#ZeroReasonsWhy (#ZRW) is a teen-led storytelling and community mobilization campaign intended to drive peer-to-peer conversations and remove the stigma surrounding mental health and suicide prevention.

**TEEN GOAL**

There are #ZeroReasonsWhy a teen should struggle alone. Nearly 100 teens are involved with the #ZRW campaign. They believe that by removing the stigma, more teens will be more likely to ask for help and participate in programs offered at their school and community mental health centers.

**THE NEED**

Suicide is the second leading cause of death for youth aged 10 to 24. For every one completed suicide there are an estimated 25 attempts, and four out of five teens who attempt suicide have given clear warning signs.

Traditionally, adults have been the voice of suicide prevention. #ZRW is addressing the unmet community need to have a teen-led, community-wide framework to confront the epidemic of mental health and teen suicide, with teen voice at the center. The campaign’s community plan includes strategic initiatives and tactics developed by teens, parents, educators, health professionals, local government officials, faith-based representatives, nonprofits, and community advocates. Together, they are working to elevate mental health as equal to physical health and remove the stigma.
THE STRATEGY

In order to address the causes of these alarming statistics, the #ZRW Teen Council created a community strategic plan with three pillars: removing the stigma associated with suicide, building community support, and committing to mental health and suicide prevention education.

The Community Strategic Plan represents a shift in thinking. It is a teen-led framework for the entire community to confront the epidemic of mental health together. The plan helps the community partner together in this effort and addresses systemic change across the county’s Mental Health Continuum of Care. To checkout the community strategic plan, visit www.zeroreasonswhy.org/zeroreasonswhy-community-plan.

#ZRW was founded in 2018 in Johnson County, Kansas by the six school district superintendents. Over the past two years, the campaign has grown to serve the greater Kansas City metropolitan area and has plans to grow throughout the region.

HOW YOU CAN HELP

- Follow the campaign on social media
- Spread the word about #ZRW to others
- Request swag to pass out to friends and family
- Download the #ZRW Narrative Playbook
- Share your story or host a story day
- Attend a quarterly Community Convening
- Bring the campaign to a new community
- Become a #ZRW sponsor and help to remove the stigma by:
  - Bringing storytelling to communities that otherwise could not afford it
  - Underwriting a March and Rally or an impact analysis
  - Donating funds to print t-shirts and swag for #ZRW days, sporting events or inside schools or community businesses
  - Funding educational video series, such as the Crisis Series: https://www.instagram.com/p/B_m_ABDpgpC/
  - And more!

SPONSORS

#ZeroReasonsWhy is thankful for the support it has received from area sponsors including:

- Johnson County Mental Health Center
- Johnson County School Districts
- AT&T Believe KC
- Oak Park Mall
- Eastland Giving Circle
- The Kemper Foundation
- The United Methodist Church of the Resurrection
- Advent Health Children's Mercy
- Responsive Centers for Psychology and Learning
- Kids TLC

NARRATIVE PLAYBOOK

Download the 118-page playbook to learn more. This detailed resource gives you the information you need to implement #ZeroReasonsWhy in your community.

https://www.zeroreasonswhy.org/playbook

JUMPSTART PROGRAM

Contact us to discuss how to jumpstart the campaign in your community.

PublicAffairs@ZeroReasonsWhy.org