following images and copy and paste or edit our suggested text for a caption!

CONNECT



OPTION 1

If you're concerned a student may be dealing with a #mentalhealth challenge that is larger than normal teen angst, help connect them with someone who can help. <https://tinyurl.com/myGCALApp> #freeyourfeels

OPTION 2

Know the signs and symptoms of mental health concerns and connect the students in your class to someone who can help. Check out the resources at www.freeyourfeels.org and make sure they know about the GCAL Line: 1-800-715-4225 and the MyGCAL App <https://tinyurl.com/myGCALApp> #freeyourfeels

More to come!



It is an overwhelming time for everyone. That is why we are rolling out the Free Your Feels campaign in multiple phases. Thank you for joining us in jumpstarting the campaign with Phase 1! More information on future phases will come soon!

≡ PHASE 1 TIMELINE ≡

SEPTEMBER

Introduce the campaign through this Outreach Toolkit and the launch of the website www.freeyourfeels.org.



OCTOBER

Distribute more targeted social media posts, web banners & elements, posters for schools, and additional materials.



NOVEMBER

Develop Peer-to-Peer support with youth created content.

≡ PREVIEW OF PHASE 2 & 3 ≡

DECEMBER

Support for the Holidays



FEBRUARY 2021

Mental Illness and Trauma



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