

# Our data shows that students need help right now.

According to our 17-and-under texters, this is what is top of mind:



But, there's good news: we're here to help (and we're really good at it). Whether students are feeling the long-term effects of social isolation, grieving over missed proms/graduations/games, or are worried about their family, we're here to help. **Anyone can text SCHOOL to 741741 to connect with a Crisis Counselor. Totally free, 24/7.** And, among our 17-and-under age demographic, we have a nearly 90% satisfaction rate. We're here—and we're ready.

This toolkit is intended to help connect students to the support they need to cope with the coronavirus pandemic. (pssst--we're here for everyone. Teachers and administrators, you can text SCHOOL to 741741, too.)

We are regularly sharing data about the mental health of students during this pandemic. To stay up-to-date about how students in participating schools are doing email lschwartz@crisistextline.org

**WEBSITE** <a href="https://www.crisistextline.org/topics/school">https://www.crisistextline.org/topics/school</a>

CTA Text SCHOOL to 741741

KEY:

IDEAS EXAMPLES **SOCIAL MEDIA:** @crisistextline (on Instagram,

TikTok, Facebook, and Twitter)

**CONTACT:** lschwartz@crisistextline.org

#### **USE THIS TOOLKIT TO CONNECT STUDENTS TO MENTAL HEALTH SUPPORT:**

# FOR ADMINISTRATORS:

- Include a note about the importance of mental health support with a CTA to Text SCHOOL to 741741 in all COVID-related communications.
- Include "Text SCHOOL to 741741 for free crisis counseling" in all staff email signatures.

- Include "Text SCHOOL to 741741 for free crisis counseling" in school announcements or school discussions
- Share the resource regularly across all school social media
- Include the resource in all remote learning resources and online student portals (Google Classroom, Canvas, Zoom, Schoology etc.)
- Share and re-share the resource particularly around in communications around canceled events such as proms, championships, and graduations
- Share this toolkit with the PTA at your school so they can push out the number as a resource, too
- Print this flyer to include in students' grab-and-go meals

### FOR TEACHERS

- Facilitate regular mental health check-ins with your students during this pandemic and encourage them to text SCHOOL to 741741 for crisis counseling if they need it
- Include the resource in all syllabi and assignments
- Include the resource in your email signature
- Add a reminder of the resource to all online learning sessions (in Zoom chats, Google hangouts etc.)
- Add the resource to all class-wide communications
- Encourage students to save "Text SCHOOL to 741741" in their phones if they ever need it
- Share this toolkit in Facebook groups and professional circles for teachers

### FOR STUDENT LEADERS

- Share digital assets across social media accounts and include "Text SCHOOL to 741741" as a resource in your bio
- If you are the leader of a team, club, or student leadership organization, include the resource in community emails and announcements
- Share this toolkit with your peers to help get the word out about 741741 for people who
- Start a social media challenge in your community to check in about mental health
  - PRO TIP: Don't forget to tag @crisistextline and "Text SCHOOL to 741741"

#### **EXAMPLES**

### **EMAIL COPY AND SIGNATURES**

In all remote learning and COVID-related communications, include the following copy:

Your mental health is just as important as your physical health. Crisis Text Line is available free, confidential, and 24/7. Text SCHOOL to 741741 to connect with a Crisis Counselor. www.crisistextline.org/topics/school

#### **REMOTE LEARNING TOOLS**

Pin the following copy to chat sections of remote learning video conferences such as Google Hangouts, Zoom, etc.

While we're here to learn, a reminder that your mental health matters. Crisis Text Line is available free, confidential, and 24/7. Text SCHOOL to 741741 to connect with a Crisis Counselor. www.crisistextline.org/topics/school

Include the following copy on syllabi and in online learning portals like Google Classroom or Canvas:

Social distancing and online learning can be hard to manage. Crisis Text Line is available free, confidential, and 24/7. Text SCHOOL to 741741 to connect with a Crisis Counselor. <a href="https://www.crisistextline.org/topics/school">www.crisistextline.org/topics/school</a>

### **SOCIAL MEDIA**

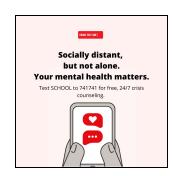
**Facebook Groups:** (consider sharing in teacher and professionals groups to get the word out to other teachers and administrators who may be looking for free mental health resources for their students)

If you're looking for a free mental health resource to help your students cope during remote learning, please consider sharing Crisis Text Line with them. They can text SCHOOL to 741741 to connect with a Crisis Counselor. Free, confidential and 24/7.

**School social media:** (consider sharing on school-run accounts to reach students and parents)

# **Instagram: DOWNLOAD ASSET**

Remote learning can be hard. While we're keeping everyone physically healthy, remember that your mental health matters too. If you need to talk to someone about all of it, @CrisisTextLine is here for you. Text SCHOOL to 741741 to connect with a Crisis Counselor. Free, confidential, 24/7.



#### Facebook:

Remote learning is a change for all of us. Social distancing is for physical health, but your mental health matters too. Crisis Text Line is a free resource for parents, students, and teachers to help you cope during this time. Text SCHOOL to 741741 for free crisis counseling 24/7. <a href="https://www.crisistextline.org/topics/school">www.crisistextline.org/topics/school</a>

### Twitter:

Physical health is just as important as mental health. Remember that it is always brave to reach out for help. @CrisisTextLine is here for students, teachers, and parents who need help coping. Text SCHOOL to 741741 for free crisis counseling, 24/7.

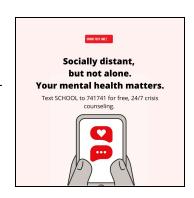
Student-run social media: (student leaders, consider sharing on your personal social and on accounts you run for student organizations)

# Instagram: **DOWNLOAD ASSET**

Our mental health matters. It can be hard to cope with coronavirus while social isolating. It's always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text SCHOOL to 741741.

#### Twitter:

Our mental health matters. It can be hard to cope with #coronavirus while social isolating. It's always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text SCHOOL to 741741. www.crisistextline.org/topics/school



### TikTok:

Share five things you're doing to take care of your mental health while social distancing. Then, tell everyone they can text SCHOOL to 741741 to reach a Crisis Counselor.

Pro Tip: don't forget to tag @CrisisTextLine

## **Snapchat:**

Share five things you're doing to take care of your mental health while social distancing. Then, tell everyone they can text SCHOOL to 741741 to reach a Crisis Counselor.

Pro Tip: don't forget to tag @CrisisTextLine