### ABOUT OUR STRATEGY

The student-led campaign is intended to drive “peer-to-peer” conversations and pull the community together toward common strategic initiatives and tactics. By investing in the three strategic pillars – Remove the Stigma, Build Community Support and Commit to Education – the community is able to identify the most impactful actions they can individually and collectively take to disrupt the rise in teen suicides.

### ABOUT OUR GOAL

Strategies are focused around addressing the community’s mental health continuum of care across four areas: promotion, prevention, treatment and recovery. The adapted continuum of care graphic below identifies multiple areas for addressing mental health needs in a community. Every stakeholder in a community fits somewhere along the continuum of care.

### KEY FOCUS AREAS

#### REMOVE THE STIGMA

**INITIATIVES**
- Recognize different kinds of stigma
- Address the importance of words
- Confront the stigma
- Mental health is for everyone

**TOP TEEN TACTICS**
- Implement teen-to-teen programs
- Publicize/sign-up for daily positivity texts
- Develop parent training

#### BUILD COMMUNITY SUPPORT

**INITIATIVES**
- Help people feel they belong
- Community peer-to-peer support
- Community-wide teen check-ins
- Standardized best practices

**TOP TEEN TACTICS**
- Annual teen mental wellness “physicals”
- Establish parent mental health groups
- Create entry/re-entry support program

#### COMMIT TO EDUCATION

**INITIATIVES**
- Early formal education
- Best practice, teen-led programs
- Make learning more interactive
- Formalize teen voice

**TOP TEEN TACTICS**
- Begin mental health education alongside physical health education
- Establish student-to-student education and involve mentors
- Establish mental wellness “coaches” with teen input
REMOVE THE STIGMA
Eliminate the stigma associated with suicide and open the dialogue for real change.

BUILD COMMUNITY SUPPORT
Bring the community closer to spur unconditional support without judgement.

COMMIT TO EDUCATION
Improve/implement mental health (and suicide prevention) education consistently/earlier.

WE ARE WORKING TO REMOVE THE STIGMA
BY BUILDING COMMUNITY SUPPORT AND COMMITTING TO EDUCATION

HELP PEOPLE BELONG
PEER-TO-PEER SUPPORT
NO TEEN MISSED
COMMUNITY BEST PRACTICES
WORDS MATTER
CONFRONT STIGMA
MENTAL HEALTH FOR ALL

FORMALIZE TEEN VOICE
INTERACTIVE LEARNING
TEEN-LEAD PROGRAMS
EARLY EDUCATION